



BRAND LOGO USAGE GUIDE

Introduction

Purpose:

The Westfield 300's vision is to be bold, commemorative, current, and celebratory. It's objective is to leverage Westfield's 300th anniversary milestone in 2020 to:

- Ignite community pride and engagement by paying homage and celebrating Westfield's unique and rich history, from our Native American roots to present day
- Unite the community around a bold and shared vision for the future that establishes Westfield as a model 21st century live, work, and play community for its residents, businesses, and visitors

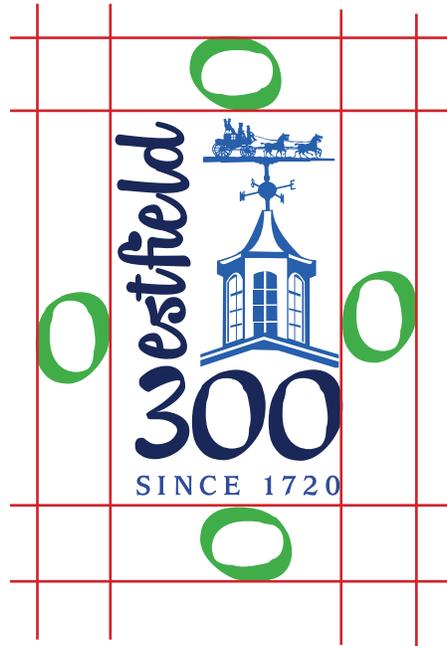
The logo was designed to capture the mixture of old and new: Westfield's colonial roots mixed with the modern vibrant community of today. Materials created using this logo should reflect our community's objectives.

This document will be updated as needed. If you have any questions about the Westfield 300 logo, this document or any general design questions associated with the 300 Logo, please email Jennifer Wilner, jennwilner@icloud.com.

Logo Usage Guidelines

Spacing

Allow for proper air space around the logo. Minimum space is the width of the "O".



Proportions

Do not compress, expand or turn the logo. The proportions should be maintained.



Typography

The Westfield 300 Main font is:

ITC Usherwood

ITC Usherwood Book

ITC Usherwood Book Italic

ITC Usherwood Medium

ITC Usherwood Medium Italic

ITC Usherwood Bold

ITC Usherwood Bold Italic

ITC Usherwood Black

ITC Usherwood Black Italic

ITC Usherwood is preferred but you may substitute Adobe "Classica" from the Adobe Typekit as an alternative.

ITC Usherwood (bold or Black) is best for headlines and larger font size areas, but (Book or medium) can be used for body text as well.

Typography

The Westfield 300 alternate fonts:

ITC Avant Garde

ITC Avant Garde Gothic Extra Light

ITC Avant Garde Gothic Extra Light Oblique

ITC Avant Garde Gothic Book

ITC Avant Garde Gothic Extra Oblique

ITC Avant Garde Gothic Medium

ITC Avant Garde Gothic Medium Oblique

ITC Avant Garde Gothic Demi Bold

ITC Avant Garde Gothic Demi Bold Oblique

ITC Avant Garde Gothic Bold

ITC Avant Garde Gothic Bold Oblique

ITC Avant Garde is also available on Adobe Typekit. "Medium" or "Book" weights recommended for body copy.

Logo Placement

The following are for example purposes only.

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The preferred placement of the logo on a flyer or advertisement is in the lower right-hand corner.

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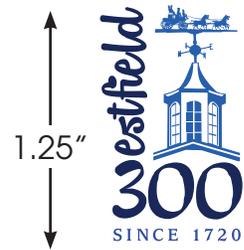


The preferred placement of the logo on a featured ad is centered and enlarged.



Size Requirements

Minimum size for the logo on printed and online materials is 1.25" (inches) tall. The logo can be enlarged proportionately to any maximum size needed. This applies to all iterations of the Westfield 300 Logo.



Primary Colors

The color values* of the main and most derivative logos are:



Pantone (PMS) 281

C=100% M=90.2% Y=31.33% K=43.72%

R=0 G=32 B=92

HEX = #00205c

Westfield Blue



Pantone (PMS) 2728

C=96% M=66% Y=0% K=0%

R=38 G=94 B=172

HEX = #265eacc

Accent Colors

The following are additional colors used in the main and derivative logos and some suggested colors.



Pantone (PMS) 221

C=0% M=100% Y=13% K=48%

R=145 G=0 B=72

HEX = #910048



Pantone (PMS) 2995

C=79% M=3% Y=0% K=0%

R=0 G=169 B=224

HEX = #00A9E0



Pantone (PMS) 2995 (60% BLACK)

C=0% M=0% Y=0% K=60%

R=128 G=129 B=130

HEX = #808182



Black or 80% Black for text and headline options in addition to the Primary colors

*Please note: The displayed colors above may not accurately represent the specified color. Please use the color values given.

Logo Iterations

The following are APPROVED Westfield 300 Logo iterations. You may choose the one that fits your business OR use the main version. No alterations of any kind should be made without approval from the Westfield 300 Committee. If you would like to suggest another iteration please contact Kim Forde, Public Information Officer, at communications@westfieldnj.gov.

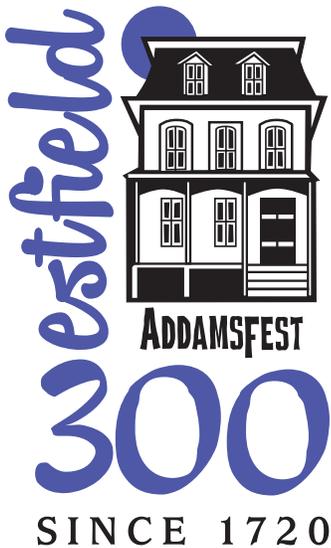
Dining Iteration



Shopping Iteration



Event Specific



Logo Versions

The following versions of the Westfield 300 Logo can be found here.

<https://drive.google.com/open?id=1i0w7Lgc5GleMWC7GzRHw-yQ96hFH2Fqw>

Original



Dining



Shopping



Logo Versions

The following versions of the Westfield 300 Special Event Logos can be found here.
<https://drive.google.com/open?id=1i0w7Lgc5GleMWC7GzRHw-yQ96hFH2Fqw>

Special Events



Apparel and Merchandise

Please reach out to Jenn Wilner regarding apparel and merchandise versions of the W300 logo **before** making alterations to the logo. Special versions/accommodations can be made to the logo(s) for merchandise within these logo guidelines by contacting jennwilner@icloud.com.

