

Brand Guidelines

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Brand Overview

Founded in 1919 as the New York Society of Association Executives (NYSAE), Metro NYSAE's mission is to lead in advancing and serving the profession of association and not-for-profit management.

Metro NYSAE exists to empower association professionals at every career stage to reach their full potential and navigate the ever-changing landscape of association management.

Metro NYSAE is the "association of associations," serving Metro New York and its surrounding areas in Connecticut and New Jersey. Its members are full-time chief executives, middle managers and young professionals serving trade associations, professional societies, voluntary organizations, other not-for-profit organizations, and supplier firms

Mission:

To lead in advancing and serving the profession of association and not-for-profit management.



Logo Variations

When representing the brand, it is essential to use only the three approved logo variations presented in this guide. Each variation has been designed to maintain consistency and brand integrity across different applications. Whether used in print, digital, or other mediums, these logos ensure that the brand remains instantly recognizable and cohesive.

No alterations, distortions, or additional versions of the logo are permitted. Always select the appropriate logo based on the specific context and follow the guidelines provided for spacing, sizing, and color usage to uphold the brand's visual identity.

The logo consists of the word "METRO" in a small, bold, sans-serif font, followed by "NYSAE" in a large, blue, serif font. The "N" in "NYSAE" is significantly larger than the other letters and overlaps the "O" in "METRO".This variation is identical to the first one, showing "METRO" in a small, bold, sans-serif font, followed by "NYSAE" in a large, blue, serif font, with the "N" overlapping the "O".

Metro New York Society
of Association Executives

This variation is identical to the first two, showing "METRO" in a small, bold, sans-serif font, followed by "NYSAE" in a large, blue, serif font, with the "N" overlapping the "O".

Metro New York Society
of Association Executives



Minimum Space

The logo should always be placed in a prominent position so it appears clearly and distinctly. The logo should appear on all Metro NYSAE materials, both printed and electronic.

There should always be enough space around the logo to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the logo and cannot be altered. The minimum space around the logo should at least be equivalent to the height of the letters NY (see illustration). If possible, more space should be allowed around the logo.



Incorrect Use

Always use approved artwork. Whenever possible, use the EPS file format for best results. For your guidance, some typical examples of incorrect use of the logo are illustrated here. They contain errors in the letterforms, colors and formats.

In cases of uncertainty, do not hesitate to reach out to Metro NYSAE for clarification.

EPS: An EPS (Encapsulated PostScript) file is a vector-based graphic format widely used for high-quality images like logos and illustrations. It is scalable without losing resolution, making it ideal for both print and digital applications. This format is perfect for projects requiring precise resizing, ensuring consistency across various media.

Do not stretch the logo



Do not substitute the typeface



Do not use 3D effects of shadows



Do not use other colors



Do not violate the clear zone



Do not alter the logo proportions



Do not italicize the logo



Do not enclose the logo in a shape



Do not outline the logo



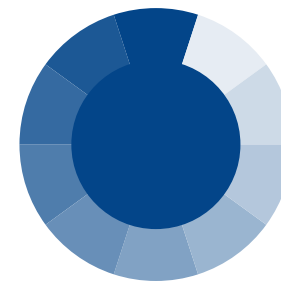
Color Specifications

Precision is key when working with color specifications. Always use the exact color codes provided, and avoid approximations. Any new colors must be approved by Metro NYSAE.

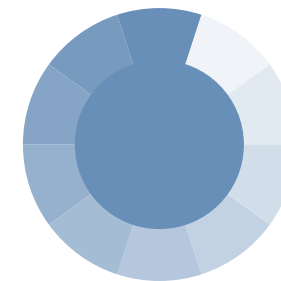
Secondary and accent colors can add impact but should never overshadow the primary colors. You may use percentages (example in outer ring) of brand colors in marketing materials to create depth, but never apply these variations to the logo itself.

Keep in mind that substrates, production processes, and monitor settings can affect color appearance, and CMYK and RGB are not interchangeable. Ensure suppliers aim for the closest possible match, and if in doubt, consult Metro NYSAE for guidance.

