



BRAND GUIDELINES

Including PART 2 for TPAs

—NOVEMBER 2008—



OUR HISTORY

The year was 1976, and the New York that people once knew was about to change.

The State was in a deep economic slump and looked to tourism to help turn around the economy. With \$400,000 from the Governor, industry leaders took an incredibly bold step and spent the entire tourism budget on market research. With consumer feedback in hand and \$4 million, an advertising campaign was launched in 1977.

The great minds of Madison Avenue produced a brilliant little campaign called I LOVE NEW YORK.

A full-blown orchestra was assembled to record the song created by the “King of the Jingle” Steve Karmen, while acclaimed graphic designer, Milton Glaser crafted the famous logo.

It all started with the very first TV commercial highlighting the grandeur of New York State with lakes, mountains and countryside and folks proclaiming “I live in [North Carolina, Cape Cod, Brooklyn]...but I Love New York!” The campaign was magical and captivated hearts instantly.

The next commercial highlighted New York City and featured Broadway packages. From there, I LOVE NEW YORK blossomed into a star-studded extravaganza with A-list celebrities and Broadway stars declaring their love for New York at every turn.

Something soon happened though. I LOVE NEW YORK became deeply connected with New York City, even though the brand started with the state. This association strengthened further in September 2001 when the world joined New Yorkers in expressing their love for this special place.



OUR HEART

There's something really special about being a New Yorker—whether you're from the City or across the State. It's the reason we stand up a little straighter when we say "I'm from New York!" We are tenacious and passionate. It's that little something you hear in our voice. And see in our gait. It's loyalty that defies logic. And, energy that defies reason. All of this is part of our DNA. We don't sign on for this. It just happens.

There's something wonderfully different about this place. Somehow it's bigger, even in the small towns. It's a feeling. It's palpable. But it's hard to explain. New York is an experience that resonates, just like a New Yorker.

Breathtaking, unique and captivating at the same time. It always leaves you wanting more and adding that next place to your mental list of new places to visit.

You see, I LOVE NEW YORK isn't just an advertising slogan, a logo or a song. It lives. It breathes. It speaks to you. Because it's me. It's you. It's the kid next door. It's where you get away. To find yourself. It's the City. It's the whole State. It's that amazing truth that no matter where you're from when you come here, you're a New Yorker.

It's why there's always another reason to love New York.



THE IMPORTANCE OF BRANDING

A BRAND IS A BEAUTIFUL THING.
Enormously powerful. Enormously fragile.

Building a brand takes vision. It takes passion and sweat. And perhaps most importantly, it takes discipline. The discipline to never waiver from your brand's DNA and what your message to the world will be. We created these guidelines so the tenets of the brand are not just in the hearts and minds of a few, but in the hundreds of you who will touch this brand and share it with the world.

It is impossible to overemphasize the importance of brand consistency. Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand. The more single-minded we are, the more powerful the I LOVE NEW YORK brand will be. It's that simple.



PART 1 OUR STORY

I LOVE NEW YORK WAS RELAUNCHED IN MAY 2008.

The new vision is broken down on these pages to provide an in-depth view of the revamped brand strategy.

Meet the next generation of I LOVE NEW YORK.



OUR MISSION

TO MAKE I LOVE NEW YORK SPEAK TO THE ENTIRE STATE.
TO SHOW THAT THE PASSION AND ENERGY PRESENT IN THE
CITY IS PERVASIVE THROUGHOUT EVERY EXQUISITE ACRE THAT
IS NEW YORK STATE.

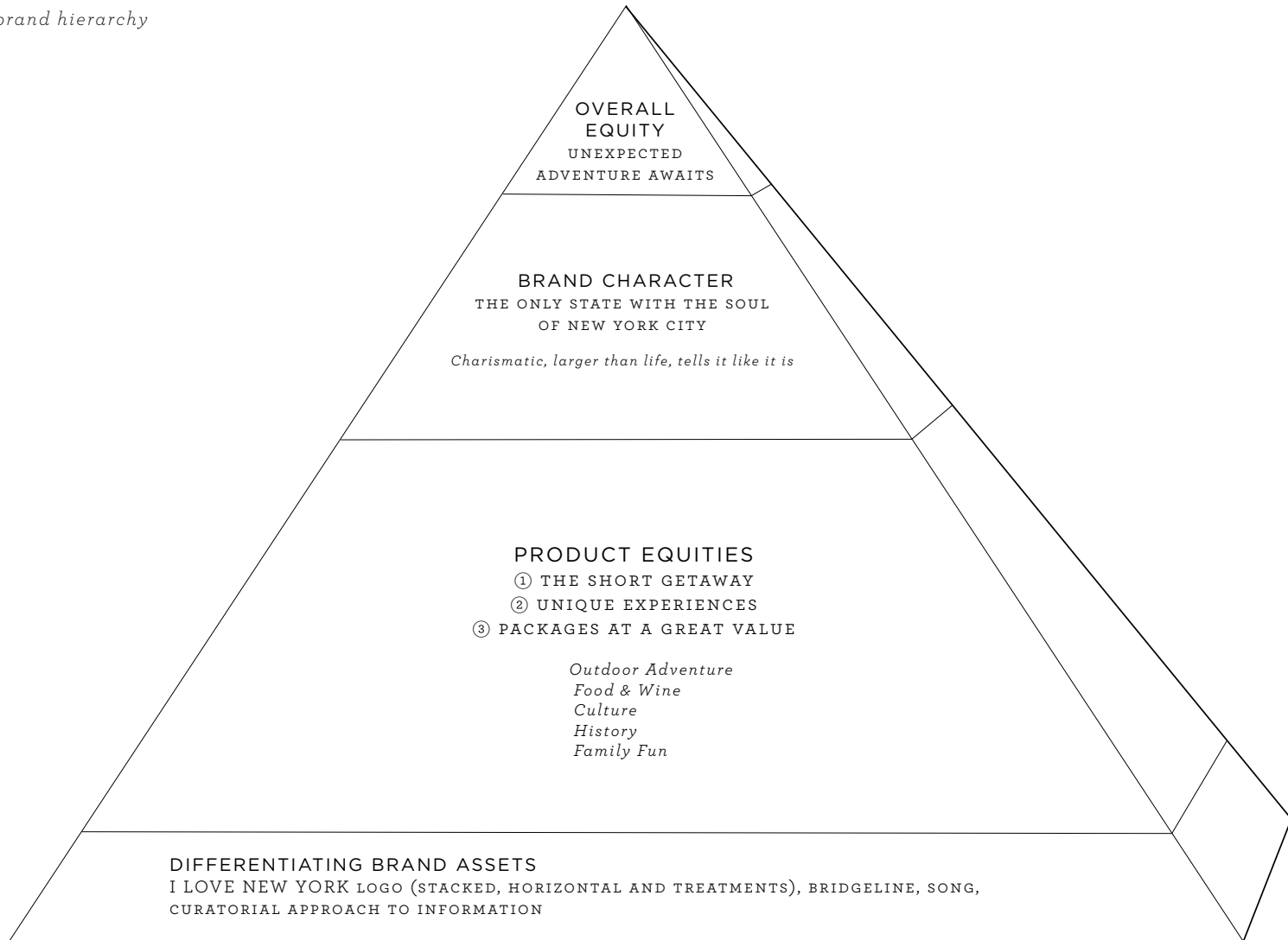
*There is only one state big enough to house New York City. One
state that is filled with New Yorkers. That is why our rivers
race a little faster. It is why our mountains soar a little higher.*

Our goal is to share all the hidden treasures New York State
holds. To unearth the truth that around every corner across
this beautiful, big state there is yet Another reason,



OUR BRAND PYRAMID

A quick view of our brand hierarchy





OUR VALUES

*As proud New Yorkers,
we live our values every day.*

THE MINDSET

①

The can-do spirit

②

*The best-of-the-best
attitude*

③

The love of simplicity

④

*The belief that inspiration
can happen anywhere*

HOW WE MAKE IT OURS

①

Easy adventure packages

②

*A curatorial approach to
information*

③

The short getaway

④

Unique experiences



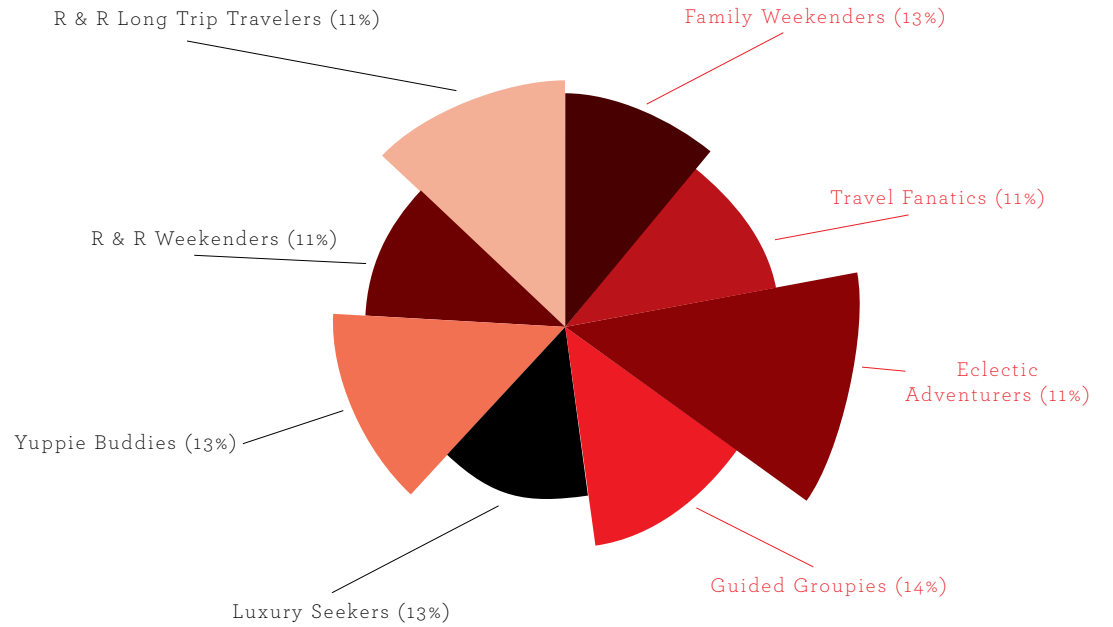
OUR TARGET

Through research, we uncovered eight different segments of travelers. These are people who share similar attitudes when traveling.

