NoMa Place Brand
Style Guide
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About the NoMa Place Brand
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About the NoMa Brand

A brand is more than a logo. This section covers what a brand is, what a style guide is, who should use the style guide, how to use the style guide, and the basic principles of the NoMa brand.
About the NoMa Place Brand Style Guide

What is a brand?
The NoMa brand is not just a logo. The NoMa brand is an infrastructure that allows the neighborhood and all of its affiliated organizations to present a consistent and meaningful identity through its visual media. This allows people to instantly recognize NoMa, associate certain meanings and memories with it, and then feel connected to it. This can be a really powerful tool for community organizing as it gives the group’s diverse and ephemeral identity a structured visual identity to organize around.

What is a Style Guide?
The NoMa Place Brand Style Guide is a set of guidelines and tools to help anyone affiliated with NoMa implement this infrastructure into visual media consistently. It includes images of all brand elements with descriptions of each and guidelines for how to use (and not use) them.

Who should use the NoMa Brand Style Guide?
This style guide is for anyone making visual media (e.g. flyers, posters, websites, letter-head, presentations, etc.) for NoMa. Because NoMa is not just one organization, this style guide has been designed to provide a flexible structure of elements that build on one another and allow individual organizations to maintain their own identities. That way, even if a particular piece of media (e.g. a flyer) is sponsored by an organization with its own visual identity (e.g. United Way), the NoMa brand can be easily implemented alongside it as is appropriate for the project at hand.

How do I use the Style Guide?
Not every piece of visual media associated with NoMa will need to use every part of this style guide. However, there is an order to how elements should be chosen. This style guide is designed with a cascading brand implementation method.

When deciding what elements to use in your visual media project, imagine each element sitting on a ladder rung (see page 3). You cannot climb down to the next rung without picking up the elements from the rung above it. Once you have decided how far down the ladder you should go for your project, refer to the section for the elements you have collected for specific guidelines on how to use them.
Guiding Principles of the NoMa Brand

Diversity

Diversity is NoMa's most important asset: diversity of people, diversity of architecture, diversity of community organizations, diversity of land use. As the most diverse residential population in Binghamton, NoMa has a unique outlook on what it means to be neighbors and community members. By embracing this diversity and resisting gentrification, NoMa embraces a hopeful future of equity for all its residents.

Engagement

NoMa is not just a community of disparate residents. NoMa is a growing community of engaged citizens who participate in community organizations, community events, and in the development of community spaces and assets. Fostering this growing engagement is the primary goal of the NoMa brand.

Improvement

By utilizing NoMa's diversity and fostering its community members' engagement, NoMa strives to improve. Through revitalization projects, community events, and safety initiatives, NoMa seeks to improve the lives of the people who live, work, and play within its bounds. This aspirational goal drives the diverse work of community organizations, businesses, and citizens to be engaged in NoMa's future.

Visualizing NoMa's Guiding Principles

Mosaic

The NoMa Brand is built around the mosaic as a visual cue. One of NoMa's distinctive characteristics is the mosaic in the Walnut Street Park. This mosaic is not only a work of art; it is a physical manifestation of the cooperation of NoMa's residents and community organizations. Mosaic is an art style that relies on many small tiles to create a larger image. These small tiles are diverse in many ways—texture, size, color, and shape—and work together to create an image larger than themselves while retaining their individual beauty. The beauty of a mosaic is also not tarnished by broken tiles. Rather mosaics bring them together to form patterns that enhance their rough edges and give them a role in the creation of the larger artwork.

The mosaic theme has been used in the NoMa logo and artwork in ways that highlight NoMa's commitment to diversity, growing engagement, and aspirations for improvement.

Example: The Guiding Principles in the NoMa Logo

- The logomark (the graphic part of the logo) is a square mosaic pattern. The pattern is a stylized tracing of a section of the Walnut Street Park mosaic. This signifies both the metaphorical engagement of the tiles and the literal engagement of the community members who participated in its creation.
- The mosaic tiles from left to right transition in shape and layout from broken, jagged, and disordered to aligned and unbroken tiles.
- At each stage the mosaic tiles maintain a diversity in shape or layout.
- One tile in each stage is colored lime (or outlined in the one-color versions of the logo) to signify not only a commitment to maintaining diversity, but to maintaining the same kinds of diversity going forward.
Colors

About the NoMa Colors
The NoMa color scheme includes two primary colors (blue and green), an accent color (lime), and four neutral colors. In addition to the NoMa color scheme, this guide contains seven secondary colors that can be used to complement the primary NoMa color scheme for specific projects, events, or initiatives.

