



Visit **SALEM**

NEW HAMPSHIRE · EST. 1750

BRAND GUIDELINES · EDITION 1 · 2026

Greetings from Salem.

How the Visit Salem name, marks, colors and type work together across the magazine, the website, signs and merch.

VISIT SALEM LLC · SALEM, NEW HAMPSHIRE · VISITSALEMNH.COM

A postcard *from home.*

The logo borrows from the classic large-letter postcard: a hand-script “Visit” swinging across big slab letters, tied off with a ribbon. It says this is a place worth writing home about, and it says it with a wink.

Salem is the first town most people reach when they cross into New Hampshire. The brand should feel like that moment: friendly, a little proud, and easy to stop for. It is warm rather than corporate, and local rather than generic.

TAGLINE

New Hampshire starts here.

WE SOUND

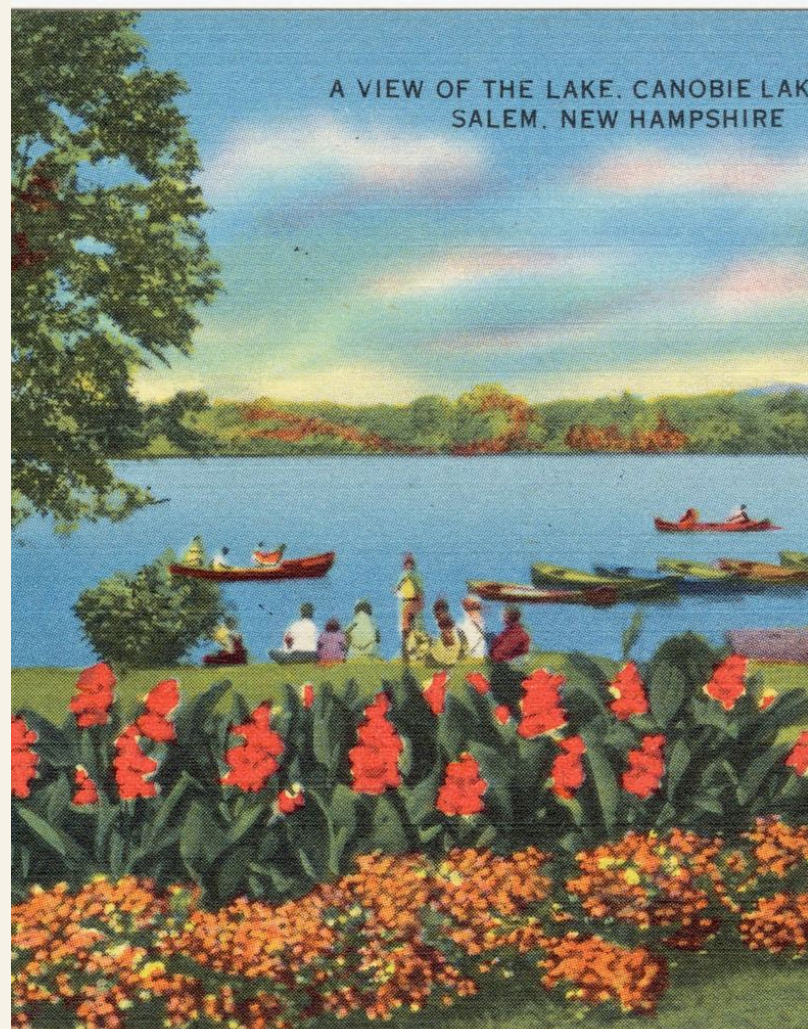
Neighborly, specific and upbeat. We name the dish, the street and the season.

WE AVOID

Hype words, real-estate talk, politics and anything we can’t check.

WE ALWAYS

Get the facts right, credit photographers and show real Salem.



The Greetings *lockup.*



FULL COLOR · DEFAULT ON CREAM, WHITE AND LIGHT PHOTOS



REVERSED · ON NAVY, DARK PHOTOS AND THE WEBSITE HEADER



ONE COLOR NAVY · 1-COLOR PRINT, EMBROIDERY



ONE COLOR WHITE · ANY BRAND COLOR



BLACK · NEWSPRINT, FAX, STAMPS

Picture *letters*.



