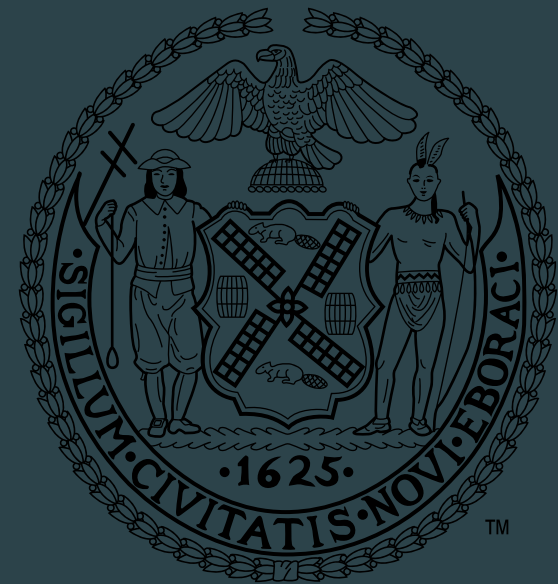


# CITY OF NEW YORK OFFICIAL LICENSING STYLE GUIDE

City of New York  
City of New York Parks & Recreation  
Fire Department City of New York  
Mayor's Office of Film, Theatre and Broadcasting  
New York City Department of Sanitation  
New York City Department of Transportation  
New York City Police Department  
New York City Taxi and Limousine Commission



# HOW TO USE THE LOGOS

## Disclaimer to Guide

All trademarked and copyrighted materials included in this book are the property of the City of New York and may be utilized only as approved by NYC & Company. Other than size and approved applications, these trademarks have no acceptable variations.

The elements of all logos must always appear as they are shown in this style guide. The images can be enlarged or reduced proportionately, but should never be reproduced smaller than .75 inches squared, unless approved otherwise in advance. The image must never be pulled apart, stretched or in any other manner disproportionately distorted.

An amount of open or protected area surrounding each image isolates it, focuses attention upon it and allows it to “float” in a substantial margin of free space. The minimum amount of protected area is determined by a unit based on proportions from the artwork. No other graphic element should appear within a distance defined as double this unit to the left, right, top or bottom of each image, unless approved otherwise in advance.

Tonal, one-color outline representations of the trademarks are generally acceptable.

Whenever a trademark is used on a background color so that the trademark’s border blends in with the background color, a thin white or black line (depending on usage) should be placed around the trademark to signify its border.

This artwork is not to be re-created or manipulated and may not be reproduced without prior written consent.

## Contact

**For questions regarding these NYC  
logo assets, please contact:**

**NYC & Company  
810 Seventh Ave, 3rd fl  
New York, NY 10019  
+1 212 484 1200  
Attn: Licensing Division**

## Quality Control

1. All Licensed Products and related materials associated with NYC & Company's licensing program, including but not limited to packaging, print ads, advertising initiatives, point-of-purchase displays, storyboards, scripts, molds, brochures, videos, DVDs, labels, hangtags, catalogs, sales sheets and all collateral materials, must be submitted to NYC & Company for approval prior to any production.
2. Each product submitted for approval must, at every stage, be accompanied by a completed approval form.
3. All prototypes of any items which utilize City of New York (City) trademarks must be submitted at each stage of production. Based on written approval, the Licensee may proceed to the next step.
4. Contracts will contain NYC & Company's entire sample submission and approval process. The following brief steps will be required for all product submissions:
  - Initial sketches and/or design concepts
  - Finished artwork of final proofs
  - Prototypes or preproduction samples
  - Production samples
5. Licensees are required to submit all Licensed Products in each style and variation.
6. Product submissions shall be reviewed and evaluated for:
  - Accuracy of logo representation
  - Proper use of Pantone colors
  - Proper use of trademark designations
  - General appearance and quality of product
  - Adherence to NYC & Company policies and standards

## Quality Control

7. All approvals granted are conditional upon FULL EXECUTION OF THE LICENSING AGREEMENT AND TIMELY PAYMENTS or the prior written permission of NYC & Company.
8. Each logo is distinctive and therefore must be used separately on Licensed Products and collateral materials. Logos may not be reversed and/or turned to appear in an opposite direction.
9. All hard goods must include a permanent copyright notice and trademark designation etched on the bottom or other approved location on the product.
10. Licensees must indicate the size of, and the amount of times they intend to utilize, City logo(s), third-party logo(s) or corporate identification(s) in relationship to the size of the City logo prior to the licensee's logo use on products.
11. All products are required to utilize holograms, hangtags and/or labels purchased from the City's licensed on-product authentication products supplier.
12. Licensee agrees to use the applicable trademark and/or copyright notices (®, ™ or ©) as instructed by the Licensor, in connection with the first most prominent usage of the Property on all Licensed Products, hangtags and packaging: "All New York City logos and marks depicted herein are the property of the City of New York and may not be reproduced without prior written consent. © 2012 [or other year of initial publication]. City of New York. All rights reserved." The Licensee agrees to use the following notice, ™, ® or © in connection with all displays, advertising, sales brochures, instruction manuals and other promotional materials for each Licensed Product (herein after the "Promotional Materials"): "All New York City logos and marks depicted herein are the property of the City of New York and may not be used or reproduced without prior written consent. © 2012 [or other initial year of publication]. City of New York. All rights reserved." If impracticable in a particular situation, a shortened version of such notices may be used with the Licensor's prior written approval.

## Mayor’s Office of Film, Theatre and Broadcasting – Made in NY



**FILE NAME**

MOFTB\_Made\_in\_NY.eps

**FILE TYPE**

Adobe Illustrator 9 (Encapsulated PostScript)

**COLORS**

|                    |                 |
|--------------------|-----------------|
|                    |                 |
| Pantone Pro. Black | White           |
| C-0 M-0 Y-0 K-100  | C-0 M-0 Y-0 K-0 |

**NOTES**

On a dark-colored background, elements of the logo should appear white with a black fill.  
 On a light-colored background, elements of the logo should appear black with a white fill.

When used in written text the name should read: “Mayor’s Office of Film, Theatre and Broadcasting (or MOFTB) – Made in NY.”

