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NJBIA
New Jersey Business
& Industry Association

BASICS

The NJBIA logo has been specifically set. The logo should never be typeset, recreated or altered, which could cause inconsistency that dilute the impact of the brand. All fonts are created to outlines.

The full color logo is our most universally recognized asset, and to aid comprehension, we use that version wherever possible. Only use solid black or white versions when color is not an option.

To ensure you are using the correct NJBIA logo, please always use the approved electronic art files available from NJBIA. If you have any questions, e-mail marketing@njbias.org.

COLOR PALETTE

“NJ” BLACK
CMYK: 0-0-0-100

“BIA” BLUE
Print: PANTONE 3135
Web: 008eaa

FONT

TAGLINE FONT: Sabon Bold

New Jersey Business
& Industry Association



GUIDELINES

The NJBIA logo consists of two elements: the “NJBIA” Logo and the “New Jersey Business & Industry Association” tagline.

When using the preferred logo, the bottom of the descending “J” in the logo must align with the bottom of the descending “J” in the word “Jersey” in the tagline.

The tagline should be contained in the width of the “BIA” in the logo – not larger, smaller or surpassing it.

In the preferred version below, the logo appears with “NJ” in 100% black and “BIA” in Pantone 3135. The tagline is also 100% black. It is preferred that the full color logo appear on a white background. If needed, alternate versions are available where the logo is 100% black, 100% white, or without the tagline. See next page for color guidelines.



SPACING

To preserve the integrity of the NJBIA logo, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the NJBIA logo is defined as the height of the tagline. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



SIZE – Print

The NJBIA logo retains its visual strength in a wide range of sizes. However, when the logo is printed too small, the tagline is no longer legible. The minimum size of the preferred logo for print should not be reproduced in a size smaller than 1.25” inches in width so as not to make the tagline font appear smaller than 5pt. Do not print with tagline if printing under 1.25” inches total width. If needed, you can use the no tagline logo up to a minimum of .5” inches wide, which should never be reduced below this size.



The blue in “BIA” is based on Pantone 3135. This color swatch must be matched when converting to CMYK or RGB. Values within process colors need to be adjusted to match as close as possible.

When selecting the correct Pantone swatch from the different Pantone Libraries. Use PANTONE Solid. DO NOT use PANTONE Color Bridge. Although both libraries offer the same Pantone swatch, the color breakdown is different. The Color Bridge swatch is lighter on screen and prints lighter.

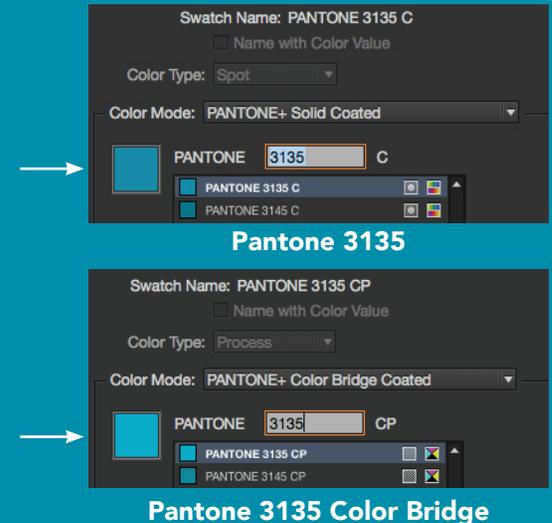
Variations in color may occur, but try to match the NJBIA color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching Pantone colors in CMYK, but the goal should always be to

match the Pantone standard of the NJBIA color palette. We are aware that there are variations in the CMYK equivalent. Color variations may also occur on-screen as a result of different screen calibrations and/or software application being used.

The NJBIA logo should be reproduced in color whenever possible. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo’s color and elements. If color reproduction is not available or is not a viable option, the logo should be reproduced in 100% black or 100% white. *See below.*

When the NJBIA logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

Notice the different on screen color.



WHITE KNOCKOUT

Standard use on print pages that are black & white or color pages that conflict with the NJBIA full color logo. To be used where the background is a dark solid color or image, or where there are color restrictions.



BLACK VERSION

Standard use on print pages that are black & white or color pages that conflict with the NJBIA full color logo. To be used where the background is a light solid color or image, or where there are color restrictions.

NJBIA

New Jersey Business & Industry Association

TAGLINE

Use the preferred logo with the tagline above when the full name of "New Jersey Business & Industry Association" does not appear in a prominent spot on the printed piece, e-mail or website. Primary use is for outside organizations, sponsored pages, promotional material covers, ads, etc. This applies to color and black & white logo versions.

