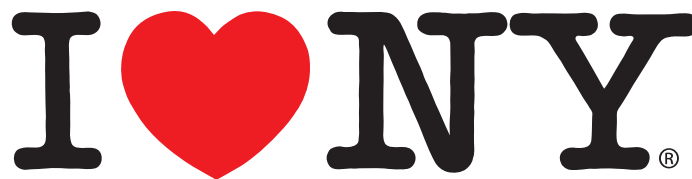




LOGO USAGE GUIDELINES

NEW YORK STATE DEPARTMENT
OF ECONOMIC DEVELOPMENT

January 2021



THE LOGO

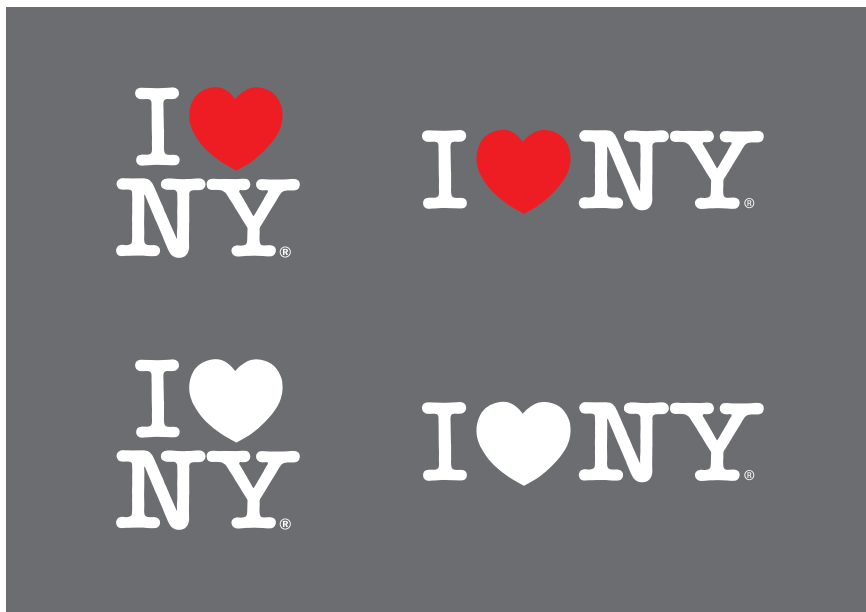
The original I LOVE NEW YORK logo is a rebus created by Milton Glaser in 1976.

The I LOVE NEW YORK logo includes a stacked version and a horizontal version.

The stacked version is the original and preferred mark. However, the horizontal version may be used in instances where spatial constraints require a horizontal configuration.

The I LOVE NEW YORK logo has four color options. Context, contrast with regard to background color and surrounding imagery and production parameters all should be considered in selecting which option to use. For example, the black or white logos can be used for instances where the logo must print in a single color.

When it's necessary to apply the logo to media other than paper or on-screen (e.g. fabric, wood, metal, glass or leather), the logo may be silkscreened, blind embossed, etched, engraved, etc.



PANTONE®: 485
C: 0 M: 100 Y: 100 K: 0
R: 237 G: 28 B: 36
HEX: ED1C24



PANTONE®: PROCESS BLACK
C: 0 M: 100 Y: 100 K: 0
R: 35 G: 31 B: 32
HEX: 231F20

I LOVE NY FONTS AND TYPOGRAPHY GUIDELINES

Proxima Nova is the preferred font for general use. This typeface has been selected for its versatility and legibility. It offers many weights and styles, which provide a broad degree of design flexibility for all graphic communications.

The weights below provide a range of styles for text and headings and should not be modified

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acceptable alternative

When the primary typeface (Proxima Nova) is unavailable due to the restrictions of media, use Arial in its place.

Arial is readily available for web, word processing, spreadsheet and presentation applications.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY STYLES

When rendered consistently, the proper use of type will draw reader's attention, lead them to most important information first and maintain a sense of clarity, order, legibility and structure throughout written communications.

Rules for use of type

The hierarchy of information guides the type sizes and weights for different levels of information as illustrated to the right.