WE'VE IDENTIFIED FOUR PRIORITY SEGMENTS OF TRAVELERS

- ECLECTIC ADVENTURERS
-
- GUIDED GROUPIES
-
- FAMILY WEEKENDERS
-
- TRAVEL FANATICS

fig 1.



Focusing on these segments does not mean we are excluding others. It simply means we are more able to efficiently spend our advertising dollars on people most likely to visit New York State.

WHO	WHAT	WHY
ECLECTIC ADVENTURERS	<i>Off the beaten path. Want to discover hidden gems, expand their minds and experience nature, history and culture.</i>	Good product match, open to NYS, high concentration in NYC, NJ, PA.
GUIDED GROUPIES	<i>On the beaten path. Older group who like culture, history, some outdoors and the comfort that comes with planning ahead or a guided tour.</i>	Good product match, familiar with NYS, open to NYS, more free time means they'll travel mid-week and shoulder season.
FAMILY WEEKENDERS	<i>Family First. Travelers looking for easy-to-get-to, family friendly and affordable destinations.</i>	Good product match, very open to NYS, promotion-sensitive, high repeat visit.
TRAVEL FANATICS	<i>Live to travel. Travel influencers who are open to all kinds of experiences, will spend to have them and will tell everyone about it.</i>	Travel a lot, spend a lot, open to NYS product, influential group.



OUR MANIFESTO

IT'S UNIVERSAL. THAT BURST OF ADRENALINE YOU FEEL COMING OVER THE BROOKLYN BRIDGE AS THE SKYLINE COMES INTO VIEW. AS YOU CROSS THE RIVER, EVERY INCH OF YOU IS AWARE YOU ARE HEADING INTO THE GREATEST CITY IN THE WORLD. HEAD NORTH AND THE NEXT DAY YOU'RE HIKING TO THE SKY-HIGH BIRTHPLACE OF THE HUDSON, LAKE TEAR OF THE CLOUDS NEAR THE SUMMIT OF MOUNT MARCY. I LOVE NEW YORK.

Riding the elevator to the 102nd floor of the Empire State Building and rappelling down the sheer rock face of "the Gunks." The lights of Times Square washing over you and the spray of Niagara Falls as you drift on the Maid of the Mist. From the gothic caverns of Wall Street to the majestic beaches of Long Island. The pulsating crowds at Yankee Stadium or the legendary boys of summer in Cooperstown.

I LOVE NEW YORK. IT'S FASHIONISTAS CHERRY PICKING ON FIFTH AVENUE, FAMILIES APPLE PICKING IN THE HUDSON VALLEY. A WHITE-KNUCKLED TAXI RIDE DOWN THE FDR OR SPEED BOATING AROUND THE THOUSAND ISLANDS. NEW YORK IS THE HEART-WRENCHING BEAUTY OF A HORSE-DRAWN CARRIAGE AND THE HEART-STOPPING THRILL OF THE THOROUGHBREDS IN SARATOGA. IT IS THE MULTICULTURAL MECCA THAT IS MANHATTAN AND THE CULTURAL HAVEN THAT IS CHAUTAUQUA INSTITUTION. THE SMELL OF A HOT CUP OF JOE FROM THE MUD TRUCK OR THE BOUQUET OF AN AWARD-WINNING VINTAGE FROM THE FINGER LAKES. BUT THERE'S ANOTHER REASON I LOVE NEW YORK.

New York is a constant state of discovery. You have to see what's just around the corner, over the hill, through the bend in the river and on the other side of the mountain. There's so much more to New York than you think, there's always another reason,





OUR CAMPAIGN CONCEPT

THERE IS ONLY ONE STATE big enough to hold New York City. New York State. It is quite simply the only state with the heart and the soul and the passion of New York City embedded into every inch of it. It's what makes our waterfalls, our mountains, our magnificent towns and villages a whole lot different than everyone else's. This campaign celebrates that truth and always gives you another reason to love New York.



OUR TONE OF VOICE

WE ARE SMART. CLEVER. WARM. We always speak with a bit of an edge.

We like to surprise you with our language. We love a good juxtaposition that makes you think differently about our beautiful state.

Like your favorite New Yorker, we enjoy our fair share of witty banter, yet we know exactly when to speak from the heart.



OUR BRIDGELINE

In order to maintain brand relevance for the new strategy, a bridgeline was created. The bridgeline, *Another reason*, serves as a connection (bridge) between an amazing fact, truth, area, site, monument or wonder that is uniquely New York State and the beloved logo that identifies us.

Our bridgeline is NOT a tagline or headline and therefore can never stand alone. It was created to bridge a thought to the I LOVE NEW YORK logo.

The idea preceding the bridgeline should be noted in very few words and serve as a summation of the ad copy that precedes and supports it. There should be an intelligence, beauty or unique New York-ness to the reason. The reason should not be construed as hokey or lacking in integrity for this purpose. Below are some simple examples of what is considered a good reason or an inappropriate reason.

–is–Another reason,

- THE ADIRONDACK STATE PARK
- 4,342 MILES OF RUSHING RIVERS
- THE BASEBALL HALL OF FAME

–is not–Another reason,

- ALL THE BUFFALO WINGS YOU CAN EAT \$19.99
- THE POTATO SACK RACES OF THE HUDSON VALLEY
- HOT SUGAR DOUGHNUTS



OUR TYPEFACES

THREE TYPEFACES HAVE BEEN CHOSEN for the I LOVE NEW YORK statewide campaign: Archer, Gotham, and American Typewriter. Used in conjunction, they carry across the smart, warm, and historical tone that is New York State. On the following three pages you can see their wide range and read about their history.

ARCHER

HAIRLINE | THIN | EXTRA LIGHT | LIGHT | BOOK | MEDIUM | SEMIBOLD | BOLD

ACIDALIA
ARCHER HAIRLINE

FREMONT
ARCHER THIN

LONG EDDY
ARCHER EXTRALIGHT

ROSCOE
ARCHER LIGHT

MONTICELLO
ARCHER BOOK

NARROWSBURG
ARCHER MEDIUM

HANKINS
ARCHER SEMIBOLD

CALLICOON
ARCHER BOLD

Archer, the colorful slab serif.

Sweet but not saccharine, earnest but not grave, Archer is designed to hit just the right notes of forthrightness, credibility, and charm.
(10pt)

Slab serifs have been evolving for two hundred years, yet the category continues to be dominated by two basic styles: Antiques and Geometrics. Antiques arise out of the same nineteenth-century tradition that produced the Modern and Scotch styles: at heart, they're text faces, and they feature all of the qualities needed to thrive at small
(12pt)

Prepared @
HOEFLER & FRERE-JONES

A B C D E F G H I J K M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 %
! @ # \$ % ^ & * () _ + { } " ' : ?

Aa

(Antiques customarily have the traditional 'two-storey' forms of a and g, and a capital R that ends in a flourish.) Our Ziggurat typeface is an example of the Antique style in full flower, capturing the best of what the style has to offer: it's warm, comforting, and persuasive. But this coziness comes at the expense of modernity, and in the wrong context even the best Antique can feel
(14pt)

The quick brown fox jumps over the lazy dog and feels as if he were in the seventh
(16pt)

The quick brown fox jumps over the lazy dog and feels as if he were in the
(18pt)

The quick brown fox jumps over the lazy dog and feels as if he were
(20pt)

The quick brown fox jumps over the lazy dog and feels as if he
(22pt)

The quick brown fox jumps over the lazy dog and feels as
(24pt)

The quick brown fox jumps over the lazy dog and
(26pt)

The Geometric is a twentieth-century riposte to the Antique. Informed by the same kind of rationalist thinking that inspired the great sans serifs of the Bauhaus, Geometrics abandon traditional forms in favor of mathematical strategies. A Geometric's O is circular rather than elliptical, and its forms shed their residual contrast between thicks and thins. Geometrics usually apply this same rationalism to the woollier parts of the alphabet, replacing the alphabet's beaks and tails and ball terminals with a program of matching serifs. While these faces can sometimes be bracingly modern, they're often monotonous, and many Geometrics suffer from an astringent sting that makes them difficult to use and unwelcome to
(8pt)

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(9pt)

GOTHAM

LIGHT | BOOK | MEDIUM | BOLD

Gotham. What letters look like. Every designer has admired the no-nonsense lettering of the American vernacular, those letters of paint, plaster, neon, glass and steel that figure so prominently

(10pt)

Long before the emergence of a profession called “graphic design,” there was signage. Up until the mid-twentieth century, the job of providing architectural lettering often fell to engineers or draftsmen, most of whom worked outside of the typographic tradition.

(12pt)

Prepared @
HOEFLER & FRERE-JONES

A B C D E F G H I J K M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 %
! @ # \$ % ^ & * () _ + { } " : ?

