

# Monadnock Region

## Brand Standards



# About This Guide

These graphic standards were developed as a method for protecting the graphic brand of the Monadnock Region. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

If you need any additional information or guidance, please contact: [monadnocknh@keenechamber.com](mailto:monadnocknh@keenechamber.com)

## File Usage

Use of digital artwork in different applications requires the use of different digital file formats.

When preparing digital or printed documents, a PNG file with a transparent (clear) background will work best in most common word processing and presentation programs.

If you are working on a document with a white background, a JPEG is acceptable as well. If using a JPEG, always check to ensure that the white background doesn't overlap any other colored items or backgrounds in your layout.

For projects that are being produced by vendors, always ask for and make sure your files conform to the specs provided by the vendor. For large format printing, a vector file (AI or EPS) should be used to avoid any loss of quality.

# Logo Usage Guidelines

The following guidelines illustrate the proper use of the Monadnock Region logo. These rules apply to all versions of the Monadnock Region logo, icon, and any department logos that utilize the logo elements.



## Primary Logo (with Tagline)

The lockup of the logo with the tagline underneath is the preferred logo, and should be used in most circumstances.



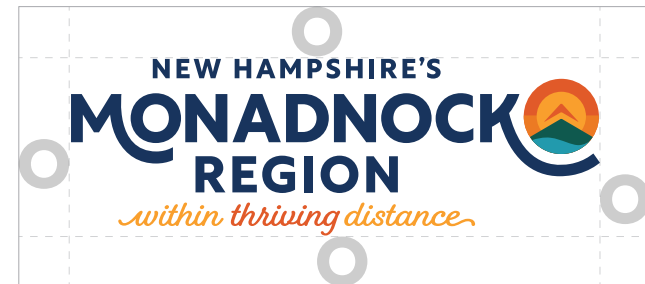
## Primary Logo (without Tagline)

This logo may also be used without the tagline. This is generally recommended when the tagline is being used as a headline or graphic element in the same design in which the logo appears or when space is limited.



## Icon

The Monadnock Region icon features the icon from the logo on its own. This icon can be used in instances where the place location is apparent, in co-branding applications where space is a consideration, or as a feature graphic in some instances.



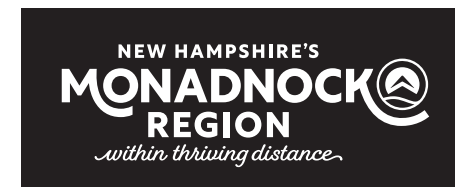
## Logo Safe Area

No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the "O" within the logo.



## 1-Color Version

The 1-color version of the logo should be used in circumstances where a limited palette is required, or when the logo is printed in black and white.



# Secondary Logo Elements Usage Guidelines

The following guidelines illustrate the proper use of the Monadnock Region secondary logo elements. The clear space and misuse rules apply to all versions of Monadnock Region logo, icon, and any logo elements contained in these guidelines.



## All Type Logo

The all type version of the logo can be used in applications where the icon is also being used as a design element. It is also available for use when space or printing/reproduction methods preclude the use of the primary logo with integrated icon. This version may be used with or without the tagline based on the recommendations for the corresponding primary logo.



## Badge Logo

The the Monadnock Region badge logo is a compact representation of the brand that can be used where space is restricted but the medium still calls for a more descriptive representation than the icon alone provides. It is also suitable for use on merchandise and apparel based on designer preference.



## Crafted In Monadnock Badge

This version of the badge is for use by any partners creating products or services in the Monadnock Region.



## Badge Logo with State

The badge logo with state can be used in similar applications to the badge logo without the state. It is recommended that items that are expected to reach beyond the region use the badge with the state versus the badge without.

# Improper Use of Logo

The following are examples of improper modifications of the Monadnock Region logo that may violate the integrity of the brand.



DO NOT use any unofficial colors or any combination of colors different than those in the provided logo art.



DO NOT add unofficial copy or graphics to the logo or anywhere within the prescribed safe area.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



DO NOT try to recreate this logo. Use only the artwork provided.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any unapproved entity.

