

Brand Guidelines

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Logo



choose.
newjersey

The logo features the word "choose" in blue lowercase letters, followed by a period. Below "choose." is the word "newjersey" in green lowercase letters. The "new" is positioned directly under "choose.", and "jersey" is to its right.

Clear Space

Clear space around all sides of the logo should be equal to the height of the 'n'.

[Download Logo](#)



choose.
newjersey

The logo is shown within a dashed rectangular box. The box is positioned such that its top and bottom edges are aligned with the top and bottom of the logo, respectively. The box extends horizontally to the left and right of the logo, ensuring equal clear space on all sides as specified in the guidelines.

Logo Variations



All-white logo for use on solid brand colors, on gradients, or over photography.



All-black logo for use in only black and white communications or when colors are limited.

Minimum Sizes

choose.
new jersey

.75in

Print

.75 inches wide should be the smallest size for print applications.

choose.
new jersey

150 pixels

Digital

150 pixels wide should be the smallest size for digital applications.

Do's and Don'ts

To make sure our logo appears as consistently as possible throughout our communications, we've identified a few ways that we DO and DO NOT want our logo to appear. These are certainly not ALL of the rules — just a few to set the tone.



DO

Use the white version of the logo on brand colors.



DO

Use the brand color or black logos on white, grey, or light photography with plenty of clear space.



DO

Use the white version of the logo on appropriate photography where there is enough contrast.



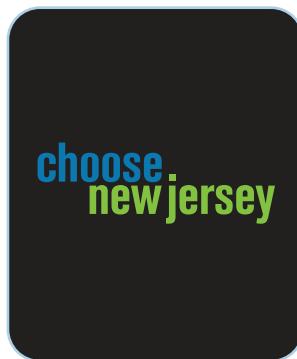
DO

Use the black logo where colors are limited. (example: promo items)



DO NOT

Use the old version of our logo that includes the colon.



DO NOT

Use the brand color logo on dark colored backgrounds.



DO NOT

Stretch the logo.



DO NOT

Change the color of the logo.



DO NOT

Use the black logo on photographs that are too busy or dense in color.

Typography

Proxima Nova

The Extrabold variation is used for headers and subheaders.

[Download Fonts](#)

Application

Proxima Nova is used throughout all of our print materials developed within the Adobe Suite.

We use Proxima Nova Extrabold for cover headers, body headers, and subheaders in our creative materials such as booklets and reports.

We also use Proxima Nova on our social graphics and website (see accompanying guides).

Proxima Nova Extrabold

AaBbCcDd

Cover Header (50pts)

Extrabold

Body Header (30pts)

Extrabold

Subheader (13pts)

EXTRABOLD

Franklin Gothic URW

We use various URW and URW condensed variations.

Application

Franklin Gothic is used throughout all of our print materials developed within the Adobe Suite.

Franklin Gothic URW Book is used for body copy. In some instances, we can use Franklin Gothic Cond Demi for header text when inside of gradient strips or for stats. It can also be used as a header if the text is colored.

Franklin Gothic URW Book (Body Text)

AaBbCcDd

Franklin Gothic URW Cond Demi (Stats)

123456789

Body

In New Jersey, one-third of the U.S. population and one-third of its economy are reachable within a single day's drive. The state also boasts the busiest seaport on the East Coast of North America—the Port of New York and New Jersey—and the highest railroad density in the nation.

Stats

\$1.2B

In funding committed to tech and life sciences companies over 20+ years (through the Net Operating Loss Program)

\$90M

In public capital support to New Jersey growth-stage businesses

Gradient Strip Headers

LIVING AND WORKING IN NEW JERSEY

Pairing Fonts

These examples show how our different typefaces are applied.

Proxima Nova Extrabold ▶

Franklin Gothic URW ▶

Proxima Nova Extrabold ▶

Franklin Gothic URW ▶

Franklin Gothic URW Cond ▶

Franklin Gothic URW Cond ▶

Franklin Gothic URW ▶

State Support

The New Jersey Economic Development Authority (NJEDA) plays a vital role in cultivating economic prosperity and bolstering enterprise throughout New Jersey. The NJEDA provides a variety of programs, tax incentives, vouchers, loans, grants, and additional resources to companies of all sizes as they contribute to the state's dynamic business ecosystem. It's no surprise New Jersey has seen record startup, small business, and job creation in recent years.