Aa

Gotham. What letters look like. Every designer has admired the no-nonsense lettering of the American vernacular, those letters of paint, plaster, neon, glass and steel that figure so prominently in the urban landscape. Long before the emergence of a profession called “graphic design,” there was signage. Up until the mid-twentieth

(14pt)

The quick brown fox jumps over the lazy dog and feels as if he were in

(16pt)

The quick brown fox jumps over the lazy dog and feels as if he

(18pt)

The quick brown fox jumps over the lazy dog and feels

(20pt)

The quick brown fox jumps over the lazy dog and

(22pt)

The quick brown fox jumps over the lazy dog

(24pt)

The quick brown fox jumps over the lazy

(26pt)

Like most American cities, New York is host to a number of mundane buildings whose facades exhibit a distinctively American form of sans serif. This kind of lettering occurs in many media: the same office buildings whose numbers are rendered in this style, in steel or cast bronze, often use this form of lettering for their engraved cornerstones as well. Cast iron plaques regularly feature this kind of lettering, as do countless painted signs and lithographed posters, many dating back as far as the Work Projects Administration of the 1930s. And judging by how often it appears in signs for car parks

(8pt)

as the Work Projects Administration of the 1930s. And judging by how often it appears in signs for car parks and liquor stores, this might well be the natural form once followed by neon-lit aluminum channel letters. Although there is nothing to suggest that the makers of these different kinds of signs ever consciously followed the same models, the consistency with which this style of letter appears in the American urban landscape suggests that these forms were once considered

(9pt)

ASTORIA
GOTHAM LIGHT

WILLIAMSBURG
GOTHAM BOOK

ALBANY
GOTHAM MEDIUM

HUDSON
GOTHAM BOLD

AMERICAN TYPEWRITER

COOPERSTOWN
AMERICAN TYPEWRITER LIGHT

UNADILLA
AMERICAN TYPEWRITER MEDIUM

HANCOCK
AMERICAN TYPEWRITER BOLD

LIGHT | MEDIUM | BOLD

The typewriter was patented in 1868 by Christopher Latham Sholes, who sold his rights to the Remington Arms Company in 1873. The first typewriters were initially thought to be replacements

for printing and so typewriter keybars utilized printing types; monospaced typefaces, that is, those designed so every letter takes up the same amount of space were a more practical alternative and soon replaced printing types. Monospaced designs are still in use as typewriter

(12pt)

Prepared @
HOEFLER & FRERE-JONES

A B C D E F G H I J K M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q
r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 %
! @ # \$ % ^ & * () _ + { } ' : ?

Aa

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(8pt)

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(9pt)



OUR BRAND PRINT CAMPAIGN

THE WORLD IS AWASH WITH tourism advertising that has pretty photography. If you look through travel magazines, it is nearly impossible to differentiate between one state and the next.

So, we chose to re-introduce I LOVE NEW YORK to the world in a way that has never been seen before—without the use of photography. A beautiful modern form of illustration was chosen that allows us to capture the essence of our advertising idea.

New York State is different, because it is the only state that has the passion and heart and energy of New York City deep within it. Upon first seeing the advertising you see a magnificent New York State scene. Spend a minute or two longer and you find embedded in the State all the iconic magic and excitement of the city. No other state could justify using this technique.

Go ahead and stare. We're used to it.

When you're the state with the heart of the city, people want a closer look. Throughout our 400 year history, New York's spectacular waterfalls, sandy beaches, scenic vineyards, and millions of acres of parkland have given groups a reason to crane their necks.

Another reason,
I Love New York

iloveny.com

I LOVE NEW YORK is a trademark/service mark of the NY State of Economic Development (NYSED). SOME RIGHTS RESERVED. ALL RIGHTS RESERVED.

ENDLESS STUDIES PROVE CONSISTENCY increases awareness and helps cement an emotional connection to a brand.

In other states, the parks don't have much competition for tourists' attention. But if the millions of acres of parkland in New York want to compete with all the lights of Broadway, they've got to work day and night to be just as spectacular.

Workaholic Parklands.
Another reason, **I ♥ NY**

Create your free personal Travel Guide to hiking, mountain biking and other outdoor adventures at ilove.com

* I LOVE NEW YORK logo is a trademark/service mark of the NYC Dept. of Economic Development. ©2012 NYC DEP. ALL RIGHTS RESERVED.

You think you've got problems? Try being one of the hundreds of vineyards in New York State. To succeed here, the wine has to be just as good as what the city offers. It's taken hard work and sleepless nights. Did I grow the best grapes? Did I check every vat? Did I leave the stove on?

Neurotic Vineyards.
Another reason, **I ♥ NY**

When the county fair opens in most places, it's a big deal. But in New York it's a lot harder to stand out from the crowd. So if the hundreds of fairs across the state want to turn heads, they'd better be every bit as girly and exciting as the city.

Fashionista Carnivals.
Another reason, **I ♥ NY**

The historic mansions of New York State will totally get in your face. With arts thriving in the city, they know that no one's going to hold their place on the cultural subway. They have to be just as artistically vibrant. They have to allow their way through shouting, "Hey everybody, get a load of my Corinthian columns!"

Overbearing Mansions.
Another reason, **I ♥ NY**

Create your free personal Travel Guide at ilove.com

* I LOVE NEW YORK logo is a trademark/service mark of the NYC Dept. of Economic Development. ©2012 NYC DEP. ALL RIGHTS RESERVED.

The mountains of New York State play to win. After all, to pull sports fans away from the city they've got to be aggressive, B-E-aggressive. That's why every slope is charged with enough winter action to get even the benchwarmers juiced.

Assertive Vistas.
Another reason, **I ♥ NY**

Create your free personal Travel Guide at ilove.com

* I LOVE NEW YORK logo is a trademark/service mark of the NYC Dept. of Economic Development. ©2012 NYC DEP. ALL RIGHTS RESERVED.



BRAND CONSISTENCY IN PRINT ADS

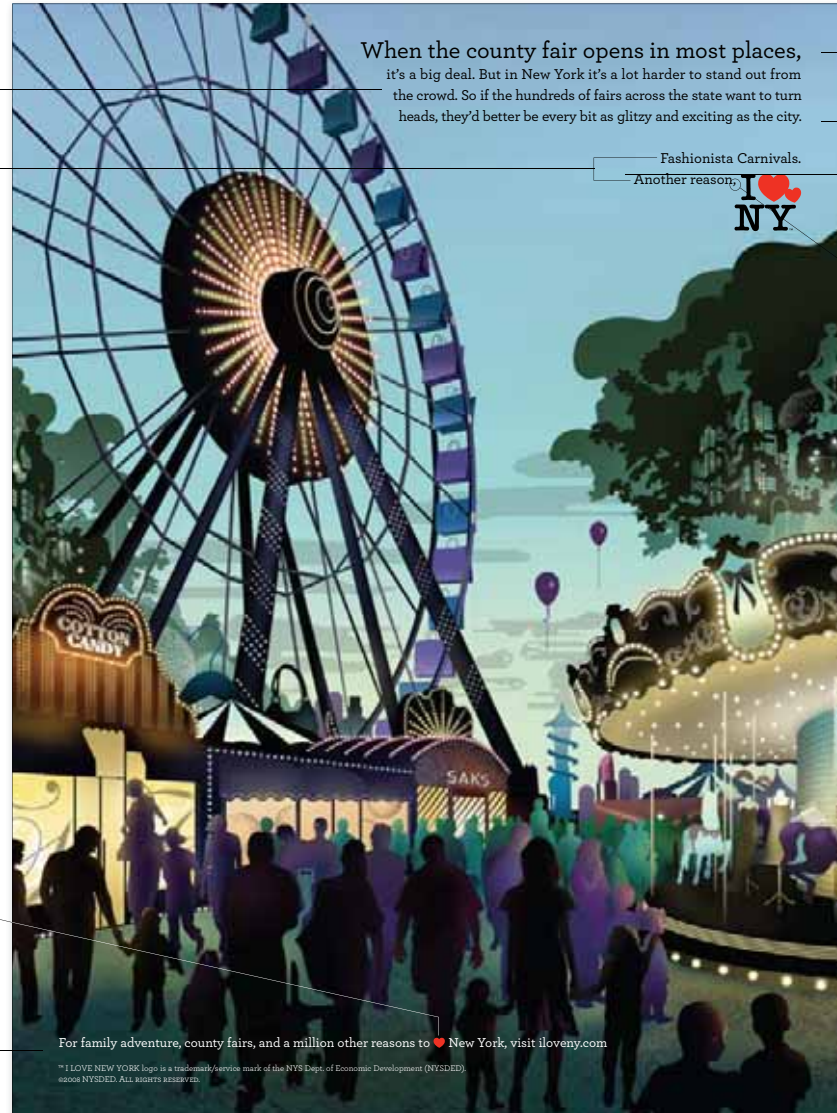
Archer Light is the font

Tagline and bridgeline are slightly staggered

Heart symbol from logo is used in copy instead of spelling out love

Bottom copy is always left or right justified

Legal is always included to denote registered trademark/service mark or trademark/service mark.



First sentence is always bigger than the rest of the copy

Top copy is always left or right justified

Top of the "A" in *Another reason* lines up with top of the "I" in the logo

Bridgeline is mandatory. *Another reason* has capital "A" and lower case "r" and there is a comma after *Another reason* before logo.





