

BUFFALO NIAGARA ENTERPRISE



Where Life Works Brand Guidelines

Launched by Buffalo Niagara Enterprise, the **Where Life Works** brand has gained a strong and growing foothold in the Buffalo Niagara community, appearing in local ads, company websites, TV commercials and many other places. Buffalo Niagara is a unique area that offers not only a strategic location, but an unsurpassed quality of life. Our eight county region boasts an unparalleled balance that exemplifies our brand: **Buffalo Niagara :: Where Life Works.**

Become a Buffalo Niagara Ambassador!

To succeed, our efforts must go beyond incorporating the brand into BNE's marketing and communications. Our business growth, accessibility and quality of life must be reinforced with every impression and interaction we make as Buffalo Niagara residents. Please use the brand on your website, in your advertisements, add it to your email signature – simply tell folks that you come into contact with how your life works in Buffalo Niagara.

To ensure that the **Buffalo Niagara:: Where Life Works** brand is effectively implemented, it is important that it is used correctly. We ask that you do not modify the logo or deviate from the graphic standards. Consistency is key to its effectiveness. We appreciate every effort to incorporate **Where Life Works** into your marketing and communications. All of the **Where Life Works** logo variations can be found at www.buffaloniagara.org/wlwbrand. Please contact Jenna Kavanaugh at 842-1357 ext. 450, jkavanaugh@buffaloniagara.org, to discuss incorporating the branding into your marketing campaigns.

Color > Two-color reproduction is preferred whenever possible. The two main colors are Pantone 158 and Pantone process black at 80%. One may choose to replace Pantone 158 with either Pantone 2925 or 390. If spot colors are not being used, please use the proper CMYK values shown. If logo must be reproduced in one color, use 80% Pantone process black. Additionally, the logo may be reversed to white on a solid dark background.

Size > Logo should appear no smaller than one inch wide. Logo should maintain the proportions designed. Do not stretch, delete arch or separate text in any manner.

Font > "Buffalo Niagara" text is always shown in Helvetica Neue while "where life works" is always shown in Sanderson. Nimbus Sans may be used to compliment Helvetica Neue.

Variation > A simple horizontal version is available for use when the traditional logo does not compliment another logo/color scheme. The above color, size and font rules apply to the variations as well.

Buffalo Niagara
where life works.

PANTONE 158	PANTONE Process Black at 80%	CMYK 0/61/97/0	CMYK 0/0/0/80

Buffalo Niagara::Where Life Works.

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PANTONE 2925	PANTONE Process Black at 80%	CMYK 85/24/0/0	CMYK 0/0/0/80

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PANTONE 390	PANTONE Process Black at 80%	CMYK 22/0/100/8	CMYK 0/0/0/80

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Visit buffaloniagara.org/wlwbrand to download branding kit