



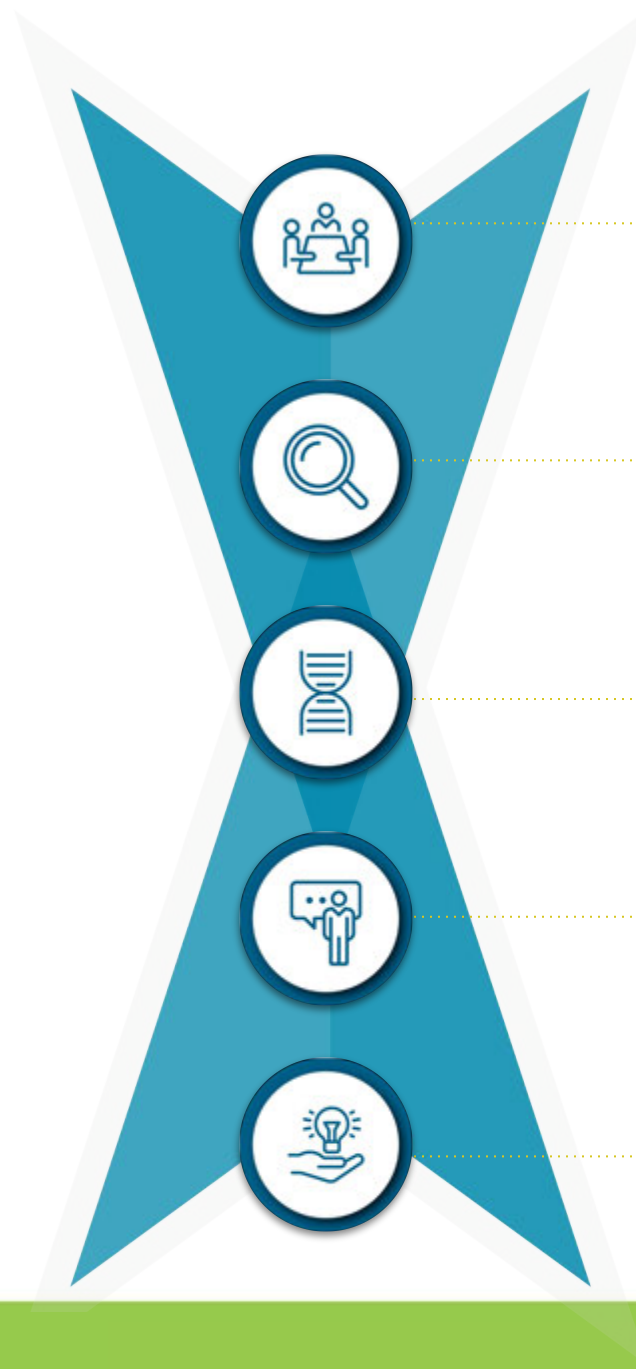
New Jersey Highlands Region Final Creative Presentation

NORTH  STAR
PLACE BRANDING + MARKETING

Balancing environmental sustainability
with **economic sustainability**

North Star moves from Research to Strategy
to Creativity to Action

Brand Dev Process



Stakeholder & Community Education

Insight Gathering & Research

DNA & Strategy Formation

Creative Brand & Message Development

Brand Action & Implementation Ideas

Research

Research Instruments

- Situation Analysis
- Research and Planning Audit
- Site Visit:
 - Familiarization Tour
 - Stakeholder/Resident Interviews
 - Focus Groups
 - Undercover Interviews
- Community Survey (Residents)
- Brand Barometer (Residents)
- Consumer Awareness and Perception Study (Quantitative)
- External Influencer Perception Study (Qualitative)
- Competitive Positioning Review

Strategy

NJ Highlands Approved DNA Platform Statement

Target Audience: *For urbanites open to explorations off the beaten path,*

Frame of Reference: *the New Jersey Highlands Region, a vast, peaceful, and protected watershed 40 miles west of Manhattan,*

Point-of-Difference: *defies preconceived notions of New Jersey, granting new discoveries and a natural retreat from the most densely populated areas in the nation*

Benefit: *so you can pick a getaway from “leisure as usual.”*



Logo & Strapline





NJ Highlands Color Palette



PMS: 347
CMYK: 85/13/100/2
RGB: 1/154/73
HEX: #019A49



PMS: 2285
CMYK: 46/0/91/0
RGB: 151/202/76
HEX: #97CA4C



PMS: 388
CMYK: 17/0/95/0
RGB: 222/226/44
HEX: #DEE22C



PMS: 6127
CMYK: 59/13/16/0
RGB: 99/179/201
HEX: #63B3C9



PMS: 7716
CMYK: 82/21/48/2
RGB: 8/149/143
HEX: #08958F



PMS: 567
CMYK: 85/51/71/53
RGB: 24/63/53
HEX: #183F35



PMS: 2026
CMYK: 0/76/84/0
RGB: 242/99/58
HEX: #F2633A



PMS: 349
CMYK: 90/33/99/25
RGB: 5/107/56
HEX: #056B38

NJ Highlands Brand Standards



Brand Standards



LOGO USAGE GUIDELINES

The following guidelines illustrate the proper use of the New Jersey Highlands logo.



