Brand Guidelines

PARTNERSHIP
for New York City

Introduction

A brand is much more than a logo or identity system.
It is a reflection of the organization and a representation of
its reputation. Consistency among all units of the Partnership
ensures a solid brand and solidifies name recognition, a
fundamental element of institutional positioning.

This is a guide to the basic elements that make up the
Partnership for New York City.

Our logo

The Partnership logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

NOTE
The Partnership logo should never be re-created or typeset. Our official logo files should be used in communications. The Partnership logo as shown here will serve as the organization's primary logo.
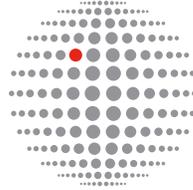
LOGO USAGE
All external usage of the Partnership for New York City logo should be reviewed by the Creative Director.
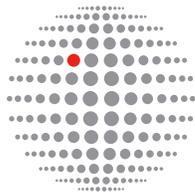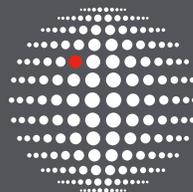
The primary color option for our logo is gray (Pantone®
Cool Gray 11) with the red accent dot (Pantone® 485). It is
intended to be used on lighter backgrounds and images
in order to maintain legibility.

PARTNERSHIP
for New York City

Another acceptable color option is to reverse the logo
out in white on darker backgrounds and images.

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LIMITED-USE LOGO
The logo can appear in black only for
black-and-white and grayscale scenarios.
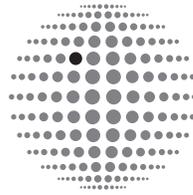
PARTNERSHIP
for New York City

LIMITED-USE LOGO
The logo can appear in all white only for a red
background. Note that the accend dot is no longer
highlighted, but is also white.

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SIZE

To maintain full legibility, never reproduce the logo at widths smaller than 1.5 inches (for print) or 192 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

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1.5 in or 192 px

CLEAR SPACE

To ensure that clear space is maintained around the logo for legibility and prominence, photos, text, and graphic elements must follow the guidelines illustrated here. Use the globe as a measuring tool to help maintain clearance around the logo.

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PARTNERSHIPS & LOGOS

When the Partnership logo appears on a communication piece with another logo—from within the organization or outside it—the logo requires extended clear space to maintain its integrity, as shown here. No other logo should fall within these parameters.

When two logos are present (the Partnership logo and a Partnership program logo, for instance), the program logo should always take the priority in the hierarchy. The Partnership logo should be smaller and placed at least the distance shown here from the sub-brand logo.

Before engaging in any promotional activity that incorporated the Partnership's registered name, please contact the Communications office at _____.

PLACEMENT

The preferred placement for the logo is the upper segment of communications. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces.

If the upper zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece. Again corners are preferred, but the logo can be centered for more formal communications.

