LOGO GUIDELINES

DOWNLOAD LOGO

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@njbia.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.*

LOGO

TAGLINE

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 then 1.25" inches in width so as not to make the tagline font appear smaller then 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.

1.25 inches wide
Minimum Size with Tagline

.5 inches wide
Minimum Size without Tagline

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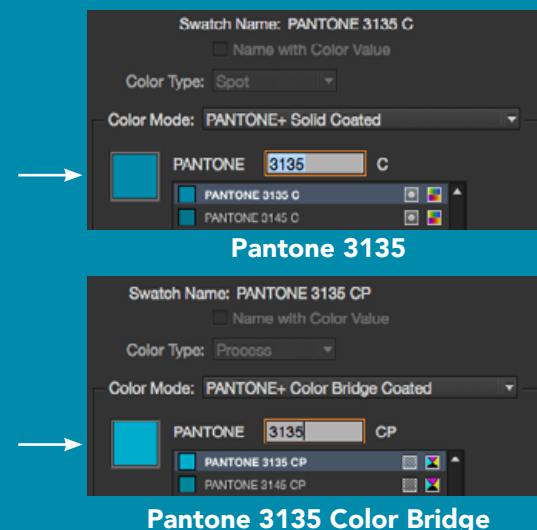
Variations in color may occur, but try to match the NJBIA color palette as closely as possible. For 4-color printing, use the CMYK values as a beginning reference. Print vendors may have their own values and formulas for matching Pantone colors in CMYK, but the goal should always be to match the Pantone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

Swatch Name: PANTONE 3135 C
☐ Name with Color Value
Color Type: Spot
Color Mode: PANTONE+ Solid Coated
PANTONE 3135 C
PANTONE 3135 C
PANTONE 3145 C

Pantone 3135

Swatch Name: PANTONE 3135 CP
☐ Name with Color Value
Color Type: Process
Color Mode: PANTONE+ Color Bridge Coated
PANTONE 3135 CP
PANTONE 3135 CP
PANTONE 3145 CP

Pantone 3135 Color Bridge

NJBIA
New Jersey Business
& Industry Association

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.

NJBIA
New Jersey Business
& Industry Association

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.
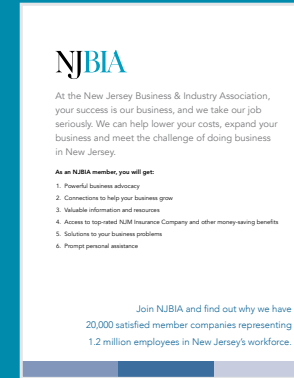
NJBIA

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:

EXAMPLES:

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@njbia.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 then 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.
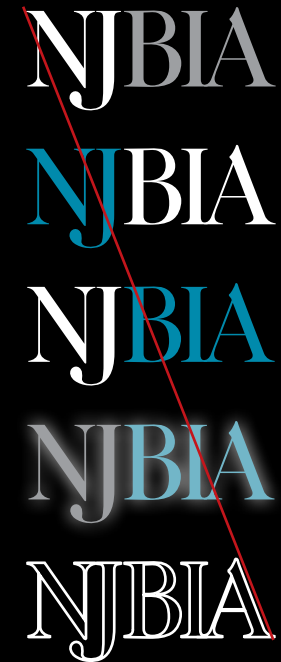
Do not skew, stretch or squeeze.

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 then 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 a horizontal "B" from "Business" to provide the proper spacing in-between both logos. Use the Red (C=0, M=90, Y=75, K=0) 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@njbia.org.
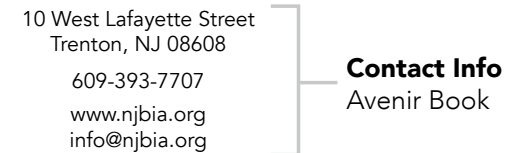
PRINTED MATERIALS

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.

Contact Info: Font: Avenir Book

NJBIA

New Jersey Business & Industry Association
www.njbia.org

Tagline with Website
Sabon Bold

10 West Lafayette Street
Trenton, NJ 08608

609-393-7707

www.njbia.org
info@njbia.org

Contact Info
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
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Book - Headline/Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Roman - Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Heavy - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Black – Mini Subheads
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Avenir Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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: 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* magazine 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...

DOWNLOAD LOGO

Download high res versions of the NJBIA logo in the format that you need. If you do not find what you need, or have any questions about the usage of the logo, you can email the marketing department at marketing@njbia.org.

FILE FORMATS

JPG (or JPEG): Bitmap/raster image. Mainly used for images and websites. Small size, high quality, but cannot be resized bigger. Does NOT have transparent background and will always have a white solid box around the logo.

PNG: Bitmap/raster image. Mainly used for images and websites. Small size, high quality, but cannot be resized bigger. Transparent background.

PDF / Vector: Illustrator vector graphic. For print. Can easily be resized larger or smaller and remain high quality. Can be opened in Acrobat or Illustrator.

All: Download all the files in a zipped folder.

Plus download any *New Jersey Business Magazine* logos.

FONTS: All 6 Avenir weights, Sabon and Bitter

QUESTIONS?

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

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