Purpose

Visual identity plays a big role in building awareness for any brand. The minute you see a "swoosh" logo, you know it means "Nike." Because you've seen it in all of their communications, you've come to understand what Nike is and what they stand for. In our case, the brand we're selling is the Northeastern Region (NER).   So all of our graphics -- logos, typography, photos and all other visual elements -- need to be consistent to help build <u>our</u> brand awareness. That includes everything from documents to web pages to shirts. Brand consistency helps build awareness, so that the moment a person sees our brand graphics, they'll instantly remember who we are and what we're about.

Developing brand awareness begins with a style guide. A style guide provides editors, web developers, printers, graphic designers and others a unified approach to how the brand is presented to the consumer. This style guide defines the region's name, colors, font, and usage for the NER. Consistent usage of this style guide will lead to brand awareness by the consumer.

Northeastern Region

1. The name of the region is "Northeastern", not "Northeast".
2. Northeastern is one word. It should **<u>never</u>** be broken into two words, "North" and "Eastern".
3. If Northeastern appears in mixed case, the only letter that should be in upper case is the first "N".
4. The "E" should **<u>only</u>** be in upper case when the rest of the letters in "NORTHEASTERN" are in upper case.
5. When "Northeastern" is used, it must always be succeeded with "Region", as in "Northeastern Region".
6. To establish the Northeastern Region's connection to the NMRA, the first usage of Northeastern Region should be preceded with "National Model Railroad Association." Afterwards, it is optional to precede "Northeastern Region" with "National Model Railroad Association" or "NMRA", as in "NMRA Northeastern Region". The exception is with graphics, such as mastheads for brochures, banners, and web pages. In these cases, use "NMRA Northeastern Region".
7. The acronym for the Northeastern Region is "NER", in uppercase only. The acronym should not be used in combination with "Northeastern Region".

Logo

There are conditions on how the logo can be used:

- No other graphic element should touch the logo.
- No element or other logo can over-print the logo.

Logo Image	Description
	The NER Logo-Red files are the **primary** version of the logo. Use when: • the end product is in color and • the surrounding background color **can** be easily distinguished from the red color used in the logo.
	The NER Logo-White files should **only** be used when • the end product is in color and • the surrounding background color **cannot** be easily distinguished from the red color used in the primary logo.
	The NER Logo-Black files should **only** be used when • the end product is in black and white or • the end product is in grayscale
	The NER Logo-Transparent should **only** be used when • the background of the end product needs to show through the logo. In this file, only the portion shown in black is provided, allowing the background color of the object to show through.

Logo Usage Examples

Use	Logo	Note
Color documents, banners, and web pages	NER Logo-Red or NER Logo-White	No change
Grayscale documents	NER Logo-Black	No change
White shirt or canvas bag	NER Logo-Transparent	Vendor needs to change the black to red
Red shirt or canvas bag	NER Logo-Transparent	Vendor needs to change the black to white

Use	Logo	Note
Other color shirt or canvas bag	NER Logo-Red	Two color logo may be more expensive to produce
Plaques	NER Logo-Transparent	No change

Logo Formats

The logo files can be classified as raster and vector files.

- Raster files are familiar to most users of this style guide. A raster file consists of pixels, which are single points in the image file that appear as tiny squares of color when zoomed in. If the image is enlarged, the image will lose its sharpness. The types of raster files provided are PNG and TIF files.
- Vector files are most likely not familiar to users of this style guide. Vector files use mathematical algorithms to form the lines, shapes, and colors in a graphic. These mathematical algorithms allow the image to be scaled without any loss of image quality or resolution. The type of vector files provided are EMF and EPS files.

Logo Format Usage

File Extension	Raster/ Vector	Usage
EMF	Vector	Always use with Microsoft Office programs, such as Word, PowerPoint, and Publisher. The image can be resized to whatever is needed without sacrificing the quality.
EPS	Vector	If Microsoft Office programs are not being used to develop printed materials, try using an EPS file. Always use a vector file, where possible, for any printed materials. EPS files are also the first choice of file format for professionally printed pieces where a vector file **can** be used, such as shirts, banners, canvas bags, and plaques.
PNG	Raster	If you cannot use either an EMF or EPS file to develop your NER printed materials, such a newsletter or brochure, use the PNG files. PNG files should also be used for website development and social media.
TIF	Raster	If you cannot use an EPS file for professionally printed pieces such as shirts, banners, canvas bags, and plaques, use a TIF file.

Logos Files Provided

The table below lists, by number, the size(s) of raster files that are provided. Vector files are scalable. Therefore, where indicated, only one version of vector files are provided.

Logo File	PNG	TIF/TIFF	EMF	EPS
NER Logo-Red	1,2,3,4	4	●	●
NER Logo-White	1,2,3,4	4	●	●

Logo File	PNG	TIF/TIFF	EMF	EPS
NER Logo-Black	1,2,3,4	4	●	●
NER Logo-Transparent				●

Sizes:

1. 1.5" X 1.5" 72 dpi
2. 1.5" x 1.5" 150 dpi
3. 3" x 3" 150 dpi
4. 3" x 3" 300 dpi

Color Values

Colors	RGB Values	CMYK Values	Hexadecimal
Red	R=255 G=0 B=0	C=0 M=100 Y=100 K=0	#ff0000
White	R=255 G=255 B=255	C=0 M=0 Y=0 K=0	#ffffff
Black	R=0 G=0 B=0	C=0 M=0 Y=0 K=100	#000000

Font

The font to be used in Northeastern Region materials is a TrueType font called City. When used,

- all of the text should be in upper case and bold, such as NORTHEASTERN REGION,
- the color of the text must match the color of the logo used,
- the font must be used when the organization name is displayed with the logo, and
- the organization name can either be stacked or extended as one line to the right of the logo, aligned with the center of the logo, shown in the examples below.

Logo and Font Usage Examples

Logo and Font Usage Examples

Questions

Any questions and requests for other logo sizes and formats can be directed to the Northeastern Region Marketing Director.