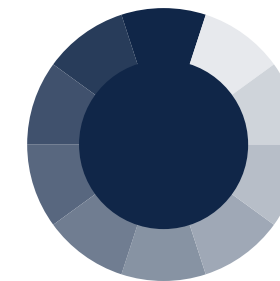
Primary



Deep Ocean Blue
 Pantone 287
 C=100 M=82 Y=18 K=4
 R=3 G=69 B=137
 #034589

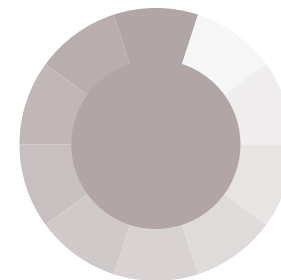


Misty Sky
 Pantone 5425
 C=63 M=37 Y=12 K=0
 R=104 G=143 B=184
 #688FB8

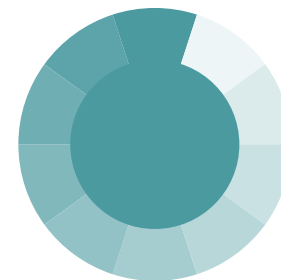


Midnight Navy
 Pantone 289
 C=100 M=87 Y=42 K=44
 R=16 G=38 B=72
 #102648

Secondary

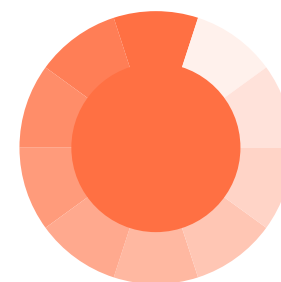


Weathered Stone
 Pantone 427
 C=32 M=32 Y=30 K=0
 R=177 G=165 B=165
 #B1A5A5



Teal Tide
 Pantone 7713
 C=71 M=24 Y=36 K=1
 R=75 G=154 B=160
 #4B9AA0

Accent



Sunset Coral
 Pantone 7579
 C=0 M=70 Y=78 K=0
 R=255 G=112 B=67
 #FF7043

Pantone: A standardized color matching system used in various industries, especially printing. Each Pantone color is assigned a unique code, ensuring consistency across different materials and printing processes.

CMYK: A color model used in color printing that stands for Cyan, Magenta, Yellow, and Key (Black). These four inks are combined in varying amounts to produce a wide range of colors in print.

RGB: A color model used for digital displays, standing for Red, Green, and Blue. Colors are created by combining these three colors in different intensities, making it ideal for screens.

Hex Codes: A six-digit hexadecimal code used in web design to specify colors. It represents the RGB values in a more concise format, commonly used in HTML and CSS.



Color Usage

Brand colors are carefully chosen to reflect the essence and values of a brand, and their consistent use helps create a strong and recognizable presence across all platforms. While it's important to adhere to these colors, there may be occasions where a single color, such as black or white, is used for simplicity or clarity.

For instance, reversing out white text on a dark background can create a striking and easily readable effect, while using black can provide a bold, minimalist look. However, these exceptions should be used sparingly and thoughtfully, ensuring they complement the overall brand aesthetic and do not detract from the brand's identity.

Primary Usage



One Color Black



One Color White



One Color White



One Color White



One Color White



Approved Fonts

The Metro NYSAE brand uses a thoughtfully selected font set to create a cohesive and professional look across all communications. Our primary typeface is **Lato**, which is consistently applied across headings, subheadings, and body text. When Lato is not available, **Verdana** serves as a reliable alternative, ensuring legibility and accessibility.

Superior Title is reserved for headline text to create a bold and distinct visual impact. While it's encouraged to use this font for key headlines, it should be applied selectively to avoid overuse and maintain its effectiveness in delivering important messaging.

Bold and italic styles of these fonts are applied strategically to highlight key information without sacrificing readability. Strict adherence to these font guidelines is essential for preserving the unified and recognizable identity of Metro NYSAE across all materials.

Primary Fonts

Lato Heavy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Heavy Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Semibold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Semibold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Lato Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Alternate Fonts

Verdana Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Verdana Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Superior Title Bold
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 0123456789

Verdana Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Verdana Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

Superior Title Light
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 0123456789



Text Formatting Hierarchy

Text formatting hierarchy is an essential aspect of brand identity that guides the visual structure and readability of your content. It ensures that your messaging is clear, consistent, and visually appealing across all platforms.

Headings and Subheadings

Headings: Typically the largest text on the page, headings draw attention and establish the main topic or section. Use a bold font and a larger size to make headings stand out. The font size can range between 24-48 pt depending on the medium (e.g., print vs. digital).

