

New York Cares

Brand & Logo Guidelines



Logo with URL lockup

In most cases the logo will be used with the URL lockup.

This is the primary logo for New York Cares. You can tell that it is the correct logo by the following:

- The words "New York Cares" uses initial caps (the other letters are lowercase)
- The URL is included at the bottom and it does not extend past the right side of the apple

When the logo is used in a 2 color format the URL will appear in PMS 485 (red).

When in doubt, use this logo.



Logo with tagline lockup

If the URL is prominently displayed elsewhere, the logo may be used with the tagline lockup.

When the logo is used in a 2 color format the tagline will appear in PMS 485 (red).

No period will be used at the end of the tagline when used in a logo lockup.



Logo with URL/tagline lockup

In rare cases where the logo is able to be used at a large enough size, the option of using a lockup that includes both the URL and tagline may arise.

In a 2 color format the tagline will be black and the URL will appear in PMS 485 (red).

Since the bottom line of the lockup is so much smaller than the other text, this lockup will not be usable unless the total width of the logo will be at least 1.75 inches. At this width the point size of the bottom line of type is 7 pt; the lowest acceptable size for type.



Logo with tagline/URL lockup

In rare cases where the logo is able to be used at a large enough size, the option of using a lockup that includes both the tagline and URL may arise.

In a 2 color format the URL will be black and the tagline will appear in PMS 485 (red).

Since the bottom line of the lockup is so much smaller than the other text, this lockup will not be usable unless the total width of the logo will be at least 1.75 inches. At this width the point size of the bottom line of type is 7 pt; the lowest acceptable size for type.



Logo lockup options - 2 color

When used in 2 color or 4 color process printing, the logo colors will be PMS 485 and black.





Logo lockup options - 1 color

When printing in only 1 color, the logo can be used in this format.





Logo lockup options - White knockout

A white logo will be used to knock out of a colored area in scenarios where the 2-color and 1-color logos can not be used.



Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Type treatment

(for materials created in Microsoft Word)

Since many of the computers in the office do not have access to the Helvetica Neue font family, the prominent font for materials created in Microsoft Word to be printed on office printers is Helvetica.

Avoid using the font Arial for printed materials. Although Arial does tend to look better than Helvetica when viewed on-screen, once the item has been printed Helvetica will look much better.

Helvetica Neue Light 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Roman 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Medium 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Heavy 85

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Type treatment

(for offset printing materials)

New York Cares primary font for offset printed materials is Helvetica Neue. Any of the numbered typefaces included in the Helvetica Neue font family may be used.