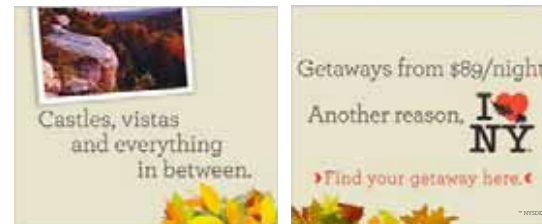
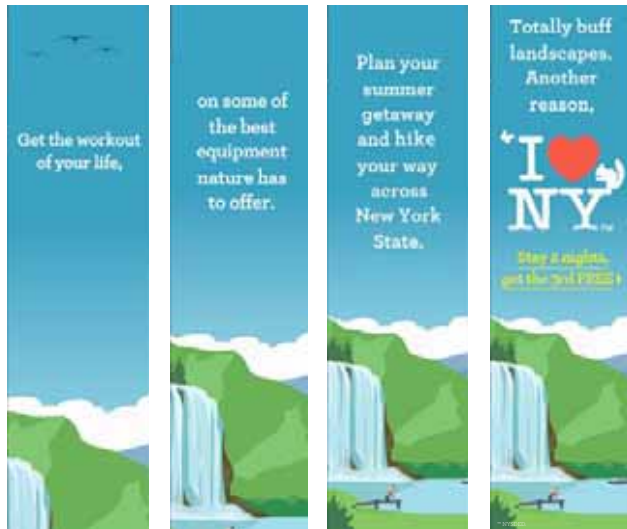
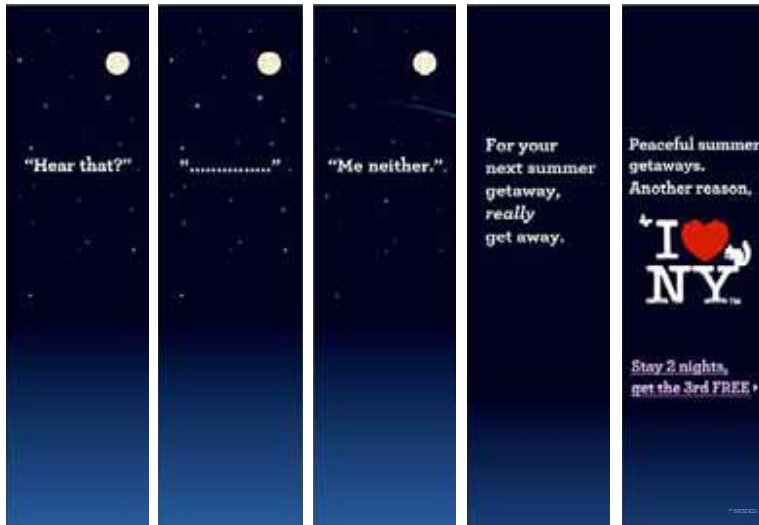
OUR RETAIL ADVERTISING

SEASONAL CAMPAIGNS PROMOTING OVERNIGHT TRAVEL with incentives and packaging create a reason for consumers to consider and choose New York State as their getaway destination.

Creative elements from our new brand “toolbox” are used to carry brand consistency across all media.



IT'S IMPOSSIBLE TO OVEREMPHASIZE
the importance of consistency.



BRAND CONSISTENCY IN RETAIL ADS

Headline: It should speak to the offer with a New York tone of voice

Bridgeline is mandatory. *Another reason* has capital "A" and lower case "r" and there is a comma after *Another reason* before logo.

Top of the "A" in *Another reason* lines up with top of the "I" in the logo

Subhead: A straightforward clarification of the offer

Call to action: Drives you to the website to find out more about the offer

Legal is always included to denote registered trademark/service mark or trademark/service mark.

Good thing the third night's free, because your kids weren't about to chip in.

Another reason, **I Love NY**

STAY TWO NIGHTS AND THE THIRD IS FREE.*

Find out how to get your free night in New York at iloveny.com/nyt

* At participating properties.

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OUR PHOTOGRAPHY

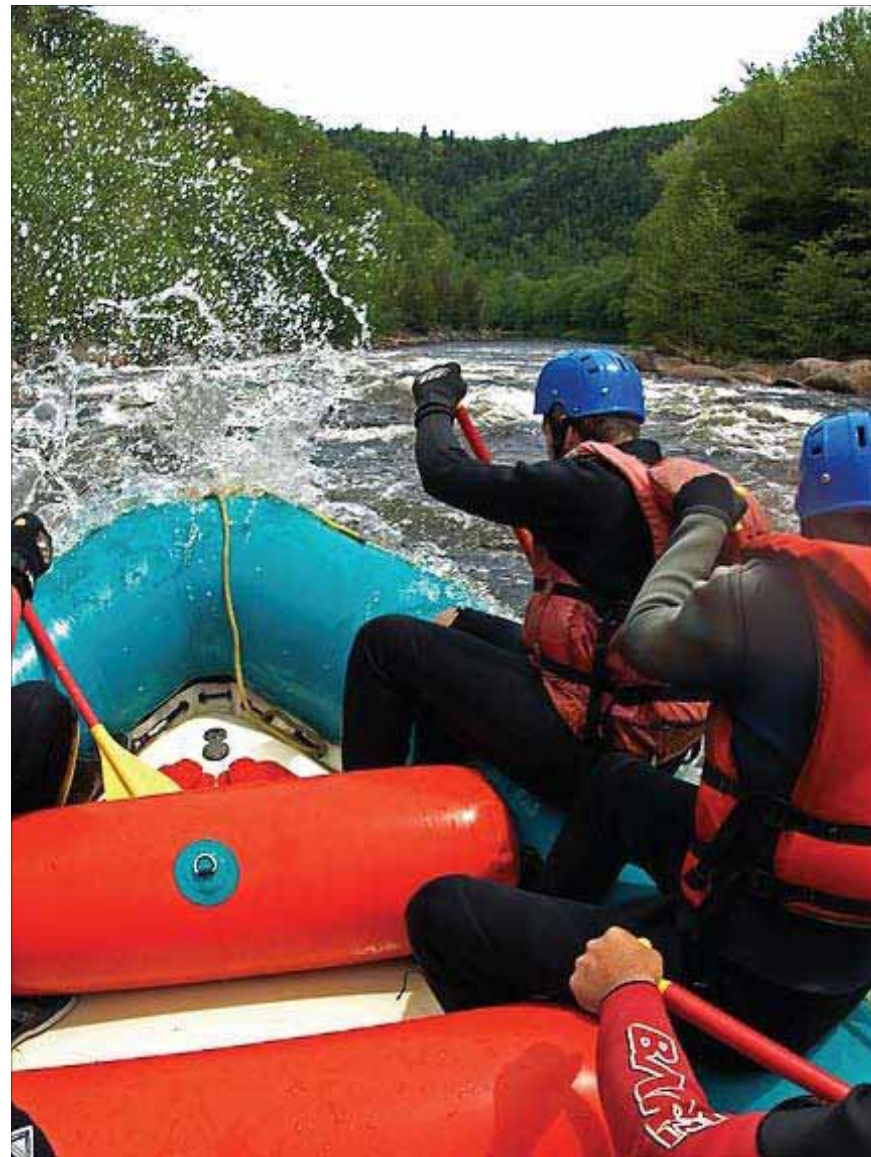
WE HAVE A SIMPLE RULE FOR PHOTOGRAPHY SELECTION-
THINK SIMPLE.

Always choose photography that has a point of view. Sometimes more is not better. More is just more. If there is one perfect shot and three mediocre, go with the one perfect shot. Be conscious of composition. Be conscious of whether the picture evokes any emotion. For example, a simple shot of a pond can often be more emotional than a badly composed picture that has a family skating.

Be aware that people are looking at many places before they make their choice of destination. What does the picture say that will make people choose New York State? Try to choose perspectives that are bold and speak directly to the consumer so they can imagine themselves there. Make sure it speaks to the beauty, grandeur and magic of New York State.

Guidelines:

- Photography must be at least 300 dpi at the size expected to print to maintain integrity of the photos
- Must use imagery that is not visibly dated
- Must only use images that are New York State
- Photography must depict attractions that are open to the public/places you can visit
- Recommendations: Include where image is from, wherever feasible and/or appropriate to identify location



Hudson River Gorge, North Creek



OUR SONG
“I LOVE NEW YORK”

SIMPLE LYRICS AND A CATCHY MELODY.

I LOVE NEW YORK was written and composed for the 1977 launch by the “Jingle Man” himself, Steve Karmen. In 1980, Governor Carey signed a proclamation making it the state song.

Like any great jingle, I LOVE NEW YORK is permanently imprinted in people’s minds. But like a favorite song, it is also imprinted in people’s hearts.

Four amazing little notes.
That’s all you need to hear to instantly know it’s
New York. And, there isn’t another like it!

“I LOVE NEW YORK”

There isn’t another like it.
No matter where you go.
And nobody can compare it.
It’s win and place and show.
New York is special.
New York is diff’rent’ cause
there’s no place else on earth
quite like New York and that’s why

I LOVE NEW YORK.
(repeat 3 times)

I LOVE NEW YORK is owned by Elsmere Music, Inc.
but the State has exclusive rights for its use in advertising.



OUR LOGO

THE ORIGINAL I LOVE NEW YORK LOGO is a rebus created by Milton Glaser consisting of the capital letter I, followed by a red heart symbol, below which are the capital letters N and Y. The advertising campaign and supporting logo have been used for decades to promote tourism in New York State. The logo must be used as is and can not be modified under any circumstances without permission.

The stacked and horizontal logos, must use ® for registered trademark. The ® sits next to and is the same height as the foot of the Y.