S

Canobie Lake Park after dark

A

America's Stonehenge

L

Canobie Lake at dusk

E

First Congregational Church

M

Untamed, Canobie Lake Park

Each letter shows a real Salem place, just like the old large-letter postcards. Use it big and only on covers, the website hero, posters and the trade-show banner, at 4 in / 600 px wide or more. Everywhere else, use the flat logo.

License note. The current letter photos are Wikimedia Commons images under CC BY-SA. Wherever this version appears, it needs a photo credit line, and the hero image itself falls under the same share-alike license. Before it goes on merch or anything we want to protect, re-shoot all five letters with photos Visit Salem owns.

Give it *room*.



Clear space. X equals the height of the ribbon. Keep at least X clear on all sides, including from page edges, photos and other logos.

PRIMARY MIN. 1.25 in wide in print · 160 px on screen. Below that, use the horizontal logo.

HORIZONTAL MIN. 1 in wide · 120 px

ICON MIN. 0.25 in · 16 px (favicon)

BADGE MIN. 0.75 in · 96 px. Below that, the ring text gets hard to read.



HORIZONTAL · HEADERS, EMAIL SIGNATURES, NARROW STRIPS



HORIZONTAL REVERSED · WEBSITE HEADER AND DARK BANDS

The horizontal logo drops the ribbon. Use it when height is tight. Use the stacked primary everywhere else, especially on covers and signs.

The S *and the badge.*



The S icon

The slab S from SALEM on a rounded tile. Use it only for the favicon, app icon and small stamps. Terra is the default. Social profile photos use the wordmark instead (see Templates).



The badge • merch only

Pines, a low sun and lake water inside a ring that reads *Visit Salem* • *New Hampshire* • 17 • 50. Use it for merch: hats, totes, mugs, stickers, patches and pins. It is not a replacement for the logo on the magazine or website.

EMBROIDERY

Use the badge at 2.5 in or more. Use the one-color navy logo for anything smaller.

HOLIDAY

A pine-green version is in the kit for winter merch.

Please *don't*.

Always use the supplied files. Never retype, redraw or rearrange the logo.



STRETCH OR SQUASH



CHANGE THE COLORS



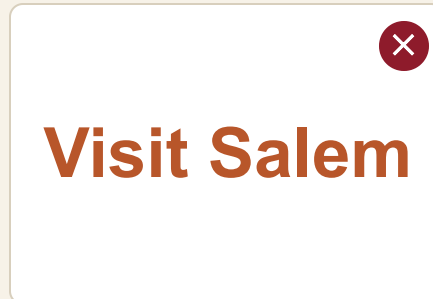
ROTATE OR TILT



ADD DROP SHADOWS OR GLOWS · THE MARK IS FLAT



PLACE ON BUSY PHOTOS · USE REVERSED ON A DARK AREA



RETYPE IN ANOTHER FONT



LOW CONTRAST · COLOR LOGO ON DARK



CROP OR DROP THE RIBBON · USE HORIZONTAL INSTEAD

Lake, brick *and* sunlight.

Navy and cream do most of the work. Terra brick is the accent, used for the logo, buttons and one key word per headline. Gold is a highlight, never body text.

Lake Navy #0E3A52 RGB 14 58 82 CMYK 95 65 40 35 Primary text, headers	Postcard Terra #B8562A RGB 184 86 42 CMYK 15 75 95 5 Logo, accents, buttons	Sunlight Gold #E6C77A RGB 230 199 122 CMYK 10 20 60 0 Ribbon, highlights	Cream #F7F2E8 RGB 247 242 232 CMYK 2 3 8 0 Page and background	Ink #1C1A17 RGB 28 26 23 Text: K 100 Large fills: 60 60 65 80
Lake Blue #15587A · CMYK 90 55 30 15	Deep Water #0A2B3D · logo shadow on navy	Sun #E0A83C · CMYK 10 35 85 0	Pine #1D3A2A · CMYK 80 45 75 55 · holiday	Berry #8E1B2B · CMYK 25 100 80 25 · holiday

CMYK values are starting builds for coated stock. Confirm them against a press proof from the printer before the first run, and update this page if the printer adjusts them.

Three faces, *one voice.*

DISPLAY · FRAUNCES

Aa Gg

Greetings from Salem

Headlines, covers and pull quotes. Use Black (900) for big words and Italic 500 Soft for the friendly line that leads in, just like the logo.

