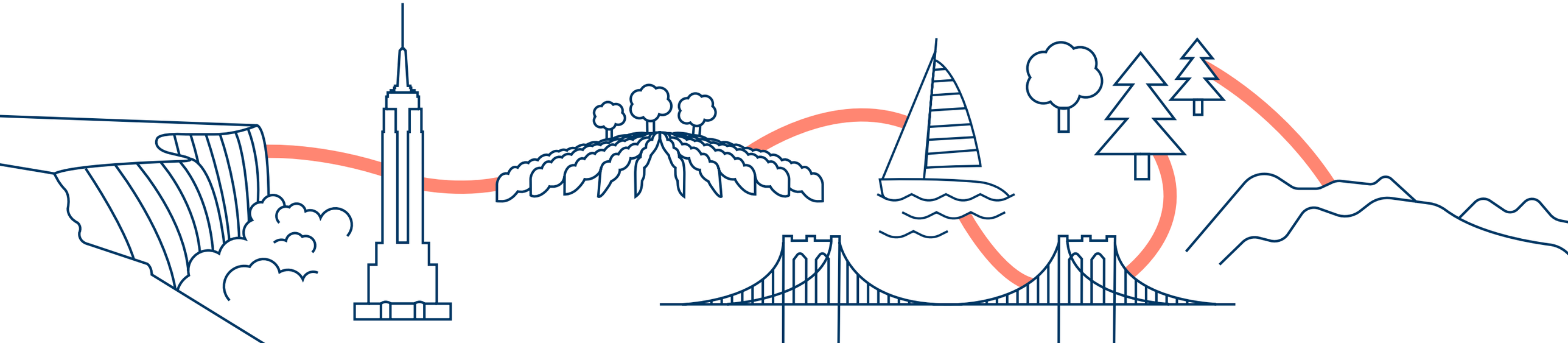
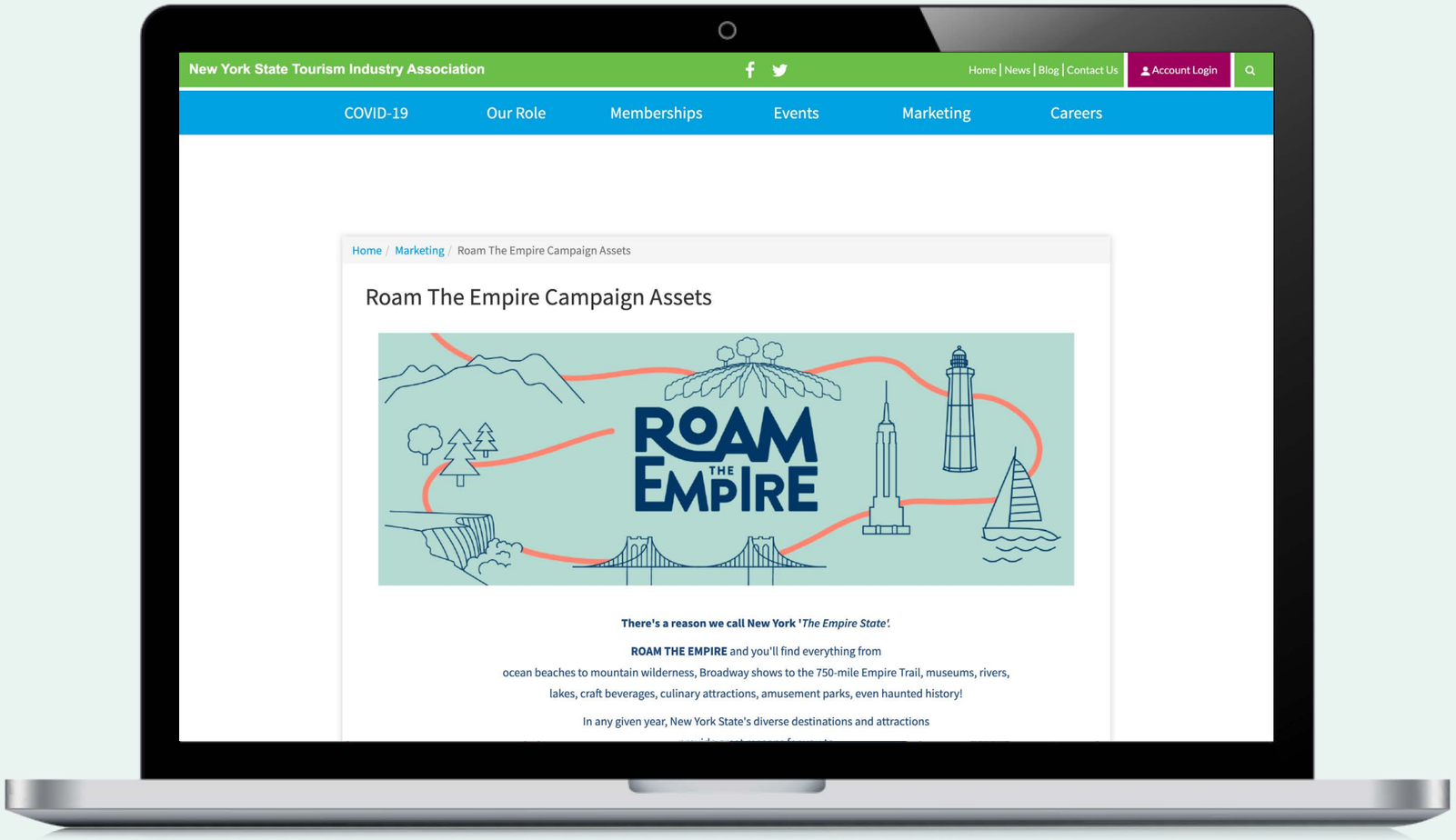
ROAM THE EMPIRE