# Typefaces

Files have been provided in a variety of formats that allow use of the Monadnock Region logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as creating department logos, it will be necessary to purchase the appropriate license for the typeface.

## Rustica

**Bold**

Logo Base Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## Fairwater

*Bold*

*Tagline Base Font*

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T

U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## Rustica

Bold (shown above)

Regular

Headline/Subhead Font

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## Montserrat

**Bold**

**Light**

Universal Headline Fonts

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## Montserrat

Regular

Universal Body Copy Font

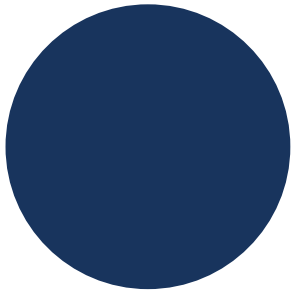
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

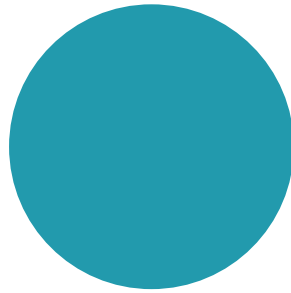
a b c d e f g h i j k l m n o p q r s t u v w x y z

# Color Palette

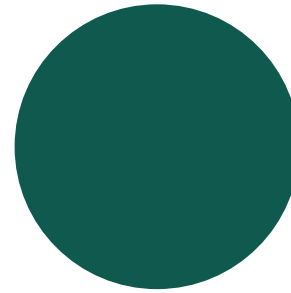
The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palettes shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely primarily (exclusively if at all possible) on the colors with the palette.



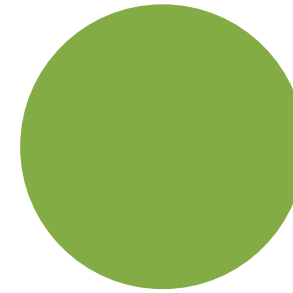
**Pantone 534C**  
**#1c355e**  
**99/85/36/27**



**Pantone 2235C**  
**#149aad**  
**79/22/29/0**



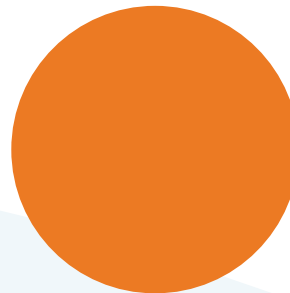
**Pantone 561C**  
**#00594e**  
**93/42/68/33**



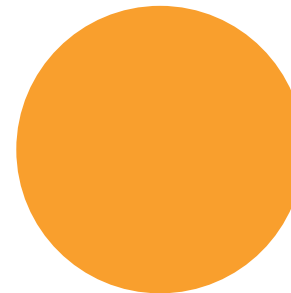
**Pantone 7489C**  
**#84ae43**  
**54/14/97/1**



**Pantone 7579C**  
**#e0592a**  
**7/79/97/1**



**Pantone 158C**  
**#eb7a23**  
**4/64/100/0**



**Pantone 143C**  
**#f99f2c**  
**0/44/93/0**

# Icon and Badge Usage Examples

## Icon/Badge Use on Apparel and Merchandise

The icon can be used on apparel/merchandise with or without the primary or all type logo.





# Brand Narrative

The the Monadnock Region Brand Narrative uses emotional language to establish the written character of the brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as is when describing the Monadnock Region community or the relationship of the Monadnock Region to an organization, event or businesses. The narrative can also be used to guide the tone of new copy.

If you feel unheard, rushed, and uninspired in your current state — emotionally or physically — there is a place that invites you to rediscover yourself and how good life can be. Close enough to Boston to be a day trip, the Monadnock Region of New Hampshire offers you the chance to forge your own path in a remote but not removed setting. Once you arrive, you may find that one day isn't nearly enough, though. More likely, you'll want a weekend, a week, or perhaps a whole new life here.

Nestled in the southwest corner of New Hampshire, in the Monadnock Region, you will find the thriving city of Keene and a collection of flourishing towns, each with its own distinct personality, that inspires you to explore and enjoy more. Here, we invite you to imagine your perfect path, whether that leads to an unforgettable vacation, a more balanced life, or a brand new life that redefines what thriving really is. No matter where you are headed, you will soon find that in the Monadnock Region you are **always within thriving distance**.

