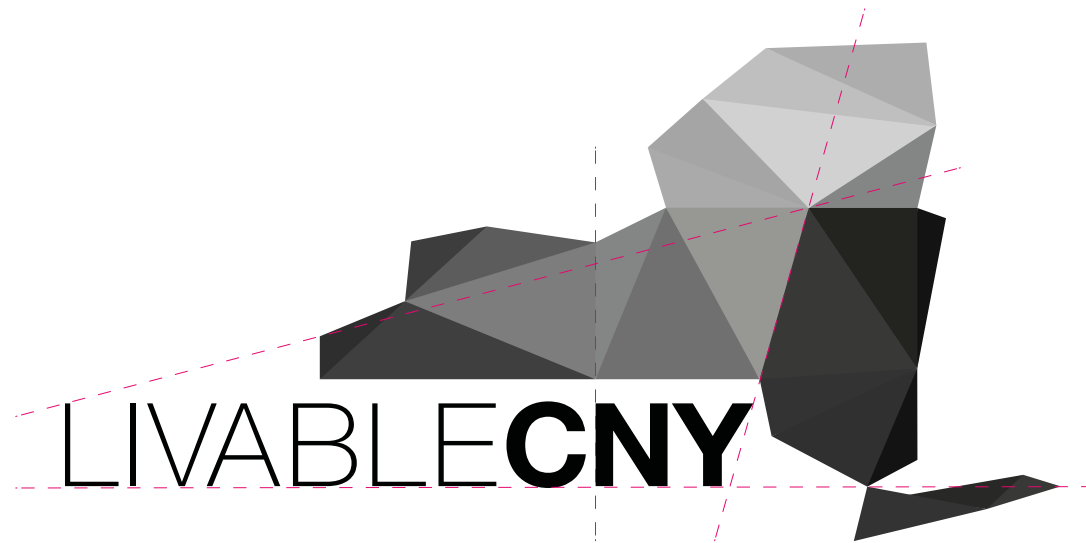




LIVABLE**CNY**

Brand Identity Guideline

LOGO & TYPE



Helvetica Neue Thin

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YZabcdefghijklmnopqrstuvwxyz

1234567890 .,+_^#/?&%@!\$';()[]/-

Helvetica Neue Bold






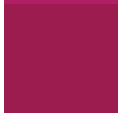

















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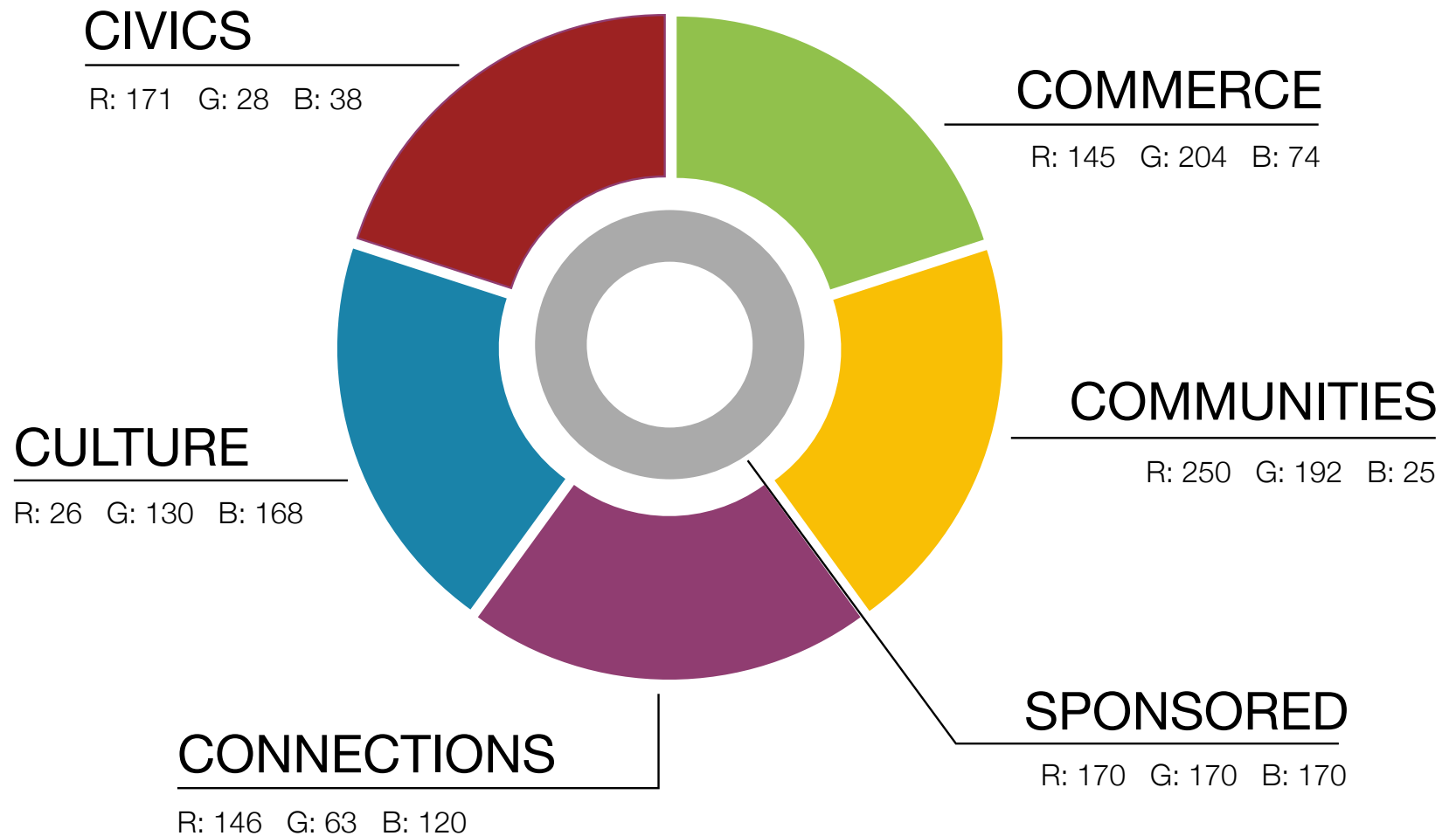
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COLOR SCHEME

