

# Logo Guide

New Orleans Recreation Development Commission

5420 Franklin Ave  
New Orleans, LA 70122  
[www.nordc.org](http://www.nordc.org)



# Use of NORDC Logos and Stationary

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## **LOGO**

The NORDC logo is a primary identified of the organization. As such, the use of the logo or any printed or electronic communication requires advanced approval from the Communications & Marketing Division.

## **LETTERHEAD**

The NORDC letterhead is used to conduct official NORDC business. Only the NORDC CEO and designated employees may use the NORDC letterhead. Use of the letterhead for non-organizational purposes or business of a personal nature is not permitted. It is also not permitted to use the letterhead to issue position statements or statements that could be construed as institutional policy, or for political or commercial endorsement.

NORDC employees or divisions may not design/create their own letterhead.

All use of the NORDC letterhead must be approved by a member of the Executive Team.

The above also applies to the NORDC Interdepartmental Memorandum and Fax Cover Page Templates.






## **OTHER STATIONARY**

All official NORDC stationery, including but not limited to envelopes, business cards, and email signatures may only be used to conduct official business authorized by NORDC.



**Black Logo Font: Segoe UI Bold**

\*Pantone values are the closest available color. Process colors are more accurate.

	CMYK	RGB	Pantone*
	C: 95 M: 25 Y: 00 K: 00	R: 145 G: 213 B: 00	PMS 639
	C: 04 M: 00 Y: 95 K: 00	R: 252 G: 238 B: 35	PMS 394
	C: 00 M: 97 Y: 99 K: 00	R: 236 G: 34 B: 39	PMS 185
	C: 80 M: 00 Y: 100 K: 00	R: 18 G: 178 B: 75	PMS 354
	C: 00 M: 00 Y: 00 K: 100	R: 35 G: 31 B: 32	PMS Neutral Black



## PRIMARY USAGE

The primary color option for our logo is full color. It is intended to be used on white to lighter backgrounds that do not contain primary and secondary colors *except purple* and images in order to maintain legibility.



## PRIMARY USAGE

It is acceptable to use the reverse-out logo on white or darker backgrounds and images.



## LIMITED-USE LOGO

The primary usage option is preferred. In more casual use or if the background compromises the logo's integrity, the logo can appear in Black only for black-and-white and grayscale scenarios.

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## SIZE

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To maintain full legibility, never reproduce the logo at widths smaller than 1.0 inch (for print) or 180 pixels (for screen). There is no maximum size limit, but it should never be the most dominant element on the creative material.

### IDEAL SIZE:

1.5" x 0.494

270 x 89 px

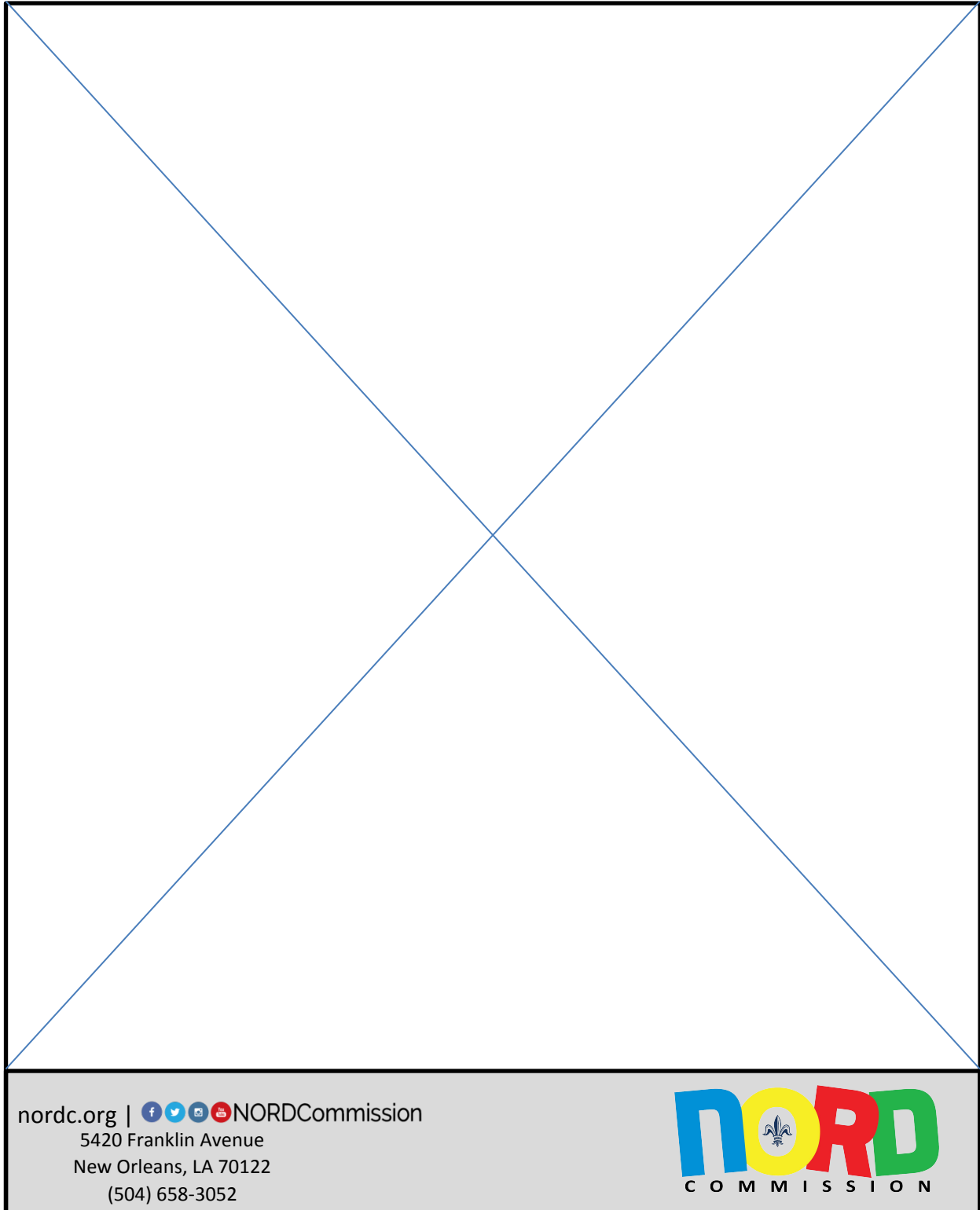
Resolution: 180 pixels/inch

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## PLACEMENT

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The preferred placement for the logo is in center of the bottom of a page for **marketing communications**. This location will provide the grounding element that will provide consistency in all of our marketing communications.



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## IMPROPER USAGE

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These are examples of how NOT to use the logo.



Do **NOT** condense the logo



Do **NOT** stretch the logo



Do **NOT** crop the logo



Do **NOT** use colors other than what is specified in this document



Do **NOT** rotate the logo



Do **NOT** alter the appearance or skew the logo



Do **NOT** delete elements of the logo



Do **NOT** rearrange the placement of type