Mower and New York go together like peanut butter and jelly. Our headquarters are in Syracuse—and we have offices in Buffalo, Rochester and Albany too. So, when the New York State Tourism Industry Association (NYSTIA) partnered with us on a pro bono campaign to help promote in-state travel and tourism and get the more than 300,000 workers in NY who lost their tourism-related jobs during the pandemic back on their feet, we got to work.

We created a robust digital toolkit for NYSTIA partners to use in their own travel and tourism campaigns with banner ads, social media graphics, posters and window stickers. Then, we brought our rallying cry to life through a series of fun animations. We also created an Instagram page for the campaign and curated and planned organic content to get the page off to a great start.

With an official endorsement from Lt. Gov. Kathy Hochul and the support of more than 80 entities across the state, New Yorkers are roaming the Empire State like never before.




New York State Tourism Industry Association
Home | News | Blog | Contact Us
Account Login
COVID-19
Our Role
Memberships
Events
Marketing
Careers
Home / Marketing / Roam The Empire Campaign Assets
Roam The Empire Campaign Assets
ROAM THE EMPIRE
There's a reason we call New York 'The Empire State'.
ROAM THE EMPIRE and you'll find everything from
ocean beaches to mountain wilderness, Broadway shows to the 750-mile Empire Trail, museums, rivers,
lakes, craft beverages, culinary attractions, amusement parks, even haunted history!
In any given year, New York State's diverse destinations and attractions

ROAM THE EMPIRE STYLE GUIDE

Please adhere to these guidelines when creating Roam the Empire campaign assets.

COLOR PALETTE

PMS 2955
CMYK:
100/78/36/29
RGB:
0/55/100
Hex:
#003764

PMS 170
CMYK:
0/60/49/0
RGB:
255/134/114
Hex:
#ff8672

PMS 7645
CMYK:
53/80/54/50
RGB:
82/43/57
Hex:
#522b39

PMS 566
CMYK:
28/2/18/0
RGB:
181/219/210
Hex:
#b5dbd2

TYPOGRAPHY

HEADLINES
Brandon Grotesk Black, Uppercase
Tracking: 185

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

SUBHEADS
Brandon Grotesk Black, Uppercase
Tracking: 0

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

BODY COPY
Brandon Grotesk Regular, Sentence case
Tracking: 0

abcdefghijklm
nopqrstuvwxyz

***NOTE:** This typeface is included in Adobe Fonts.*

LOGOS

Primary logo

Reverse logo

Grayscale logo

REGIONAL LOCKUPS

You can include the name of the region your destination is located in, below the Roam the Empire logo. Refer to the list below to be consistent with NYSTIA region naming.

REGIONS

1000 Islands-Seaway
Adirondacks
Capital-Saratoga
Catskills
Central New York
Chautauqua-Allegheny
Finger Lakes
Greater Niagara
Hudson Valley
Long Island
New York City

Brandon Grotesk Black
Tracking: 185
Uppercase
Centered

The font size should match the font size of "THE" in the wordmark. The region should be located below "EMPIRE" at the distance equivalent to the space between the cap height of the "R" in "EMPIRE" and the baseline of the "M" in "ROAM."