Color Codes
When using Microsoft Office, anywhere you can select a color, you can select “More Colors” and then the “Custom” tab to enter the correct RGB color code.
- RGB = Red, Green, Blue (used by digital screens and Microsoft Office)
- HEX = Hexadecimal (used by web designers)
- CMYK = Process Color / Cyan, Magenta, Yellow, Key (used by printers)
- PMS = Pantone Matching System (a proprietary system used by some printers)
NoMa Primary Colors
The primary colors are the main signifiers of the NoMa Brand. Thus, they should appear in every color product that uses the NoMa brand.

NoMa Blue
Screen
RGB: 18, 26, 94
HEX: #121A5E
Print
CMYK: 100, 98, 31, 28
PMS: 2766 C

NoMa Green
Screen
RGB: 30, 192, 130
HEX: #1EC082
Print
CMYK: 72, 0, 67, 0
PMS: 3395 C

NoMa Accent Color
The accent color should be used as a contrasting color to the two primary colors. It should never be used for text or by itself.

NoMa Lime
Screen
RGB: 188, 255, 30
HEX: #BCFF1E
Print
CMYK: 30, 0, 100, 0
PMS: 389 C

NoMa Neutral Colors
The neutral colors support the primary and accent colors by providing a neutral palette for body text and background elements. When printing in grayscale, the neutral colors should be used instead of the primary colors. For example, black should substitute for NoMa Blue and NoMa Light Grey should substitute for NoMa Lime.

Black
Screen
RGB: 0, 0, 0
HEX: #000000
Print
CMYK: 0, 0, 0, 100

White
Screen
RGB: 255, 255, 255
HEX: #FFFFFF
Print
CMYK: 0, 0, 0, 0

NoMa Grey
Screen
RGB: 139, 145, 150
HEX: #BB9196
Print (Color)
CMYK: 49, 37, 35, 2
PMS: 2766 C
Print (Greyscale)
CMYK: 0, 0, 0, 44

NoMa Light Grey
Screen
RGB: 201, 203, 204
HEX: #BABECC
Print (Color)
CMYK: 21, 15, 16, 0
PMS: 420 C
Print (Greyscale)
CMYK: 0, 0, 0, 20
NoMa Secondary Colors

While staying true to your brand's primary color scheme is important for maintaining the integrity of your brand, sometimes you need other colors for specific projects, events, or initiatives. When you need to use a color from elsewhere in the rainbow, the colors below should be use in addition to the primary colors (i.e. NoMa Blue and NoMa Green). Secondary colors should never replace the primary colors and should never be used for the NoMa logo or artwork.

Sky Cyan

Screen
RGB: 17, 238, 220
HEX: #11EEDC

Print
CMYK: 57, 0, 26, 0
PMS: 337 C

Foliage Green

Screen
RGB: 18, 94, 45
HEX: #125E2D

Print
CMYK: 88, 37, 100, 33
PMS: 357 C

Sun Yellow

Screen
RGB: 255, 222, 0
HEX: #FFDDE0

Print
CMYK: 2, 99, 0
PMS: 107 C

Autumn Orange

Screen
RGB: 255, 78, 30
HEX: #FF4E1E

Print
CMYK: 0, 84, 95, 0
PMS: 172 C

Holiday Red

Screen
RGB: 255, 30, 30
HEX: #FF1E1E

Print
CMYK: 0, 96, 94, 0
PMS: Bright Red C

Spring Magenta

Screen
RGB: 255, 30, 115
HEX: #FF1E73

Print
CMYK: 0, 95, 27, 0
PMS: 213 C

Floral Violet

Screen
RGB: 163, 30, 192
HEX: #A31EC0

Print
CMYK: 50, 88, 0, 0
PMS: 2592 C
About the NoMa Logo

NoMa's logo consists of a logomark (the graphic design) and a logotype (the text). The logomark and logotype can be arranged in either a vertical or horizontal layout. These two layouts are the two official NoMa logos. Each logo has variations in color and size to accommodate a large array of uses. This section will present each logo and its variations with guidelines for how to use them.
**Logo Size**

**Vertical Logos**

Use the *large version* of the vertical logo when the logo will be larger than 1 ½ inches wide (or 150 pixels at 72 dpi).

Use the *small version* of the vertical logo when the logo will be smaller than 1 ½ inches wide (or 150 pixels at 72 dpi).

**Horizontal Logos**

Use the *large version* of the horizontal logo when the logo will be larger than 2 inches wide (or 200 pixels at 72 dpi).

