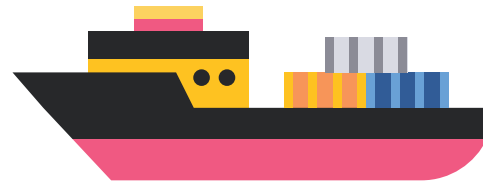


GatewayJFK

Off Airport. On the Move.



Brand Guide



GatewayJFK

Off Airport. On the Move.



Brand Guide



 **GatewayJFK**
Off Airport. On the Move.

Brand Guide



GatewayJFK
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Brand Guide

About Us

GatewayJFK is a public-private partnership providing neighborhood services, improvements and advocacy for the District's off-airport cargo community and all who live, work or visit the area. A vital link in the global supply chain, GatewayJFK is a distinct and unique NYC neighborhood of major economic significance to the region, the nation, and the world.



Key Facts

A key commerce gateway to the NY Metro region, the nation & the world

A quality of life provider for 20+ million people in the NY Metro region

A vital link in the global supply chain & logistics solutions provider

600+ businesses employing more than 8,000 workers

150+ residential homes and vibrant, diverse community

Off Airport. On the Move.



Purpose, Mission & Values

Our Purpose:

Build and grow a collaborative environment that's beneficial to all stakeholders and the NY metro region – where business and residents co-exist and thrive.

Our Mission:

To foster a unique, vibrant “off-airport” community with enhanced maintenance and public safety, effective advocacy and administration, technical and professional services for its members, and strategic capital improvements.

To recognize, educate and promote the economic significance represented by this distinct “off-airport” cargo community.

To advocate for and improve the quality of life for all who live, work or visit the District.

To encourage members of the District to be “good neighbors”, benefit from the inclusive representation inherent in the organization as neighborhood type issues require striking a reasonable balance between residential and commercial interests.

Our Values:

Respect / Integrity / Transparency / Balance / Teamwork



DNA

Rooted in diversity, we are born from a strong lineage of robust businesses and a vibrant community – unified and stronger together – nurtured by stakeholders and government.

Personality

We're active and upbeat, worldly and insightful, helpful and knowledgeable. We connect people, make friends easily, play well with others and collaborate to get things done.

Audiences:

Internal / Stakeholders: Business Owners, Tenants, Prospects, Residents, Government

External: Customers, Media, NY metro population, the world

Voice

We communicate with wit and style, and make an impression

Tone

We are friendly, articulate, knowledgeable and approachable



Brand Identity

Our brand identity is comprised of tools that quickly and consistently communicate who we are, and what we do:

Brand Name

Our name is clear, concise, recognizable and complete

Logo

Our symbol is the embodiment of all we do and stand for: diverse and connected, global in scope, progressive in feel and attitude

Logotype

Our logotype encompasses our symbol and name

Positioning / Tagline

Our position, aka tagline, enhances our name and clarifies where we are and what we do

Logotype + Tagline

This encompasses all that we are: symbol + name + tagline – the preferred brand identifier for all uses

Formats

Our Brand Assets are available in all formats: .ai / .eps. / .pdf / .png / .jpg

GatewayJFK Brand Assets

[Download](#)



GatewayJFK
Off Airport. On the Move.







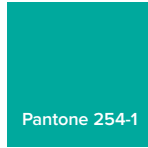
GatewayJFK
Off Airport. On the Move.

Color Palette

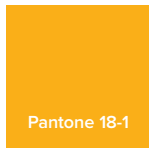
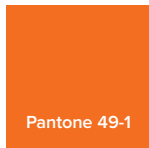
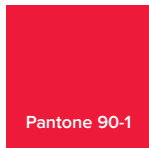


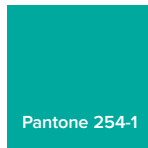
Our colors are vibrant, upbeat, clean and international in feel – reflective of the diversity and attitude of our brand.



Primary Pantone 4c Process

 Pantone 18-1	 Pantone 49-1	 Pantone 90-1	 Pantone 160-1	 Pantone 203-1	 Pantone 254-1
C 0 M 35 Y 100 K 0	C 0 M 70 Y 100 K 0	C 0 M 100 Y 80 K 0	C 40 M 100 Y 0 K 0	C 100 M 60 Y 0 K 0	C 100 M 0 Y 50 K 0


RGB / Hex

 Pantone 18-1	 Pantone 49-1	 Pantone 90-1	 Pantone 160-1	 Pantone 203-1	 Pantone 254-1
R 252 G 175 B 23 H# ff9900	R 243 G 111 B 33 H# f36f21	R 237 G 26 B 59 H# ed1a3b	R 163 G 35 B 142 H# a3238e	R 0 G 102 B 179 H# 0066b3	R 0 G 169 B 157 H# 00a99d