\$1.2B

In funding committed to tech and life sciences companies over 20+ years (through the Net Operating Loss Program)

\$90M

In public capital support to New Jersey growth-stage businesses

\$108B

In GDP growth in the past 10 years



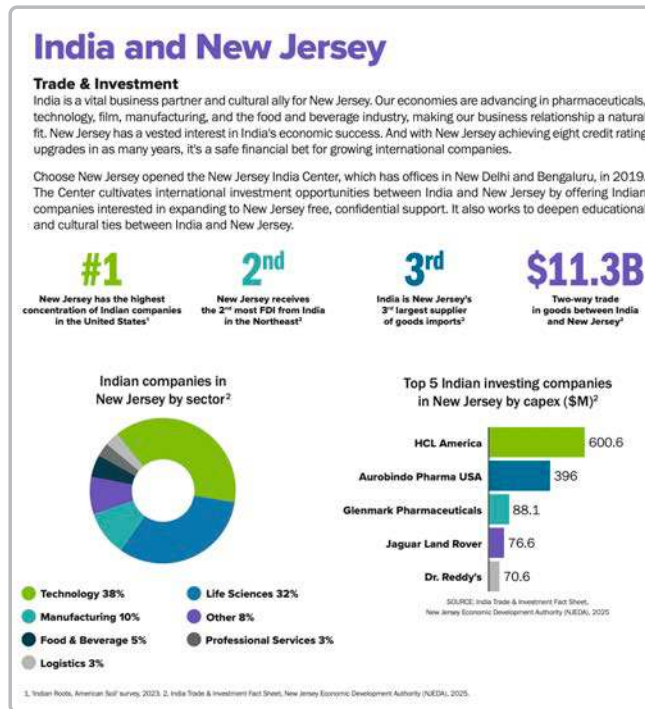
WHAT NEW JERSEY CAN DO FOR YOU

Choose New Jersey inspires businesses, entrepreneurs, and innovators to make New Jersey their home. We provide a range of free, confidential resources and tools to assist in your location decision. Our team offers personalized guidance at every stage of establishing or expanding operations in New Jersey.

Examples

Use the following examples as guidance.

Booklets (Interior Spread)



Booklets (Cover Page)

How to Start Your Business in New Jersey

A Step-by-Step Guide



1-Pagers



Social Media



Colors

Brand Colors

Our colors establish the overall look and feel of the various touchpoints within the Choose New Jersey brand. The palettes combine to underscore our brand attributes and enhance the usability of our website, emails, and print communications. These colors are typically showcased on pages or graphics that include white, which is also considered a core brand color.

