Purpose

Visual identity plays a big role in building awareness for any brand. The minute you see a "swoosh" logo, you know it means "Nike." Because you've seen it in all of their communications, you've come to understand what Nike is and what they stand for. In our case, the brand we're selling is the Northeastern Region (NER).   So all of our graphics -- logos, typography, photos and all other visual elements -- need to be consistent to help build <u>our</u> brand awareness. That includes everything from documents to web pages to shirts. Brand consistency helps build awareness, so that the moment a person sees our brand graphics, they'll instantly remember who we are and what we're about.

Developing brand awareness begins with a style guide. A style guide provides editors, web developers, printers, graphic designers and others a unified approach to how the brand is presented to the consumer. This style guide defines the region's name, colors, font, and usage for the NER. Consistent usage of this style guide will lead to brand awareness by the consumer.

Northeastern Region

1. The name of the region is "Northeastern", not "Northeast".
2. Northeastern is one word. It should **never** be broken into two words, "North" and "Eastern".
3. If Northeastern appears in mixed case, the only letter that should be in upper case is the first "N".
4. The "E" should **only** be in upper case when the rest of the letters in "NORTHEASTERN" are in upper case.
5. When "Northeastern" is used, it must always be succeeded with "Region", as in "Northeastern Region".
6. To establish the Northeastern Region's connection to the NMRA, the first usage of Northeastern Region should be preceded with "National Model Railroad Association." Afterwards, it is optional to precede "Northeastern Region" with "National Model Railroad Association" or "NMRA", as in "NMRA Northeastern Region". The exception is with graphics, such as mastheads for brochures, banners, and web pages. In these cases, use "NMRA Northeastern Region".
7. The acronym for the Northeastern Region is "NER", in uppercase only. The acronym should not be used in combination with "Northeastern Region".

Logo

The logo uses the rail and the outer edge of the wheel and flange from the NMRA National's logo. However, these components were flipped from left to right for use in the new NER logo. The font used is City, in bold and italics. With the wheel components in this position and the font in italics, it projects the image of the NER as forward moving. The axle and hub from NMRA National's logo were not used. Instead, all that is needed is the rail to reinforce that it is a railroad wheel.

There are conditions on how the logo can be used:

- No other graphic element should touch the logo.
- No graphic element or other logo can over-print the logo.
- The logo can overlay a photo, provided the logo can be seen clearly.

There are two versions of the logo, one with text and one without. Either logo can be used. However, keep in mind that the text version may be preferable to identify the organization by name to viewers not familiar with the NER.

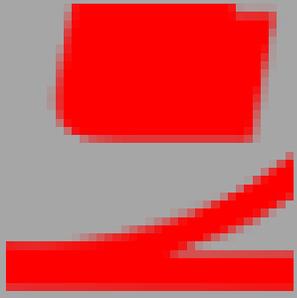| Logo Image	Description
	The NER Logo-Red files are the **primary** versions of the logo. Use when: • the end product is in color and • the surrounding background color **can** be easily distinguished from the red color used in the logo.
	The NER Logo-White files should **only** be used when • the end product is in color and • the surrounding background color **cannot** be easily distinguished from the red color used in the primary logo.
	The NER Logo-Black files should **only** be used when • the end product is in black and white or • the end product is in grayscale

File Formats

Image	Image type description
	Raster files are familiar to most users of this style guide. A raster file consists of pixels, which are single points in the image file that appear as tiny squares of color when zoomed in. If the image is enlarged, the image will lose its sharpness. The types of raster files created for the NER logo are PNG and TIF files. PNG and TIF files enable "transparency", allowing the background to show through.

Image	Image type description
	Vector files are most likely not familiar to users of this style guide. Vector files use mathematical algorithms to form the lines, shapes, and colors in a graphic. These mathematical algorithms allow the image to be scaled without any loss of image quality or resolution. The type of vector files created for the NER logo are EMF and EPS files.

Format Usage

File Extension	Raster/ Vector	Usage
EMF	Vector	Always use with Microsoft Office programs, such as Word, PowerPoint, and Publisher. The image can be resized to whatever is needed without sacrificing the quality. A second option with Microsoft Office programs is to install the NER.ttf font file that is included with the logo package. The font section in this document describes how to use this TrueType font.
EPS	Vector	If Microsoft Office programs are not being used to develop printed materials, try using an EPS file. Always use a vector file, where possible, for any printed materials. EPS files are also the first choice of file format for professionally printed pieces where a vector file **can** be used, such as shirts, banners, canvas bags, and plaques.
PNG	Raster	If you cannot use either an EMF or EPS file to develop your NER printed materials, such as a newsletter or brochure, use the PNG files. PNG files should also be used for website development and social media.
TIF	Raster	If you cannot use an EPS file for professionally printed pieces such as shirts, banners, canvas bags, and plaques, use a TIF file.