	R: 23 G: 112 B: 163		R: 145 G: 204 B: 74		R: 176 G: 31 B: 100
	R: 26 G: 130 B: 168		R: 181 G: 215 B: 73		R: 156 G: 28 B: 79
	R: 28 G: 135 B: 171		R: 204 G: 202 B: 40		R: 221 G: 28 B: 143
	R: 36 G: 161 B: 186		R: 245 G: 237 B: 43		R: 235 G: 18 B: 123
	R: 89 G: 173 B: 227		R: 250 G: 222 B: 6		R: 212 G: 33 B: 84
	R: 54 G: 196 B: 240		R: 250 G: 192 B: 25		R: 171 G: 28 B: 38
	R: 43 G: 186 B: 189		R: 245 G: 140 B: 41		R: 227 G: 30 B: 96
					R: 204 G: 33 B: 48
					R: 237 G: 33 B: 69

COLOR BY CONTENT CATEGORY



LOGOS FOR CONTENT CATEGORIES

















THE MISSION

LivableCNY's mission is to develop a content platform for digital communications that accrues prestige to linking sites and branded content partners.



THE GOAL

Create a comprehensive and engaging set of content that provides quality wordspaces and links, and systematically grows a high value online audience.



THE AUDIENCE

LivableCNY is targeting readers in three categories:

Civic and Business Leaders, Aspirants.

The following personas help to better understand the audience's interests and needs:

1

POWER PLAYER

A successful individual who is highly connected across industries, the Power Player understands the importance of economic and business renewal, and takes pride in working to improve life and society around him/her.

2

CULTURAL ENTHUSIAST

Erudite with an abiding interest in culture and education, the Cultural Enthusiast is highly educated and holds independent, nuanced opinions, based on wide-ranging information sources tested in conversation with friends.

3

UPSTATE ORIGINALS

The Upstate Original has lived most of his or her life in the region, and is closely tied to the area; Central New York is home.

A strong family connection motivates him/her, and while they are interested in the new, they want to preserve the original character of the area.

4

YOUNG CAREER SEEKERS

Younger to middle age people who want to establish a career and live in Central NY. The Young Seeker focuses on family and the long term quality of life. He/She cares about community, because it is the center of every day life.



THE LIVABLE**CNY** BRAND PERSONA



If there would be a single person to describe the brand persona of Livable**CNY**, it would be Rusty Ryan from Ocean's Eleven.

- Smart and visionary.
- Not afraid to speak hard truth, but does it with humor and intelligence.
- Sees the bigger picture but appreciates important details.
- Well-dressed, but not flamboyant or vain.
- Original and entertaining.