EXAMPLES:

2016 PARTNERSHIP OPPORTUNITIES

NJBIA
New Jersey Business & Industry Association

- ADVERTISING
- DEMOGRAPHICS
- EVENT CALENDAR
- FINANCIAL SERVICES
- INSURANCE
- MARKETING SERVICES
- POLICY EVENTS
- TELEVISION
- BUSINESS ESSENTIALS
- NETWORKING EVENTS
- STARTUPS
- REAL ESTATE
- CONTACT US

NOMINATE YOUR NEW GOOD NEIGHBORS

Nominate online at www.njbmagazine.com/ngnominations

Join us as we celebrate projects that are transforming your neighborhood!

Are you proud of a new or renovated commercial facility or green community project built in New Jersey over the past two years? Nominating for a New Good Neighbor Award.

The 5th Annual New Good Neighbor Awards competition, sponsored by the New Jersey Business & Industry Association (NJBIA) and its flagship publication, **NEW JERSEY BUSINESS**, recognizes corporations that have worked to bring about an improved economy in New Jersey by building or renovating a commercial facility or green community project (i.e., streetscaping, parks).

Winners will be selected by a panel of independent judges based on three criteria:

- Architectural merit
- Economic benefit and job creation
- Community involvement

DEADLINE IS FRIDAY, JANUARY 23, 2016

Winners will be notified in March 2016. The awards will be presented at a luncheon in July 2016 and featured in the July issue of **NEW JERSEY BUSINESS** magazine.

NJBIA BUSINESS
FOR A BUSINESS LIKE MINE

NJBIA New Jersey Council of County Vocational-Technical Schools

Here's What The Bills You Supported Did

NEW CAREER AND TECHNOLOGY EDUCATION PROGRAMS AND INITIATIVES

R. 130A, C. 71 (ASB07-0230) reauthorized the County Vocational-Technical Schools Program to support the creation of career programs in high schools, post-high schools, and other partners in existing facilities. The law also funds up to \$10 million per year for fiscal years 2015 and 2016.

The Results:

- Atlantic County Vocational School District** created a new program in marine and mechanical education programs at high school and post-high school.
- Bergen County Technical Schools** opened Applied Technology High School, a 24-acre, 100,000-sq-ft facility, providing students with hands-on learning opportunities in the form of a career center at Bergen County College. Bergen County High School, Bergen Community College, and Bergen Community College are partners in the program.
- Camden County Technical School District** created a new and Public Safety Academy, grade 12 program in partnership with Camden County College and Camden County College. Camden County Emergency Training Center and CCC.
- Hudson County Board of Technology** created a center for partnership with Hudson County Public Schools.
- Camden County Vocational School District** created a new program in marine and mechanical education programs at high school and post-high school.
- Atlantic County Vocational School District** created a new program in marine and mechanical education programs at high school and post-high school.
- Bergen County Technical Schools** opened Applied Technology High School, a 24-acre, 100,000-sq-ft facility, providing students with hands-on learning opportunities in the form of a career center at Bergen County College. Bergen County High School, Bergen Community College, and Bergen Community College are partners in the program.
- Camden County Technical School District** created a new and Public Safety Academy, grade 12 program in partnership with Camden County College and Camden County College. Camden County Emergency Training Center and CCC.
- Hudson County Board of Technology** created a center for partnership with Hudson County Public Schools.

NO TAGLINE

Use the no tagline logo above when the full name of "New Jersey Business & Industry Association" is used in a prominent spot and clearly displayed on the printed piece, e-mail or website. Primary use is for inside pages that have the tagline logo on the cover. This applies to color and black & white logo versions.

EXAMPLES:

NJBIA

At the New Jersey Business & Industry Association, your success is our business, and we take our job seriously. We can help lower your costs, expand your business and meet the challenge of doing business in New Jersey.

As an NJBIA member, you will get:

1. Powerful business advocacy
2. Connections to help your business grow
3. Valuable information and resources
4. Access to top-rated NJM Insurance Company and other money-saving benefits
5. Solutions to your business problems
6. Prompt personal assistance

Join NJBIA and find out why we have 20,000 satisfied member companies representing 1.2 million employees in New Jersey's workforce.