Subheadings: These are slightly smaller than headings but still prominent. They introduce subsections or important points within a section. Use a bold or semi-bold font to distinguish them from body text, with a font size between 18-24 pt.

Body Text

Body Text: This is the primary content that conveys detailed information. It should be easy to read, with a regular or light font weight. The font size usually ranges between 10-14 pt for print and 14-18 pt for digital content.

Emphasis and Highlighting

Bold: Use bold text sparingly to emphasize key words or phrases within the body text. It draws attention without disrupting the flow of reading.

Italic: Italics are used for emphasis, but more subtly than bold. They are often used for foreign words, titles of works, or to highlight specific terms.

Underline: Traditionally used for links in digital formats, underlining should be avoided for emphasis in print to prevent confusion. Use underlining only when necessary, such as in forms or lists.

Lists and Bullet Points

Bullet Points: Lists help break down information into digestible parts. Use bullet points or numbered lists to organize content clearly. Ensure the text size is consistent with the body text and aligned for readability.

Indentation: Use indentation to create visual distinction between list items or nested information. This helps to maintain a clear hierarchy and guide the reader through complex content.

Alignment and Spacing

Alignment: Left-align text for easy reading, as it's the most common and natural alignment. Centered or right-aligned text can be used sparingly for specific design purposes, like titles or pull quotes.

Spacing: Consistent spacing between lines (line-height) and paragraphs (paragraph spacing) is crucial for readability. Line height should be around 1.5 times the font size, and paragraph spacing should be used to clearly separate sections of text.

Color and Contrast

Color: Use your brand's color palette to maintain consistency. High contrast between text and background ensures readability, especially for headings and important information.

Contrast: Ensure that there is enough contrast between text and background colors to maintain readability. Dark text on a light background or vice versa is usually the most effective.



Formating Example

While consistency is essential, our formatting guidelines are flexible. Use the approved fonts and colors as a foundation, but feel free to explore different layouts, hierarchy, and spacing that best fit the content. The goal is to maintain a cohesive look that aligns with the brand while leaving room to adapt the format to different contexts and audiences. Striking a balance between brand consistency and creativity is key to delivering effective and engaging visuals.

Headline:
Superior Title Bold

Lorem at vomsequat, illum et iusto odio digsigm qui blandit et iusto eronylar ille pellit lor exe.

Large Subheading:
Lato Bold

Nosotros annos perfector dignisum consect

Pull Quote:
Lato Regular

Amet, cons ectum tempo incidunt ut labore etas dolore veniam, quis anos nostru end exer citation ul com modor coms equat.

Body Text:
Lato Regular

Lorem ipsum dolor sit amet, consect tempor lor exerc commodor atq consequat, vel illum et iust lorem incidunt ut labore et dolore iusto odios digsigm quisa *blandit et commodor* atq consequat, vel illum et iust lorem incidunt ut labore et dolore iusto odios digsigm quisa iusto odio atas ectamen nedure enim.

Amet, cons ectum tempo incidunt ut labore etas dolore veniam, quis anos nostru end exer citation ul com modor coms equat vel illum tem exercitation ul commodor annos interlingua annos nosotors lorem lorem ipsum dolor sit amet, consect tempor.

Body Text Bold:
Lato Heavy

Lorem ipsum novum iurgia perioure eugiat

- Nosotros annos perfector dignisum lorem ipsum dolor sit amet, **consect tempor** lor exe rcitation ul commodor atq consequat, vel illum et iust lorem incidunt ut labore et dolore iusto odios digsigm quisa blandit et iusto lorem ipsum dolor sit amet.
- *Amet, cons ectum tempo incidunt ut labore etas dolore veniam, quis anos nostru end exer citation ul com modor coms equat vel illum tem exercitation ul.*

Bullet Text:
Lato Regular

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consect tempor lor exerc commodor atq consequat, vel illum et iust lorem incidunt ut labore et dolore iusto odios.

Small Text:
Lato Italic

Lorem ipsum dolor sit amet, consect tempor lor exerc commodor atq consequat, vel illum et iust lorem incidunt ut labore et dolore iusto odios digsigm quisa blandit et iusto odio atas ectamen nedure enim.



Contact

For any questions regarding the use of this brand guide or for additional support, please reach out to our team.

**Metro New York Society
of Association Executives**

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✉ Hello@MetroNYSAE.org



METRO NYSAE