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Discover New England Style Guide

Why have a style guide
This style guide will document the specifics of Discover New England’s organization’s branding—the visual elements such as colors and fonts, as well as tone, word usage and point of view. We will add to the guide as we develop examples of what our brand looks like in various visual media such as print, Internet and broadcast so that it clearly defines the rules around our online presence in all channels such as websites, landing pages, mobile sites, online ads, blogs, social media channels and email communications (including email signatures).

The guide will enable our staff, organizational partners, state tourism offices, the media, and any parties creating media or writing content on our behalf to present our brand consistently so that it becomes stronger, more recognizable and trustworthy. Inconsistent content and branding can, over time, result in mixed marketing messages, leading to confusion among our followers and weakening our brand, and therefore, our message.

How to use this style guide
This style guide will be made available to those people and organizations that are representing the DNE brand. It should be referred to whenever our logo is used in marketing materials, when collateral is designed, when content is written or social media posts made—basically, whenever there is a question about how our brand should be presented.

We will strive to keep the guide up-to-date and in the hands of everyone who has a hand in representing our organizational brand. When questions arise that the style guide doesn’t address, we will update it as appropriate. Consistency in usage is key. With a common style guide in use, our audience will experience a cohesive, unified and recognizable marketing message.
Discover New England Brand Positioning

Our consumer positioning statement

Our consumer positioning statement captures the essence of our region. Honed based on research with key international stakeholders, it describes who we are and positions us geographically in the minds of our target audiences. It also summarizes our brand promise—by highlighting what we can offer potential visitors.

Our positioning statement for the region

New England is a sampling of the best of the American Northeast.

Here you can experience the complementary contrasts of the American way of life—concentrated into one captivating region. Stay in charming inns or luxurious resorts. Sample local foods at lobster shacks or fine restaurants. Hike mountains aflame with fall foliage or stroll iconic coastlines. Travel scenic byways through vibrant cities and quaint small towns, both steeped in American history yet alive with new experiences.

Discover New England—where the journey truly is the destination.

Our elevator pitch

In New England, you can sample the complementary contrasts of the American Northeast—concentrated in one scenic and captivating region.

Our organizational mission statement

Our mission statement describes the value our organization offers travel partners—both domestically and internationally.

Discover New England (DNE) is the premier resource for reaching key international markets for New England-based state tourism offices, regional tourism organizations, and tourism suppliers.

In partnership with the six New England state tourism offices, Discover New England enables industry suppliers to reach the global market and attract more international visitors. It connects the industry with the latest research, educational tools and most recent travel trends to ensure that New England’s tourism offerings remain competitive and that travel planners have the resources they need to develop packages and programs that showcase everything New England has to offer.

By marketing the individual states together under the umbrella of Discover New England, states and suppliers align with the New England brand, putting themselves in a much stronger position to gain international market share.

This collaboration also creates a framework for states to work together to encourage visitors from abroad to stay longer, explore more, and spend more through the creation of packages, itineraries and joint marketing efforts that promote the region as a whole.
Discover New England Logo

**Brand logo**

In a fresh, contemporary way, the Discover New England logo captures the scenic contrasts so fundamental to our region’s appeal — the coast and the country, the verdant greens of summer and the spectacular colors of fall, the waterways and the byways.

Its colors, approach to imagery, typography, and use of graphic elements constitute the core visual expression of the brand. The consistent application of these components will help strengthen recognition of our brand. Whenever possible, the preferred full-color logo should be placed on a white background to maximize visual impact.
**Logo restrictions**

The Discover New England logo is the unifying element that is used across all our communications. In most applications, it appears in its full-color version. It is important to have consistency with mark and logotype maintaining branding standards.

Always use the original and approved art. NEVER alter any aspect of it. Do not attempt to draw or recreate the DNE lettering using computer fonts.

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to communications and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the DNE identity by being aware that the improper use of logotype and mark can weaken the DNE brand and degrade the professional message conveyed by DNE.

- Do not distort the logo lockup’s proportions or change the elements proportions in relationship to each other.
- Do not alter or add colors to any of the logo’s elements.
- Do not alter the logo elements’ opacity or color within the lock up.
- Do not use the logo on a busy background (photo or illustration) or a solid background that creates a legibility issue.
- Do not substitute any typefaces of the logo.
- Do not use the word mark alone without the graphic.
**Graphic mark**

It is acceptable to use the graphic mark alone as a design element, provided it is used an iteration of the design system, as either a staging area for a headline or as a graphic background texture. It is meant to be used as a device that can illustrate the design system with shape and color in a dynamic way. It can be full-color or a tint if used alone, but there can be no color or shape alterations. Do not pull the mark apart and use pieces separately or configured in a different way. When creating a background, use an artful cropping of the mark. Be aware of keeping materials clean and not overly busy when using the mark. Examples of where it should be used:

- Covers, spreads or slides when only a hint of the design system is necessary
- White papers or flyers when a limited amount of space is available
- As a graphic element when a photo does not belong
- As a background that highlights/supports main imagery.

