The "Rock" Brands
(Economic Development, Tourism, Film)
STYLE GUIDE 2021

ROCKLAND
commerce
Economic Development, Tourism, Film

Make It **ROCKLAND**
Locations, Workforce, Opportunities

Destination **ROCKLAND**
Explore, Experience, Enjoy

REEL ROCKLAND
Lights, Camera, Action

Rockland Commerce
"Rock" Brands Style Guide

Welcome to the Rockland Commerce "Rock" Brands Style Guide. We have produced this guide as a means of communicating the inherent goals and voice for all the associated "Rock" Brands logos and color palettes.

By reading and understanding this Style Guide it is our hope that you will be able to create effective content, while keeping each message consistent with the overarching voice and style of the Rockland Commerce "Rock" Brands. Please use these guidelines to assist you in the preparation of all your communications materials. Communicating a consistent identity is crucial to promoting a future of strength and growth through unity – and your commitment to the Rockland Commerce brands is an important component.

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Color Palettes and Treatments

Each logo uses a rich black and 10% grey along with a third color unique to each specific focus.

All the logos should always appear on a solid white background or if being placed over top of an image logos can appear on ghosted white - no less than 80%.

Rockland Commerce

Commerce is the lifeline that ties Rockland County and all the associated "Rock Brands" together. It's what encourages economic stability and growth, and it supports a healthy business environment and empowers companies to compete at the highest level. This is reflected in the logo and branding for Rockland Commerce. A vibrant and rich Commerce Green signifies the continued growth and nurturing of new and existing businesses within Rockland County. Within the logo itself, you can see the "Green Belt" of jobs within the heart of Rockland County, representing jobs in diversified industries such as tourism, hospitality, film production, renewable energy, bio-med, data-tech and advanced manufacturing and engineering. When creating content under the Rockland Commerce brand, approach it from an over-arching perspective – Rockland Commerce means driving development and growing the entire Rockland County community as a whole.

Commerce Green

CMYK 95 | 0 | 74 | 0
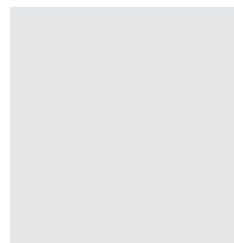
RGB   0 | 170 | 119

HEX   #00aa77

Rich Black

CMYK 5 | 5 | 5 | 100

RGB   0 | 0 | 0

HEX   #000000

Soft Grey

CMYK 0 | 0 | 0 | 10
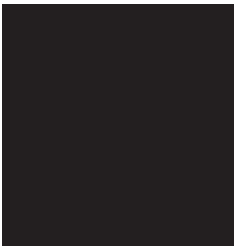
RGB   230 | 231 | 232

HEX   #e6e7e8

Make It Rockland

Rockland County is bursting with opportunity for employers and possesses a combination of key factors that Make It Rockland. Its unparalleled amenities, highly educated, driven, and diverse workforce, desirable residential options, and business-friendly services are what attract so many people and businesses to the area. The royal and elegant shade of Make It Blue not only symbolizes the stability and reliability of life, work, and travel within Rockland County, but also the depth of opportunities available and the freedom to forge your own future there as well. Within the logo itself, you can see the rising tide of growth and economic development within Rockland County, represented by a bar chart. When creating content using the Make It Rockland sub-brand, approach it from an eco-dev standpoint – new and existing businesses thrive within Rockland County due to its Locations, Workforce, and Opportunities.
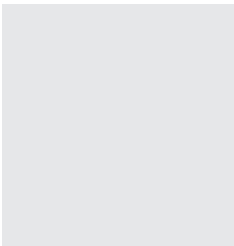
Make It Blue

CMYK 100 | 85 | 0 | 4

RGB   22 | 67 | 151

HEX   #164397

Rich Black

CMYK 5 | 5 | 5 | 100

RGB   0 | 0| 0

HEX   #000000

Soft Grey

CMYK 0 | 0 | 0 | 10

RGB   230 | 231 | 232

HEX   #e6e7e8

Destination Rockland

Rockland County is the "Gateway to New York" – to those coming up from NYC and Long Island, it's their gateway to the rest of the state. To those coming from other regions of the state, it's their gateway to the city. More than that, though, Rockland County possesses an eclectic mix of unmatched natural, cultural, historical, and commercial assets attracting visitors from all over the world. While within the region, the rich and diverse culture and special attractions will entice tourists to make their Destination Rockland, again and again. Within the logo, you'll notice the striking Destination Red, which when paired with the iconic retro 50s font evokes a real sense of adventure, exploration, and Americana. This ties in with the Destination pin within the logo, to signify how Rockland County (and its "Tourism Triangle" centered around the pin) is the premier travel Destination. When creating content using the Destination Rockland sub-brand, approach it from a tourism viewpoint – there are countless attractions and events that should make any traveler make their Destination Rockland.

