



**PORT NOLA**  
THE PORT OF NEW ORLEANS

**BRAND STANDARDS DOCUMENT**

**UPDATED 3.10.14**



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**PANTONE**



PANTONE 369



PANTONE 7462



PANTONE BLACK

**CMYK**



C:59 M:0 Y:100 K:7



C:100 M:50 Y:0 K:10



C:0 M:0 Y:0 K:100

**RGB**



R:108 G:179 B:62



R:0 G:103 B:171



R:0 G:0 B:0

There are three standard color classifications that the logo will usually be displayed in: Pantone, CMYK and RGB. Pantone and CMYK are primarily used for printing while RGB is primarily used for web and digital display. Above are the colors and their corresponding values.

When printing, Pantone inks should be used whenever possible. It is the only way to ensure a consistent color is being produced as printing in the 4-color process (CMYK) can result in colors that differ from the Pantone standards. Since printing with Pantone inks is more expensive, it is at the company's discretion to choose between printing in Pantone inks and using the 4-color process. Pantone inks are recommended for large production runs of collateral pieces and signage.



The logo should always be displayed properly to ensure consistency, quality and above all, to maintain brand identity. This section will detail basic rules of usage and reproduction along with common or likely errors made when using or reproducing the logo. Please note that there are primary and secondary lockups of the logo, the latter of which can be used when the space allotted is too narrow for the primary logo.

Whenever the logo is displayed an imaginary border known as the “protected area” should not be invaded by accompanying text or graphic elements. This border is determined by the width of the word “THE” as it appears on the bottom left side of the logo. The protected area is measured outward from the height and width of the logo represented by the dotted grey box.

**PRIMARY**



**SECONDARY**





**PORT NOLA**  
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## LOGO DISPLAY

### PRIMARY

#### EXAMPLE OF CORRECT USE:



#### EXAMPLE OF INCORRECT USE:



### SECONDARY

#### EXAMPLE OF CORRECT USE:



#### EXAMPLE OF INCORRECT USE:



Notice how the graphic element is outside of the designated protected area.

Notice how the graphic element invades the designated protected area.



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## LOGO DISPLAY

With the vector files (EPS, AI and PDF) in the logo pack the logo can be scaled to any desired size at any resolution with no quality loss. However, during the scaling process the logo must remain in its original ratio. Below are examples of distorted ratios that should be avoided. Notice how they appear stretched or squished.

PRIMARY



PORT NOLA  
THE PORT OF NEW ORLEANS

**X INCORRECT**

SECONDARY



PORT  
NOLA  
THE PORT OF  
NEW ORLEANS

**X INCORRECT**

Another common occurrence is resizing a rasterized file (JPEG, PNG and GIF) to a larger dimension. This creates a distorted logo that will appear pixelated or blurry. Rasterized files can be resized, but only to a smaller dimension. If a larger dimension is needed, a new rasterized file must be exported from the original vector file. Below are examples of distorted rasterized files. Notice how they appear discolored and fuzzy.

PRIMARY



PORT NOLA  
THE PORT OF NEW ORLEANS

**X INCORRECT**

SECONDARY



PORT  
NOLA  
THE PORT OF  
NEW ORLEANS

**X INCORRECT**

Situations may arise where internal staff or outside vendors try to recreate or alter the logo. These situations are direct violations of the brand standards. Only the professionally designed and exported files should be used when officially representing the brand. Below are examples of violations such as recoloring and recreating.