![Sample brochure cover with mark as graphic element.](image)

![Sample trade show booth with mark cropped and using tint.](image)

**Social media/app icons**

There are times and situations where the space provided for the Discover New England logo is too small to properly display the logo in a way where legibility won't be compromised. To achieve the most impactful presence for social media, application icons or similar uses, it is acceptable to use the mark alone. The full-color mark should be placed on a white background to maximize visual impact.

![Social media/app icons](image)
Determining clear space

The recommended minimum clear space measures the height of “l” in New England, excluding the “g” descender. Whenever possible, allow at least this clearance around the logo, though best judgment can be used based on logo size. The logo should be used no smaller than 1.5 inches wide. Examples are included below.

Proper space

Bottom center placement: Minimum space from logo to edge is equal to or greater than X

Upper left corner placement: Minimum space from logo to edges is equal to or greater than X

Proper space

Patisim vel er augait, volenibh exerit adiam, sit lummy nullan exer. Aliarcin vullan hendit alia. Ut wisis nonulla faccum am dolore sim vel er augait.
Color Palette

Color consistency

It is vital that our brand colors appear consistent across applications and media. To help achieve this, color formulas have been provided for offset printing, including spot (PANTONE®) and process (CMYK). Also provided are formulas for on-screen applications (RGB and Hex). When our brand colors are used on-screen, they should visually match our printed colors as closely as possible. Use the RGB (red, green, and blue) or Hex formulas indicated here for on-screen applications to minimize color variations, as screens will vary in hue and density across platforms.

C:0 M:0 Y:0 K:73
Pantone® Cool Gray 10
R:103 G:104 B:107
Hex: #67686b
Black equivalent: 73%

C:60 M:0 Y:100 K:0
Pantone® 360
R:114 G:191 B:68
Hex: #72bf44

C:85 M:10 Y:100 K:10
Pantone® 7739
R:0 G:148 B:68
Hex: #009444

C:0 M:50 Y:100 K:0
Pantone® 144
R:247 G:148 B:29
Hex: #7941d

C:80 M:0 Y:0 K:0
Pantone® 306
R:0 G:185 B:242
Hex: #00b9f2

C:100 M:20 Y:0 K:0
Pantone® Process Blue
R:0 G:149 B:218
Hex: #0095da

C:100 M:50 Y:0 K:20
Pantone® 7691
R:0 G:94 B:158
Hex: #005e9e
Communication Standards and Marketing Elements

**Typeface/font usage**

DNE’s primary typeface is Freight Sans Pro, a contemporary sans serif font that has been chosen for its flexibility and clean appearance. Freight Sans Pro is an essential element of our visual brand identity and should be used for published materials.

Consistent use of the primary typeface is important and strengthens brand awareness. Use different weights to create distinctions and hierarchy within text.

**Font and numeral guidelines**

- For titles and subheads, only the first word should be capitalized, unless it is a product name or proper noun.
- Where possible, body copy should be 10 pt. on 14 pt. leading Freight Sans Pro Book.
- Body copy should be 80% black.
- Subheads in copy should use Freight Sans Pro Semibold in 100% DNE orange.
- Large headline should use Freight San Pro Book in order lend a more sophisticated and modern approach.
- Use “aligning” a.k.a. tabular numerals (that is, numerals align to the baseline and share a common height).

**Setting InDesign preferences**

To set InDesign preferences for tabular numerals, follow these steps:

1. Close all open InDesign documents to set your preferences (if you change settings when no documents are open, your changes set the defaults for new documents).
2. In Character, select Open Type > Tabular Lining

**Web fonts**

Arial should be used as a web font.

**Discover New England typeface**

Freight Sans Pro Book
Freight Sans Pro Book Italic
Freight Sans Pro Semibold
Freight Sans Pro Semibold Italic

Primary weights: Book, Book Italic, Semibold, Semibold Italic

Freight Sans Pro Semibold
Secondary weights: Bold, to be used sparingly

**Word processing fonts**

Arial is the preferred system font for productivity software such as the Microsoft Office applications and for on-screen applications.

**DO use**

1234567890?!%^@()

**DO NOT use**

1234567890?!%^@()
Phrasing and tone

Engage visitors with captivating copy and photos that will make them feel that New England conveys the best of classic America—beautiful seasons; a rich history of America’s founding; a compact region that is easily explored by car; excellent and interesting food; convenient and safe travel; a perfect mix of city culture and country; a tremendous mix of scenery; adventurous, relaxing, fun.

Be sure to provide balanced coverage of all six states.

Photography and illustration usage

Discover New England has established a system for content submission, including high resolution photos, videos and other content from each state tourism office. The platform currently being used is SmugMug, a paid photo-sharing website that allows users to upload HD photos and videos. This is an easy way to collect story ideas for international travel media and serves as a database to host all photos from each state tourism office. The platform is user-friendly and accessible.

