

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

BRAND BOOK

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SECTION 01

MESSAGING

OUR AUDIENCES

Out-of-State Companies Interested in Relocating

In-house site selectors or outside
site selector firms/consultants

Existing Businesses Looking to Expand Within the State

Retention/Expansion

General Nevada Public (Broader GOED perception)

Overarching GOED message/
brand perception

Legislature

Statewide impact and
infrastructure progress

GOED Partner Organizations

RDAs

Workforce Development Partners

NSHE

GOWINN

Career and Technical Educators

MISSION STATEMENT

Good Jobs Today,
Better Jobs Tomorrow

VISION STATEMENT

**A Diverse, Innovative, Sustainable
and Resilient Economy**

SINGLE BRAND IDEA

GOED empowers Nevada's economic prosperity, charting a course toward a more resilient, vibrant and sustainable state economy that benefits all Nevadans.

BRAND PILLARS

Forward-Looking

GOED plays the long game, setting the stage for long-term economic success and resilience.

Research-Driven

GOED is a leader in statewide economic research that empowers intelligent and strategic economic development decisions throughout Nevada.

Champion for All Nevada

GOED is focused on the economic health of the entire state, from rural to urban, north to south and east to west.

Dedicated to Resilience

GOED recognizes that the boom-and-bust economic past of Nevada is not a pathway to the future. By building resilience into the Nevada economy through complementary industries, stable infrastructure and long-term workforce development, GOED is forging a future where Nevada's economy is resilient to economic changes and fluctuations.

SECTION 02

IDENTITY



OUR LOGO

The logo is the keystone of GOED's visual identity, it creates coherence and brand recognition across all of GOED's assets and offices.

The brand mark showcases Nevada with an overlapping circular pattern to symbolize connectivity throughout the state. The typography was hand selected to give the logo an overall strong yet professional look and feel.

To maintain this consistency, the logo should not be altered or used in any way outside of these guidelines.

BRAND SYSTEM

The Brand System is how design elements and logo variations work together to unite a brand. The system — which works together cohesively with clarity and distinction — is the backbone of a solid identity.



Primary Logo



Wordmark



Secondary Logo



Graphic Mark



Simplified Logo

PROGRAM & OFFICE SYSTEM

The Program and Office System provides unity amongst the different GOED branches. Each office has their own unique lockup to use.

GOED System Examples

- GOED** | INTERNATIONAL TRADE
- GOED** | WORKFORCE DEVELOPMENT
- GOED** | RURAL COMMUNITY & ECONOMIC DEVELOPMENT
- GOED** | MAIN STREET
- GOED** | INNOVATION
- GOED** | PROCUREMENT TECHNICAL ASSISTANCE CENTER
- GOED** | FILM OFFICE
- GOED** | EMERGING SMALL BUSINESS

TAGLINE

The GOED brand has three different taglines which include "Diversify Nevada", "Nevada Main Street" and "Procurement Technical Assistance Center".





LOGO SPACING

To ensure its visibility, the logo should be kept clear of competing text, images and graphics. The logo should be surrounded on all sides by an adequate amount of clear space equal in size to the x-height of the “o” within the GOED. Where possible, allow even more space around the logo.

LOGO COLOR

The logo can be set in any of the main brand colors, including White. Color variations are shown to the right. Ensure there is sufficient contrast with the background when using the logo.



LOGO SIZING

Pay close attention to the legibility of "Nevada Governor's Office of Economic Development" and "Governor's Office of Economic Development" when using the primary and secondary logos at small sizes. All logo components must maintain their scale in relation to one another. As one component gets larger, the others get proportionally larger. Do not alter these proportions when reducing or enlarging the logo.

Due to anti-aliasing, some characters may not be legible, for example, at 160px vs 159px.

Minimum Width of Primary Logo

Minimum Print Size
1.5" w

Minimum Screen Size
160 px



Minimum Width of Secondary Logo

Minimum Print Size
1.5" w

Minimum Screen Size
160 px



LOGO MISUSE

When using the logo, it should not be altered in any way that negatively affects the consistency of the brand. Some examples of misuse are listed to the right. Presenting the logo in the correct way ensures that the GOED brand appears professional, consistent and detail-oriented.



Do not stretch



Do not add effects



Do not alter logo proportions



Do not alter logo colors outside of guidelines



Do not add or remove logo elements



Do not outline the logo

COLOR PALETTE

The color palette establishes a modern and friendly aesthetic which expresses value with the GOED brand. It utilizes blues as the primary color palette and a variety of bright colors for the secondary color palette. Having a well-balanced color palette offers opportunity to create a unique and professional feel, while maintaining a welcoming face.

Primary Colors



Pantone : 2985 C
CMYK : 61, 16, 0, 9
RGB : 91, 194, 231
Web # : 5bc2e7



Pantone : Process C Blue
CMYK : 100, 34, 0, 21
RGB : 0, 133, 202
Web # : 0085CA



Pantone : 7694 C
CMYK : 99, 38, 0, 58
RGB : 1, 66, 106
Web # : 01426A



Pantone : Cool Gray 11 C
CMYK : 8, 4, 0, 65
RGB : 83, 86, 90
Web # : 53565A

Secondary Colors



Pantone : 3265 C
CMYK : 100, 0, 11, 22
RGB : 0, 199, 177
Web # : 00C7B1



Pantone : 166 C
CMYK : 0, 64, 98, 11
RGB : 227, 82, 5
Web # : E35205



Pantone : 2735 C
CMYK : 67, 100, 0, 45
RGB : 46, 0, 139
Web # : 2E008B



Pantone : 116 C
CMYK : 0, 20, 100, 0
RGB : 255, 205, 0
Web # : FFCD00



BRANDED PATTERNS & TEXTURES

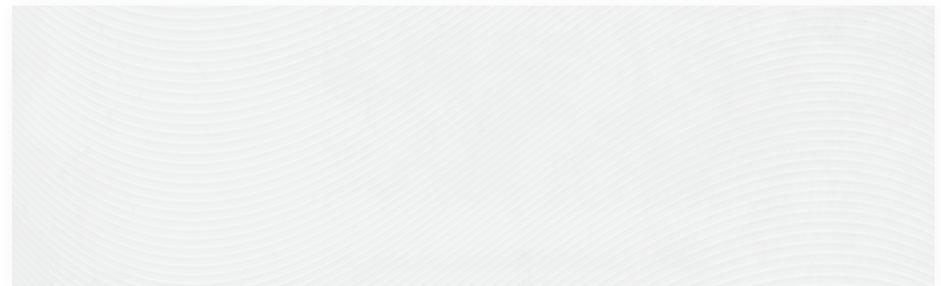
GOED brand graphics are used to expand & enhance the identity's visual toolbox for use on all print and digital platforms. Like all good things, these patterns/textures should be used tastefully and applied with intention.



Circle Pattern



Graphic Mark Overlay



Textured Background

BARLOW CONDENSED SEMIBOLD - HEADER**ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890****Fira Sans Medium - Subhead****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890**

Fira Sans Light - Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY

Subhead Example

The GOED Brand uses two different type families.

Barlow Condensed is a strong bold font that's sure to stand out. It's a geometric sans serif font with narrow characters. This allows more copy to be used in smaller spaces.

Fira Sans is a clean sans serif type family with a wide array of weight options making it perfect for subheads and body copy. This type family makes for a comfortable reading experience for all ages.

All fonts are available at [Google Fonts](#)



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