LOGO LOCKUPS

When creating a lockup with the Roam the Empire logo and your own logo, be sure the logos have balanced visual weight. The line weight between the logos should be the same width as the leg of the "H" in "THE."

For horizontal logo lockups, the space between the logos should equal the height of the last "E" in "EMPIRE."

For vertical logo lockups, the space between the logos should equal the width of the last "E" in "EMPIRE."

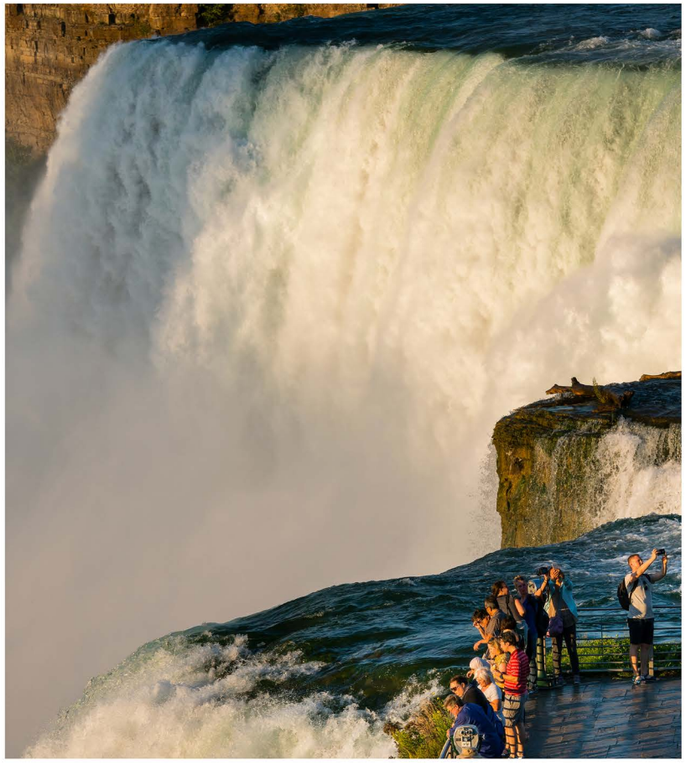
