



## **BRAND GUIDELINES**

**5.20.13**

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NOTE: These are guidelines for the Path Through History work groups. Every piece of Path creative must be approved by Mary Miller ([mmiller@esd.ny.gov](mailto:mmiller@esd.ny.gov)). Please allow one week for approval.

# INTRODUCTION

In August of 2012, Governor Cuomo unveiled Path through History, a \$1 Million, state-wide initiative that would roadmap more than 700 historic and culturally significant sites throughout New York State.

Governor Cuomo announced that in addition to featuring the state's history, the initiative would also promote tourism and economic development. It would encourage heritage travelers to explore the undiscovered history of New York State, giving them yet another reason to love NY.

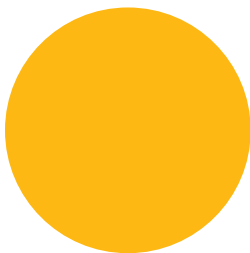
*"From Mark Twain writing Huckleberry Finn in Elmira,  
to John Coltrane's one of a kind jazz being played on Long Island,  
we have done and see it all in New York...  
Now we are putting our state's heritage on display for the world to enjoy."  
-Governor Andrew Cuomo*



# USAGE

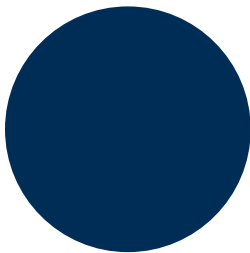
## COLOR PALETTE

The colors of the program match the New York State colors. When appropriate, use of the colors across Path communication will help reinforce a consistent brand.



**R:** 253  
**G:** 184  
**B:** 19

**C:** 0  
**M:** 30  
**Y:** 100  
**K:** 0



**R:** 0  
**G:** 45  
**B:** 85

**C:** 100  
**M:** 46  
**Y:** 0  
**K:** 70

## TYPOGRAPHY

Please use the following font for all creative :

Font Name: Helvetica

**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**  
**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**

# USAGE

## OFFICIAL LOGO

Use of the color logo is preferred; however, in instances where color is unavailable, please use the B&W version. Please note that there is a white rule outlining the logo and the gold and grey boxes are not part of the logo.

There should always be a TM on the logo for legal purposes.

### Color



### Black & White



## LOGO DO'S AND DONT'S

Do place the logo on a solid gold, grey or white background. Texturized backgrounds may be used, provided they do not distract from the logo.

Don't place the logo over an image, or on a color that matches the background color of the logo (i.e. don't place the B&W logo on a black background). We would suggest placing the logo on a color bar that is either gold or white.

# USAGE

## CLEAR SPACE AND SIZING

Please note that the gold box is not part of the logo

### Clear Space



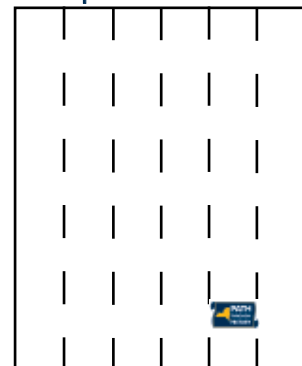
The clear space around the logo should be equivalent to at least the height of the 'THROUGH'.

### Minimum Size



The width of the logo should be no smaller than 1/6 of the creative layout width.

### Example:



1/6 of the creative layout width.

# USAGE

## USE OF THE I LOVE NY LOGO

The I love NY logo should be used in all advertisements. If the logo is placed directly next to the Path Through History logo, it must follow the clear space guidelines below.

### Clear Space



The clear space between the two logos should be at least equivalent to the height of the 'THROUGH'.

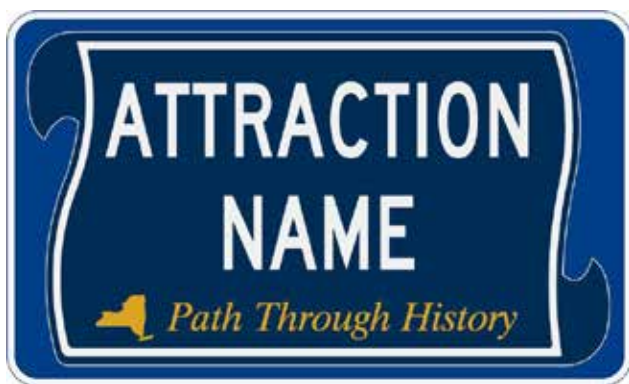


The clear space between the two logos should be at least equivalent to the height of the 'THROUGH'.