PRIMARY



PORT NOLA  
THE PORT OF NEW ORLEANS

**X INCORRECT**

SECONDARY



PORT  
NOLA  
THE PORT OF  
NEW ORLEANS

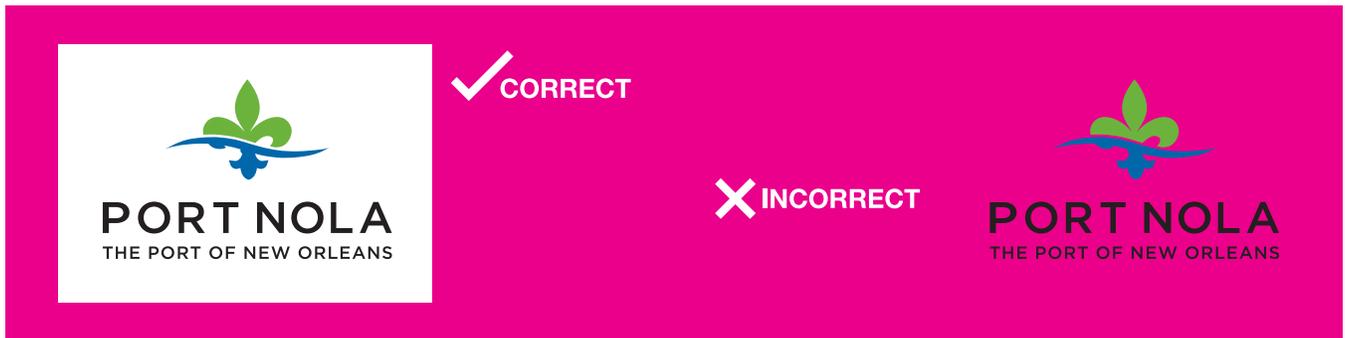
**X INCORRECT**



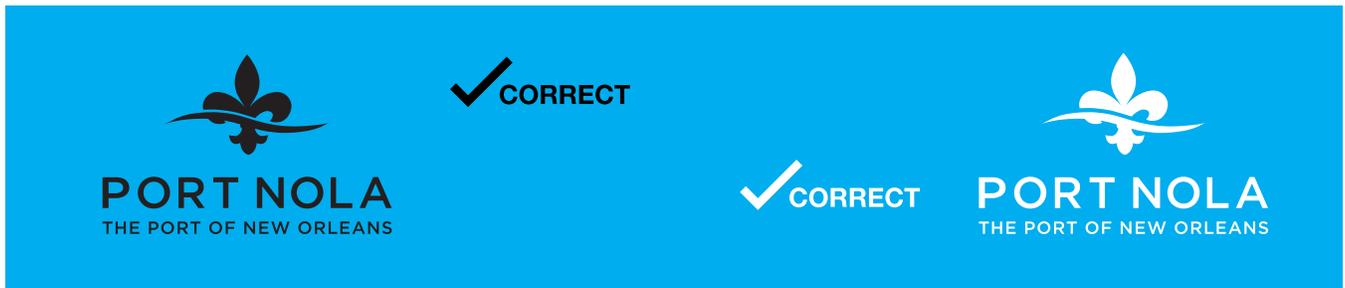
**PORT NOLA**  
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## LOGO DISPLAY

Ideally, the logo should sit on a white background. When the logo must be displayed on a solid background that contrasts with the colors in the logo, the surrounding protected area should become a solid white box that surrounds the logo.



As an alternative to the white box, the logo may sit on a solid background in reverse white or black.



For black and white reproductions, a grayscale or solid black option should be used.





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## LOGO ALTERNATES

The primary logo should be the default logo in any situation, but alternates are available. Here is a list of acceptable alternates.



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### PRIMARY LOGO

Used as the default logo, unless a display area is better suited for the secondary lockup or one of the following alternates.



**PORT  
NOLA**  
THE PORT OF  
NEW ORLEANS

### SECONDARY LOGO

Used when displaying the logo in a more narrow display area. All of the following treatments can be applied to either the primary or the secondary logo.



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### SOLID BLACK

Used when color is not an option and the logo is being displayed on a white or light background



**PORT NOLA**  
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### GRAYSCALE

Used when color is not an option and the logo is being displayed on a white or light background.



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### REVERSE WHITE

Used when being displayed on a background with a dark, solid color.



**PORT NOLA**

### NO SUBHEAD

Used when being displayed at a size where the subhead becomes illegible or under 1.5 inches wide. All options above can also be utilized without a subhead if they are displayed under 1.5 inches.



A modified GOTHAM BOLD in all capital letters is used in the logo as well as the identity package and the GOTHAM font family should be used for any additional collateral created.

**GOTHAM BOLD**

**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**

The font to be used for body copy text on stationery is Helvetica Neue Regular. When Helvetica Neue is not available, a good substitute is Arial Regular and Arial Black. Because most computers do not have Helvetica Neue as part of their standard font selection, use Arial for electronic documents and forms created in house.

**Helvetica Neue Regular**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk**  
**Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu**  
**Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**



# PORT NOLA

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## BUSINESS CARDS



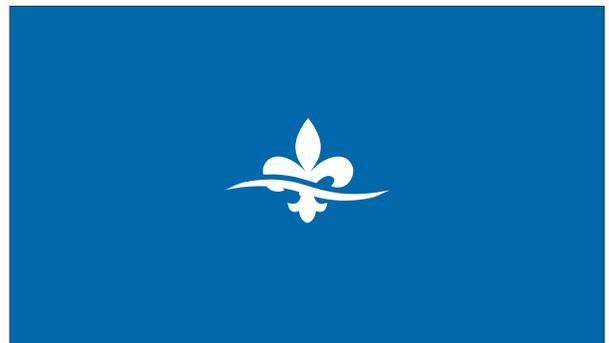
  
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THE PORT OF NEW ORLEANS

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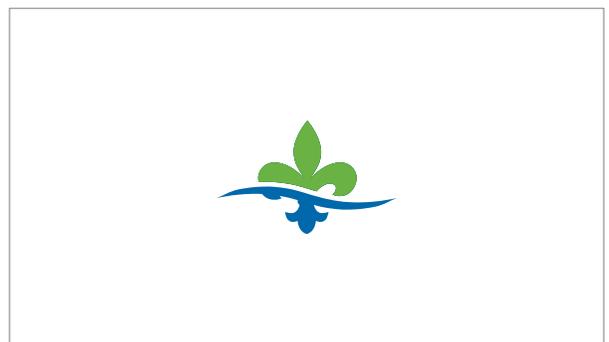


  
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STATIONERY