PRIMARY LOGO
The lockup of the logo with the tagline underneath is the preferred logo, and should be used in most circumstances.



LOGO (WITHOUT TAGLINE)
This logo may also be used without the tagline. This is generally recommended when the tagline is being used as a headline or graphic element in the same design in which the logo appears or when space is limited.



ICON
The icon should be used when the primary logo's size is too large for the space it will occupy. The icon can also be used as a standalone design element or identifier.

you never Knew Jersey.

PANTONE® 347 C	PANTONE® 336 C	PANTONE® 355 C	PANTONE® 607 C
CMYK 40/60/40/0	CMYK 40/60/40/0	CMYK 40/60/40/0	CMYK 40/60/40/0
RGB 100/100/100	RGB 100/100/100	RGB 100/100/100	RGB 100/100/100
HEX #76B82A	HEX #4DAF4A	HEX #B8E03E	HEX #4682B4

PANTONE® 770 C	PANTONE® 607 C	PANTONE® 308 C	PANTONE® 305 C
CMYK 40/60/40/0	CMYK 40/60/40/0	CMYK 40/60/40/0	CMYK 40/60/40/0
RGB 100/100/100	RGB 100/100/100	RGB 100/100/100	RGB 100/100/100
HEX #76B82A	HEX #4DAF4A	HEX #B8E03E	HEX #4682B4

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the brand. Consult the color palette shown below and work closely with professional printing services to ensure proper colors are used. The palette is intended to enhance the development of a cohesive brand. All designs should rely primarily (exclusively if at all possible) on the colors within the palette.

CMYK/RGB breakdowns are an accurate representation of the color system that may cause the values to vary or not match the swatches to keep your colors as close as possible.

TYPEFACES

Files have been provided in a variety of formats that allow use of the New Jersey Highlands logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the appropriate license for the typeface. Note: some typefaces may be available for use through any existing Adobe CC subscription that the city marketing department has.

Semplicita Pro
Semibold
Primary Headline Font

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Semplicita Pro
Light
Primary Body Copy

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Five Script Pro
Variable Weights
Tagline Base Font

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat
SemiBold
State Base Font

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat
Variable Weights
Universal Web Font

1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

you never Knew Jersey.

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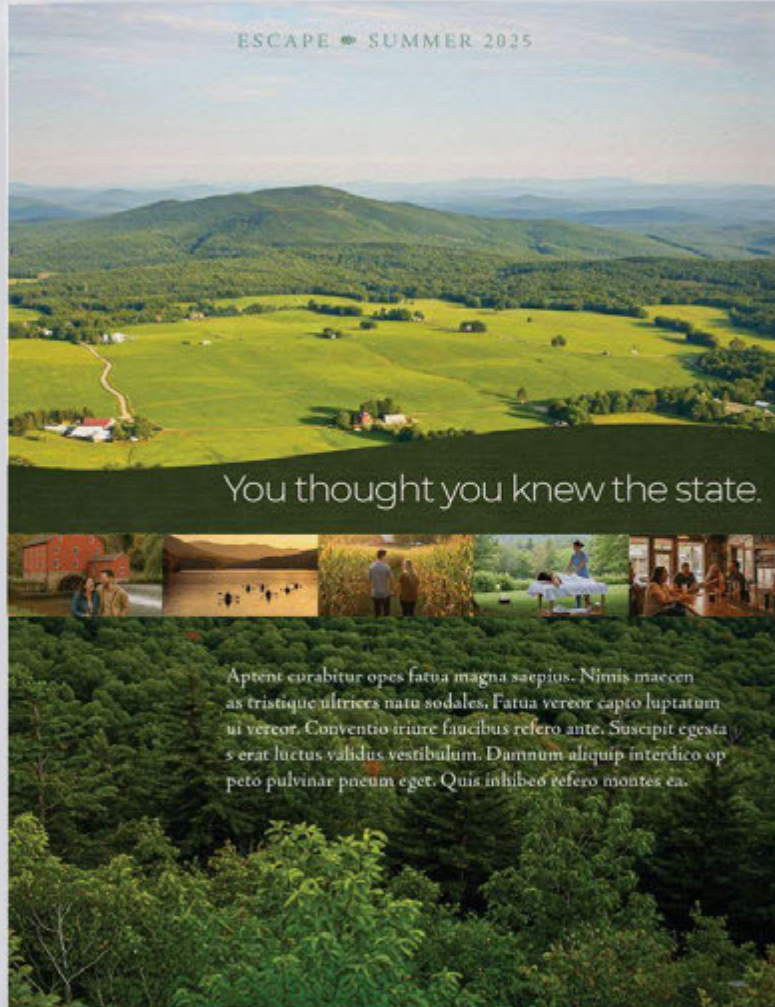
you never Knew Jersey.