Title Set in Proxima Nova Bold Title Case

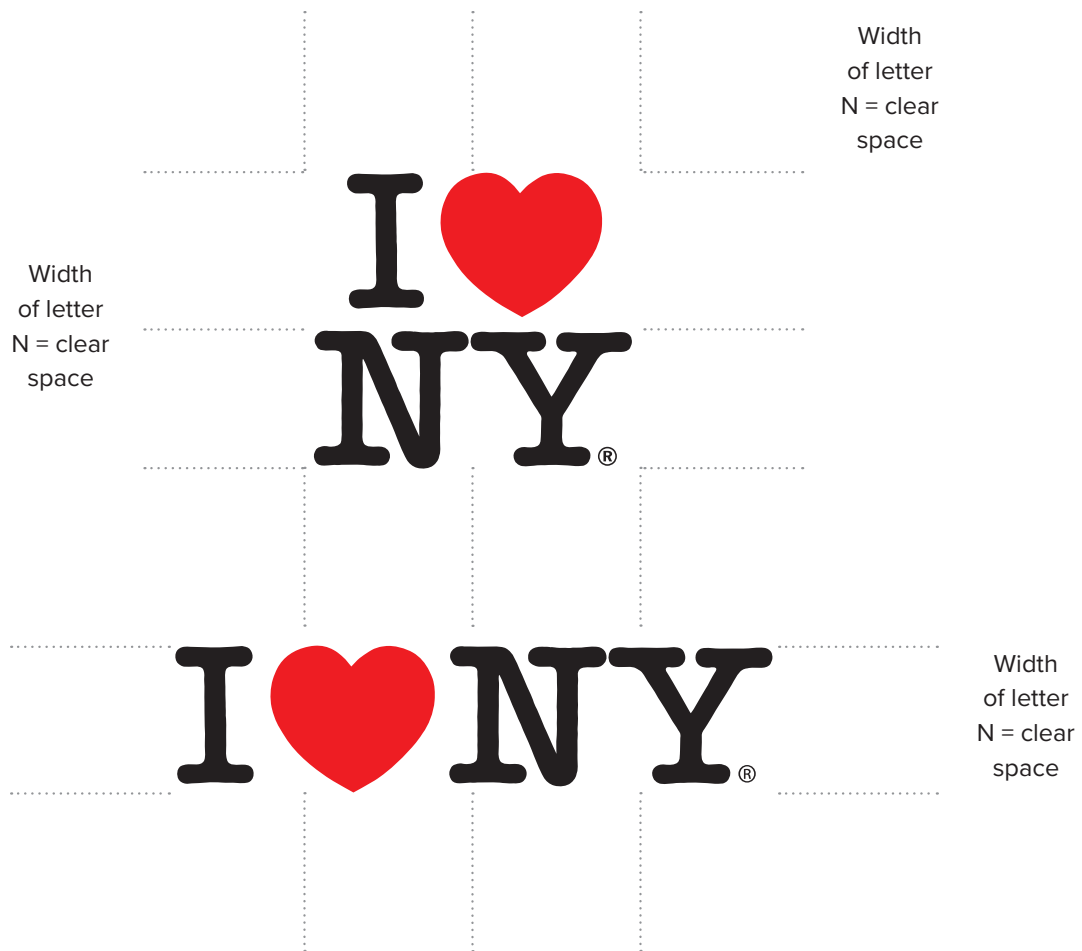
Subtitle set in proxima nova bold, sentence case. Lorem ipsum dolor sit.

Body copy set in proxima nova regular, sentence case. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Subtitle can also be set using proxima nova semibold sentence case.

Body copy can also be set using proxima nova light. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

LOGO CLEARSPACE



LOGO USAGE GUIDELINES

The I LOVE NY logo is a single piece of art. Use only the original mark.

Do not adjust, modify, add to, or recreate any element of the logo.

No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured

Logo colors as depicted cannot change. No other colors permitted.

A minimum clearspace must be maintained on the perimeter. The width of the letter “N” is the clear space required.

Do not enclose the logo in a shape, frame or other visual confinement that would make it appear to be part of the logo.

Never compromise the legibility of the logo.

Always use as one unit. Do not separate the logo elements.

Logo artwork should always appear upright

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork.

Approval from the New York State Department of Economic Development is required before usage.

The I LOVE NY logo is to promote New York State tourism and is not for personal use.

ADDITIONAL GUIDELINES: MARKETING & ADVERTISING

Logo files with the url that have been supplied are the only files approved by the Department for use;

Logo artwork should never be reproduced (cut & paste) from previously printed materials;

The logo should appear against a solid background whenever possible to ensure proper contrast (background colors of green, orange, red or pink will need to use an all-black or all white logo);

Minimum Sizing of Logos: All full page, 1/2 page and 1/4 page ads must use the logo no smaller than 1" wide.

The standard web banner sizes are: 300 x 250 pixels, 160 x 600 pixels and 728 x 90 pixels. All three sizes should use a logo that is no smaller than 60 pixels wide.

LEGAL LANGUAGE: MARKETING & ADVERTISING

In order to protect the trademark legally, it is required that the ownership of the logo is displayed with all marketing materials. This should be included in 8-11 point font size in an inconspicuous location (along the side or bottom of an ad). If an ad is a smaller ad please still submit for the department's determination.

Required **ANY** Time Logo Used = Logo with iloveny.com

Less Than Full Page = ® NYSDDED

Full Page = ® I LOVE NEW YORK is a registered trademark and service mark of the New York State Department of Economic Development; used with permission.

PLEASE NOTE:

Each use of the logo must be reviewed in advance and approved by the NYS Division of Tourism licensing team. The licensing team will respond to a TPA's request for usage within no more than one week with either an approval or feedback on how the proposed use might be modified to meet the I LOVE NY guidelines. Please submit your request with sufficient time for this review and any necessary modifications.

Logo usage must comply with general I LOVE NY logo use guidelines and include the iloveny.com URL (or a hyperlink in digital marketing) and legal permission use language.

The logo is not permitted to be used on items sold for the purpose of generating revenue, such as souvenirs.

The logo cannot be used in conjunction with marketing efforts or materials that are not in alignment with New York State's COVID guidelines and requirements, or otherwise conflict with I LOVE NY messaging and strategy.