STACKED LOGO

This is the original and preferred mark for all applications



HORIZONTAL LOGO

This version may be used in instances where spatial constraints require a configuration of a more horizontal nature



OUR TREATMENT LOGOS

NEW LOGOS WITH THEMATIC TREATMENTS WERE CREATED for the 2008 relaunch to breathe new life into the iconic logo and showcase that New York is more than just New York City. The icon remains prominent and in its original, classic form but the added elements force you to stop and rethink what I LOVE NEW YORK really means. And, more importantly, what it means to you.

The beauty of I LOVE NEW YORK is that it is loved by all. Our challenge as brand stewards is to turn that love into reasons to choose New York for a getaway.

Treatment logos are currently being used for the State campaign only. Used in the Getaway Guide, personal Travel Guide and brand ads, they carry the new brand strategy across by linking thematic curatorial content to the many reasons to choose New York.

I LOVE NEW YORK is about making the New York experience your own. The new logos remind you to do that. Whether your idea of a getaway is relaxing, engaging or experiential, they remind you there is always another reason to love New York.



WINE & FOOD



ADVENTURE



CULTURAL HISTORY



FINE ART



CULTURE



FAMILY



SHOPPING



SCENIC DRIVES



HISTORY



HERITAGE



MILITARY HISTORY



WATER



SPAS & RETREATS



SPORTS



OUR SEASONAL LOGOS

SEASONAL LOGOS WERE CREATED FOR BRAND ADVERTISING AND SEASONAL PROMOTIONS

Seasonal logos use trademark (™) symbol not registered trademark (®) symbol.

Seasonal logos are used in stacked (preferred) and horizontal format with black/red color application only. The ™ sits next to and is the same height as the foot of the Y.

STACKED LOGO
*This is the preferred mark
for all applications*



HORIZONTAL LOGO
*This version may be used in instances where
spatial constraints require a configuration
of a more horizontal nature*



SPRING & SUMMER



FALL

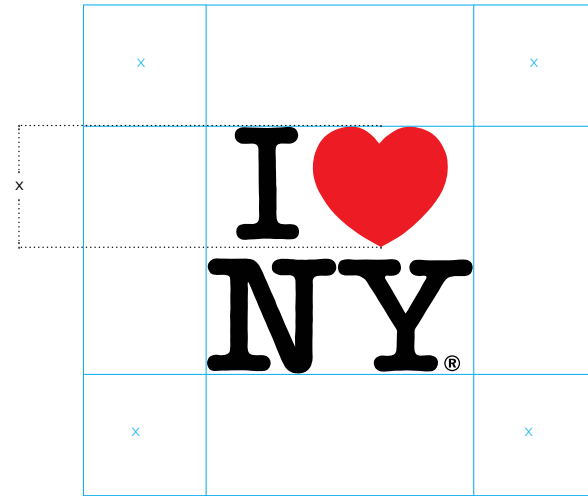


WINTER



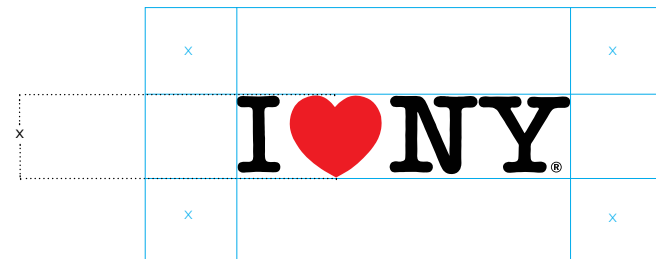
LOGO CLEARSPACE

TO ENSURE THE LEGIBILITY OF the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the I LOVE NEW YORK brand. The provided artwork must be used at all times.



STACKED LOGO

The clearspace minimum is equivalent to the vertical height of the heart icon (shown here as x), regardless of the size at which the logo is reproduced.



HORIZONTAL LOGO

The clearspace minimum is equivalent to the vertical height of the heart icon (shown here as x), regardless of the size at which the logo is reproduced.



LOGO COLOR APPLICATION

THERE ARE THREE COLOR versions of the I LOVE NEW YORK logo. There are no absolutes regarding the selection of the specific color application, but context, contrast with regard to background color and surrounding imagery and production parameters all should be considered.

An entirely black or white logo has been provided for those 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.



ONE-COLOR PRINTING

The entire logo prints 100% black with no screens. Alternatively, the logo may print reversed (knocked out) of any background color to white. No other colors allowed.



TWO-COLOR PRINTING

Letters print 100% black; heart prints 100% PMS 485. Additionally, the entire logo may be reversed out of any background color to white. Letters may also be reversed out and heart may print 100% PMS 485. No other colors allowed.



FOUR-COLOR PRINTING

Letters print 100% black or reverse out of four-color to white. Heart prints 100% magenta plus 100% yellow. Additionally, the entire logo may be printed in 100% black, or the entire logo may be reversed out of any background color to white. No other colors allowed.



LOGO USAGE GUIDELINES

TO ENSURE A CONSISTENT AND APPROPRIATE BRAND IDENTITY, A GENERAL SET OF GUIDELINES FOR LOGO USAGE IS OUTLINED AS FOLLOWS.

1. No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator, based EPS.
2. A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on Logo Clearspace page. Must use the artwork provided.
3. Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
4. Logo artwork should always appear upright.
5. EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
6. Logo artwork should appear against a solid background to ensure maximum and proper contrast.
7. Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
8. Do not put a white box around the logo when placed on a dark background and do not reproduce the logo in colors other than those specified in these guidelines.



LOGO USAGE DON'TS

1. Don't change the logo's orientation.
2. Don't bevel or emboss the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo colors.
5. Don't crop the logo in any way.
6. Don't add "glow" effects to the logo.
7. Don't present the logo on "vibrating" colored backgrounds.
8. Don't present the logo in "outline only" fashion.
9. Don't place the logo on similarly-colored backgrounds.
10. Don't outline the logo in any color.
11. Don't add "drop shadow" effects to the logo.
12. Don't put a white box around the logo when placed on a dark or busy background.
13. Don't reconfigure or change the size or placement of any logo elements.
14. Don't stretch or squeeze the logo to distort proportions.
15. Don't recreate elements or replace with something else.



ORIENTATION



BEVEL/EMBOSS



BUSY PHOTO/PATTERN



COLOR



CROP



GLOW



VIBRATING COLOR



OUTLINE



BACKGROUND COLOR



OUTLINE



DROP SHADOW



WHITE BOX



RECONFIGURE



STRETCH/SQUEEZE



RECREATE



REPLACE



LEGAL REQUIREMENTS

In order to protect the trademark legally, it is very important that we display ownership on all marketing materials.

THE STACKED AND HORIZONTAL LOGOS USE ® TO DENOTE REGISTERED TRADEMARK. THE THEMATIC AND SEASONAL LOGOS USE ™ TO DENOTE TRADEMARK.

FOR ALL MARKETING MATERIALS BEARING THE I LOVE NEW YORK LOGO, INCLUDING BUT NOT LIMITED TO PRINT ADS, WEBSITES AND PRINT COLLATERAL, THE LEGAL LANGUAGE BELOW MUST BE DISPLAYED IN AN INCONSPICUOUS LOCATION.

FOR STANDARD STACKED OR HORIZONTAL LOGO:

© I LOVE NEW YORK logo is a registered trademark/service mark of the NYS Dept. of Economic Development, used with permission.

FOR THEMATIC OR SEASONAL LOGOS:

™ I LOVE NEW YORK logo is a trademark/service mark of the NYS Dept. of Economic Development, used with permission.

FOR ONLINE ADVERTISING OR SMALLER ADS WHERE USING THE FULL LEGAL LINE WILL COMPROMISE THE CREATIVE INTEGRITY, THE FOLLOWING ABBREVIATED VERSION MAY BE USED: © NYSDDED OR ™ NYSDDED

STATE MATERIALS ONLY:

FOR STANDARD STACKED OR HORIZONTAL LOGO:

© I LOVE NEW YORK logo is a registered trademark/service mark of the NYS Dept. of Economic Development (NYSDDED).

FOR THEMATIC OR SEASONAL LOGOS:

™ I LOVE NEW YORK logo is a trademark/service mark of the NYS Dept. of Economic Development (NYSDDED).

INCLUDE THE FOLLOWING COPYRIGHT LINE AFTER TRADEMARK LINE:

© [CURRENT YEAR] NYSDDED. ALL RIGHTS RESERVED.



PART 2 OUR VISION

TO CREATE MORE POWERFUL COMMUNICATIONS.

Our goal is to make everything the consumer sees in connection with New York State consistently smart, beautiful and motivating; to speak with the same voice, thereby transforming New York into the ultimate destination for people from every corner of the globe.

This document was created to be a resource with some simple rules that we all commit to follow in order to streamline and simplify the process of creating one I LOVE NEW YORK voice. When we follow these guidelines, we will present a more single-minded, unified image of our state and maximize the investment in the brand.

The following pages present the Guidelines for use of the branding tools we have to keep our message consistent and focused. Please consult these pages regularly and incorporate into all work going forward.



THE IMPORTANCE OF ALIGNMENT

I LOVE NEW YORK IS A BEAUTIFUL THING.
Enormously powerful. Enormously fragile.

Over time, I LOVE NEW YORK has become more and more fragile due to brand dilution and a need for a firm structure with a focused message. The relaunch was the first step toward a new, refocused brand. Now we need your help.

As stated, it is impossible to over emphasize the importance of consistency. Brand alignment across the state will allow I LOVE NEW YORK to once again be Enormously Powerful!



LOGO USE & PERMISSIONS

The I LOVE NEW YORK logo is the most recognized of all our branding tools. Now that we have relaunched the brand, it is more important than ever that we are aware of all impressions to be sure they align with our new brand strategy.