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PREFERRED
PLACEMENT
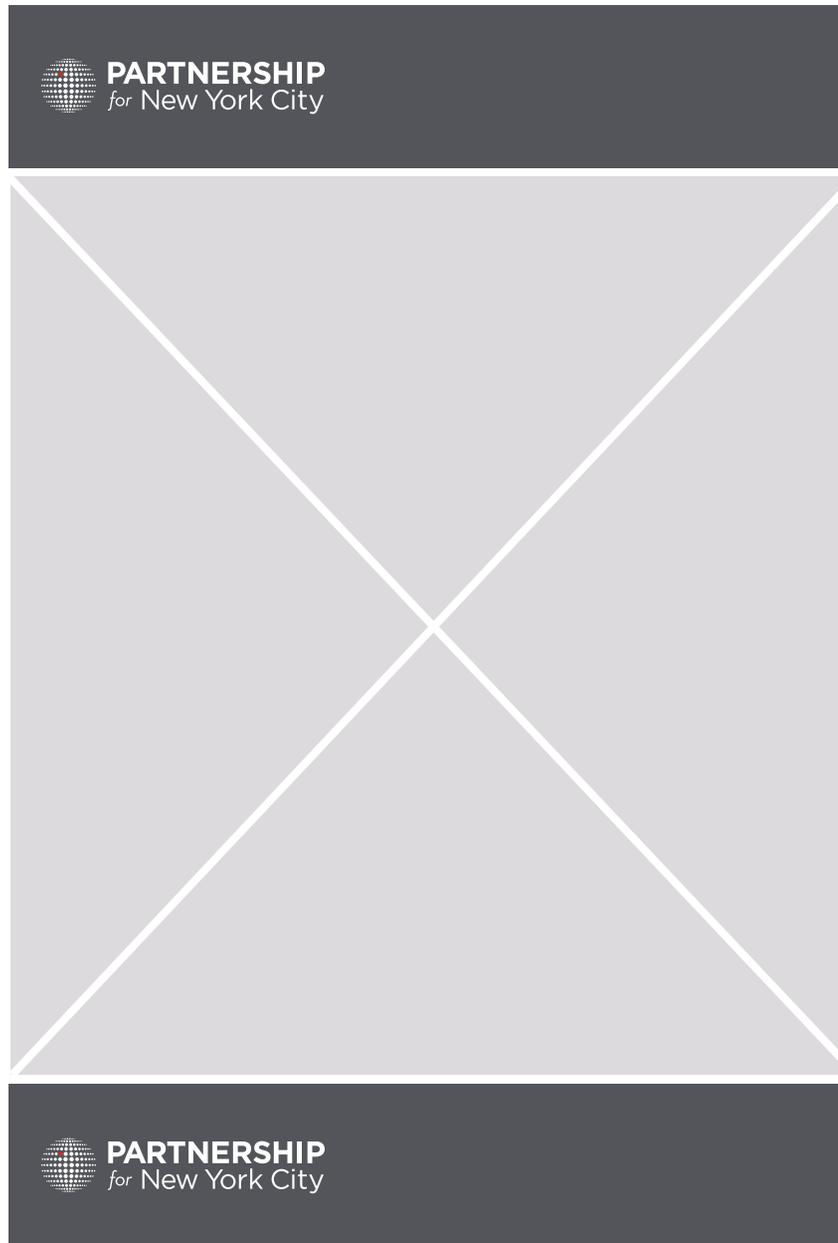
PARTNERSHIP
for New York City

ACCEPTABLE
PLACEMENT

OUTDATED VERSIONS OF THE LOGO
Here are outdated versions of the Partnership logo
that should no longer be used. Any use of these logos
should be replaced by the current Partnership logo. For
assistance, please contact the Creative Director.

Current and correct version of Partnership logo

Outdated logo - should be replaced

Outdated logo - should be replaced

IMPROPER USAGE

Here are a few examples of practices to avoid.

Don't stretch, condense, or change the dimensions of the identity

Don't alter the placement or scale of the elements

Don't crop the wordmark.

Don't add colors to individual elements

Don't alter or replace the typefaces of the identity

Don't skew or bend the identity in any way

Don't rotate the identity

Don't use color other than those specified in this document

Don't rearrange the placement of the type within the identity

Don't add any extra elements to the identity

Don't use drop shadows, strokes or other visual effect

Our color palette

Beyond our logo, color is the most recognizable aspect of our brand identity. Our colors reflect our confidence, innovation, and commitment. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Partnership for New York City image or visual story.

PANTONE® 485
RED

PANTONE® COOL GRAY 11
DARK GRAY

PANTONE® COOL GRAY 11 60% TINT
LIGHT GRAY

PANTONE® 3262
AQUA

PANTONE® 2377
BLUE

PANTONE® 2905
LIGHT BLUE

COLOR SPECIFICATIONS

The following set of color breakdowns is based on visually matching to the core Pantone® colors. Depending on the print medium, Pantone® or CMYK breakdown may be more appropriate. For the majority of in-house printing done through a design program, Pantone® colors should be used, as the printers are calibrated to output a close match.