Pick any spot in the region as your home base and you can easily connect to it all. Capture a quintessential New England experience by settling into the Hancock Inn, the oldest in New Hampshire, the Little River Bed & Breakfast in Peterborough, or any of the others you will find sprinkled throughout the region like a November snow. Your shoulders dropped when you entered the region, but our signature hospitality will have you questioning your own zip code. With all your needs attended to, you can get focused on where you want to thrive today and beyond.

If you like to thrive in the great outdoors, you won't want to miss hiking Mt. Monadnock, our namesake and most treasured landmark, especially in autumn when the trails are ablaze in shades of crimson and gold. When you reach the top, take a look around and you will find it easy to plot your next adventure, no matter the season. From gliding down snowy trails to swimming, boating or fishing in our lovely ponds, lakes, and rivers, or discovering your new favorite hike, the opportunities are only limited by your sense of imagination and adventure.

For those more interested in staying on a well paved path, you will find that our less traveled roads truly do make all the difference. Without the crowds and congestion, you will find the room and time to explore with ease. Go the extra mile and you will be rewarded with not only stunning beauty but charming and authentic downtowns, unique businesses, welcoming folk, and interesting discoveries waiting right around the next bend.

Being in the true heart of New England, there is an abundance of antique and curiosity shops that house our history in the form of one-of-a-kind treasures, from the Co-op in Milford to Seaver & McLellan in Jaffrey, there is something for every interest and budget. You won't be elbow to elbow with professional treasure hunters here, so relax and take your time as you savor the story of each unique find.

# Brand Narrative (continued)

While we love our history, we're not just polishing the woodwork, we've got new businesses popping up and thriving across our towns. You will find opportunities to eat and drink local at well-loved favorites across the region. Try a local brew at Post & Beam, take a culinary trip to the Mediterranean at Luca's or treat yourself to some handmade chocolates at Burdick's in Walpole. For a Monadnock sized treat, step into Ava Marie Handmade Chocolates in Peterborough and enjoy the aptly named Mt. Monadnock Sundae, the perfect prelude to winding down with a communal chat around the fireplace of your inn.

In our clear mountain air, is it any wonder Mark Twain, Thornton Wilder, Willa Cather, and so many other writers find inspiration in our neck of the woods? The nation's first artist residency, MacDowell, was founded in Peterborough, circa 1907. That artistic spirit is still thriving today. The Peterborough Players, a nationally recognized performing arts theater, makes its home here. The Monadnock Arts Alive program nurtures creative businesses, artists, and cultural institutions, and there is an abundance of world-class quality art and performance venues that deliver an intimate experience that you can't get anywhere else - like the beautifully restored Colonial Theatre in Keene. With a year-round lineup of concerts, festivals and events the arts are always in season.

Four colleges and universities lead research and development, nurture career opportunities, promote diversity and inclusivity and infuse the region with a youthful energy that helps fresh ideas grow.

Be prepared, it isn't unusual for vacations to become more like first dates with the region, leading to a thriving relationship that lasts a lifetime. Whether you are looking for a better place to set up your home office, develop your art, expand your knowledge, or start something new, finding your passion is easy here. We're happy to see you forge your own path if you want to but we are always here to support your journey at a moment's notice.

If that journey includes an interest in local business, high-tech manufacturing, sustainable agriculture and green initiatives, academia, or philanthropic endeavors, you've found the right place. The Greater Keene & Peterborough Chamber of Commerce serves the entire region with resources focusing on community needs and improvements. Keene's Hannah Grimes Center for Entrepreneurship and the Small Business Development Center offer hands-on programs for regional start-ups. Our community of established entrepreneurs are more than happy to connect with you. Motivated workers who will see your vision and believe in it, too, are here and eager to be a part of your team.

So, go ahead, step off the beaten path and bring your personal and professional dreams with you. In the Monadnock Region you are welcome to create your own path. We will be here to support you and connect with you when you are ready. Here, everyone's paths have the opportunity to intersect, and that's the way we like it. **Always within thriving distance.**