2017

Style Guide

New Orleans Recreation Development Commission

www.nordc.org

New Orleans Recreation Development Commission

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: 55 Y: 70 K: 00	R: 246 G: 140 B: 89	PMS 164
	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.

SIZE

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"x0.494
270 x 89 px
Resolution: 180 pixels/inch

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

TYPOGRAPHY

The official font for NORDC is **Calibri** and **Calibri Light**. It is a humanist sans-serif typeface that features rounded stems and corners that are visible at larger sizes.

Aa Regular	*Aa* Italics	**Aa** Bold
Aa Bold Italics		

Aa Light	*Aa* Light Italics	**Aa** Bold
Aa Bold Italics		

Calibri Regular- Font 20 pt.

ABCDEFGHIJKLMNOPQRSTUVWXY
123456789&*@#$%

abcdefghijklmnopqrstuvwxyz
123456789&*@#$%

Calibri Light – Font 20 pt.

ABCDEFGHIJKLMNOPQRSTUVWXY
123456789&*@#$%

abcdefghijklmnopqrstuvwxyz
123456789&*@#$%