All I LOVE NEW YORK logos (variations and treatments) are trademarks and the property of the State. Whether in conjunction with a Matching Funds project or otherwise, use of the I LOVE NEW YORK logos in any form, anywhere must be approved by the I LOVE NEW YORK office. Although this has always been the policy, there have been some misconceptions and confusion over the years. Therefore, please be aware there are no blanket policies for logo use whatsoever.

All inquiries and requests about and for the I LOVE NEW YORK logo should be directed to the Matching Funds Director or Brand Manager at the New York State Department of Economic Development.





SEASONAL LOGOS & RULES

Seasonal logos may be used by TPAs for seasonal advertising or other approved projects. Seasonal logos are not meant to be used on Travel Guide covers but may be appropriate for some tourism collateral in the right context.

Do not attempt to recreate a seasonal logo. The scalable art provided for these treatments must be used.

Seasonal logos can appear as stacked (preferred) or horizontal as shown, but must appear with the black/red color application. No other color application (including b/w) is allowed.



SPRING & SUMMER



FALL



WINTER



THE BRIDGELINE

As noted, the bridgeline serves as a connection (bridge) between something uniquely New York State and the beloved logo that identifies us.

I LOVE NEW YORK has used the bridgeline in brand and retail advertising to sum up the campaign concept and bring the clever tone of voice to life. It has also been used to highlight a fantastic offer for a New York getaway when appropriate.

If your project or ad copy has an incredible story to tell, then a clever few word summation can precede the bridgeline. The idea is to hold to the highest standard what precedes *Another reason*. Avoid the common or every day and think about the unique, unknown or amazing when crafting the words. If it can describe something or somewhere else pretty easily, it probably does not have the unique New York-ness needed.

For projects or instances where a few clever words is not appropriate, the spirit of the bridgeline can be brought to life by telling the world that you are another reason to love New York. By preceding the bridgeline and logo with your county/region name or logo, the power of the I LOVE NEW YORK brand recognition will enhance your brand and message and help us create one voice.



ADVERTISING

Minimum Sizing of Logos

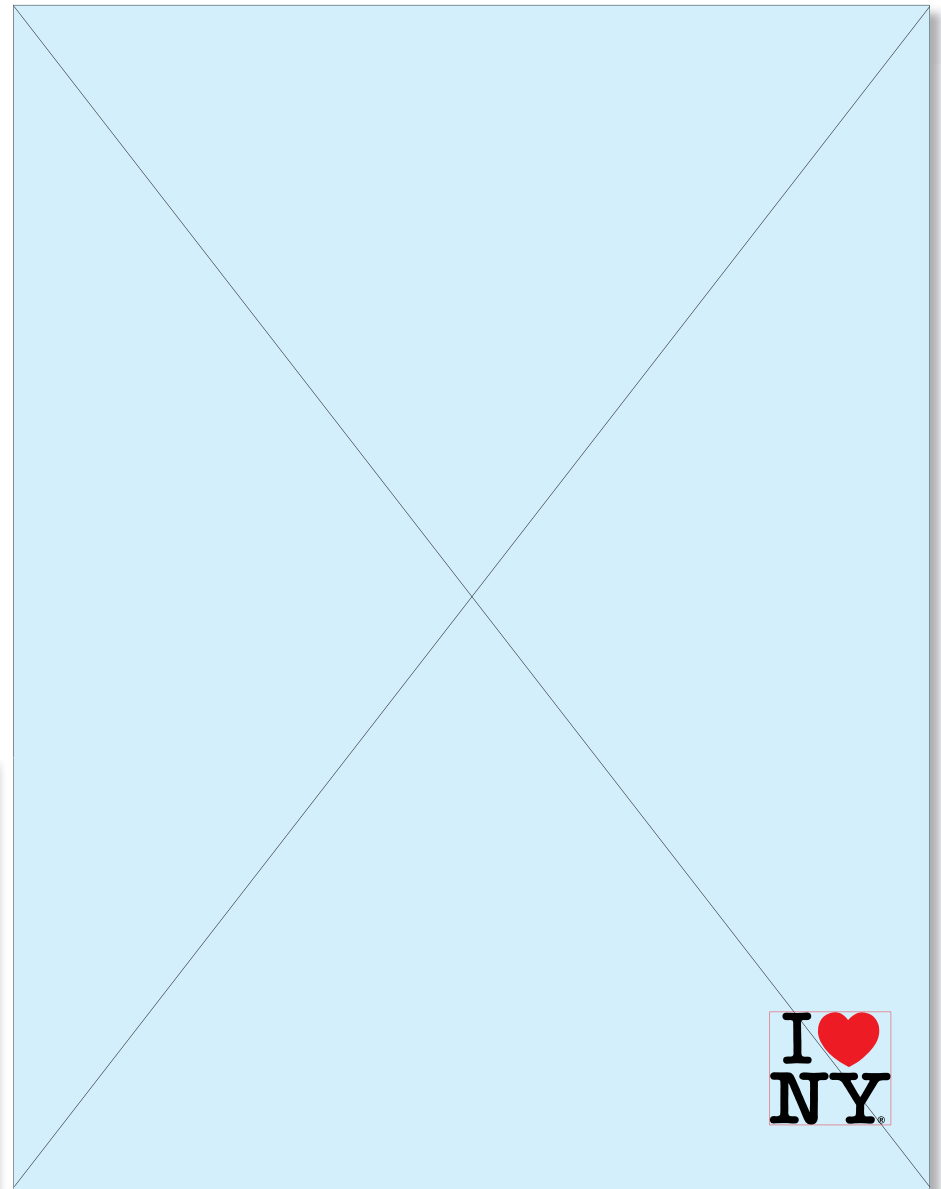
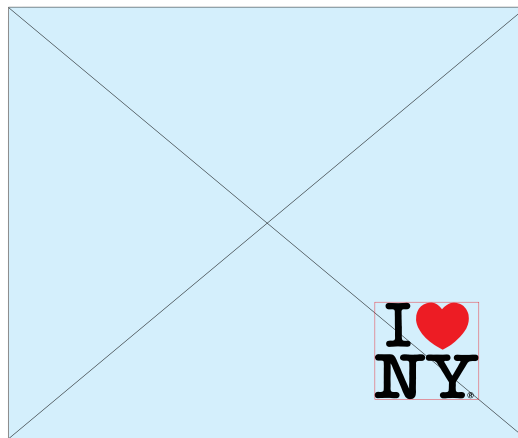
Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the I LOVE NEW YORK brand. The following rules for logo size applies to logo use in all advertising:

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

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

Use these rules in conjunction with those of logo clearspace to ensure maximum visual impact.

Standard web banner



Scaled down from standard letter size



TRAVEL GUIDE COVERS

To increase brand awareness and begin to develop unified and consistent brand messaging, the following simple rules have been crafted for design of Travel Guide covers.

Use only the supplied I LOVE NEW YORK logo with *Another reason* lock-up.

I LOVE NEW YORK logo must be placed in the upper right corner of the cover with your logo or name placed to the left of it. The county/region logo or name can be placed immediately to the left of the logo or in the upper left corner of the cover.

Logo must be the following size:

Stacked version: .09" x 1"

Horizontal version: 1" x .5"

No graphic elements can appear above, beside or between the county/region logo or name and the I LOVE NEW YORK logo.


Please see cover examples for visual reference.

THE MORE SINGLE-MINDED WE ARE,
the more powerful the I LOVE NEW YORK
brand will be.

Another reason,
I ♥ NY


chautauqua

county travel guide




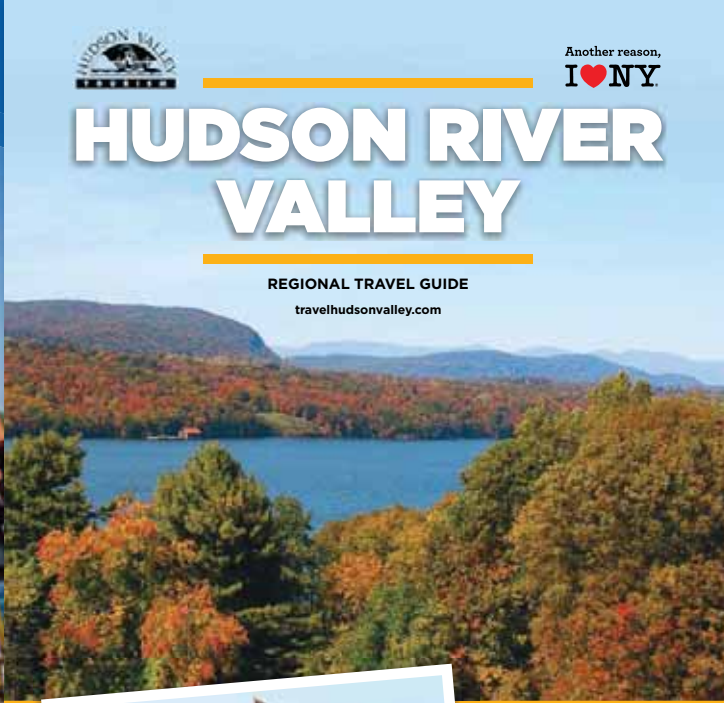
Chautauqua-Allegheny Region
tourchautauqua.com

