



HOSPITALITY

NEWFOUNDLAND & LABRADOR

Brand Usage Guidelines



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The Hospitality Newfoundland and Labrador logo depicts the many facets of Newfoundland and Labrador's tourism industry through five waving panels attached to a clothesline. From Gros Morne in the west to the First Nations in Labrador, many symbols synonymous with this diverse province are pictured.

Hospitality Newfoundland and Labrador (HNL), the provincial Tourism Industry Association, is focused on advocacy, education, the adaptation of innovative technology and the promotion of a strong member network. Through forward thinking and the fostering of the growth of its members, HNL continues to be the leader of the tourism industry in the province.







Branding for Hospitality Newfoundland and Labrador was created by John Atkins & Co. (JAC).

JAC
John Atkins & Co.

Colour

The colours are important to the brand and should be reproduced accurately. Colours are indicated in RGB for online applications, CMYK and Pantone.

Colour breakdowns are as follows:

	Forest Green	CMYK Pantone RGB	C: 60 M: 0 Y: 100 K: 40 364 R: 70 G: 129 B: 43
	Deep Red	CMYK Pantone RGB	C: 0 M: 100 Y: 61 K: 43 202 R: 152 G: 0 B: 46
	Bright Orange	CMYK Pantone RGB	C: 0 M: 70 Y: 100 K: 0 152 R: 243 G: 112 B: 33
	Teal Blue	CMYK Pantone RGB	C: 100 M: 0 Y: 20 K: 20 314 R: 0 G: 145 B: 172
	Indigo Blue	CMYK Pantone RGB	C: 100 M: 70 Y: 0 K: 0 280 R: 0 G: 91 B: 171
	Type and clothesline are 100% black		

Colour palettes which can be imported into professional graphics programs are provided on the Disc:

HNL-5colours.ai (adobe Illustrator)

HNL-5colours.ase (InDesign, Photoshop)



Transparency

The Hospitality Newfoundland and Labrador brand should always appear with white inside the five coloured panels. Full transparency is incorrect.

CORRECT



INCORRECT



Reverse

When reproducing the Hospitality Newfoundland and Labrador brand on a black or very dark background use one of the reverse options:

A) HNLlogo-rev_colour

Type and clothesline are in white, panels remain in colour.



B) HNLlogo-rev_black

All elements are in white, a white release is added to the 5 panels.



Reproduction Size

The Hospitality Newfoundland and Labrador brand was created to be legible at small sizes however a minimum reproduction size of 1.5" in full colour is recommended.



Because of the detail, a minimum size of 2" is suggested for embroidery.



Black and white

A black only version is also provided for monochromatic applications such as etching and faxing.



Font

The Hospitality Newfoundland and Labrador brand uses Helvetica Neue condensed and black condensed.

Helvetica Neue Black Condensed

HOSPITALITY

Helvetica Neue Condensed

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When combining the brand with typography, using any weight of Helvetica Neue is suggested.

TOURISM

Contributing Millions to our Economy

Tourism operators are making significant contributions to the province every day and providing a wealth of cultural experiences, learning opportunities and recreational activities that allow visitors and residents to explore this beautiful province.

Hospitality Newfoundland and Labrador continues to work with the tourism industry to develop high-quality, competitive products and a professional tourism industry.



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Positioning

A comfortable area of white space should be allowed on all sides.



Do NOT skew the logo in any way.



The Five Panels

The five panels that make up the clothesline portion of the brand can be used individually as design elements.

The 5 panels are supplied on the CD in 4 formats.