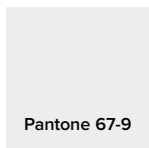
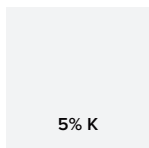
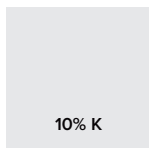
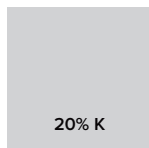
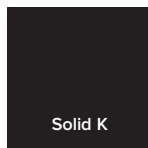
Pastel Pantone 4c Process

 Pantone 18-3	 Pantone 49-3	 Pantone 128-4	 Pantone 160-4	 Pantone 203-3	 Pantone 254-3
C 0 M 25 Y 95 K 0	C 0 M 50 Y 70 K 0	C 0 M 80 Y 25 K 0	C 25 M 60 Y 0 K 0	C 70 M 40 Y 0 K 0	C 70 M 0 Y 35 K 0

Pantone PMS Colors

 Pantone 1235 C	 Pantone 021 C	 Pantone 032 C	 Pantone 247 C	 Pantone 2728 C	 Pantone 326 C
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Grays / Black Pantone 4c Process

 Pantone 67-9	 5% K	 10% K	 20% K	 60% K	 Solid K
C 5 M 5 Y 5 K 0	C 0 M 0 Y 0 K 5	C 0 M 0 Y 0 K 10	C 0 M 0 Y 0 K 20	C 0 M 0 Y 0 K 60	C 0 M 0 Y 0 K 1000

Typography

Our typography is recognizable, modern and extremely legible at all sizes.

Off Airport key
commerce gateway
to the NY Metro region,
the nation & the world
On the Move

Example of Display Headline

Display / Headlines: Kelson Regular & Medium

**Off Airport. On the Move.
Off Airport. On the Move.**

Text / General Purpose: Proxima Nova Family

Sub-Headline: Proxima Nova Bold - 10/12

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*+?

Sub-Headline: Proxima Nova Bold - 12/14

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*+?

Text: Proxima Nova Regular - 10/12

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*+?

Text: Proxima Nova Regular - 12/14

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*+?

Text 2: Proxima Nova Semi Bold - 10/12

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*+?

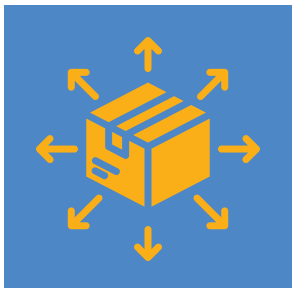
Text 2: Proxima Nova Semi Bold - 12/14

The quick brown fox jumps over the lazy dog.
1234567890!@#\$%^&*+?

Graphics & Illustration

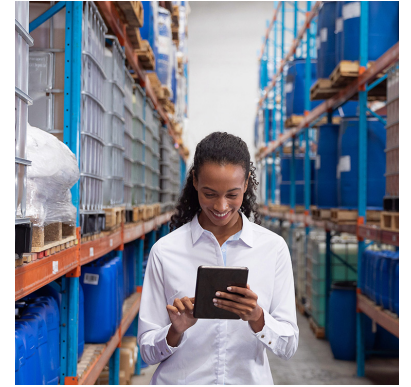
Should be simple, clean and enhance / clarify the message.

- Multi-stripe bar: used as an identifier to enhance the brand identity



Photography

Should be simple, clean, active in feel and enhance the message.



The Framework

Dynamic + Flexible + Consistent = Brand
Communications should be dynamic in feel, flexible in approach yet have consistent elements for brand recognition.

**Off Airport
Message/Profile/Story/
Program/Activity
On the Move**

Logo / Logotype



Key Message

**Off Airport
Message/Profile/Story/
Program/Activity
On the Move**

Activity / Emotion



Support Message / Copy

GatewayJFK.org



**Off Airport
Non-stop
vitalwly chain
and quality of life
provider to over
20 million people
in the New York
metro region
On the Move**