Discover New England’s SmugMug account has an album labeled “New England Photography.” Once selected, there is an individual folder for each state. Each folder has categories based on interests such as food, outdoor adventure, wildlife, shopping, etc. Each state tourism office has the ability to upload photos and videos through a DNE staff member or contractor. A great feature of this platform is the ability to tag each photo with the specific rights and licensing information.

Each photo used for print and digital collateral must be credited to the photographer and state office it originated from. On all digital platforms, each photo should be tagged with the correct state office or photographer credit.

Print image formats and resolutions

The file format will change depending on how the photo will be used.

Standards for print:
Newspaper print: between 150 to 200 dpi
Glossy print: 300 to 400 dpi
High-definition commercial print: as high as 600 dpi +

The file format for print images is CYMK TIF. Illustration, text-based graphics and close-cropped images with a transparent background can be saved as EPS.

Website image formats and resolutions

Standards for web:
Web pictures should be saved with a much smaller dpi, generally 72 to 96 dpi. Most platforms will not take photos with huge dpi and large files will have an effect on page load speed. There are three file formats to use: JPG (JPEG), PNG and GIF.

JPEGs are frequently used for rectangular photos while GIFs and PNGs are used for cropped images with transparent backgrounds, such as logos or animations.

PNGs can be used for both transparent and non-transparent images.

Language may change based on website updates. Banner images should be cropped to 1360 x 370 pixels and saved at 72 to 96 dpi.

Language may change based on website updates. Thumbnail images used throughout the site, including events, should be cropped to 150 x 150 pixels and saved at 72 to 96 dpi.

All images should be appropriately credited in the image alt text and image title.
Collateral Materials

Stationery

Stationery materials use Freight Sans Pro Book. Letter content should should be 11 pt. on 14 pt. leading Freight Sans Pro Book in 100% black. Arial is the alternate font. Margins should be 1 inch on left and right, 2 inches from top.
**Email signature**

Email signature uses Arial (on-screen font). Insert logo below contact information. Rendering of email signature will depend on recipients’ email preferences, but it should be initially styled as follows:

All text in signature is 100% black.
Text size is 9 pt.
All text except for Individual’s name is Arial Regular.
Individual’s name is Arial Bold.
Insert one hard return between title and corporate address.

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**Lori Harnois**
Executive Director

Discover New England
100 International Drive | Suite 352
Portsmouth, NH 03801 | USA
P: 603-766-0606
Trade show booth

Trade show booth designs present excellent opportunities to bring the brand to life and promote imagery from the region.
Phone Etiquette

Answering the telephone

The telephone will be answered by the business manager or executive assistant. If and when that person is not available, another DNE employee should answer the phone before the third ring. You should speak in a friendly, courteous and professional manner. Employees should always smile before they answer the phone and during their greeting.

The standard greeting used for answering the telephone is “Good morning/good afternoon, Discover New England, this is ____________.” After you have determined with whom they wish to speak, say: “may I ask who is calling, please?” and transfer the call. If the person is not available, ask to take a message or offer to transfer to voicemail.

Voicemail setting

Each automated voicemail greeting should be scripted as follows: “You have reached Discover New England, no one is available to take your call right now. If you are calling to request a copy of our travel guide, please leave your name and address. Other callers please leave your name and telephone number, someone will return your call as soon as possible. Thank you!”
Contacts

Inquiries from the United Kingdom
Contact: Kirsty Dillury, PR Director
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Travel & Tourism Marketing Ltd (TTM)
2nd Floor, Shaftesbury House
20 Tylney Road, Bromley BR12RL
Great Britain
Tel: +44 208 464 8483

Alternatively, contact Joanne Campbell, PR & Social Media Executive, at the above telephone number or at:
Email: joanne@ttmworld.co.uk

Inquiries from Ireland
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Inquiries from Germany/Austria/Switzerland
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Alternatively, contact Julia Hovelkamp, Account Manager, at the above telephone number or at:
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Inquiries from Japanese media
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Shoko Hirao, Account Manager
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Tel: 617-510-5620

Japan Office:
Mari Miyajima
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Inquiries from Australia/New Zealand
Contact: Corey Marshall
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Discover New England
(Australia & NZ Market Representative)
Canuckiwi Ltd.

Inquiries from Scandinavia
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Tel: +45 2942 1005

Discover New England
(Scandinavian Representative)
Atlantic Link

General inquiries:
Inquires from all other countries, including the US, should be directed to:
Email: info@discovernewengland.org
To contact New England states directly

**Connecticut**
Connecticut Office of Tourism
450 Columbus Blvd., South Tower
Hartford, CT 06103
*Tel: 860-500-2300*
*Fax: 860-270-8077*
*Web: www.ctvisit.com*

Randy Fiveash  
CT Director of Tourism  
DNE Board Chair  
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Susan Henrique  
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**Massachusetts**
Massachusetts Office of Travel & Tourism
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**Rhode Island**
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Mark Brodeur  
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Kathleen Kolva  
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Trade contacts

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Alternatively, contact Jody Hanson, Managing Director
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