



LOGO USE & BRAND STANDARDS

INTRODUCTION

The Portsmouth NH 400 logo is the signature of the official organization and signifies the quality and promises of our organization.

Official Program Partners are licensed to use only the version of the logo below, which includes the copy “An Official Partner of” and signals the endorsement of the PNH400 Management Team of the quality and promises of any organization using that official logo as an Official Partner of PNH400.

Therefore it is important that PNH400 places the restrictions in this guide on the use of the logo.

Anyone using the logo without the full authorization of PNH400 will be prosecuted to the full extent of the law.

Organizations authorized to use the PNH400 logo through the application process are asked to work with the PNH400 Merchandising and Marketing Committee to secure co-op purchasing benefits.

THE DESIGN

Designed by Darci Creative of Portsmouth, on a pro bono basis for PNH400, the logo incorporates the dates 1623-2023 and the words “Portsmouth NH” -- to differentiate the city from many other “Portsmouths” in the US and England. The contemporary typeface is presented in strong shades of blue, reflecting the city’s connection with to the Piscataqua River and the ocean. The design element that immediately identifies the logo as Portsmouth NH is the silhouette of a lighthouse – Portsmouth Harbor Lighthouse, specifically – as Portsmouth is surrounded by three lighthouses that welcome residents returning home, and visitors from around the globe, to Portsmouth NH.

Why a lighthouse?

Portsmouth NH 400 chose a lighthouse because lighthouses invite, protect, and enlighten; three goals we plan to achieve as we celebrate our city’s 400th year here on the NH Seacoast. In addition, Portsmouth’s lighthouses serve Greater Portsmouth, a region that is bigger than the geographical borders of the city and make the seacoast the unique place it is. We chose a symbol that reflects our mission of openness and inclusivity. The lighthouse is also a beacon, a symbol of welcome and safe harbor. That’s what we want the Portsmouth NH 400 celebration to be. Lastly, Portsmouth lighthouses are symbols of our maritime history and working port, one of the oldest ports in the country. Like the lighthouse, we hope the Portsmouth NH 400th will stand for future generations. As the slogan says, ‘History lights our way.’”

FONT

Nunito Sans is a Google font available for free download:
<https://fonts.google.com/specimen/Nunito+Sans>

NUNITO SANS EXTRA BOLD

NUNITO SANS BOLD

COLOR



RGB: 30, 70, 153
CMYK: 99, 86, 3, 0
HEX: #1e4699



RGB: 96, 160, 215
CMYK: 61, 25, 0, 0
HEX: #5fa0d7



RGB: 232, 243, 241
CMYK: 19, 1, 0, 0
HEX: #c9e7f9

Equivalent Pantone colors are:

19-4050 TCX 15-4323 TCX 12-4611 TCX

LOGO USES

The logo may be used, as below, in the following ways:

Two-tones of blue with lighthouse

All-black with lighthouse

All-white with lighthouse



Download the PNH400 Partner Logos at: www.portsmouthnh400.org

SIZE & EXCLUSION ZONE

To preserve the PNH400 logo, it is important not to crowd it with other design elements or text.

Therefore, the logo should always have an “exclusion zone” equal to one-sixth of the logo width, or 0.25 inches.

USE OF THE LOGO

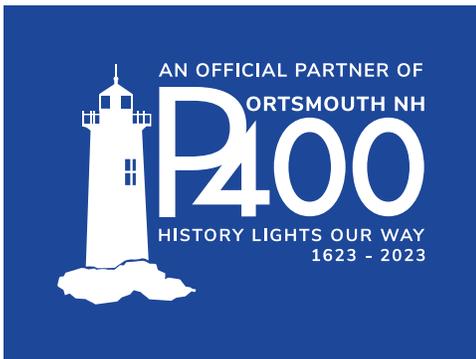
Do not change the proportions of the logo.

Do not change the color of the logo.

Do not encroach on the exclusion zone.

Do not add a box around the logo.

Logo may be used in white on a signature-blue or black background.



PRESS RELEASE STANDARDS

Include the following PNH400 branding message in all press releases and where possible in other marketing materials where space permits:

About Portsmouth NH 400th, Inc. (PortsmouthNH400.org)

The goal of Portsmouth NH 400th Inc. is to give the community an inclusive opportunity to tell the stories that are important to them, through programs, events, exhibits and legacy projects. Portsmouth NH 400th will celebrate the diverse and animated social, political, intellectual, cultural, economic and spiritual history of Portsmouth from before settlement in 1623 to the present. Portsmouth NH 400th Inc. invites individuals and organizations considering programs and events for the Portsmouth NH 400th Anniversary celebration to join the collaborative effort. A key intention is for the Portsmouth NH 400th Inc. team to engage the next generation(s) in exploring what the City’s 2023 legacy might be and how they might steward Portsmouth and its history beyond 2023.