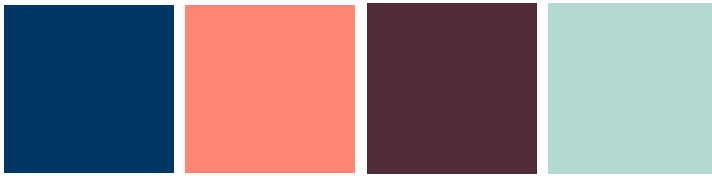


ROAM THE EMPIRE STYLE GUIDE

Please adhere to these guidelines when creating Roam the Empire campaign assets.

COLOR PALETTE



PMS 2955 CMYK: 100/78/36/29 RGB: 0/55/100 Hex: #003764	PMS 170 CMYK: 0/60/49/0 RGB: 255/134/114 Hex: #ff8672	PMS 7645 CMYK: 53/80/54/50 RGB: 82/43/57 Hex: #522b39	PMS 566 CMYK: 28/2/18/0 RGB: 181/219/210 Hex: #b5dbd2
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TYPOGRAPHY

HEADLINES

Brandon Grotesk Black, Uppercase
Tracking: 185

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SUBHEADS

Brandon Grotesk Black, Uppercase
Tracking: 0

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

BODY COPY

Brandon Grotesk Regular, Sentence case
Tracking: 0

abcdefghijklm
nopqrstuvwxyz

NOTE: This typeface is included in Adobe Fonts.

LOGO LOCKUPS

When creating a lockup with the Roam the Empire logo and your own logo, be sure the logos have balanced visual weight. The line weight between the logos should be the same width as the leg of the “H” in “THE.”

For horizontal logo lockups, the space between the logos should equal the height of the last “E” in “EMPIRE.”



For vertical logo lockups, the space between the logos should equal the width of the last “E” in “EMPIRE.”



LOGO LOCKUP EXAMPLES

✓			✓			X	Logos should have equal visual weight.
X			X				

Logos should have equal visual weight.

LOGOS



Primary logo Reverse logo Grayscale logo

REGIONAL LOCKUPS

You can include the name of the region your destination is located in, below the Roam the Empire logo. Refer to the list below to be consistent with NYSTIA region naming.

REGIONS

- | | | |
|---------------------|----------------------|---------------|
| 1000 Islands-Seaway | Central New York | Hudson Valley |
| Adirondacks | Chautauqua-Allegheny | Long Island |
| Capital-Saratoga | Finger Lakes | New York City |
| Catskills | Greater Niagara | |



Brandon Grotesk Black
Tracking: 185
Uppercase
Centered

The font size should match the font size of “THE” in the wordmark. The region should be located below “EMPIRE” at the distance equivalent to the space between the cap height of the “R” in “EMPIRE” and the baseline of the “M” in “ROAM.”