GatewayJFK.org

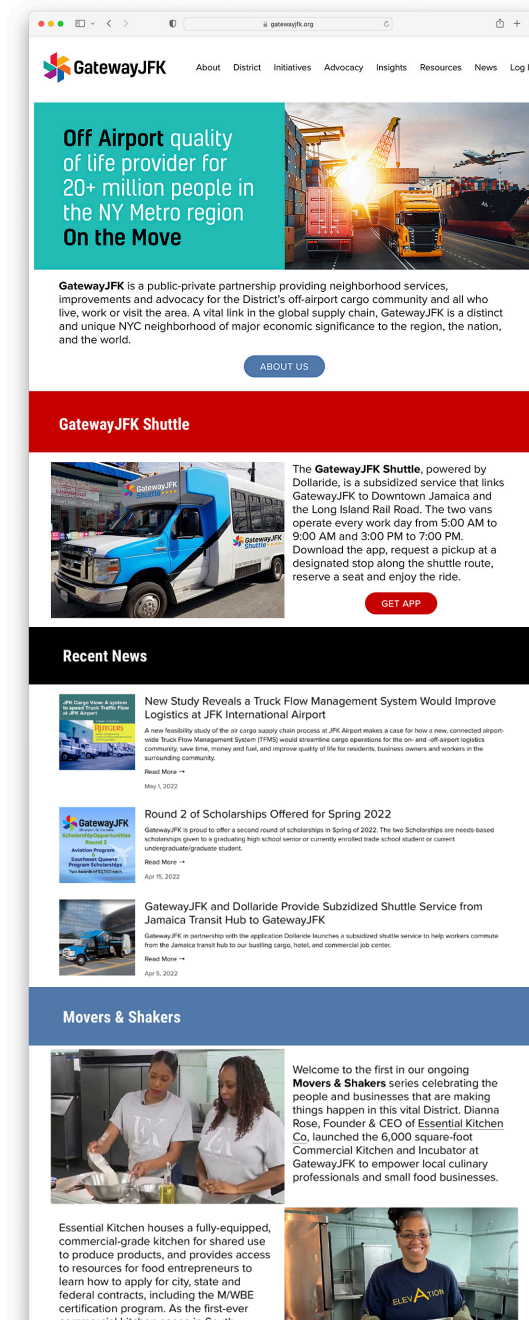
Examples

All GatewayJFK communications should be recognizable, consistent, legible, simple, clear and motivate action.

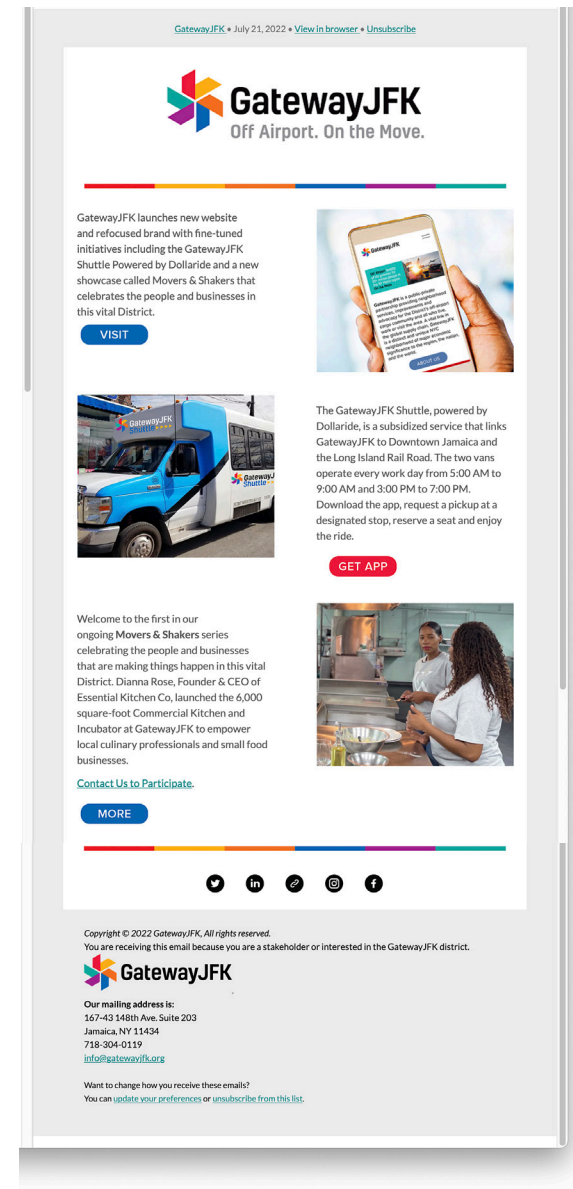
Collateral



Website



Newsletter



Do's & Dont's

Clarity + legibility are key to successful communications.

Do:

Ensure our brand identity (the logo) is readable over photography / illustrations – ideally used on a white or light neutral background



Don't:

Use our brand identity (the logo) over dark or busy backgrounds

Manipulate / stretch or modify the logo in any way



Contact Us

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