

70 Main St, New Hampton  
New Hampshire  
USA 03256

[belfry@newhampton.org](mailto:belfry@newhampton.org)

the Belfry June  
Est. 1924 2020

Official Identity of  
the Belfry  
Guidelines for  
Authorized Usage

2020

NEW HAMPTON SCHOOL

the Belfry

# the Belfry

Est. 1924



Bottom Right  
Enhanced Personalization

# OVERVIEW

The identity system behaves as a visual and communication lexicon that consists of a steady symbolic form in a dialogue between form, typography, strategic positioning, graphic expression and a color and visual system.

The Belfry is New Hampton School's official yearbook since 1924. When the Belfry Team is making marketing resources such as a web banner or badge, it's important to use those assets as directed and approved in these guidelines.

These guidelines are for use by the Belfry Team Designers, or companies that promote the Belfry and link directly from their website, posters, mobile site, or app.

To represent the Belfry correctly on websites, mobile channels, advertising, and other marketing communications, these guidelines should be followed wherever the Belfry banner, badge, or logo is used.

Reproduction Art: Logotype Proportional

Scaling



01

the Belfry  
Est. 1924

**01** The Belfry Original Logo. Revised in 2019 Fall. This is the Main Logo that should be used in posters, websites and all the other official marketing materials.

02

the Belfry

**02** The Belfry Simplified Logo. This can be used when the original logo cannot be used. Avoid using it on official marketing materials.

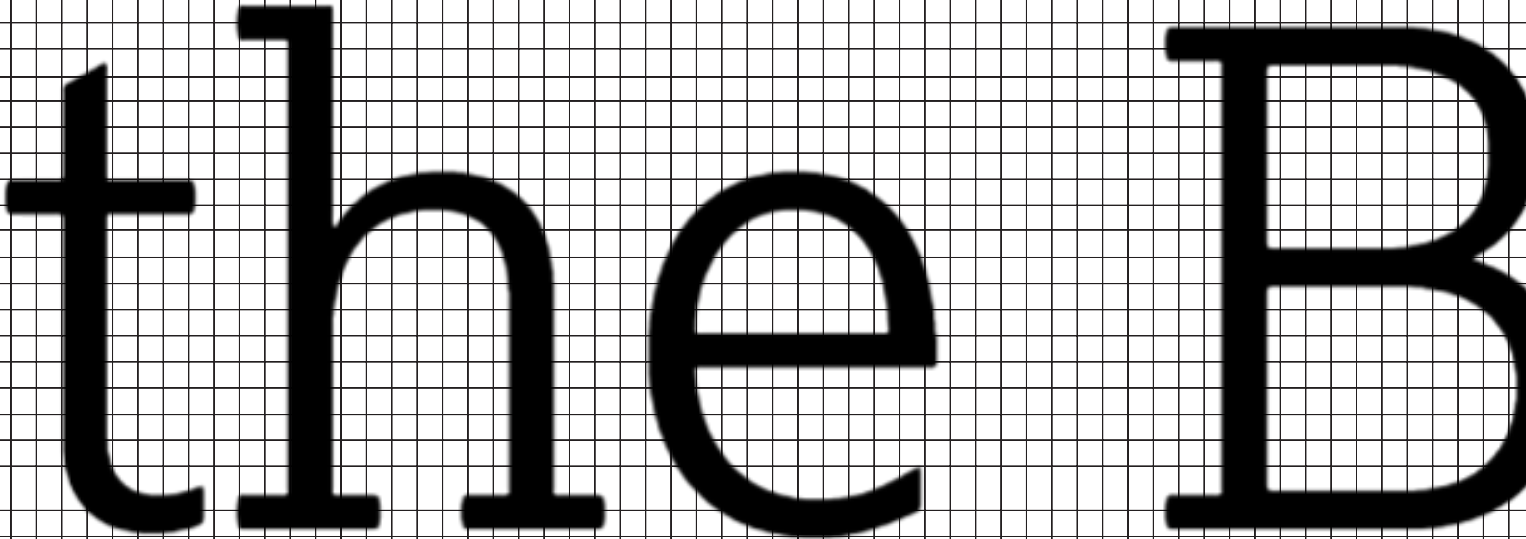
03



**03** Example of a collaboration logo. Always make sure to confirm the logo with the other organization before registering as an official logo.

# The Logotype: Grid Drawing for

## Larger Applications

A grid-based drawing of the text "the B" in a serif font. The letters are rendered in a thick, black, solid style. The text is centered horizontally on a grid that is approximately 1000 units wide and 1000 units high. The word "the" is followed by a space and then the letter "B". The grid lines are thin and light gray, providing a clear reference for the proportions and placement of the characters.

Selfry

Est. 1924

# Color Standards

The Belfry does not specifically have a color restriction. However, please avoid using neon- colors or colors that are very bright.

In order to maintain the classic and luxury branding image, black and white is highly recommended in branding materials, but it is not mandatory.

01



- 01 FAA936; RGB (250,169,54)
- 02 Pantone 19-4052 TCX; 0F4C81; RGB (15,76,129)
- 03 Paper
- 04 Process Black

04

02

03

# Branding Fonts

## Lexia

Lexia is a slab serif font with a wide range of styles, weights and uses. It was designed with traditional proportions to give it the best functionality possible and is easily readable at small sizes. At large sizes, its Advertising weight displays this font family's individuality to great effect and delivers punchy messages.

For designers working with tough composition issues, one of Lexia's great benefits is its extended range of weights and styles. The mid weights provide excellent legibility for text, whilst the extreme weights are expressive and perfect for display and titling. Lexia even includes an Advertising weight that can be used to make impact on billboards and other large scale applications. This font is perfect for conveying punchy messages on a massive scale or simply communicating clearly at text sizes. Lexia is a great all-rounder with superb functionality.

- the Belfry Logo can be written with Lexia Light.
- Use Lexia when there is no access to the Logo file.

# Proxima Nova

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance. I originally released it in 1994 as Proxima Sans (now discontinued). I expanded the original six fonts (three weights with italics) into a full-featured and versatile family of 48 fonts (eight weights in three widths with italics). In the last few years, Proxima Nova has become one of the most popular web fonts, in use on thousands of websites around the world.

- Proxima Nova can be used for body texts, when making marketing materials.

## Prohibited Activity

- The Belfry specifically prohibits any affiliates on the Belfry Affiliate Program to:
- Buy traffic from spyware vendors.
- Bid on Belfry's trademarks on search engines and networks.
- Use any type of "spyware" software, adware, browser hijackers, "malware" or SPAM.
- Promote Belfry on social networks without prior approval from the the Belfry Team Manager.

## More Information

If you need more information or have any questions using these guidelines, please

contact Jae Bin Lee at [jlee26@syr.edu](mailto:jlee26@syr.edu)