LOGO LOCKUP EXAMPLES

STATIC BANNER AD TEMPLATES

FLYER TEMPLATE

POSTER TEMPLATE

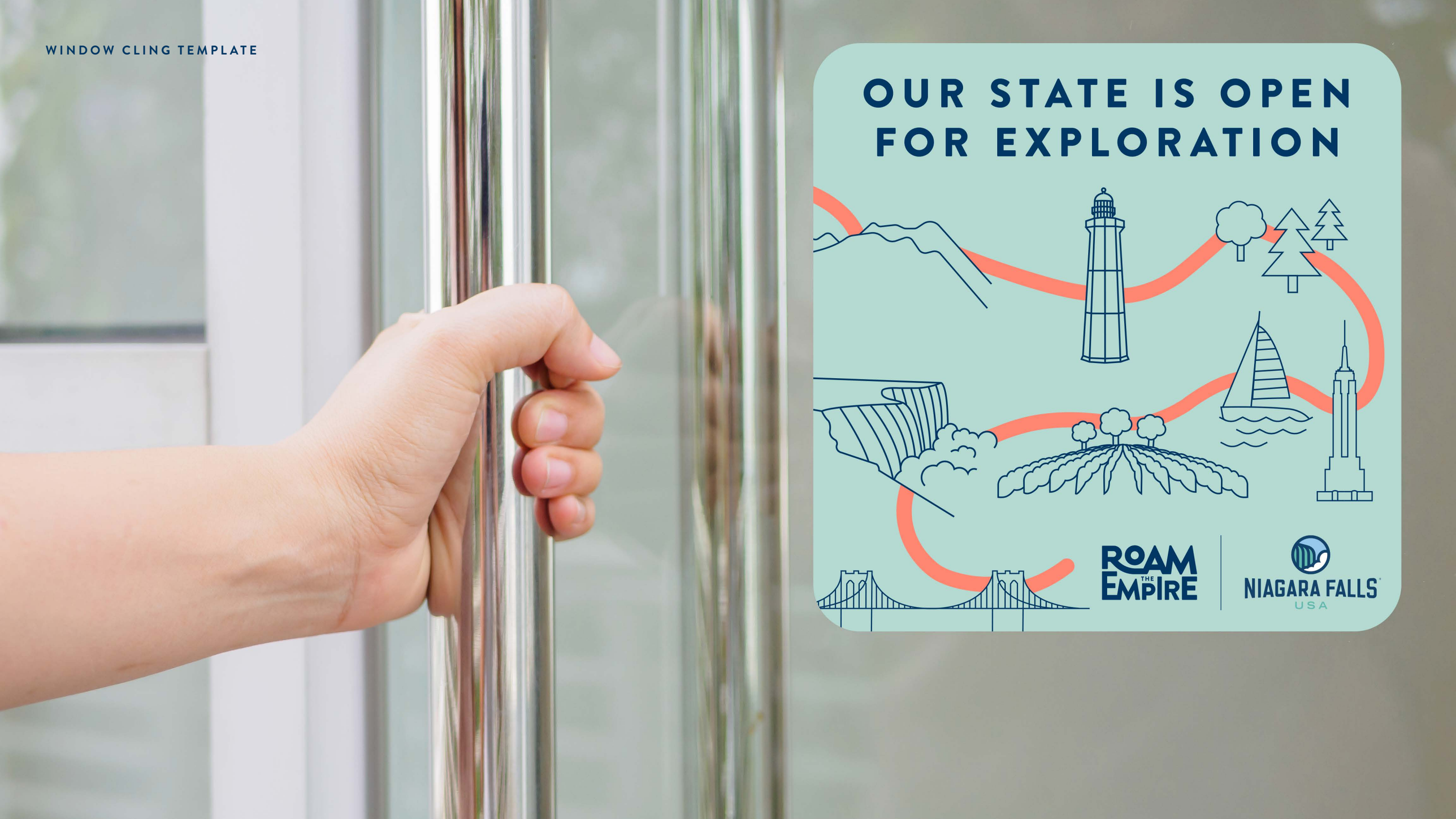
WHEN YOU LIVE HERE IN THE EMPIRE STATE, YOU DON'T NEED TO GO FAR TO GET AWAY



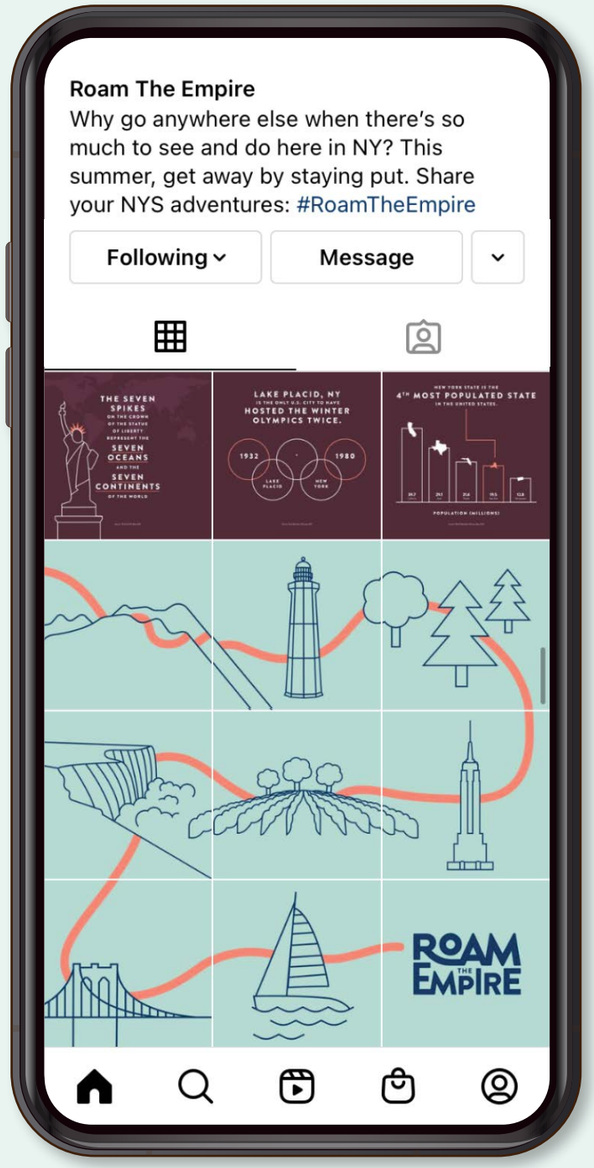
There's never been a better time to support your state while taking in the magic just outside your door. From Letchworth Park to Central Park, New York state has a destination for everyone. For your next getaway, look no further than right here.

