



The Official Website
for the Ultimate New
York City Address

SOHO-CASE IRON HISTORIC DISTRICT
PRINCE ST

Style & Usage Guide

SOHO-CASE IRON HISTORIC DISTRICT
PERCER ST



2137

1745



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Our Emblem

INTRODUCTION

Establishing New York City as the world's top-ranked Digital City requires an identity New Yorkers can call their own. This is more than a logo, its an emblem that represents digital citywide initiatives and symbolizes the evolution of New Yorkers as tech trailblazers.

Our Inspiration

Nearly a century ago, New York's rapid transit development represented the City's emergence as an engineering and industrial titan. Inspired by New York's iconic subway logos, the color and shape of the .nyc emblem evokes the energy and movement of the City. Our typography is a gentle homage to forward slashes used to comprise web addresses- our mass transit systems of the future.



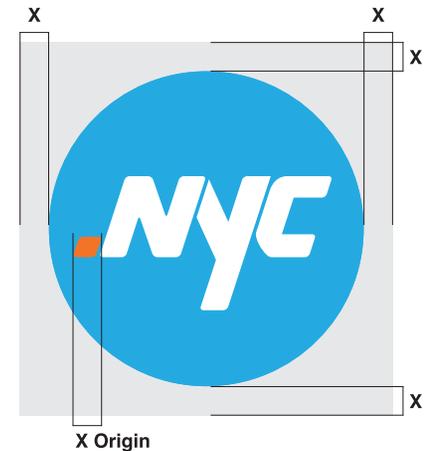
Logo Usage & Placement

CLEAR SPACE

Maintaining clear space around the logo will ensure that it remains clear of other design elements, enhancing its presence. The clear space, also shown as "X", is equal to the width of the leading dot. The width of the dot will increase or decrease proportionally with the size of the logo and logotypes.

LOGO USAGE

There are multiple variations of the logo for particular situational usage. See below for the correct logo usage for each situation.



Standard logo, to be used against solid dark and full color photography backgrounds.



Dark logo, to be used against solid light backgrounds.



Black logo, to be used in black & white printing only against light backgrounds.



White logo, to be used in black & white printing only against dark backgrounds.

OFFSET PRINTING

dotNYC_Standard-2C.eps

dotNYC_DarkBlue-2C.eps

dotNYC_Black.eps

dotNYC_White.eps

DIGITAL PRINTING

dotNYC_Standard-CMYK.eps

dotNYC_DarkBlue-CMYK.eps

dotNYC_Black.eps

dotNYC_White.eps

DIGITAL

dotNYC_Standard-RGB.png

dotNYC_DarkBlue-RGB.png

dotNYC_Black.png

dotNYC_White.png

The Logo is custom designed artwork and no other combinations are permitted. Use only approved logos in your communications materials.

Do not create your own variants. To avoid any misuse of the logo and logotypes, please use the supplied, approved versions.

As a registrar of .nyc, it is up to you to help present a clear and consistent brand. If you see any of these misuses please contact Judy.Song-Marshall@neustar.biz.



Do not fill in the “nyc” with any color other than white.



Do not add a drop shadow to the logo.



Do not alter colors for the logo beyond the supplied optional logo files.



Do not stretch the logo either horizontally or vertically.



Do not transpose the colors of the logo.

LOGO RULES TO LIVE BY!

- ✓ **Only** use approved logo and logotypes and color variations
- ✓ **Always** follow clear space guidelines
- ✓ **Always** follow minimum and maximum size guidelines
- ⊘ **Do not** add, move, remove, replace, or reposition elements of the logo or logotypes
- ⊘ **Do not** change any colors in the logo or logotypes
- ⊘ **Do not** stretch or distort the logo or logotypes in any way
- ⊘ **Do not** use a different font in the logo or logotypes
- ⊘ **Do not** rotate the logo or logotypes
- ⊘ **Do not** apply a logo or logotype color variation to a background with insufficient contrast
- ⊘ **Do not** create your own variants of the logos or logotypes

Colors

PRINT COLORS

CMYK

Use CMYK builds for 4 color printing. To ensure correct color reproduction of our logos, please try to use the Pantone® Matching System (PMS) colors for Dark Blue, Orange, and Light Blue whenever possible.

PMS

Primarily for logo color matching and two color printing. PMS Colors are the color standard with the majority of printers around the world.

Important

Never match to the color samples provided in this document. Always refer to the PMS color swatch books or CMYK shades when specifying ink color.

WEB/SCREEN COLORS

RGB/HEX

Used for web and screen applications, including PowerPoint presentations. RGB/HEX colors will not reproduce the correct colors if printed, therefore they are not to be used for printed materials. Your screen may convert the colors differently depending on specific settings and calibration. HEX values are standard on the Web.



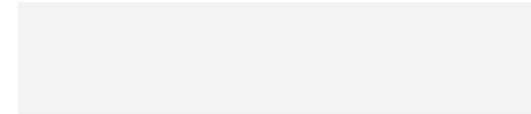
.nyc Dark Blue

PMS: 2758C

RGB: 10, 29, 73

CMYK: 100, 92, 38, 44

HEX: #0a1d49



.nyc Light Gray

CMYK: 4, 3, 3, 0

RGB: 242, 242, 242

HEX: #f2f2f2



.nyc Orange

PMS: 1665C

RGB: 255, 116, 28

CMYK: 0, 68, 97, 0

HEX: #ff741c



.nyc Medium Gray

CMYK: 8, 6, 7, 0

RGB: 230, 230, 230

HEX: #e6e6e6



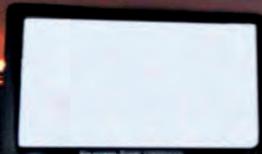
.nyc Light Blue

PMS: Process Cyan C

RGB: 0, 174, 239

CMYK: 100, 0, 0, 0

HEX: #00aeeef



DOG FREE LAWN



Please take dogs on the promenade. Dogs must be leashed at all times.