On page 21, we present articles on helping to help you, common tax shelters, in a cost-effective and low-risk manner. These stories, all strategies for accounting and distributing results, can be used entrepreneur and/or executive on their own.

ives who need to plan for profitable year-end tax returns. The "2016 Economic Forecast" to make their predictions on the economy are costs, the real estate and banking climate, small business growth. No matter what strategy is to, information from these forecasts a plan for profits and growth.

ments a business strategy on employees worth .56. Rising health care costs, coupled with a budget from the Affordable Care Act, a wellness program. In this story, leaders state, including the New Jersey Business & Industry Association, vice president of health and legal services that employees are making

related statistics, which can possibly make wiser in 2016.

new magazine wishes all of our readers a

Cathy Sierth

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#NJBIA

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NJBIA Upcoming Events

WITH JUST \$500 IN START-UP FUNDS BRIAN SMITH CREATED UGG

One of the best-known brands in the world

Small Business Quarterly Kick-Off with UGG Founder Brian Smith

Manage Chaos! This is an ideal event for the small business owner/operator. Hear valuable tips on how to promote success from finding the right idea, developing suitable goals and expectations, to learning how to stay on top.

RESERVE YOUR SEAT TODAY AND TAKE YOUR BUSINESS TO THE NEXT LEVEL.
NJBIA'S Small Business Quarterly
October 23, 2015
PNC Bank Headquarters, East Brunswick

REGISTER
October 23, 2015
PNC Bank, East Brunswick

The NJBIA logo should not be altered. Below are examples of logo misuse. They are not comprehensive. They are only a small sample of possible misuses of the NJBIA logo. To ensure accurate, consistent reproduction of the NJBIA logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork available from marketing@njbias.org. These logo standards apply for all content including co-branding and partnerships. Incorrect use of the NJBIA logo compromises its integrity and effectiveness.



Do not reverse the order of the black and BIA blue.



Do not put a glow or filter behind the logo.



Do not use one color for the entire logo when 4 color is available.



Do not use any combination for grayscale other than a solid 100% black for the entire logo.



Do not enlarge the tagline or change the color of the tagline.



Do not change the color of the tagline or have anything touch the logo.



Do not change the placement of the tagline.



Do not skew, stretch or squeeze.



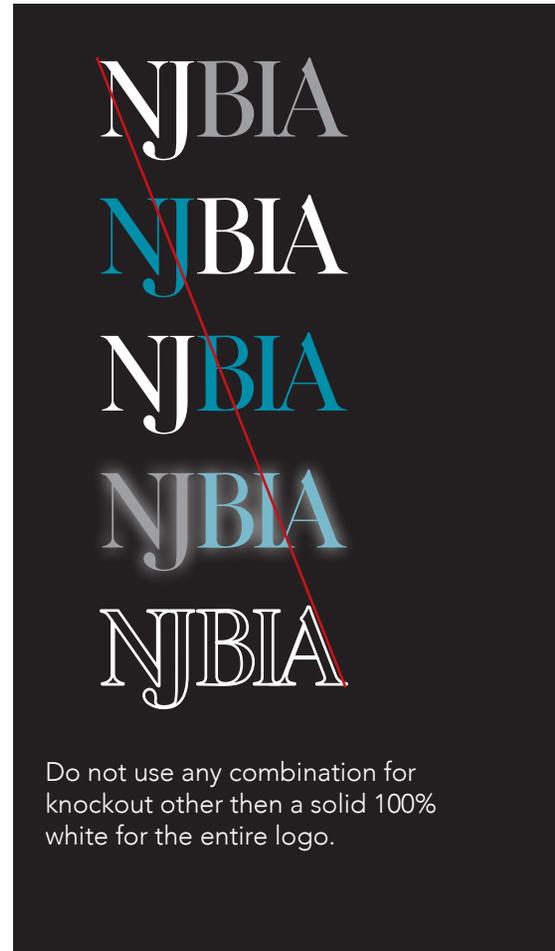
Do not alter the colors.



Do not use a stroke or outline around the logo.



Do not use these older logos. See page 8 on how to incorporate the website.



Do not use any combination for knockout other than a solid 100% white for the entire logo.

NEW JERSEY BUSINESS MAGAZINE

The placement of logos communicate brand dominance. The dominant brand is always on the left or on top, partner logo is always on the right or on the bottom. Follow these rules when locking up the NJBIA logo with a partner logo:

- The two logos should be of the same visual proportion.
- Do not use any gray vertical pipeline divider or any visual divider between the logos or any extraneous design elements.
- The default is to use the full color logo on a white background.

When promoting both NJBIA and *New Jersey Business* magazine, always place the NJBIA logo to the left, or on top of the *New Jersey Business* magazine logo. In the horizontal version, use the "B" from "Business" to provide the proper spacing in-between both logos. Use the Red (C=0, M=100, Y=100, K=20) magazine logo.



EVENTS

Use the bottom logo style when promoting events. The typeface used in the black box is Avenir Black for the event name and Avenir Light for the date/numerical portion. Follow these rules when setting up the event title:

- Make sure the spacing is even on the top, bottom and left in the black box.
- Never let the event title go under the white/blue block on the top right, leave minimal spacing in-between.
- Make sure the 4th line is aligned with the descending "J" in the NJBIA logo.
- The dividing line should be slightly more towards the left to accommodate the negative spacing around the NJBIA logo.
- This file is available if needed. Contact marketing@njbja.org.