ROAM THE EMPIRE | NIAGARA FALLS USA

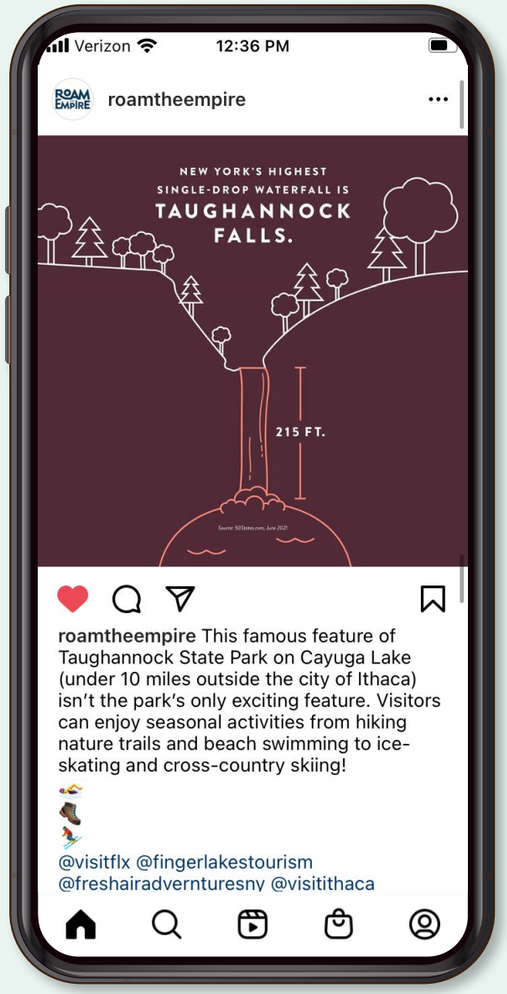
WINDOW CLING TEMPLATE

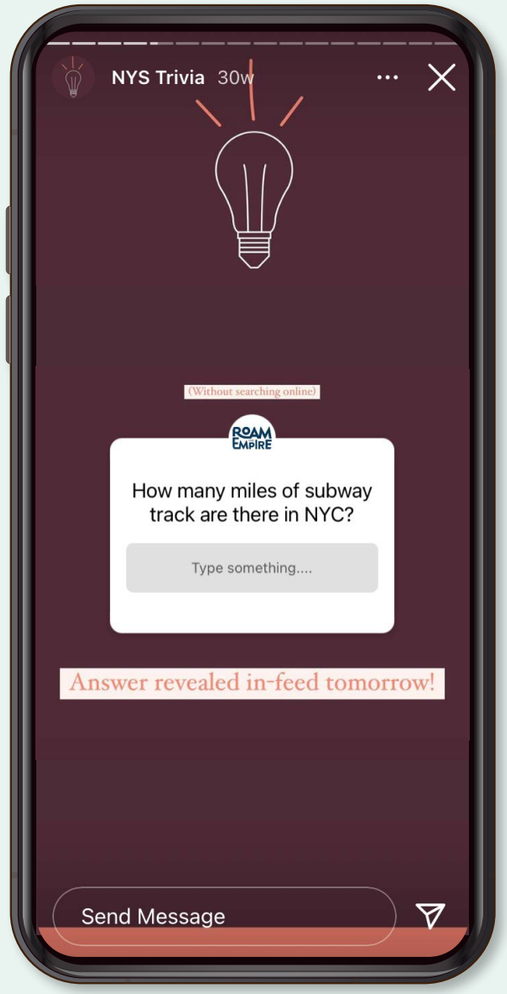


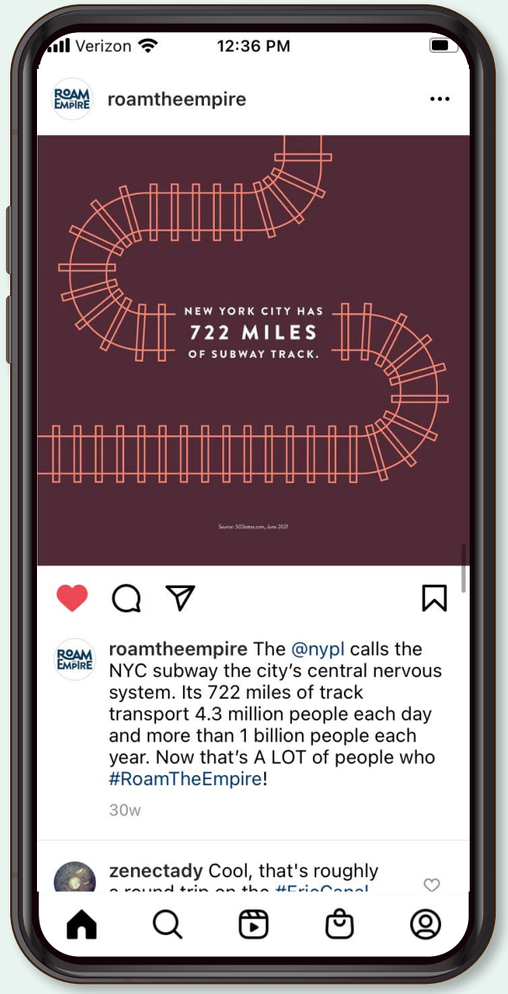
INSTAGRAM PAGE



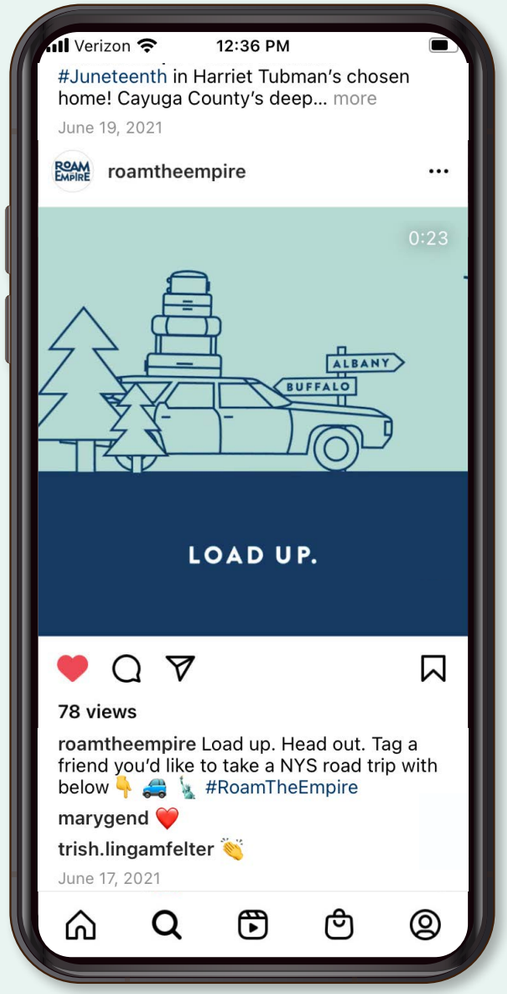
