

Welcome FamiliesNH

A State of Discovery

MARKETING TOOLKIT



FIND YOUR FAMILY'S NEW HAMPSHIRE

Discover the resources your family needs to thrive in the Granite State.

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LOGO

Please adhere to the following guidelines when using and displaying the **Welcome Families NH** logo.

The two-color **Welcome Families NH** logo features Indigo and Learn Blue. It is preferred that the two-color logo be displayed only on white or light colored backgrounds that complement the colors of the logo.

For scenarios that require placing the logo on a dark colored background, it is preferred to use the reversed version of the logo to enhance readability. The reversed version should **ONLY** be placed on black or the dark gray colors from the color palette.

Logo Options

When printing with Pantone inks, use the logos named with the word PMS in the file name (named with .ai or .eps file extension).

For 4-color printing, use logos with the word CMYK, K (black), GS (grayscale) or W (white) in the file name.

Grayscale and Black versions of the logo should be used sparingly and only for color restricted uses such as on receipts or faxes or when specifically requested by a vendor.

Tagline

Logo files are provided with and without the use of the “A State of Discovery” tagline.

Welcome
FamiliesNH
A State of Discovery

PRIMARY COLOR PALETTE



Indigo

Pantone 3542 C
CMYK: 97 / 100 / 0 / 12
RGB: 56 / 28 / 108
HEX: #381C6C



Learn Blue

Pantone 2175
CMYK: 97 / 51 / 0 / 0
RGB: 0 / 117 / 187
HEX: #0075BB



Welcome
FamiliesNH
A State of Discovery

LOGO GUIDELINES

When using the **Welcome Families NH** logo use the spacing and sizing guidelines featured to the right, and adhere to the points outlined below:

- Always maintain the required clear space surrounding the logo which is equal to the height of the “m” in “Families”.
- Do not use the logo more than once on a single page.
- The 2-color logo should always be the primary logo choice.
- Only use the white or black logo options when full color is not an option.



Clear space – print

In print materials, the preferred amount of clear space around the logo is equal to the height of the “m” in “Families”.



Minimum logo size

The logo should never be reduced below the minimum size of approximately 1.6\"W x 0.4572\"H.

UNACCEPTABLE USAGE

Adding effects or changing the appearance of our logo inhibits the integrity of our identity. The **Welcome Families NH** logo is not to be altered or used in any of the following ways:

- 1 Do not apply effects such as shadows, glows, bevels or embosses.
- 2-3 Do not stretch, squeeze or condense the proportions of the logo.
- 4 Do not alter the colors of the logo.
- 5 Do not attempt to recreate the logo or change the fonts of the logo.
- 6 Do not place the logo on an angle.
- 7 Do not place the color version of the logo on solid color backgrounds clash, washout or degrade the integrity of the brand.
- 8 Do not place the color version of the logo on solid color background that is also in the logo, therefore hiding part of the logo and artwork.
- 9 Do not place any version of the logo over busy backgrounds such as photos or patterns that make it difficult to see and thus degrade the integrity of the brand.
- 10 Do fill in the "i" cut out of the "i" in the word Families. This mark is an essential part of the Brand mark.



1 DON'T APPLY EFFECTS



2 DON'T STRETCH



3 DON'T SQUEEZE OR CONDENSE



4 DON'T ALTER THE COLORS



5 DON'T ATTEMPT TO RECREATE OR CHANGE FONTS



6 DON'T PLACE ON AN ANGLE



7 DON'T PLACE THE FULL COLOR LOGO ON CLASHING BACKGROUNDS



8 DON'T PLACE THE LOGO ON ANY SOLID COLORS THAT ARE THE SAME COLOR VALUES OF THE LOGO



9 DON'T PLACE OVER A BUSY BACKGROUND



10 DON'T FILL IN THE i CUT OUT OF THE i shape

STRATEGIC PARTNER LOGO USAGE

When using the **Welcome Families NH** logo along with a strategic partner logo, please adhere to the partner's co-branding guidelines before using these rules.

If the strategic partner does not have a co-branding guideline, please adhere to points outlined below:

- Always maintain the required clear space surrounding the logo which is equal to the height of the "m" in "Families".
- Use the version of the logo with the full tagline "A State of Discovery"
- Use a divider line of 1 px black rule at 75%
- Position strategic partner logo to the right of the **Welcome Families NH** logo and align so logos are proportionate in size. Ideally top aligned with the W in "Welcome" and bottom aligned with the baseline of the tagline "A State of Discovery".
- Do not use the logo more than once on a single page.
- The 2-color logo should always be the primary logo choice.
- Only use the white or black logo options when full color is not an option.