Color		PMS	PMS Coated	CMYK C	C	M	Y	K	PMS Uncoated	CMYK U	C	M	Y	K	R	G	B	HEX #
PFNYC																		
●	Red	485	485 C	P 48-8 C	0	99	91	0	P 45-7 U	P 45-7 U	0	85	86	0	231	58	45	#e83b2e
●	Dark Gray	Cool Gray 11	Cool Gray 11 C	Cool Gray 11 CP	44	34	22	77	Cool Gray 11 U	Cool Gray 11 UP	30	17	8	51	124	124	129	#7b7c80
●	Light Gray	60% Tint	60% Tint	60% Tint	76	67	53	49	60% Tint	60% Tint	76	67	53	49	52	55	65	#343741
●	Blue	2377	2377 C	P 111-8 C	100	35	0	49	2377 U	P 111-8 U	100	35	0	49	0	78	124	#004d7b
●	Dark Blue	648	648 C	P 108-16 C	100	52	0	60	648 U	P 108-16 C	100	52	0	60	0	44	92	#002c5c
●	Aqua	3262	3262 C	P 124-8 C	100	0	41	0	3262 U	P 124-8 U	100	0	41	0	0	186	174	#00baae
●	Light Blue	2905	2905 C	P 115-12 C	42	0	0	5	2905 U	P 115-12 U	42	0	0	5	143	199	232	#8fc6e8
●	Yellow	124	124 C	P 10-8 C	0	27	100	0	124 U	P 10-8 U	0	27	100	0	236	170	0	#ebaa00
●	Green	3395	3395 C	P 130-7 U	90	0	54	0	3395 U	P 130-7 U	90	0	54	0	0	195	137	#00c389
●	Violet	512	512 C	P 91-8 C	64	100	0	0	512 U	P 91-8 U	64	100	0	0	133	51	117	#843375
NYDHA																		
●	Green	361	361 C	361 CP	77	0	100	0	361 U	361 UP	77	0	100	0	67	176	42	#509e2f
●	Gray	Cool Gray 9	Cool Gray 9	Cool Gray 9 CP	30	22	17	57	Cool Gray 9 U	Cool Gray 9 UP	30	22	17	57	117	120	124	#75787c
FinTech																		
●	Orange 1	1385	1385 C	1385 CP	2	56	100	3	1385 U	1385 UP	2	56	100	3	216	121	0	#d87900
●	Orange 2	60% Tint	60% Tint	60% Tint	8	33	69	0	60% Tint	60% Tint	8	33	69	0	232	175	102	#e8af66
●	Orange 3	40% Tint	40% Tint	40% Tint	4	22	41	0	40% Tint	40% Tint	4	22	41	0	240	201	156	#f0c99c
●	Gray	Cool Gray 9	Cool Gray 9	Cool Gray 9 CP	30	22	17	57	Cool Gray 9 U	Cool Gray 9 UP	30	22	17	57	117	120	124	#75787c

Using color

It is important to maintain a sense of hierarchy, balance and harmony when using the Partnership color palette. Our color system is flexible, but exercise restraint. Unique and exciting color palettes can be created from as few as three or four colors.

The following pages break down the entire palette to show how color combinations can be used successfully. Each is different, but still maintains the character and emotion that is the Partnership.

NOTE
Although the pages are nearly fully flooded with color, white space also plays a key role in our visual brand identity. Rather than viewing white space as a blank area, see it as a pause. Don't rush to fill white space. It can focus attention on what is there, not draw attention to what is not. Always balance color, typography and graphic elements with generous amounts of white space.
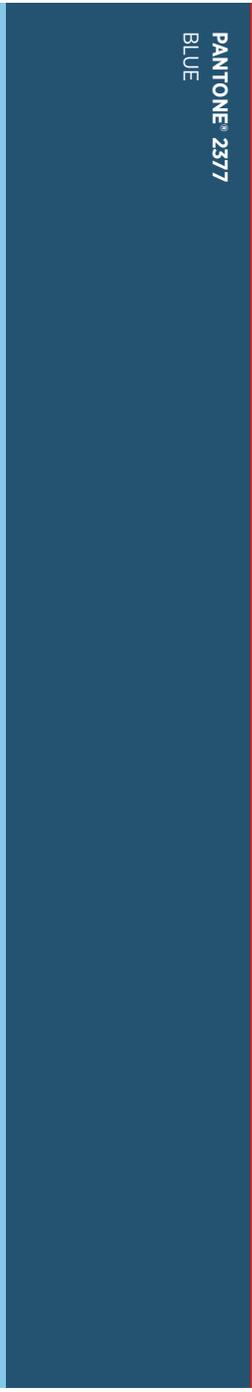
COLOR SPECTRUM

