LIVABLECNY
Brand Identity Guideline
LOGO & TYPE

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Helvetica Neue Bold

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WXYZabcdefghijklmnopqrstuvwxyz
1234567890 ,+_^#/?&%@!$';()[]/-
COLOR SCHEME

- Dark Blue: R: 23 G: 112 B: 163
- Dark Green: R: 145 G: 204 B: 74
- Dark Red: R: 176 G: 31 B: 100
- Medium Blue: R: 26 G: 130 B: 168
- Medium Green: R: 181 G: 215 B: 73
- Medium Red: R: 156 G: 28 B: 79
- Light Blue: R: 28 G: 135 B: 171
- Light Green: R: 204 G: 202 B: 40
- Light Red: R: 221 G: 28 B: 143
- Pastel Blue: R: 36 G: 161 B: 186
- Pastel Green: R: 245 G: 237 B: 43
- Pastel Red: R: 235 G: 18 B: 123
- Dark Cyan: R: 89 G: 173 B: 227
- Dark Yellow: R: 250 G: 222 B: 6
- Dark Orange: R: 212 G: 33 B: 84
- Medium Cyan: R: 54 G: 196 B: 240
- Medium Yellow: R: 250 G: 192 B: 25
- Medium Orange: R: 171 G: 28 B: 38
- Light Cyan: R: 43 G: 186 B: 189
- Light Yellow: R: 245 G: 140 B: 41
- Light Orange: R: 227 G: 30 B: 96
- Very Light Cyan: R: 237 G: 33 B: 69
- Very Light Yellow: R: 204 G: 33 B: 48
COLOR BY CONTENT CATEGORY

CIVICS
R: 171  G: 28  B: 38

COMMERCIAL
R: 145  G: 204  B: 74

CULTURE
R: 26  G: 130  B: 168

COMMUNITIES
R: 250  G: 192  B: 25

CONNECTIONS
R: 146  G: 63  B: 120

SPONSORED
R: 170  G: 170  B: 170
LOGOS FOR CONTENT CATEGORIES

LIVABLECNY COMMUNITIES

LIVABLECNY CIVICS

LIVABLECNY CULTURE

LIVABLECNY COMMERCE

LIVABLECNY CONNECTIONS

LIVABLECNY SPONSORED
THE MISSION
LivableCNY’s mission is to develop a content platform for digital communications that accrues prestige to linking sites and branded content partners.

THE GOAL
Create a comprehensive and engaging set of content that provides quality wordspaces and links, and systematically grows a high a value online audience.
THE AUDIENCE

LivableCNY is targeting readers in three categories: Civic and Business Leaders, Aspirants. The following personas help to better understand the audience's interests and needs:

1. **POWER PLAYER**
   
   A successful individual who is highly connected across industries, the Power Player understands the importance of economic and business renewal, and takes pride in working to improve life and society around him/her.

2. **CULTURAL ENTHUSIAST**
   
   Erudite with an abiding interest in culture and education, the Cultural Enthusiast is highly educated and holds independent, nuanced opinions, based on wide-ranging information sources tested in conversation with friends.

3. **UPSTATE ORIGINALS**
   
   The Upstate Original has lived most of his or her life in the region, and is closely tied to the area; Central New York is home.
   
   A strong family connection motivates him/her, and while they are interested in the new, they want to preserve the original character of the area.

4. **YOUNG CAREER SEEKERS**
   
   Younger to middle age people who want to establish a career and live in Central NY. The Young Seeker focuses on family and the long term quality of life. He/She cares about community, because it is the center of every day life.
If there would be a single person to describe the brand persona of LivableCNY, it would be Rusty Ryan from Ocean's Eleven.

- Smart and visionary.
- Not afraid to speak hard truth, but does it with humor and intelligence.
- Sees the bigger picture but appreciates important details.
- Well-dressed, but not flamboyant or vain.
- Original and entertaining.
THE CONTENT

LivableCNY delivers content in five categories:

| Civics | Culture | Commerce | Communities | Connections |

Deliver high quality, inspiring and positive content written with a focus on algorithmically scored quality and searchability. Every article aims to be an authoritative source on the topic.

THE TONE

Positive, Smart, Fun, Socially valuable, Civic-minded.
THE STRATEGY

Create high-quality content that defines the profitable wordspaces for readers & CNY business clients

Partnerships with businesses who will purchase sponsored content and link quality.

Engagement and audience reach via social media

Work with independent content producers and writers to structure content for business goals and outcomes.
ABOUT

LivableCNY
Digital publication

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