Clear space – print

In print materials, the preferred amount of clear space around the logo is equal to the height of the "m" in "Families".

**STRATEGIC
PARTNER LOGO**

WEBSITE BADGES

For strategic partners, the **Welcome Families NH** logo can also be used in the footer either in badge format or as part of your social media icon list.

Assets are provided in a variety of styles PNGs to fit your branding. Hyperlink the badges to **WelcomeFamiliesNH.com** site.

Note: Please do not use the logo outside of the provided badges at this smaller size (see page 3).

BADGES FOR FOOTER AND SIDEBAR



FAVICON FOR SOCIAL MEDIA BAR



Sample placement

With extended connections back to **WelcomeFamiliesNH.com**, the more traffic and engagement both partners will see on their sites.

TYPOGRAPHY

When creating materials for the **Welcome Families NH** brand use the Poppins font family for both print and digital usage in the body copy.

The Baloo Bhai font is a decorative header font and should be used for accents in either all caps or sentence case.

Both Poppins and Baloo Bhai fonts are part of the Google Font library and free to download.



PRINT & DIGITAL FONTS

Baloo Bhai Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COLOR PALETTE

When choosing colors from the color palette always start with Indigo and Light Indigo as the primary colors. One to two other colors can be chosen from the secondary color palette and used sparingly for subheads, callouts or blocks of color.

When tinting or changing the opacity of colors, please adhere to best practices for readability and contrast.

WCAG Color Contrast

All colors have been tested and pass current WCAG 2.0 AA contrast compliance based on certain combinations as noted per color.

Note that lighter colors will not always pass on darker colors. The palette is indicated with a  icon for combinations that PASS, and a  icon for combinations that FAIL WCAG 2.0 AA color contrast compliance.



	White #FFF	Indigo Pantone 3542 CMYK: 97 / 100 / 0 / 12 RGB: 56 / 28 / 108 HEX: #381C6C
	Black #000	
	Light Indigo #8482D1	

	White #FFF	Light Indigo Pantone 2715 CMYK: 52 / 47 / 0 / 0 RGB: 132 / 130 / 209 HEX: #8482D1
	Black #000	
	Indigo #381C6C	

	White #FFF	Grow Green Pantone 335 CMYK: 0 / 0 / 8 / 44 RGB: 14 / 124 / 92 HEX: #0E7C5C
	Black #000	
	BLACK #000 30% TINT (B8D8CF)	

	White #FFF	Learn Blue Pantone 2175 CMYK: 97 / 51 / 0 / 0 RGB: 0 / 117 / 187 HEX: #0075BB
	Black #000	
	BLACK #000 30% TINT (B3D6EB)	

	White #FFF	Work Blue Pantone 4145 CMYK: 100 / 67 / 0 / 33 RGB: 19 / 66 / 120 HEX: #134278
	Black #000	
	BLACK #000 30% TINT (B9C7D7)	

	White #FFF	Live Red Pantone 1805 CMYK: 0 / 97 / 78 / 22 RGB: 171 / 27 / 38 HEX: #AB1B26
	Black #000	
	BLACK #000 30% TINT (E7BBBE)	

	White #FFF	Play Orange Pantone 167 CMYK: 0 / 73 / 100 / 15 RGB: 195 / 85 / 40 HEX: #C35528
	Black #000	
	BLACK #000 30% TINT (ECCAC0)	

	White #FFF	Text Gray Pantone 2336 CMYK: 61 / 55 / 56 / 46 RGB: 84 / 84 / 84 HEX: #545454

	White #FFF	Accent Gray Pantone 426 CMYK: 81 / 67 / 55 / 83 RGB: 30 / 30 / 30 HEX: #1E1E1E

PHOTOGRAPHY FOR SOCIAL POSTS

Creative photography to feature for the **Welcome Families NH** brand should show real-looking people in natural settings with natural light. Aim for a diversity of age, gender and socio-economic level; be sure subjects are appropriate for the audience and the tone of the piece.

Images should be authentic and unposed capturing *real* moments that are relatable to the audience. Images that meet this criteria are shown right.

Images native to New Hampshire highlighting recognizable areas or landmarks are encouraged.

Posting options:

- **Welcome Families NH** logo with state and icon. Using the NH as a frame, the logo fits nicely in the post with the image. Can also use the icons for **WelcomeFamiliesNH.com** categories grow, learn, live, play and work with its corresponding color (assets provided).
- In instances where the full logo cannot be used, the provided favicon version (using the ili graphic) is allowed. Placement of favicon is always the bottom right corner of an image (as shown).