This chart is a guide for the mood each color conveys on a communications piece. Colors can range from formal to casual and from subtle to bold.
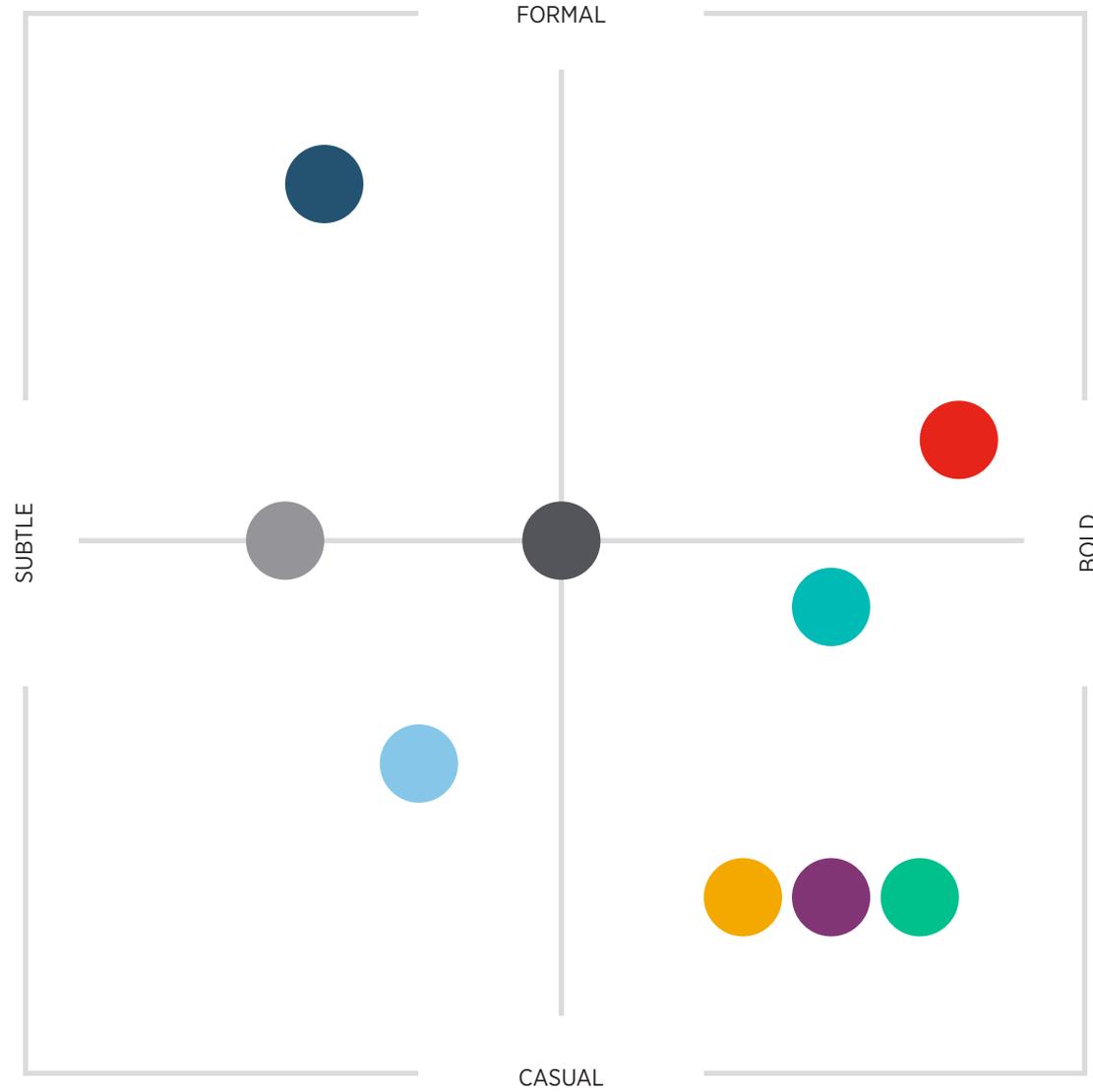
FORMAL