TEXT · SOURCE SERIF 4

Aa Gg

Body copy, captions and listings. Set it at 9.5–10.5 pt in print and 17–19 px on the web, with generous leading.

LABELS · ARCHIVO

Aa Gg

NEW HAMPSHIRE · EST. 1750

Kickers, buttons, ribbons and data. Use all caps with wide tracking (0.15–0.25 em). Never use it for long text.

EXPLORE · TUSCAN VILLAGE

A night out *by the water.*

Dinner on the patio, a walk around the lake and a scoop on the way home. This is how the three faces stack on a typical magazine opener: an Archivo kicker, a Fraunces headline with an italic turn, and a Source Serif dek.

The logo is drawn from **Ultra** (SALEM) and **Yellowtail** (Visit), both Apache 2.0, and is already converted to outlines in every file. You may set Yellowtail for a one- or two-word accent such as “Greetings from”, but never for sentences. Every font in the kit is free for print, web and apps (SIL OFL or Apache 2.0), and the font files are included.

Real Salem, *good light.*



Shoot it here

Only use photos taken in Salem or at the place named. No generic stock posing as Salem.

Warm & golden

Choose golden hour, string lights and steam off the plate. Avoid flat noon light.



People doing things

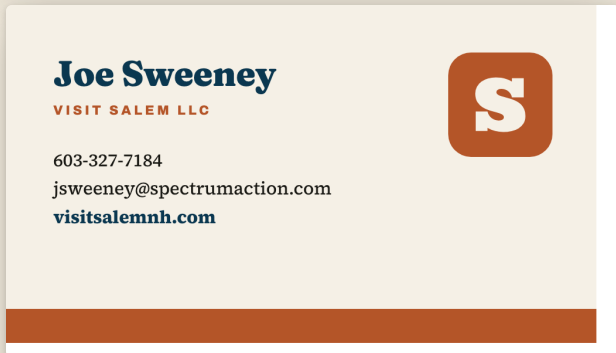
Show people eating, riding and walking. Use a release for anyone who can be recognized.



Credit every photo

Follow each photo's license. Keep the credits file current. Get written permission for anything else.

Everywhere *we show up.*



BUSINESS CARD • 3.5 × 2 IN, PRINT-READY PDF



FACEBOOK COVER • 1640 × 624



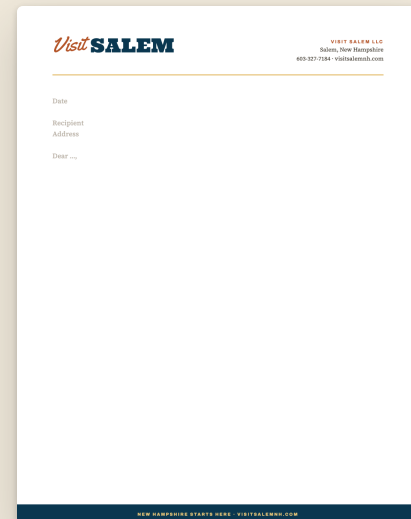
EMAIL SIGNATURE • HTML



PROFILE PHOTO • "VISIT SALEM" ON NAVY, FITTED TO THE CIRCLE CROP. PINE NOV 16–JAN 1.



ADVERTISER WINDOW DECAL • 6 IN ROUND, FOR EVERY BUSINESS IN THE ISSUE



LETTERHEAD • 8.5 × 11 IN

Files *& where they go.*

LOGO/SVG

Vector masters with outlined text. They need no fonts. Use these for the printer, sign shop and embroiderer.

LOGO/PNG

Transparent PNGs. Logos (including the hero) are 800 and 2400 px wide; icons, badges and decals are 512 and 1024 px.

ICONS

favicon.ico, favicon.svg, and 16–512 px app and touch icons

FONTS

Fraunces, Source Serif 4, Archivo, Ultra and Yellowtail, with their licenses

TEMPLATES

Business card PDF, letterhead PDF, email signature HTML, Facebook and X covers, and the social profile photo (logo/profile)

DECALS

“Find us in” and “Proud partner” 6 in rounds for advertiser windows

COLORS

Brand colors as HEX, RGB and CMYK in colors.txt, plus CSS variables

GUIDE

This document as a PDF

New Hampshire starts here.