Destination Red

CMYK 2 | 94 | 100 | 0
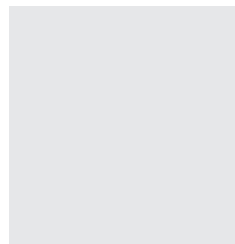
RGB   233 | 53 | 37

HEX   #e93525

Rich Black

CMYK 5 | 5 | 5 | 100

RGB   0 | 0 | 0

HEX   #000000

Soft Grey

CMYK 0 | 0 | 0 | 10

RGB   230 | 231 | 232

HEX   #e6e7e8

REEL Rockland

The film industry isn't just for NYC or LA, as film production in Rockland County has grown to become one of its most profitable industry sectors. More and more producers and film workers have noticed Rockland's great variety of locations, its proximity to NYC, and pro-business focus make it a leading destination in the world for filming. This generates revenue and helps spur development in the County, while also giving us a chance to display all the things that make Rockland great and helps foster pride in our communities. This is clearly reflected in the branding and logo, with a royal and luxurious REEL Purple that signifies the creative opportunities available to film makers, as well as the grandeur of Rockland County that makes it a premier film-making destination. Within the logo, a five-dotted film wheel (signifying the five main towns in Rockland County) and film reel evoke the Lights, Camera, Action feel of Old Hollywood that still lives on today. When creating content under the REEL Rockland sub-brand, approach it from primarily an eco-dev viewpoint – Rockland County has all the right locations and film sites, ease of access to NYC, and a talented team to assist production companies with all aspects of filming in Rockland.

REEL Purple
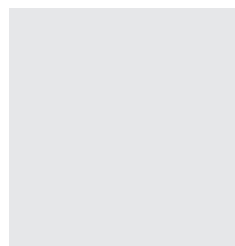
CMYK 50 | 91 | 0 | 0

RGB 145 | 61 | 150

HEX #913d96

Rich Black

CMYK 5 | 5 | 5 | 100

RGB 0 | 0 | 0

HEX #000000

Soft Grey

CMYK 0 | 0 | 0 | 10

RGB 230 | 231 | 232

HEX #e6e7e8

Typefaces

The specific font used for the Rockland Commerce brand and common to each sub-brand, is Montserrat Bold.

To maintain brand recognization Montserrat Bold should also be used for headlines and Montserrat Light and Light Italic for body copy.

Rr

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXTYZ
abcdefghijklmnopqrstuvwxtyz
1234567890$%#@

Rr

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXTYZ
abcdefghijklmnopqrstuvwxtyz
1234567890$%#@

Rr

Montserrat Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXTYZ
abcdefghijklmnopqrstuvwxtyz
1234567890$%#@

Headlines

Montserrat Bold

Body Copy

Montserrat Light
Montserrat Light Italic

Clear Space

The Rockland logos must maintain specific clear space for readability. See diagrams below.

The Rockland Commerce logo should have clear space on all four sides equal to the height of the "R" in Rockland.

The Make It Rockland, Destination Rockland, and REEL Rockland logos should have clear space on all four sides equal to 1.5 x the height of the "R" in Rockland.

Social Media

There is a specific variation of each logo for use on social media platforms. Facebook, Twitter, and Instagram will use the logomark displayed below as a profile picture. This logomark will only be used on existing social media platforms and any new platforms adopted in the future.

ROCKLAND
commerce

Make It
ROCKLAND

Destination
ROCKLAND

REEL
ROCKLAND

Social Media Icons

When the specific department's social media presence is indicated on any communications, icons should be presented in that department's unique designated color.

Rockland Commerce

Make It Rockland

Destination Rockland

REEL Rockland

When referring to one social media platform at a time the specific department icon and tagline should be used. Example below:

Like us on Facebook!

Follow us on Twitter @brandhandle

Connect with us on Linkedin

Follow us on Instagram @brandhandle