THE CONTENT

LivableCNY delivers content in five categories:

| **Civics** | **Culture** | **Commerce** | **Communities** | **Connections**

Deliver high quality, inspiring and positive content written with a focus on algorithmically scored quality and searchability. Every article aims to be an authoritative source on the topic.

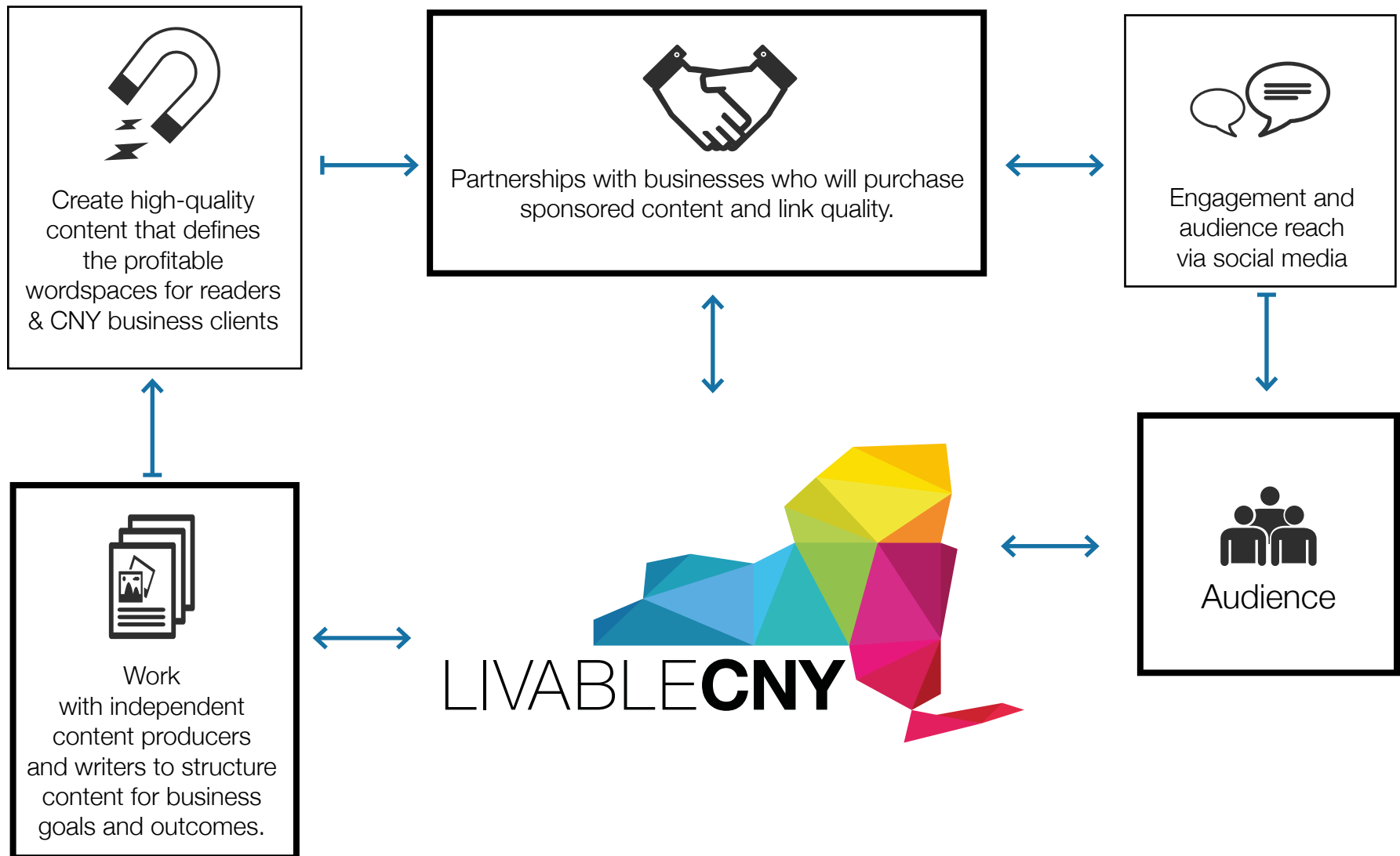


THE TONE

Positive, Smart, Fun, Socially valuable, Civic-minded.



THE STRATEGY



ABOUT

Livable**CNY**

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