OUR LOGO

NY NOW®
THE MARKET FOR HOME, LIFESTYLE + GIFT

Our logo is the most essential branding identifier at our disposal, therefore we must treat it with care, attention and respect.

Our logo may not be manipulated or altered in any way, shape or form.

LOGO APPLICATION

> Color

NY NOW®

> Black

NY NOW®

> Reverse

NY NOW®

TYPOGRAPHY

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Gotham is our font family for all printed materials.

When designing for web, Gotham is used for display headings and graphics and Arial is used for all HTML text.

When writing correspondence and creating spreadsheets the Arial font family is to be used.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

GOTHAM BLACK (used only in ALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

EXTENDED COLOR PALETTE

> **Neutral Gray**

Pantone:	CMYK:	RGB:	HEX#:
Warm Gray 9	48, 46, 51, 12	131, 120, 112	837870

> **Charcoal Gray**

Pantone:	CMYK:	RGB:	HEX#:
425	0, 0, 0, 77	85, 87, 89	555759

> **Burgundy**

Pantone:	CMYK:	RGB:	HEX#:
504	65, 100, 100, 35	88, 41, 49	582931

> **Home: Clear Blue**

Pantone:	CMYK:	RGB:	HEX#:
313	100, 19, 17, 0	0, 149, 195	0095c3

> **Lifestyle: Leaf Green**

Pantone:	CMYK:	RGB:	HEX#:
368	64, 0, 100, 0	102, 188, 41	66bc29

> **Handmade: Berry**

Pantone:	CMYK:	RGB:	HEX#:
214	15, 100, 42, 1	207, 3, 96	cf0360