PMC-2016



Typography

Helvetica Bold

Use for headlines and titles in initial caps.

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 1234567890 \$£€™®@;:!?

MONTSERRAT REGULAR

Use for secondary headlines in all caps.

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 1234567890 @;:!?

Open Sans Regular

Use for body copy in sentence case.

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 1234567890 \$£€™®@;:!?

TYPOGRAPHY, RULES TO LIVE BY!

- ✓ **Only** use approved fonts
- ✓ **Always** follow typography guidelines
- ✓ **Always** set the main headlines in initial caps and adjust the tracking to (-20) with optical kerning
- ✓ **Always** set the secondary headlines in all caps and adjust the tracking to (+50) with optical kerning
- ✓ **Always** set the body copy in Open Sans
- ⊘ **Do not** use Helvetica Regular or Light weights for headlines
- ⊘ **Do not** use any fonts from the Open Sans family for headlines

Image Guidelines

Photography and images for .nyc should provide a local view on life, leisure, and business in New York City. By avoiding shots that look like a tourist's brochure or photo studio, the photography has a more intimate and personal feel to those who call the city home. Provide an honest feel by avoiding professional shot situations, preferring those you might see shot from the hip or on a day around the city.

Pre-approved images, that are appropriately credited, have been supplied and should be used when communicating the .nyc brand.

Bagels © Malcolm Brown/NYC & Company

Boardwalk © Estefania Szprengiel/NYC & Company

Community Garden © Alexander Thompson/NYC & Company

Crosstown © Will Steacy/NYC & Company

Models on Catwalk © Laura Miller/NYC & Company

Train at Queens Stop © Joe Buglewicz/NYC & Company

Soho Streets © Malcolm Brown/NYC & Company

Summer Outdoor Movies © Julianne Schaer/NYC & Company

Surfboards on Beach © Marley White/NYC & Company

Train View from Street © Joe Buglewicz/NYC & Company



How We Act

THE .NYC BRAND MUST:

Become a mirror for what is already going on in the City.

Collaborate with others that are already doing it.

Let New Yorkers tell their own story.





Tone Of Voice

INNOVATIVE

It goes without saying that big ideas are made in New York City. Generations of innovators have given birth to their dreams in New York, making it a destination for those that never stop thinking about, or shaping, the future. While our contributions to a variety of industries are well known, our actions, and the conversation, are always about “what’s next.”

ENERGETIC

It’s easy to be innovative when you’re the City that never sleeps. We’re a place where you have to move to survive, and be passionate to thrive. Sure, we’re opinionated but we don’t say things just to say them—we communicate to inspire.

CREATIVE

Living here is often considered an act of creativity. We make homes out of shoebox apartments; we grow gardens on unused subway rails, and transform basements into businesses. We don’t need much to make it big. Every square foot of the City is a prize to be won, with every New Yorker always on the hunt for a little more room to make something new.

AUTHENTIC

It doesn’t take the Kings English to communicate to New Yorkers. We like things to be to the point because there’s really no time for fluff. It’s ok to be a bit gritty, frank or even sarcastic, we expect it. With us, what you see is what you get, with the City itself, an unignorable mosaic of what makes humanity unique.

Who We Are

WE ARE:

Innovative but never a know-it-all.

Energetic yet sophisticated.

Creative without being wacky.

Authentic yet worldly.





1912

1912

FRANK MARTO
LOS FRISOLES

Gram

←

GIROS
LOS

PanAndina

Fish Market

Guis

RESTAURANTE
ECUADOR

Brand Summary

The .nyc domain marks an inevitable step forward for New York City's endless evolution. This custom TLD offers every New Yorker an innovative way to put one of the strongest brands to work for their idea, business, or organization. Beyond reflecting New York's ascent as a world-class digital city, a .nyc web address reflects who New Yorkers are, online.

Brand Name Useage

[dot NYC / dot nyc](#)

While .nyc is preferred; there are some cases where spelling out dot nyc is necessary. These instances should be considered carefully, yet dot NYC should never appear in any creative executions.

[@mydotNYC](#)

The current social handle of the .nyc brand. This handle should be placed carefully within any and all advertising, and is an essential, if not mandatory, call-to-action.

[www.mydotnyc.com vs. mydotnyc.com](#)

Within the context of press releases or administrative documents, the full web address may be used. For all advertising and social messaging only the abbreviated version, mydotnyc.com, should be used.

[.nyc vs .NYC](#)

Lowercase state is always used when referring to .nyc.

**IT IS RECOMMENDED THAT THE FOLLOWING TERMS NOT BE USED
IN ADVERTISING OR CREATIVE PLACEMENTS:**

[Registrar](#)

[ICANN](#)

[Domain Name System](#)

[Top-Level Domain](#)

[IP Address](#)

[Domain Name](#)





Contact

If you have any questions about the contents of this guide, please contact hello@ownit.nyc

GoDaddy® Registry

NYC[™]