PRINTED MATERIALS

All printed materials that reference NJBIA need to contain the NJBIA logo. Promotional materials (including, but not limited to: advertising, direct mail, e-mail, collateral, multimedia, etc.) that reference NJBIA products and services should prominently display the preferred NJBIA logo on the cover or front page. If the word “NJBIA” appears in the main headline of the promotional material, the NJBIA logo can appear lower on the page with the no tagline logo.

When promoting NJBIA where contact information is required, but spacing is limited (such as an ad), the alternative logo to the right is available to use. Note that only the website URL is included in the same font as the tagline and in Pantone 3135. The tagline rules apply here: Do not recreate the website URL, use an alternate font or color, make it larger, smaller or surpassing the “BIA” width. The fonts in this web tagline have been converted to outline.

If room is available, the contact information and NJBIA slogan “FOR A BUSINESS LIKE MINE” can be added in the following manner:

Slogan: All caps, no punctuation. Font: Rockwell Bold

Contact Info: Font: Avenir Book



Avenir Font

To help provide a consistent, unified look in NJBIA's brand use of typography, the Avenir typeface should be used on all marketing materials for NJBIA products and services.

Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an "o" that is not a perfect circle and shortened ascenders. These nuances aid in legibility and give Avenir a harmonious and flexible appearance for both texts and headlines. It is available in 6 weights, each with corresponding oblique styles, to help you set apart and emphasize different tones throughout the design. To the right are the 6 weights plus some suggestions where to use the font.

Avoid mixing in other font families with Avenir. In the case of Word documents, PowerPoint presentations or e-mail marketing, the Arial font may be used if the Avenir font is unavailable.

Avenir is accessible by contacting marketing@njbia.org or in the shared folder. See page 11.

Avenir Light - Headline/Subheads
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Light Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Book - Headline/Subheads
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Book Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Roman - Body Copy
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Medium
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Medium Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Heavy - Bold
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Heavy Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Black – Mini Subheads
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

Avenir Black Oblique
ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890!

In order to continue to create more consistency with how NJBIA is referred to, the magazine's title and other common inconsistencies that appear throughout copy and our marketing materials, below are some common examples on what are the correct and incorrect ways.

NJBIA

Always add "The" in front of "New Jersey Business & Industry Association" and always use the "&" instead of "and"

CORRECT: The New Jersey Business & Industry Association is based in Trenton.

INCORRECT: ~~The~~ New Jersey Business & Industry Association is based in Trenton.

INCORRECT: The New Jersey Business ~~and~~ Industry Association is based in Trenton.

When using the abbreviation, "the" is not necessary.

CORRECT: There are skilled employees at NJBIA.

INCORRECT: There are skilled employees at ~~the~~ NJBIA.

INCORRECT: ~~The~~ NJBIA is a great entity.

Hyphenated words and numbers

CORRECT: 609-393-7707

INCORRECT: (609) 393-7707

CORRECT: E-mail

INCORRECT: Email

New Jersey Business magazine

CORRECT: *New Jersey Business* magazine has been published since 1954.

CORRECT: NEW JERSEY BUSINESS magazine has been published since 1954.

INCORRECT: New Jersey Business ~~M~~agazine has been published since 1954.

INCORRECT: NJ Business magazine has been published since 1954.

INCORRECT: *NJ Business* magazine has been published since 1954.

CORRECT: NJBIA's President and CEO Michele N. Siekerka said...

CORRECT: Michele N. Siekerka, president and CEO of The New Jersey Business & Industry Association, said...

INCORRECT: Michele N. Siekerka, President and CEO of The New Jersey Business & Industry Association, said...

The latest version of the NJBIA logo can be obtained by e-mailing the marketing department at marketing@njbiamagazine.org. You can ask for the preferred logo, no tagline logo, black, white and/or web.

FILE FORMATS

AI: Illustrator file that is scalable and re-sizable to maintain its resolution. Fonts are created to outline.

PDF: Acrobat ready logo

JPEG: Web, Photoshop

PNG: Web, Photoshop with no background behind logo for easier placement on top of colored backgrounds or images

FONTS: All 6 Avenir weights, Sabon and Rockwell

ACCESS

In House: For the latest digital files, go to:

Shared > NEW NJBIA Logos

External: For the latest digital files, e-mail marketing@njbiamagazine.org.

QUESTIONS?

For more information about the NJBIA logo or its usage, contact the marketing department:

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