TEXT FOR SOCIAL POSTS

Social post copy is written to work with the images provided and connect with the intended audiences.

Note: when referring to the website, hyperlink to the site and style it as **WelcomeFamiliesNH.com**. When talking about the Site as a whole and the resources for families, please use and style it as **Welcome Families NH**.

SAMPLE COPY WITH CALL-TO-ACTION

Audience: Families with young children

 **Welcome Families NH**
Sponsored

Welcome Families NH is a one-stop resource that helps you and your young children find what you need, when you need it.



Welcome FamiliesNH
A State of Discovery

Find family resources
WelcomeFamiliesNH.com

START YOUR STATE OF DISCOVERY

 20 562 Comments 311 Shares

 Like  Comment  Share

 **Welcome Families NH**
Sponsored

Welcome Families NH is a one-stop resource that helps you and your young children find what you need, when you need it.



Welcome FamiliesNH
A State of Discovery

Find family resources
WelcomeFamiliesNH.com

START YOUR STATE OF DISCOVERY

 20 562 Comments 311 Shares

 Like  Comment  Share

Audience: Grandparents (including grandparents who are acting as the primary guardian/caregiver)

 **Welcome Families NH**
Sponsored

We help families - big, small, extended, blended & more find what the need in NH.



Welcome FamiliesNH
A State of Discovery

What You Need. When You Need It.
WelcomeFamiliesNH.com

TAKE YOUR NEXT STEPS.

 20 562 Comments 311 Shares

 Like  Comment  Share

 **Welcome Families NH**
Sponsored

We help families of all sizes and ages find information and services in New Hampshire.



Welcome FamiliesNH
A State of Discovery

We Are Here To Help
WelcomeFamiliesNH.com

START AT WELCOMEFAMILIESNH.COM

 20 562 Comments 311 Shares

 Like  Comment  Share

TEXT FOR SOCIAL POSTS

Social post copy is written to work with the images provided and connect with the intended audiences.

Note: when referring to the website, hyperlink to the site and style it as **WelcomeFamiliesNH.com**. When talking about the Site as a whole and the resources for families, please use and style it as **Welcome Families NH**.

SAMPLE COPY WITH CALL-TO-ACTION

Audience: Expecting parents

 **Welcome Families NH**
Sponsored

We help your family grow, learn, live, play and work. Take the first step with Welcome Families NH!



Find prenatal resources
WelcomeFamiliesNH.com

EXPECT GREAT THINGS TO HAPPEN

  20 562 Comments 311 Shares

 Like  Comment  Share

 **Welcome Families NH**
Sponsored

We help your growing family learn, live, play, work, and thrive. Take some baby steps with Welcome Families NH!



We've been expecting you!
WelcomeFamiliesNH.com

START YOUR PARENTING JOURNEY

  20 562 Comments 311 Shares

 Like  Comment  Share

PRINTED COMMUNICATIONS

Flyers, posters, PDFs for emailing or full page ads in publications – use these supplied assets for advertising all that **Welcome Families NH** has to offer.

Available in:

- Full color
- Black and white (recommended for newspapers)
- 8.5"x11" (Letter)
- 8.5"x5.5" (1/2 Letter)

Additional sizes are available upon request.

This features sample imagery of the website homepage, shows the site in use on mobile devices and includes a QR code directing to **WelcomeFamiliesNH.com**.

SAMPLE FLYER (LETTER)

8.5"x11"

Welcome FamiliesNH
A State of Discovery

Discover Welcome Families New Hampshire!

WelcomeFamiliesNH.com is the destination for everything you need to **grow, learn, live, play, work** and raise a family in New Hampshire.

Visit **WelcomeFamiliesNH.com** today and start your state of discovery!

WELCOME FAMILIES NH
A State of Discovery

FIND YOUR FAMILY'S NEW HAMPSHIRE

Introducing **WelcomeFamiliesNH.com**, a brand new way for families to discover everything New Hampshire has to offer.

From finding family-friendly outdoor activities and dining options – to after school programs, camps, religious organizations and more. Discover the resources your family needs to thrive in the Granite State.

Visit **WelcomeFamiliesNH.com** A State of Discovery

8.5"x5.5"

Welcome FamiliesNH
A State of Discovery

Discover Welcome Families New Hampshire!

WelcomeFamiliesNH.com is the destination for everything you need to **grow, learn, live, play, work** and raise a family in New Hampshire.

Visit **WelcomeFamiliesNH.com** today and start your state of discovery!

WELCOME FAMILIES NH
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FIND YOUR FAMILY'S NEW HAMPSHIRE

Discover the resources your family needs to thrive in the Granite State.

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