

# EXPLORE NEW BEDFORD

## Brand-Toolkit



prepared by mediumstudio



STYLE GUIDELINES

LOGO

COLORS

FONTS

USEAGE

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MAIN LOGO



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Color Variations



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## SUB BRANDS



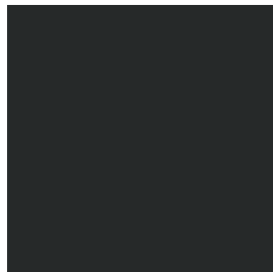
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## Color Variations



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## COLORS



PANTONE  
NEUTRAL BLACK  
U PANTONE 446C  
HEX #292929



PANTONE 7710U  
PANTONE 631C  
HEX #5CA5B5



PANTONE 021U  
PANTONE  
1655C HEX  
#FC521F



PANTONE  
7406U  
PANTONE  
7409C HEX  
#EFB93B



PANTONE  
3005U  
PANTONE  
7690C HEX  
#167CCA



PANTONE 7737U  
PANTONE 576C  
HEX #7DA158

Mom w/kids  
30-45 years old,  
daytripper  
History Buff  
50+, stays the weekend  
in NB, into antiques,  
historical landmarks,  
wine, waterfront dining

Foodie/Craft Beer or  
Cocktail Lover  
25-40 years old, loves  
trying new restaurants,  
craft beer, and craft  
cocktail bars, follows  
food blogs/ Instagram  
accounts, into socializing  
with friends and scenic  
views, interested in local  
events that involve food/  
beer

Vintage Hunter  
Gen Z, daytripper, into  
sustainable fashion,  
ecotourism, social  
media, social justice,  
art, diversity, shopping/  
eating local

Business Travel  
40-60 years old, visiting  
for work and staying  
at a hotel downtown,  
interested in places to  
work remotely, grabbing  
an evening drink, coffee,  
quick breakfast options,  
doesn't have time to pour  
over a list of restaurants/  
businesses wants  
recommendations/  
itineraries

Art & History Afficionado  
20-40 years old,  
daytripper or 2 to 3  
day stays, into art,  
museums, historical  
places, photography,  
reading, sightseeing, craft  
kitchens/local dining

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## FONTS

### Source Sans

Source Sans is to be used with all typography such as print materials, social media graphics, website content, etc. The family is comprised of weights from ExtraLight to Black.

Source Sans is a digital font that can be downloaded/activated via Google Fonts.

Body Copy is set in  
Source Sans Regular,  
*Regular Italic*

Headlines are set in  
Source Sans Bold  
*Bold Italic*

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## USEAGE

- Use of all logos and icons follows the same basic principles:
- Don't stretch or squish anything.
  - Be sure to leave some breathing room around the graphic (in most uses - any questions please consult a designer).



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## USEAGE

### Photo placement & Contrast

Choice of logo can depend on contrast or subject.

When in question choose the 'boxed' logo.

This will ensure contrast/readability.







Ceramic vase by UMass Dartmouth CVPA Graduate Student, Fallon Navarro  
Photograph by Maggie Howland

# Contact

Explore New Bedford is the City of New Bedford's Office of Tourism and Marketing. Our mission is to promote New Bedford as a leisure travel destination and market the city's history, arts, and culture through sharing and celebrating the stories of our community. The department serves as a resource for local businesses, organizations, residents, the film industry, and visitors.



[www.ExploreNewBedford.org](http://www.ExploreNewBedford.org)



Explore New Bedford



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