SUBTLE

BOLD

CASUAL

PANTONE® 3262
AQUA

PANTONE® 2905
LIGHT BLUE

PANTONE® 2377
BLUE

PANTONE® 485
RED

WHITE SPACE

17

PANTONE® 485
RED

PANTONE® 2905
LIGHT BLUE

PANTONE® 2377
BLUE

WHITE SPACE

18

PANTONE® 3262
AQUA

PANTONE® 2377
BLUE

PANTONE® 2905
LIGHT BLUE

WHITE SPACE

PANTONE® 485
RED

PANTONE® COOL GRAY 11
DARK GRAY

WHITE SPACE

PANTONE® 2377
BLUE

PANTONE® 3262
AQUA

PANTONE® 485
RED

WHITE SPACE

PANTONE® 485
RED

PANTONE® 2905
LIGHT BLUE

WHITE SPACE

22

PANTONE® 3262
AQUA

PANTONE® 2905
LIGHT BLUE

PANTONE® 2377
BLUE

WHITE SPACE

23

PANTONE® 485
RED
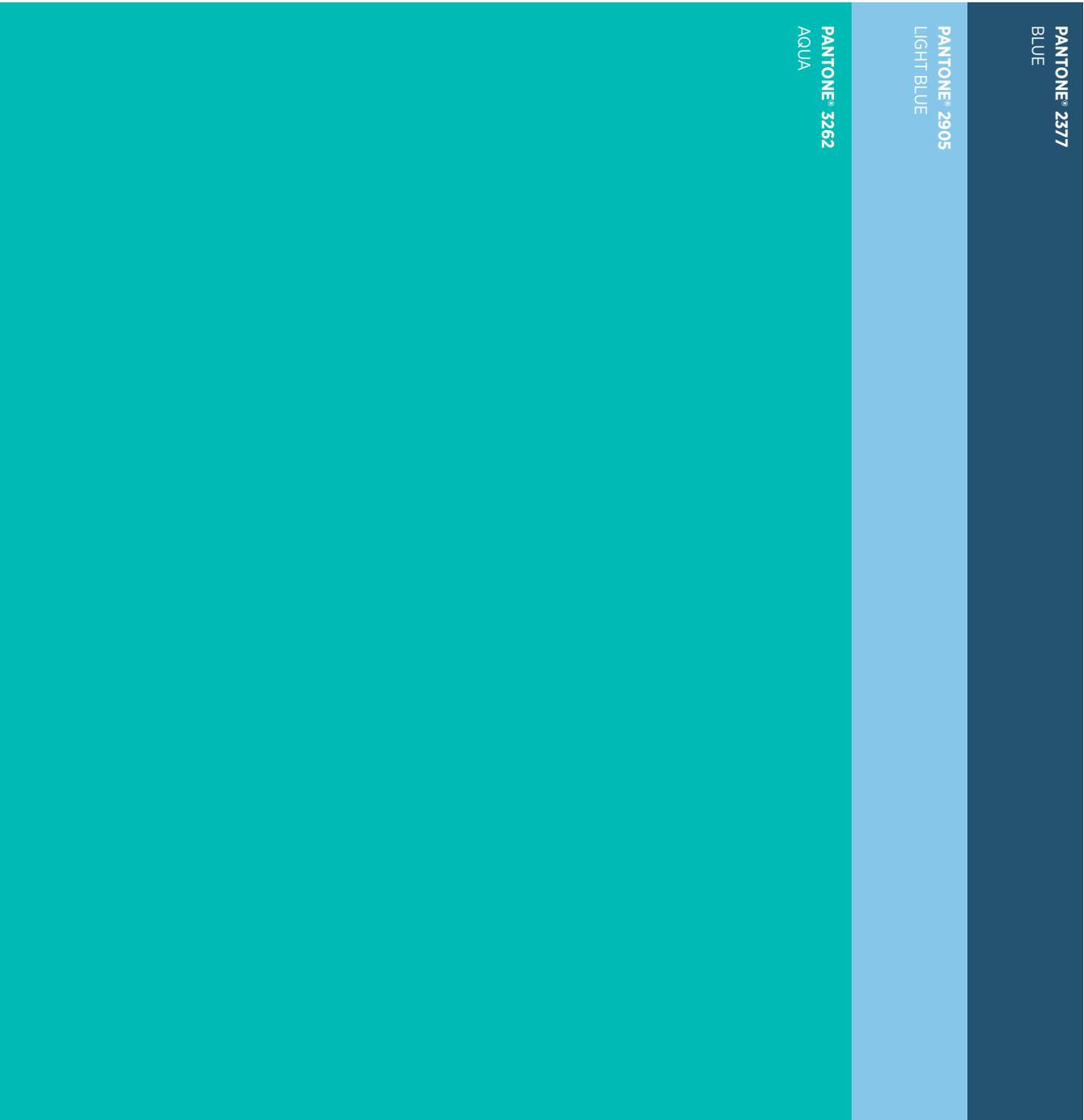
PANTONE® 485 (80% TINT)
RED

PANTONE® 485 (40% TINT)
RED

WHITE SPACE

24

Our typographic palette

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. The Partnership's typography communicates clearly and cleanly, and is flexible in a wide range of situations.

Flexibility comes from using two type families that contain all necessary styles. Gotham has an honest tone that's assertive, but never imposing, friendly but never folksy, confident but never aloof. Chronicle is a strong and functional typeface that withstands the effects of different types of media.

NOTE
A license is required to use the Gotham and Chronicle font families. Alternatively, use Arial as a substitute for Gotham, and Times New Roman as a substitute for Chronicle

GOTHAM

Gotham is our sans-serif font. It has eight weights, all with matching italics and small caps, and is appropriate for all uses, from headlines to captions. For Microsoft Office, use Arial as a substitute. For our website, use Avenir as a substitute.

CAPITALS—42 PT

ABCDEFGHIJKLMN OPQRSTUVWXYZ

LOWERCASE—42 PT

abcdefghijklmn opqrstuvwxyz

SMALL CAPITALS—30 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBERALS, PUNCTUATION AND GLYPHS—36 PT

0123456789!@#$%^&*~
({["-+=.,;:†‡•"]})

CHRONICLE TEXT