Another reason,
I ♥ NY



HUDSON RIVER VALLEY

REGIONAL TRAVEL GUIDE
travelhudsonvalley.com



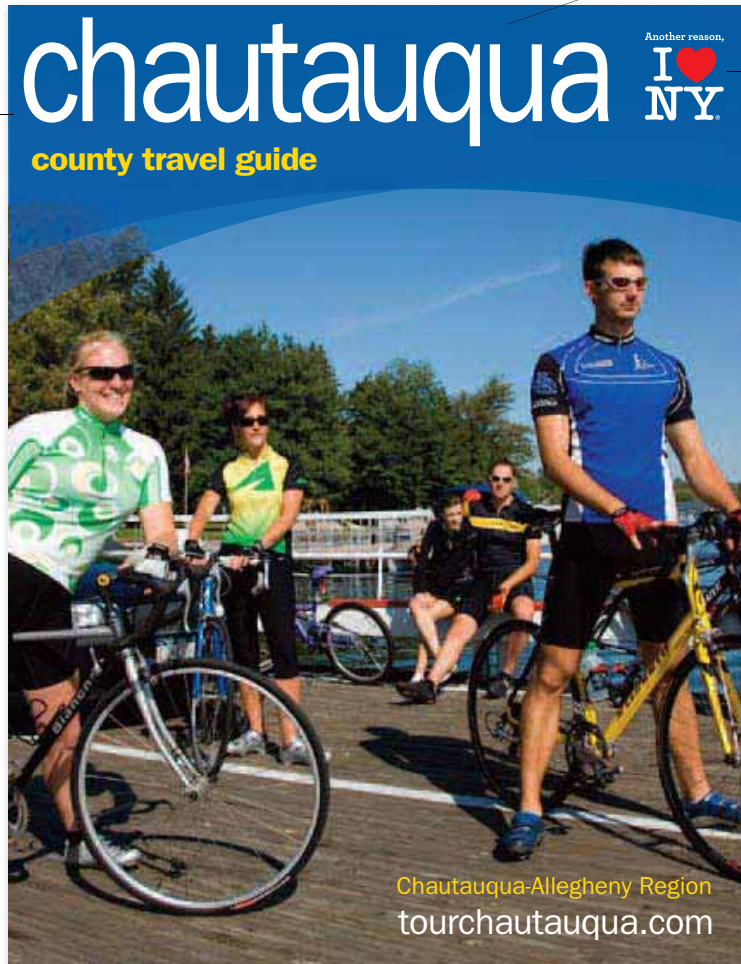
CELEBRATE
NEW YORK'S
QUADRICENTENNIAL
IN 2009!
SEE THE 400TH
ANNIVERSARY
EVENTS LISTINGS
INSIDE!

BRAND CONSISTENCY IN TRAVEL GUIDE COVERS

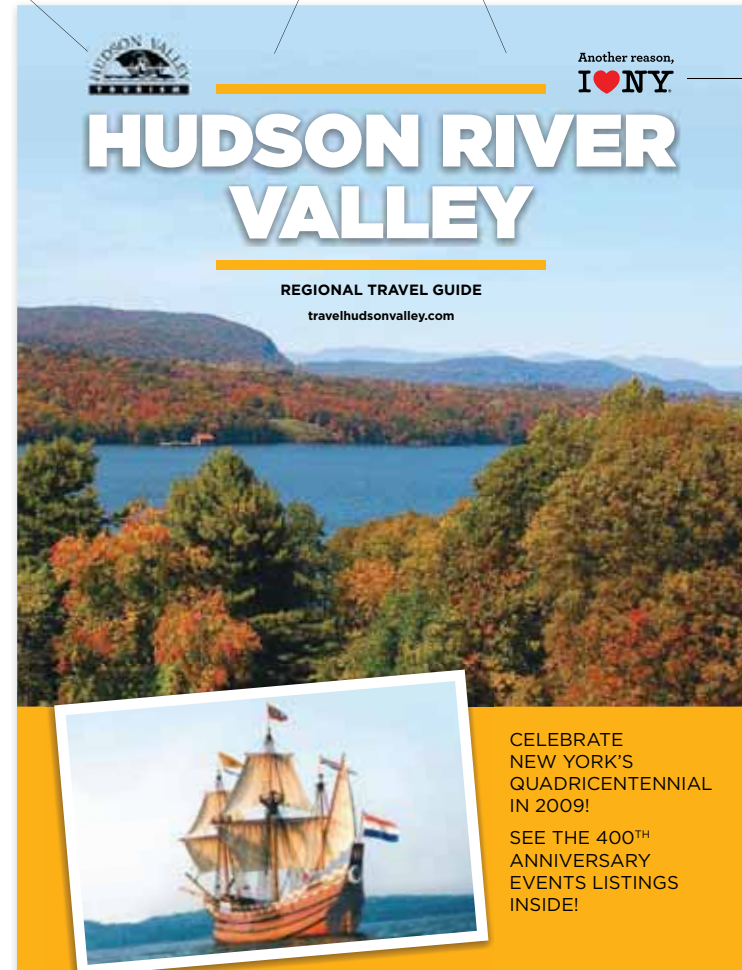
To maximize visual impact of destination and bridgeline, apply an optional banner behind masthead

The county or region logo or name appears immediately to the left of the I LOVE NEW YORK logo or in the upper left corner of the cover.

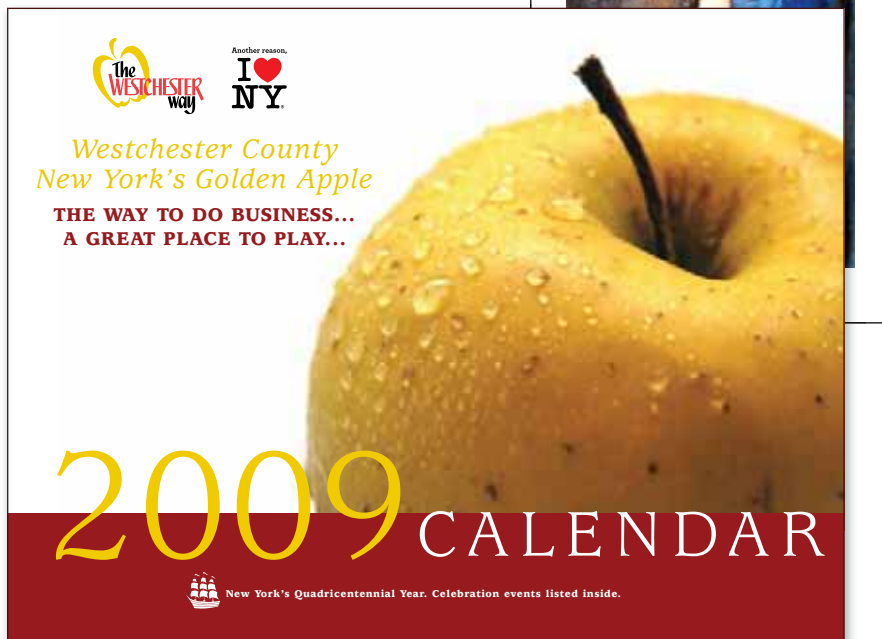
No graphic elements can appear above, beside or between the county logo or name and the I LOVE NEW YORK logo.



Logo must be the following size:
Stacked: .09" x 1"
Horizontal: 1" x .5"



Can use stacked or horizontal *Another reason* logo lock-up in black/red combination or in reverse white/red combination.



TOURISM COLLATERAL

Print and electronic tourism collateral can include a variety of different pieces. As a general rule, the logo with *Another reason* lock-up should be used for all tourism collateral.

- Brochure Inserts
- Calendars of Events
- Regional Tour Planning Directory
- Special-Interest Themed Brochures
- Direct Mail Projects
- Accommodations, Camping or Restaurant Guides
- Meeting Planners Guides

Please refer to THE BRIDGELINE page for specific execution guidance. If there is a situation where the bridgeline logo does not seem to work, give us a call. We do not want to force fit any brand elements, it should always feel natural.

For Shells or Folders used for trade press or public relations, the same general rules apply but the supplied logo with "The Beat" URL lock-up should be used to promote the industry media portal.



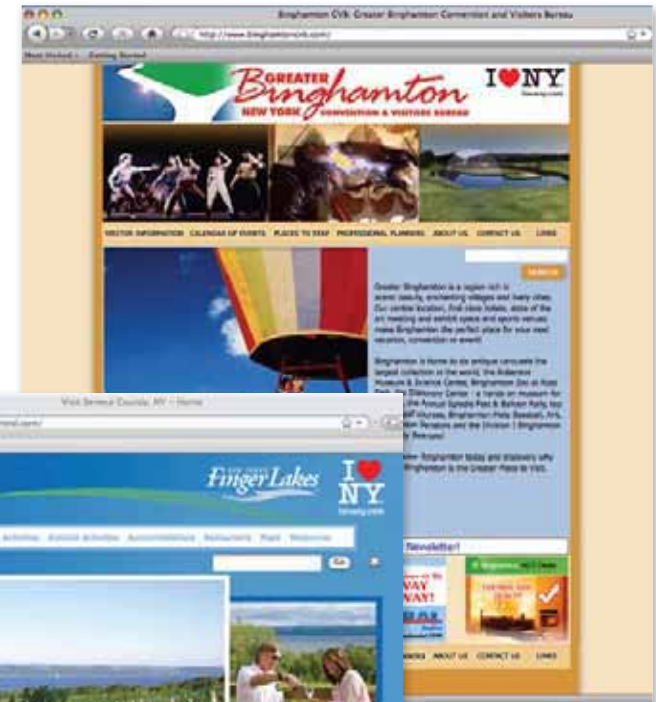


TOURISM WEBSITES

The I LOVE NEW YORK logo must appear on the county/region homepage as a hyperlink to iloveny.com. Preferred placement is upper right, top of page.

To ensure brand recognition, the supplied logo with URL lock-up must be used. The logo must be 60 pixels wide for stacked or 100 pixels wide for horizontal.