Use the *small version* of the horizontal logo when the logo will be smaller than 2 inches wide (or 200 pixels at 72 dpi).

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**Logo Exclusionary Zone**

**What is an “exclusionary zone”?**

An exclusionary zone is the white space around a logo where no other text or graphic elements may appear. The exclusionary zone ensures that the logo is never competing with other elements for attention and no other text or graphic element will be mistaken for a part of the logo. Watermarks and backgrounds are exempt from the exclusionary zone in some instances (see page 18).

**NoMa Logo Exclusionary Zone**

**Vertical Logos**

The **vertical logo** should have an exclusionary zone that is equal to quarter of the width of the logo with a minimum of ¼ inch on all sides.

**Horizontal Logos**

The **vertical logo** should have an exclusionary zone that is equal to half of the height of the logo with a minimum of ¼ inch on all sides.
Logo Color

Full Color Logo Variations
The full color logo is the primary NoMa logo and should be used whenever possible. The full color logo should only appear on a white background or a white background with a small portion of the logo on a light grey NoMa artwork.

Greyscale Logo Variations
The greyscale logo variations should be used when a full-color logo would be used but color printing limitations makes it infeasible. The full-color logo should not be printed on a non-color printer. The greyscale logo will maintain the legibility and consistency of the logo in non-color printing.

One-Color Logo Variations
The one-color logo variations should be used when the logo is overlaid on an image or non-white background. One-color logo variations can be black, white, or any of the primary, accent, or neutral NoMa colors (blue, green, lime, grey, or light grey). The next page shows the acceptable combinations of NoMa logo and background colors.
How to Maintain Logo Integrity

To maintain consistency in the NoMa brand it is important that the logo is not altered or used in a way to infringe on the integrity of the logo. Below are some common mistakes that can damage your brand.

Don’t …

… separate or rearrange the logomark and logotype.

… stretch the logo vertically.

… stretch the logo horizontally.

… distort the logo.

… rotate the logo.

… change the color of the logo.

… add effects (e.g. drop shadows or outlines) to the logo.

… place the logo in a decorative container.

… place the logo on an inappropriate background.

… add text to the logo.

… add graphics or illustrations on or under the logo.

… resize a raster version of the logo (i.e. JPG, PNG, or BMP) to be larger than the original file size.
Logo File Types

Vector Files

Vector files save the geometric shapes and lines of the logo instead of the individual pixels of the logo. This allows vector files to be resized to any size without becoming pixelated or losing their clarity. When working with professional designers or print shops, you should always provide them with vector files of your logo. (The designer or printer will specify their preferred format.) This will ensure a high quality product.

Vector files have been provided in the following formats: Adobe Illustrator (.ai) and Encapsulated PostScript (.eps).

Raster Files

Raster files save the color and opacity of each pixel in the logo file. These files can be resized to a smaller size with minimal loss of clarity. Raster files should be used in non-professionally made products or on websites.

Raster files have been provided in the following formats: Portable Network Graphics (.png) and Tagged Image File Format (.tiff). The PNG files should be used on products designed for viewing on a screen (e.g. on social media) because they are compressed, have lower resolutions (72 dpi), and use RGB color making them ideal for screens and the Internet. The TIFF files should be used on products designed for printing (e.g. on a flyer) because they use CMYK color and the higher resolution (300 dpi) used by printers.
About NoMa’s Typography
This NoMa branded typography section consists of both a collection of free to
download and use typefaces and a set of guidelines for their use.

Installing a NoMa Typeface
(1) Go to the web address provided for each typeface.
(2) In the upper-right corner of the webpage, click on “Select this Font”.
(3) Click on the dark grey tab that appears at the bottom of the screen to open it.
(4) Click on the red download symbol (    ) in the upper-right corner of the tab.
(5) Save the font file on your computer.
(6) Install the font files:
   (6a) On a Mac, double click the downloaded font file and choose “Install Font”.
   (6b) On a PC, right-click on the downloaded font file and choose “Install”.
(7) You may need to restart any open software for the typeface to appear in the
    font drop down list.
Display Typeface

The NoMa display typeface is Poppins. A display typeface is for display rather than intensive reading. It is intended for titles, headings, banners, and large print on flyers. Unlike the body typeface, the display typeface can prioritize aesthetics over functionality as it does not need to accommodate large bodies of text or small sizes.

Poppins is a sans-serif typeface. This means that it does not have the small lines at the beginning and ending of each stroke. Poppins is classified as a geometric font because every letter was created around the shape of a perfect circle instead of a more humanistic letter shape.