Chronicle Text is our serif font. It has eight weights, all with matching italics and small caps, and is appropriate for all uses, from headlines to captions. For Microsoft Office, use Book Antiqua as a substitute. For our website, use Merriweather as a substitute.

CHARACTER SET

CAPITALS—42 PT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

LOWERCASE—42 PT

abcdefghijklmn
opqrstuvwxyz

SMALL CAPITALS—28 PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBERALS, PUNCTUATION AND GLYPHS—30 PT

0123456789!@#$%^&*~
({["-+=.,;:†‡•"]})
■□●○★→↑➡⬆→↑⋙➤

USING TYPE

The way we use type is crucial to making our designs look thoughtful and professional. Use these tips to make sure the typography is consistent.

Leading, or line spacing, is crucial to setting professional looking type that is easy to read. Leading should be set tight, but not too tight. The Gotham family generally looks best with leadingset slightly tight.

Leading that is too loose leaves

too much pause between lines.
—18 pt. type / 30 pt. leading—

Leading that is too tight leaves
too much pause between lines.
—18 pt. type / 13 pt. leading—

When leading is correct,
the reader won't even notice
—18 pt. type / 20 pt. leading—

NOTE
A good rule of thumb is to start with leading that is two points higher than the point size of the text. This won't always be right, but leading can most easily be adjusted from there. This applies to all fonts within the Gotham Family.

Tracking, or letter spacing, is needed to make the type easy to read. The Gotham Family should always be tracked as the default setting, and metrics kerning should be used.

Tracking that is too loose leaves too much space between letters.
— +75 tracking —

Tracking that is too tight leaves too little space between letters.
— -75 tracking —

When tracking is correct,
the reader won't even notice.
— 0 tracking —

Lorem Ipsum Dolor Sit Amet

Nec error nominavi ullamcorper ad. Pri quis utinam contentiones an.

Melius molestie conceptam mei ea, eu vix quaeque legendos. Mucius bonor appareat ius in, vis tantas partiendo.