Files Provided

The table below lists, by number, the size(s) of raster files that are provided. Vector files are scalable. Therefore, where indicated, only one version of vector files are provided.

Logo File	PNG	TIF/TIFF	EMF	EPS
NER Logo-Red	1,2,3,4	4	●	●
NER Logo-White	1,2,3,4	4	●	●
NER Logo-Black	1,2,3,4	4	●	●

Sizes:

1. 1.5" h 72 dpi
2. 1.5" h 150 dpi
3. 3" h 150 dpi
4. 3" h 300 dpi

Usage Examples

Use	Logo
Color documents, banners, and web pages	NER Logo-Red or NER Logo-White
Grayscale documents	NER Logo-Black
White shirt or canvas bag	NER Logo-Red
Red shirt or canvas bag	NER Logo-White
Other color shirt or canvas bag	NER Logo-Red or NER Logo-White
Plaques	NER Logo-Black

Color Values

Colors	RGB Values	CMYK Values	Hexadecimal
Red	R=255 G=0 B=0	C=0 M=100 Y=100 K=0	#ff0000
White	R=255 G=255 B=255	C=0 M=0 Y=0 K=0	#ffffff
Black	R=0 G=0 B=0	C=0 M=0 Y=0 K=100	#000000

City Font

The font to be used in Northeastern Region materials is a TrueType font called City. Use this font when the text will not include the NER logo as a prefix, since it does not have any underscoring to match the NER logo. When it is used, all text should be in upper case, bold and italics, such as *NMRA NORTHEASTERN REGION*, *NORTHEASTERN REGION*, or *NER*. The City fonts will need to be installed on the computer being used. Double click on each file and install the font.

NER Font

The logo package also includes a font file called NER.ttf. This font contains both logo versions, with and without the stacked region's name. It also contains alphabetic, numeric, and characters, all underscored to match the rail in the NER logo. Some users may find it more convenient to use the NER font with Microsoft Office or other applications. The NER font will need to be installed on the computer being used. Double click on the file and install the font.

Use the left square bracket keyboard character "[" for the NER Logo by itself. Use the right square bracket keyboard character "]" for the logo with the NMRA Northeastern Region stacked text.

Use the NER font like any other font, changing the font size or color. Do not use bold, italics, or underlining with this font, however.

The NER font can be used to prefix other text, when branding. Use the left square bracket keyboard character for the NER logo followed by text, in upper case. The text will be underscored, automatically, matching the rail in the NER logo.

One additional special character was added to the NER font. Using the space bar will generate a blank space without the rail segment. This is needed because a blank space is generated when entering a carriage return. If the space bar character contained a continuation of the rail, the rail segment will appear with every carriage return when the NER font is used. Therefore, the space bar will not generate a section of rail. In the instances where a space is needed between two words and the space needs to continue the rail, use the tilde "~" character instead of using the space bar. The tilde character will generate a space with an underscore.

Examples of using the left square bracket, right square bracket, the left square bracket as a prefix for text, and tilde are shown in the table below. The table also includes two examples of how text will appear if using the space bar or tilde in between words.

Caution: Remember that if this font is used in a document and is distributed to other people, the document will not appear correct unless the recipients install the NER.ttf font file. If the document is to be distributed to others, it is better to use the logo files described elsewhere in this document. If the document is to be printed from the computer where the font is installed or saved as a PDF file prior to distribution, then using this font is acceptable.

NER.ttf Keyboard Character(s)	Result
[	**NER**
]	**NER** NMRA NORTHEASTERN REGION
[COUPLER	**NER COUPLER**
~	_
[WITH SPACE	**NER WITH SPACE**

NER.ttf Keyboard Character(s)	Result
[WITH~TILDE	**NER WITH_TILDE**

Branding

The benefit of the NER logo is its ability to be used to identify the organization's communications, products and services. Every time the logo is used, it helps grow brand recognition for the NER.

NER
NER NMRA NORTHEASTERN REGION
NER COUPLER
NER CONVENTION
NER NEWS

Branding Examples

Below are some examples of potential NER branding. They are only shown here as examples and may not actually be used.

Example	Description
	Shown here is a possible rendition of the new masthead of the NER Coupler.
	The NER banner, used at model train shows and conventions to promote the NMRA and NER. In this example, the logo is shown in white so it can be to clearly seen. The example also shows the logo overlaying a photo.
	A possible rendition of the masthead for Constant Contact emails from the NER.

Example	Description
	The convention banner. Note that in this example, the NER Convention text is shown in one of the primary colors of the convention instead of the NER's red, white, or black. The logo at the bottom of the banner is in red, the primary color for the NER logo.
	A possible rendition of the masthead for Constant Contact emails promoting the convention. Like the banner, the brand is in one of the primary colors of the convention.

Questions

Any questions and requests for other logo sizes, formats, and branding can be directed to the Northeastern Region Marketing Director.