# USAGE

## USE ON ROAD SIGNS

Road signs follow a slightly different color scheme and layout due to their unique technical requirements. This look should not be repeated for any communication pieces except for road signs.



## USE IN PATH WEEKENDS CREATIVE

The logo below (including “weekends”) should be used in all Path Weekends creative.



**THROUGH**

The clear space between “weekends” and other content should be equivalent to the height of the ‘THROUGH’.



# CREATIVE EXAMPLES

## PRINT



*See where the victory at Saratoga turned the tide of the Revolution.*

### Take a Drive Through History in New York State.

Come explore the many destinations in New York State's Path Through History program. There are nearly 600 historic and cultural sites, ranging from the Revolutionary War to Sports History to Women's Rights.

**Visit: [ILoveNY.com/PathThroughHistory](http://ILoveNY.com/PathThroughHistory)**

#### Travel our 13 paths through history

Arts & Culture  
Canals & Transportation  
Civil Rights  
Colonial History

Immigration  
Innovation & Commerce  
Native Americans

Natural History  
Revolutionary War  
Sports History

U.S. Presidents  
War of 1812  
Women's Rights

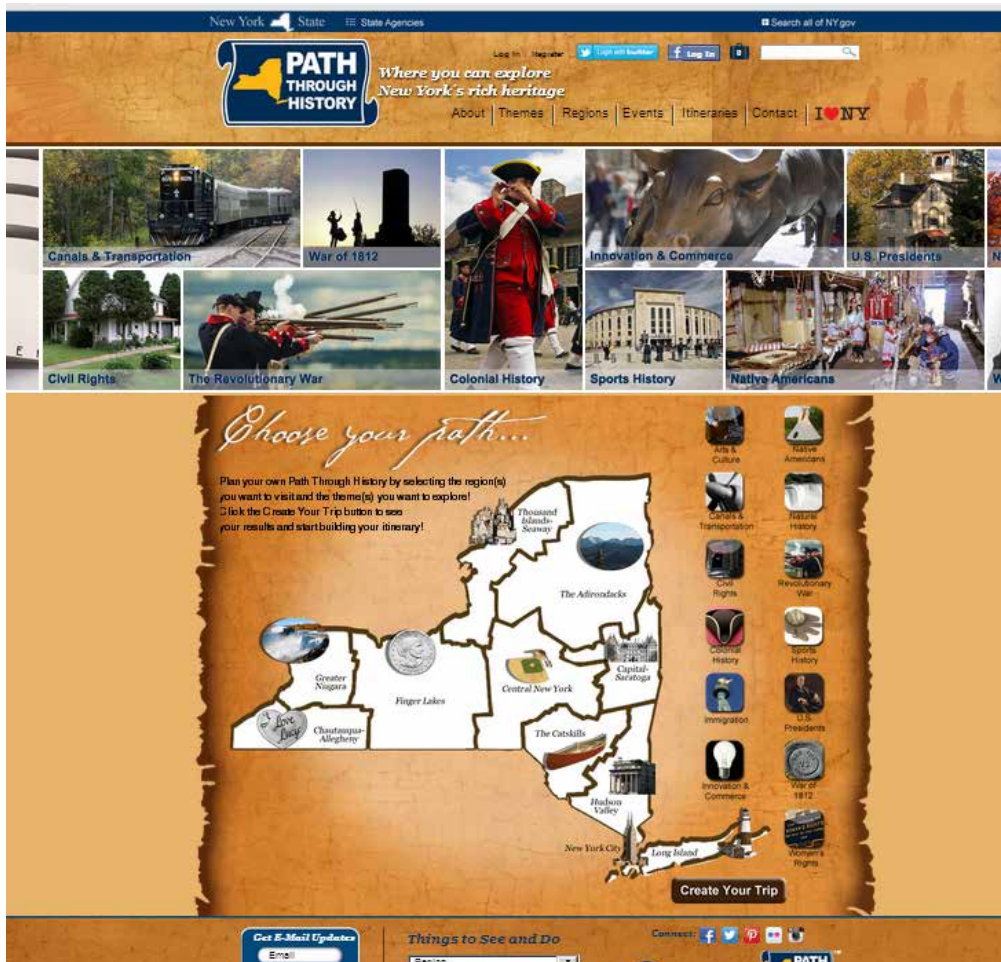


**I ♥ NY.**

When using the logo lockup in print, please place it on the bottom right corner with the appropriate amount of clear space

# CREATIVE EXAMPLES

## WEBSITE



[www.paththroughhistory.ny.gov](http://www.paththroughhistory.ny.gov)