INSTAGRAM STORIES AND POSTS

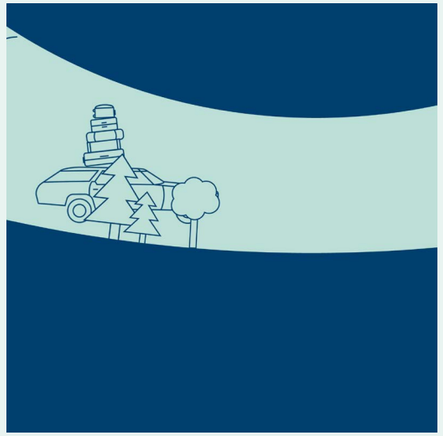




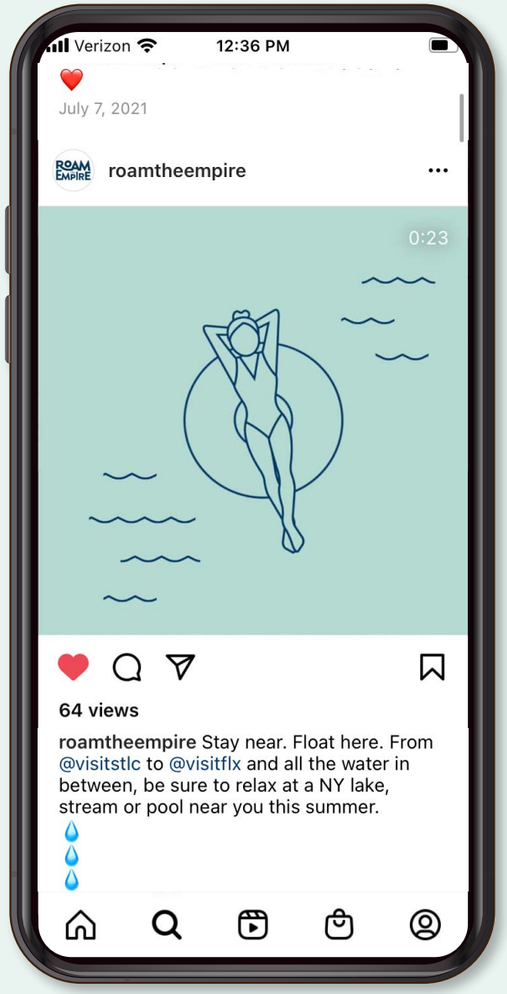


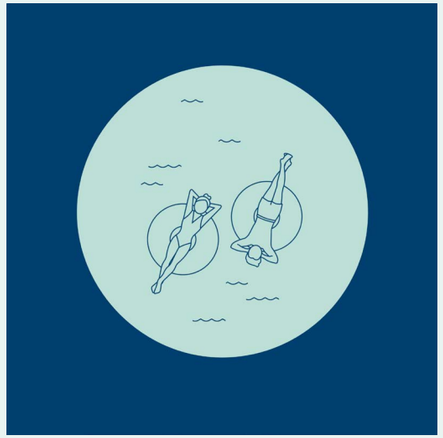
SOCIAL VIDEO



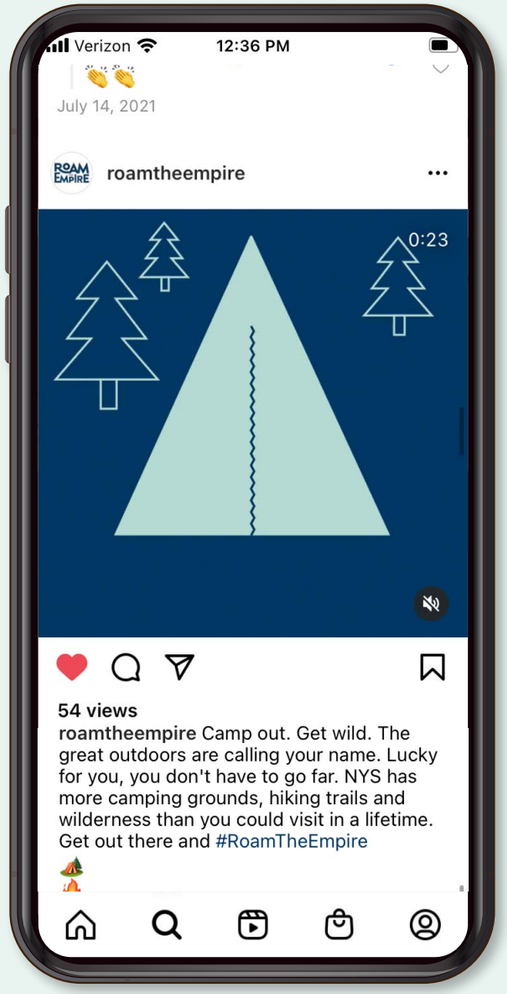


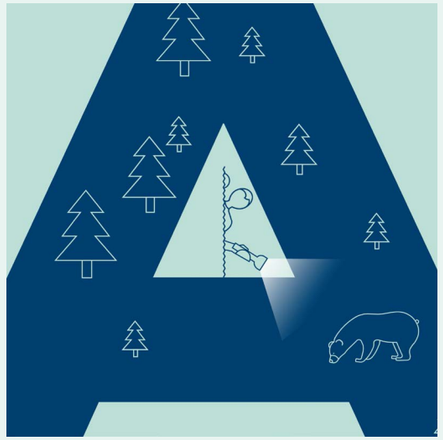