Brand Executions



you never Knew Jersey.

ESCAPE • SUMMER 2025



You thought you knew the state.

Aptent curabitur opes fatua magna saepius. Nimis maecen
as tristique ultrices natu sodales. Fatua vereor capto luptatum
ui vereor. Conventio iriure faucibus refero ante. Suscipit egesta
s erat luctus validus vestibulum. Damnum aliquip interdico op
peto pulvinar pneum eget. Quis inlibeo refero montes ea.

ESCAPE • SUMMER 2025



Until you experienced the ^{NEW JERSEY} Highlands



Aptent curabitur opes fatua magna saepius. Nimis maecen as tristique ultrices natu sodales. Fatua vereor capto luptatum ui vereor. Conventio iriure faucibus refero ante. Suscipit egesta s erat luctus validus vestibulum. Damnum aliquip interdico op peto pulvinar pneum eget. Quis inlibeo refero montes ea.

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Augue erat metus ideo torques pibus cui fermentum ac
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idem ligula cogo ritae laciniam. Ullamcorper vulpes soci
erisque nullam opul-din. Id varius arcu lacinia praesent.
Penatibus jia ultrice *apenas Knew Jersey*

you never Knew Jersey.

ESCAPE • SUMMER 2025

ESCAPE • SUMMER 2025

EXPLORING MORRIS COUNTY



Aptent curabitur opes fatua magna saepius. Nims maecen
as tristique ultrices natu sodales. Fatua vereor capto luptatum
ui vereor. Conventio iriure faucibus refero ante. Suscipit egesta
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oristique nullam egulae ad dia. Id varius arcu lacibus praesent.
Peratibus jua ultrice



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Augue erat metuo ideo torquero ex. Dapibus cui fermentum ac
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oristique nullam egulae ad dia. Id varius arcu lacibus praesent.
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a dictum interdum socioqu. Morbi ibidem ligula cogo vitae

you never Knew Jersey.

ESCAPE • SUMMER 2025



Apert curabitur opes fatua magna saepius. Nihil maecen
as tristique ultrices nati sodales. Fatua vereor capto luptatum
ui vereor. Conventio iuriare faucibus refero ante. Suscipit egesta
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ESCAPE • SUMMER 2025

EXPLORING SOMERSET COUNTY



Apert curabitur opes fatua magna saepius. Nihil maecen
as tristique ultrices nati sodales. Fatua vereor capto luptatum
ui vereor. Conventio iuriare faucibus refero ante. Suscipit egesta
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erique nullam epulae ad dui. Id varius luctus praesent. Penatibus jua ultrice

you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



**No Tolls. No Traffic.
Just Trout.**

you never Knew Jersey.

Tucked away in the quiet corners of the New Jersey Highlands, crystal-clear streams weave through forests and farmland, teeming with wild and stocked trout. This is not the Jersey you thought you knew — it's better. Forget the highways. Follow the water.

NEW JERSEY
Highlands

you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



A Different State Awaits.

NEW JERSEY
Highlands
you never Knew Jersey.

BERGEN | HUNTERDON | MORRIS | PASSAIC | SOMERSET | SUSSEX | & WARREN COUNTIES

you never Knew Jersey.

A Different State Awaits.

NEW JERSEY
Highlands
you never Knew Jersey.

BERGEN | HUNTERDON | MORRIS | PASSAIC | SOMERSET | SUSSEX | & WARREN COUNTIES

you never Knew Jersey.

A Different State Awaits.

NEW JERSEY
Highlands
you never Knew Jersey.

BERGEN | HUNTERDON | MORRIS | PASSAIC | SOMERSET | SUSSEX | & WARREN COUNTIES

you never Knew Jersey.

A man and a woman are walking hand-in-hand on a dirt path that runs alongside a calm river. The path is covered with fallen autumn leaves. The surrounding forest is dense with trees showing vibrant fall foliage in shades of yellow, orange, and green. The scene is peaceful and scenic.

A Different State Awaits.

NEW JERSEY
Highlands
you never Knew Jersey.

BERGEN | HUNTERDON | MORRIS | PASSAIC | SOMERSET | SUSSEX | & WARREN COUNTIES

you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never knew Jersey.



you never Knew Jersey.



you never Knew Jersey.

NEW JERSEY
Highlands

The New Jersey Highlands are so much more than anyone expects —
and we want to hear it straight from you.
What about your visit surprised you the most?

I never knew Jersey had so many great places to hike.

I never knew Jersey was where so much history happened.

I never knew Jersey

I never knew Jersey

I never knew Jersey

I never knew Jersey

I never knew Jersey

I never knew Jersey

I never knew Jersey

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I never knew Jersey

you never knew Jersey.



you never knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



Ambassador Pin



you never Knew Jersey.

Thank you for being a
dedicated voice for the
landscapes, culture, and trails of
the New Jersey Highlands. This
pin honors your role in
preserving the spirit and beauty
of the New Jersey Highlands.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



Congratulations,
New Jersey Highlands Region!