**Poppins**

Download: [https://fonts.google.com/specimen/Poppins](https://fonts.google.com/specimen/Poppins)
License: Open Font License

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? ,; : ’ “ —
( ) [ ] { } \ / @ # $ % ^ & * = + ~

Light
Regular
Medium
Semi-Bold
Bold

Body Typeface

The NoMa body typeface is Noto Serif. A body typeface is intended for large bodies of text. Thus, the primary concern for choosing a body typeface is readability. It should be used in the body of websites and documents and anywhere print is smaller than 14 point.

Noto Serif is a serif typeface. This means that it has the small lines at the beginning and ending of each stroke, providing clarity to the reader. Noto Serif is a transitional typeface that blends traditional and modern letter shapes and stroke styles.

**Noto Serif**

Download: [https://fonts.google.com/specimen/Noto-Serif](https://fonts.google.com/specimen/Noto-Serif)
License: Apache License, Version 2.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !? ,; : ’ “ —
( ) [ ] { } \ / @ # $ % ^ & * = + ~

Regular
*Italic*
Bold
*Bold Italic*
Accent Typeface

The NoMa accent typeface is Rock Salt. An accent font should be used sparingly and only on large text of 1-4 words. As it is not intended for large bodies of text or even long lines of text, the accent font's highest priority is aesthetic.

Rock Salt is a handwriting typeface created by hand drawing characters with a felt tip pen. Handwriting fonts can add a pop or surprise to a design that feels personal and relatable. Rock Salt lacks the curls and embellishments of many handwriting fonts, making it appear ageless and genderless.

Download: https://fonts.google.com/specimen/Rock-Salt
License: Apache License, Version 2.0
Section 5

Artwork

About the NoMa Branded Artwork

Brand artwork provides additional graphics to support the logo and typography for use as backgrounds, footers, headers, and sidebars. The NoMa artwork can be combined with solid color rectangles to extend the effect. This section contains a display of the artwork and guidelines for their use.
Main Street Artwork
Main Street is the defining attribute of NoMa’s geography. In the NoMa brand, the curve of Main Street provides a visual cue to this geography. The area below the Main Street curve is color blocked to contrast with the white background above it. This draws the eye to the white area where NoMa resides literally “North of Main”.

The Main Street artwork can be extended vertically or horizontally to create sidebars, footers, or other content areas by adding a rectangle of the same color below the artwork.

Mosaic Artwork
The primary Main Street artwork can also be paired with a mosaic style grid of the NoMa neighborhood. The mosaic pattern connects with the NoMa logo while adding interest to the basic Main Street artwork.

The Mosaic artwork can be extended vertically to create sidebars.
Horizontally Extended Mosaic Artwork

The primary Main Street artwork can also be paired with a mosaic style grid of the NoMa neighborhood. The mosaic pattern connects with the NoMa logo while adding interest to the basic Main Street artwork. The horizontally extended version adds a light grey block from the river to the edge of the design. This allows for a balanced visual horizontal extension of the mosaic grid without drawing attention to the area.

The Main Street artwork with Mosaic Grid can be extended horizontally to create headers, footers, and other wide content areas.

How to Maintain Artwork Integrity

To maintain consistency in the NoMa brand it is important that the artwork is not altered or used in a way to infringe on the integrity of the artwork. Below are some common mistakes that can damage your brand.

Don’t …

... stretch the artwork vertically or horizontally.

... rotate the artwork.

... change the color of the artwork.

... add effects (e.g. drop shadows or outlines) to the artwork.

... place the mosaic or extended mosaic artwork on a non-white background.

... resize a raster version of the logo (i.e. JPG, PNG, or BMP) to be larger than the original file size.
About the NoMa Branded Examples
The example products pictured on the following pages demonstrate how all of the brand elements contained in this style guide can work together to create consistent and beautiful designs for a variety of product types, moods, and projects.
SCREENSHOT OF SOCIAL MEDIA PROFILE & BANNER IMAGES WILL BE HERE ONCE BRAND IS FINALIZED

SCREENSHOT OF PHYSICAL BANNER WILL BE HERE ONCE BRAND IS FINALIZED
SCREENSHOT OF FLYER WILL BE HERE ONCE BRAND IS FINALIZED

SCREENSHOT OF EVENTS CALENDAR WILL BE HERE ONCE BRAND IS FINALIZED
SCREENSHOT OF LETTERHEAD WILL BE HERE ONCE BRAND IS FINALIZED