SOCIAL VIDEO





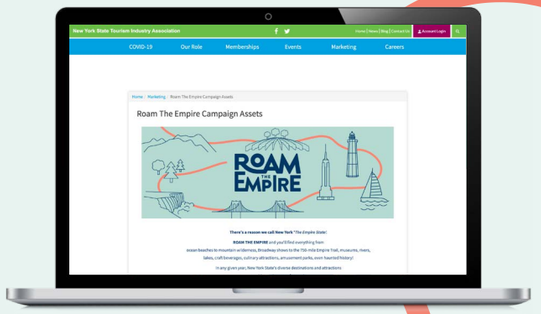
SOCIAL VIDEO





ROAM THE EMPIRE BRANDING

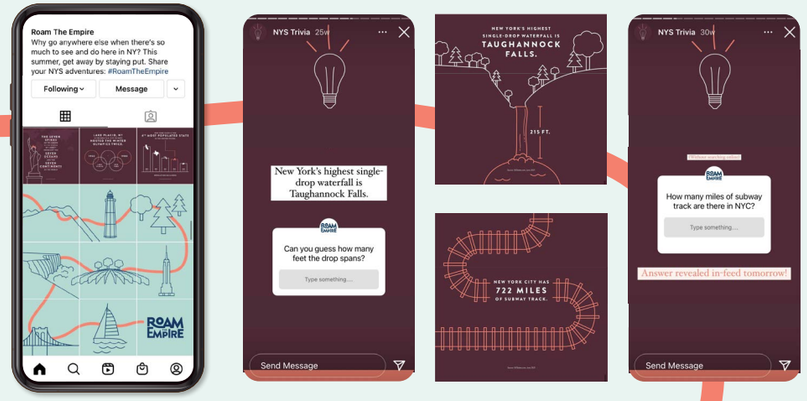
TOOLKIT LANDING PAGE



BANNER AD TEMPLATES

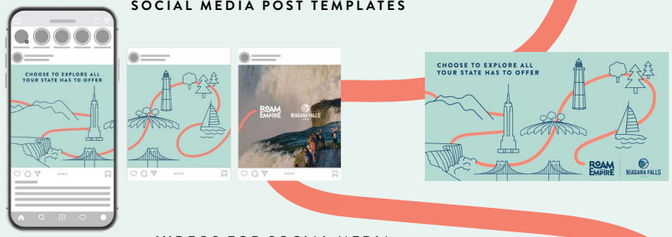
NEWSPAPER PRINT AD