At vel suas dicunt, te ubique primis sea. Dicit legere tibique mei te, ex sit nonumy dolorem reformidans, usu ut iisque disputando vituperatoribus. Error saepe propriae mel eu, suas quando audire vim eu. In quo justo scripta. Vix at partem aliquando percipitur.

Nam suscipit ei. Ex habeo verear duo, vim veri omnis dolore at. Ad aliquam appareat est.

Lorem ipsum dolor sit amet, ex eius legimus sea, alii assum mei ne. Sea eu unum evertitur efficiendi, solum simul vivendum cu est. Nec error nominavi ullamcorper ad. Pri quis. Uptam ipsum repudi ommoles sincimi, secepta. Pro illum convenire eu, mei at agam impetus.

HEADLINE
Chronicle Text G4 Semibold
Size: 60 pt.
Leading: 68 pt.
Kerning: Metrics
Tracking: 0

SUBHEAD
Gotham Book
Size: 32 pt.
Leading: 36 pt.
Kerning: Metrics
Tracking: 0

LEAD-IN / PULL QUOTE
Chronicle Text G4
Size: 18 pt.
Leading: 22 pt.
Kerning: Metrics
Tracking: 0

BODY
Chronicle Text G4 Roman
Size: 9 pt.
Leading: 12 pt.
Kerning: Metrics
Tracking: 0
Space After: 0p6

CALL OUT
Gotham Narrow Roman
Size: 8 pt.
Leading: 11 pt.
Kerning: Metrics
Tracking: 0

Lorem Ipsum Dolor Sit Amet

Nec error nominavi ullamcorper ad. Pri quis utinam contentiones an.

Melius molestie conceptam mei ea, eu vix quaeque legendos. Mucius bonor appareat ius in, vis tantas partiendo.

At vel suas dicunt, te ubique primis sea. Dicit legere tibique mei te, ex sit nonumy dolorem reformidans, usu ut iisque disputando vituperatoribus. Error saepe propriae mel eu, suas quando audire vim eu. In quo justo scripta. Vix at partem aliquando percipitur.

Nam suscipit ei. Ex habeo verear duo, vim veri omnis dolore at. Ad aliquam appareat est.

Lorem ipsum dolor sit amet, ex eius legimus sea, alii assum mei ne. Sea eu unum evertitur efficiendi, solum simul vivendum cu est. Nec error nominavi ullamcorper ad. Pri quis. Uptam ipsam repudi ommoles sincimi, secepta. Pro illum convenire eu, mei at agam impetus.

HEADLINE
Gotham Bold
Size: 54 pt.
Leading: 60 pt.
Kerning: Metrics
Tracking: 0

SUBHEAD
Chronicle Text G4 Roman
Size: 32 pt.
Leading: 35 pt.
Kerning: Metrics
Tracking: 0

LEAD-IN / PULL QUOTE
Gotham Bold
Size: 18 pt.
Leading: 22 pt.
Kerning: Metrics
Tracking: 0

BODY
Gotham Narrow Book
Size: 9 pt.
Leading: 12 pt.
Kerning: Metrics
Tracking: 0
Space After: 0p6

CALL OUT
Gotham Narrow Roman
Size: 8 pt.
Leading: 11 pt.
Kerning: Metrics
Tracking: 0

Our photography

Photography is a key tool for showing our work, priorities, and member community. Our photography captures
New York City and connects with people in ways that words cannot. What we say describes what we're doing to challenge convention and shape the future. Our photography shows it.

PHOTO STYLE

Our photography style is optimistic, positive, friendly, and warm.

Believable situations - Images should be real life scenarios.

People - Shots should be simple, direct and feature real people, not fashion models. They should show interaction to reflect realtionships between people. The people captured, can either be looking off camera or giving direct eye contact. People should look positive, approachable and natural with an appropriate mix of race, age, gender to reflect the diersity of New York City.

Location - To provide authenticity, location should be from around the New York City area.

TOPICAL
Topical photography is the best way to capture the impact and mission unique to the Partnership. These photos are specific—relating directly to the content of what is being communicated.

EVENTS
Photos from Partnership events should capture the collaboration and networking, amongst members and the New York City business community.

NEW YORK CITY
Stock photos of New York City should be used as a last resort in Partnership materials. They should capture the energy, movement, and scale of the city.