WEBSITE SAMPLES





RADIO, TELEVISION & AUDIO/VISUAL

RADIO/AUDIO

The bridgeline and I LOVE NEW YORK must be included in all radio spot scripts and audio-only productions.

For radio spots, the voice-over must read the bridgeline “Another reason” then “I LOVE NEW YORK” before the call-to-action at the end. Follow general bridgeline rules (refer to THE BRIDGELINE page) for guidance about copy to precede bridgeline.

For audio-only productions, the voice-over must read “*Another reason*, I LOVE NEW YORK” at the end of the production or segments. Please consult with I LOVE NEW YORK directly for guidance. The location within the audio will vary based on purpose of audio production, message and length.

TELEVISION/VIDEO

The I LOVE NEW YORK logo must appear in all television spots and consumer videos. Use only the supplied logo file with *Another reason* lock-up.

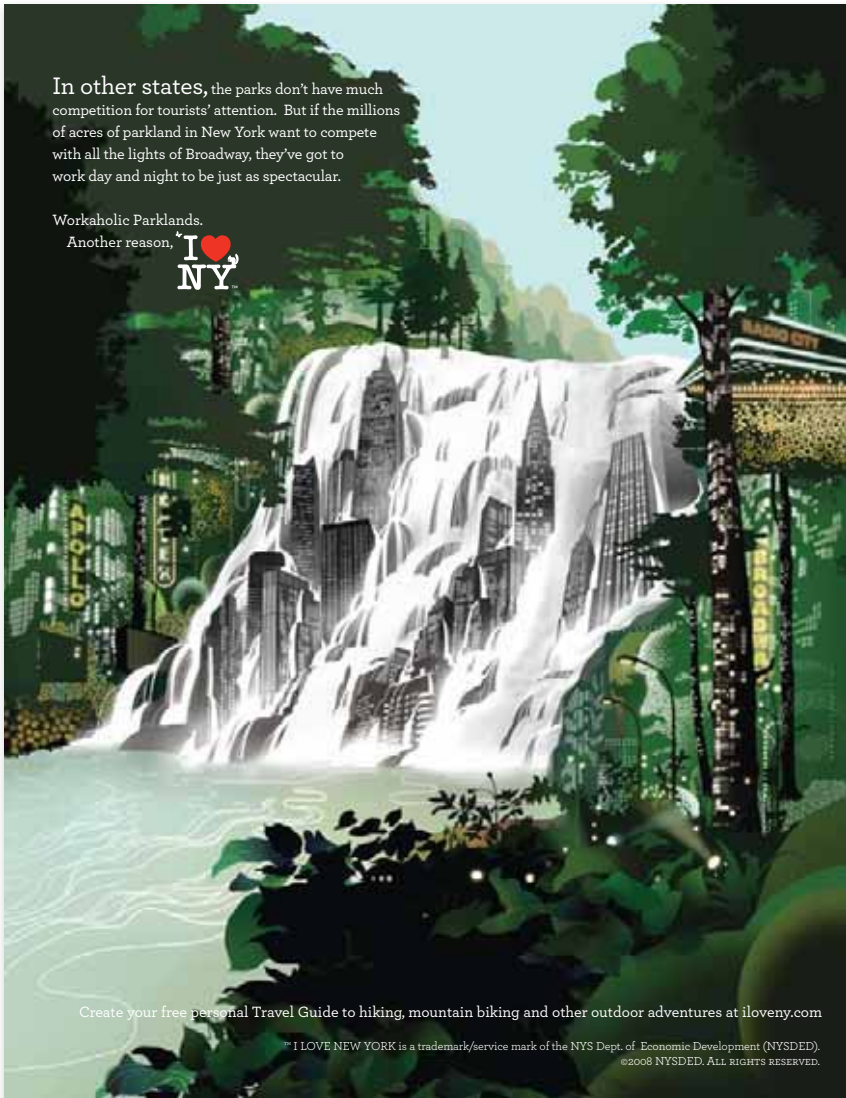
For television spots, it must appear at the end of the spot and follow the general bridgeline rules (refer to THE BRIDGELINE page). The logo must be a minimum size of 230 x 100 pixels for the bridgeline to be readable on screen. It may not appear outside television safe area.

For videos, it must appear at the end of the production or segments and follow the general bridgeline rules. Please consult with I LOVE NEW YORK directly for guidance. The placement of bridgeline and logo will vary based on purpose of video, message and length. The logo must be a minimum size of 480 x 295 pixels.



DISPLAYS AND SIGNAGE

The I LOVE NEW YORK logo with URL lock-up must appear on all newly produced displays and signage created for shows, sales meetings or information centers. Use of other I LOVE NEW YORK branding elements such as illustrations and photography or the logo with *Another reason* lock-up may be appropriate in some cases depending on the nature of the project. Please consult with I LOVE NEW YORK directly for guidance.



BRAND CREATIVE FOR TRAVEL GUIDES

To further the statewide brand message, we have customized the four I LOVE NEW YORK brand ads to a 1/2 page, horizontal size (for 8.5" x 11") for placement in all County and Regional Travel Guides. The full page size is also available.


The brand ads capture all the elements of the relaunch strategy by telling our story through the art of juxtaposition in a New York voice. The illustrations masterfully capture I LOVE NEW YORK's three targeted themes: outdoor recreation (WATERFALL), agriculture/culinary (VINEYARD) and local culture/history (MANSION). CARNIVAL and shopping are paired together to reach the family market and address the one activity everybody enjoys when they get away.

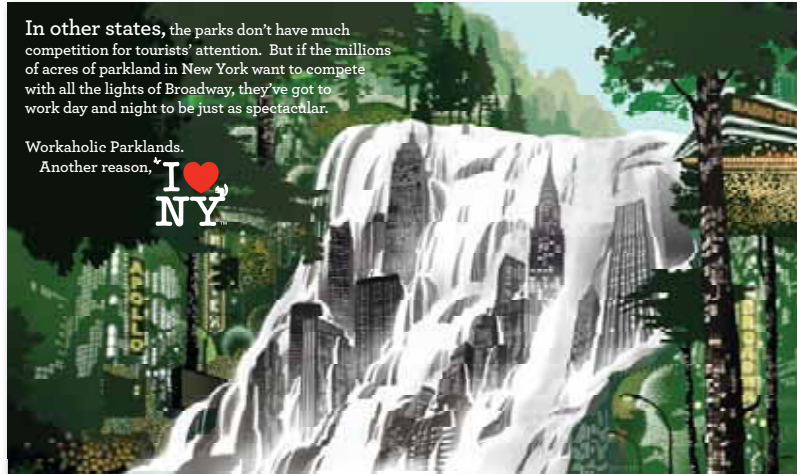
You may choose which creative best aligns with your county or region from the four. Full and 1/2 pages will be a standard size, non-bleed and supplied as hi-res art files. Due to licensing requirements, they cannot appear anywhere else without permission.

HALF PAGE TRAVEL GUIDE
BRAND AD SAMPLES

WATERFALL

In other states, the parks don't have much competition for tourists' attention. But if the millions of acres of parkland in New York want to compete with all the lights of Broadway, they've got to work day and night to be just as spectacular.

Workaholic Parklands.
Another reason, 



VINEYARD

You think you've got problems? Try being one of the hundreds of vineyards in New York State. To succeed here, the wine has to be just as good as what the city offers. It's taken hard work and sleepless nights. Did I grow the best grapes? Did I check every vat? Did I leave the stove on?

Neurotic Vineyards.
Another reason, 



When the county fair opens in most places, it's a big deal. But in New York it's a lot harder to stand out from the crowd. So if the hundreds of fairs across the state want to turn heads, they'd better be every bit as glitzy and exciting as the city.

Fashionista Carnivals.
Another reason, 


Create your free personal Travel Guide at iloveny.com

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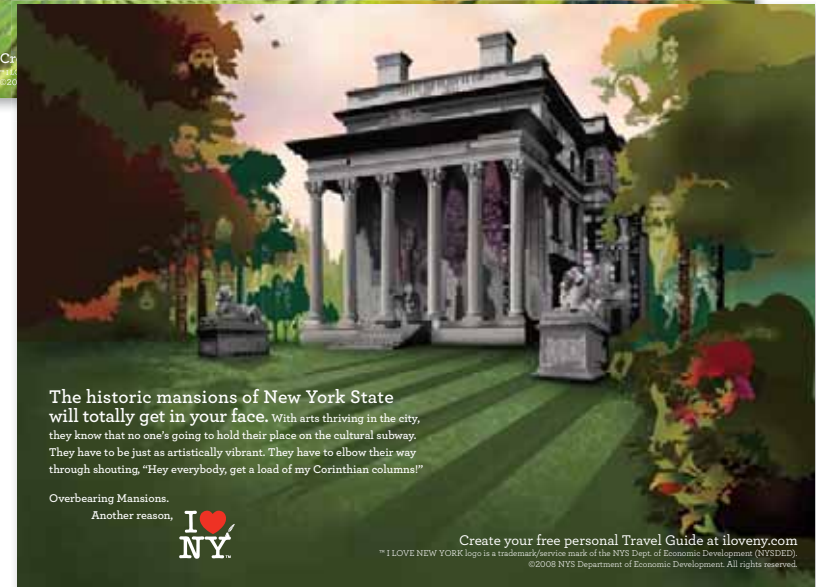
CARNIVAL

The historic mansions of New York State will totally get in your face. With arts thriving in the city, they know that no one's going to hold their place on the cultural subway. They have to be just as artistically vibrant. They have to elbow their way through shouting, "Hey everybody, get a load of my Corinthian columns!"

Overbearing Mansions.
Another reason, 

Create your free personal Travel Guide at iloveny.com

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MANSION