ORGANIC INSTAGRAM STORIES AND POSTS

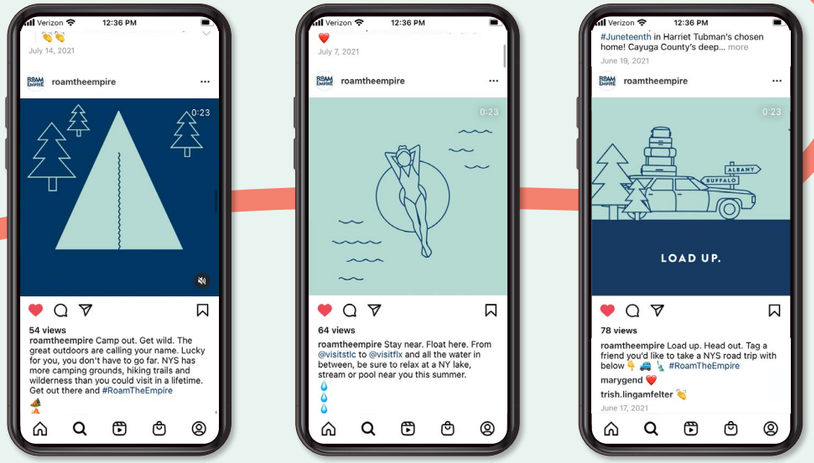


STYLE GUIDE

SOCIAL MEDIA POST TEMPLATES

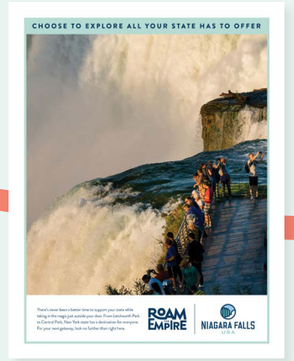


VIDEOS FOR SOCIAL MEDIA



POSTER TEMPLATES

FLYER TEMPLATE



WINDOW CLING TEMPLATE