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[DOWNLOAD LOGO](#)

## LOGO GUIDELINES

NEW JERSEY  
**BUSINESS**  
MAGAZINE

# NEW JERSEY BUSINESS MAGAZINE

The *New Jersey Business Magazine (NJBM)* logo should be reproduced in color whenever possible. White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color and elements. If color reproduction is not available, or is not a viable option, the logo should be reproduced in 100% black or 100% white. See page 3.

When the *NJBM* logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

## BASICS

The *NJBM* logo has been specifically set. The logo should never be typeset, recreated or altered, which could cause inconsistency that dilutes the impact of the brand. All fonts are created to outlines.

The full color logo is our most universally recognized asset, and to aid comprehension, we use that version wherever possible. Only use solid black or solid white / knockout versions when color is not an option.

To ensure you are using the correct *NJBM* logo, please always use the approved electronic art files available at [njbmagazine.com/logo](http://njbmagazine.com/logo).

## COLOR PALETTE

**"New Jersey / Magazine" BLACK**  
CMYK: 0-0-0-70

**"BUSINESS" RED**  
CMYK: 0-90-75-0

## FONT

**"New Jersey"**  
Utopia Std Regular

**"BUSINESS MAGAZINE"**  
Nobel Bold - Adobe Font



## COLOR

The *NJBM* logo should not be altered. Below are examples of logo misuse. They are not comprehensive. They are only a small sample of possible misuses of the *NJBM* logo. To ensure accurate, consistent reproduction of the *NJBM* logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork available from [njbmagazine.com/logo](http://njbmagazine.com/logo). These logo standards apply for all content including co-branding and partnerships. Incorrect use of the *NJBM* logo compromises its integrity and effectiveness.



Do not reverse the order of the black and red.



Do not put a glow or filter behind the logo.



Do not skew, stretch or squeeze.



Do not have anything touch the logo.



Do not use a stroke or outline around the logo.



Do not alter the colors.



## BLACK

Standard use on print pages that are black & white or color pages that conflict with the *NJBM* full color logo. To be used where the background is a light solid color or image, or where there are color restrictions.



Do not use any combination of grayscale other than a solid 100% black for the entire logo.



Do not use any combination of black and grays.



## WHITE / KNOCKOUT

Standard use on print pages that are black & white or color pages that conflict with the *NJBM* full color logo. To be used where the background is a dark solid color or image, or where there are color restrictions.

Do not use any combination for knockout other than a solid 100% white for the entire logo.



## SPACING

To preserve the integrity of the *NJBM* logo, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the *NJBM* logo is defined as the width of the letter “B” in the logo. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.



## SIZE – Print

The *NJBM* logo retains its visual strength in a wide range of sizes. However, when the logo is printed too small, the word “Magazine” is no longer legible. The minimum size of the preferred logo for print should not be reproduced in a size smaller than 1.25” inches in width so as not to make the font appear smaller than 4.5 pt.



Minimum Size: 1.25 inches wide

## Opposite NJBIA logo



## **FONTS**

To help provide a consistent, unified look in *NJBM*'s brand use of typography, the following 3 typefaces should be used on all marketing materials for *NJBM* products and services:

- Geller Headline Family (20 fonts on Adobe Font)
- Yorkten Slab Family (54 fonts Adobe Font)
- Helvetica Neue LT Std (51 fonts licensed)

Variations of the fonts can be used within the font family. However, avoid mixing in other font families. In the case of Word documents, PowerPoint presentations, or email marketing, the Arial font may be used.

### **Geller Headline Black - Headline**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

### **Yorkten Slab Norm Regular - Headline/Subheads**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

### **Helvetica Neue LT Std 55 Roman – Body Copy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!

## STYLE

In order to continue to create more consistency with how *NJBM* is referred to, here are some common examples on what are the correct and incorrect ways to use and write out the magazine's title.

### ***New Jersey Business Magazine***

**CORRECT:** *New Jersey Business Magazine* has been published since 1954.

**CORRECT:** NEW JERSEY BUSINESS MAGAZINE has been published since 1954.

**INCORRECT:** *New Jersey Business* magazine has been published since 1954.

**INCORRECT:** NJ Business magazine has been published since 1954.

**INCORRECT:** NJ Business magazine has been published since 1954.

### ***NJBM***

You can use the “*NJBM*” abbreviation following these guidelines:

The first time the magazine name is mentioned, the full spelling is used followed by the acronym in parenthesis.

**CORRECT:** *New Jersey Business Magazine (NJBM)* interviewed the president...

**CORRECT:** There are skilled employees at *NJBM*.

**INCORRECT:** There are skilled employees at ~~the~~ *NJBM*.

## FILE FORMATS

**JPG (or JPEG):** Bitmap/raster image. Does NOT have transparent background and will always have a white solid box around the logo. Mainly used for images and websites. Small file size, high quality, but cannot be resized bigger.

**PNG:** Bitmap/raster image. Transparent background. Mainly used for images and websites. Small size, high quality, but cannot be resized bigger.

**PDF / Vector:** Illustrator vector graphic. For print. Can easily be resized larger or smaller and remain high quality. Can be opened in Acrobat or Illustrator.

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## QUESTIONS?

For more information about the logo or its usage, contact:

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## LOGO GUIDELINES

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Subscription Prices:  
USA, Territories & Possessions:  
\$24/year, \$39/two years, \$52/three years;  
Canada: \$30/year; Foreign: \$55/year



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NEW JERSEY BUSINESS MAGAZINE (ISSN 0028-5560) is published monthly by the New Jersey Business & Industry Association.

032723