Primary

Blue

Pantone: 307
CMYK: 100/16/0/27
RBG: 0/120/174
Hex Code: #0078AE

Green

Pantone: 376
CMYK: 54/1/100/0
RBG: 132/189/0
Hex Code: #84BD00

Secondary

Purple

Pantone: 2665 C
CMYK: 42/54/0/28
RBG: 107/84/184
Hex Code: #6B54B8

Black

CMYK: 0/0/0/100
RBG: 0/0/0
Hex Code: #000000

Light Gray

Pantone: Cool Grey 6
CMYK: 0/0/0/31
RBG: 186/188/190
Hex Code: #B5BCBE

Tertiary

Dark Blue

Pantone: 308
CMYK: 100/30/0/49
RBG: 0/91/130
Hex Code: #0078AE

Teal

Pantone: 7466 C
CMYK: 86/4/0/27
RBG: 26/178/186
Hex Code: #1AB2BA

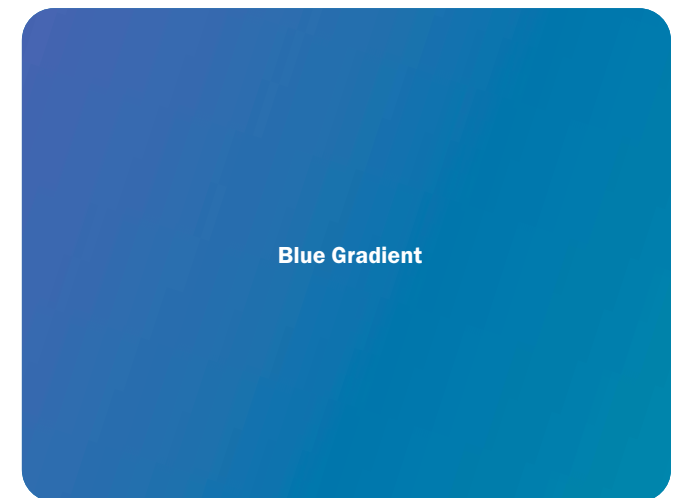
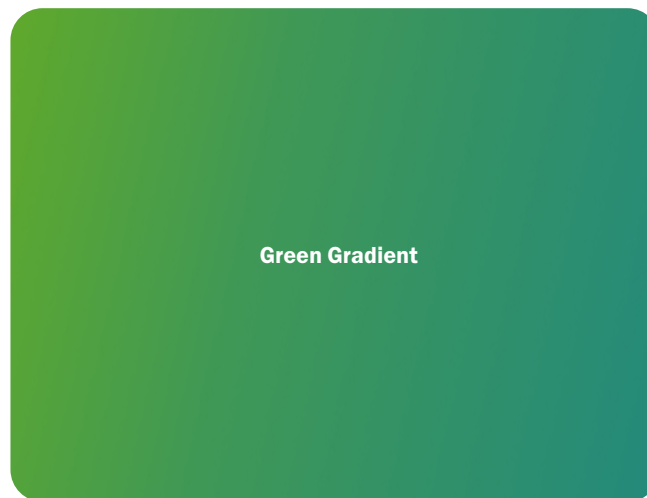
Yellow

Pantone: 803
CMYK: 4/0/96/0
RBG: 247/236/22
Hex Code: #F7EC16

Gradient

Our gradients utilize brand colors to add energy, depth, and vibrancy across various applications.

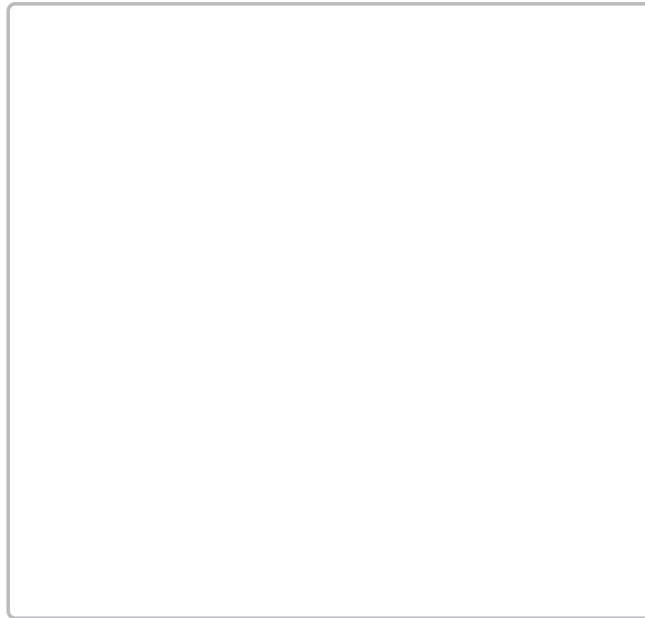
Our core gradient is used in shapes that extend the length of a page, typically with headers and photo accents.



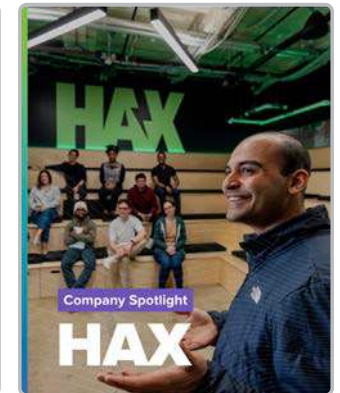
For a subtle treatment, variations of the green and blue can be used. Majority of these should be our Choose New Jersey green or blue.

Examples in Use

Various applications of our colors and gradients.



Print Materials



Social Graphics



Train Wrap



Large Signage

Photography

Photography

We prioritize using authentic and consistent imagery in our brand to best showcase New Jersey. Lighting should be bright and defining, and focus should be sharp and crisp. Each image should have a clear focal point.

If stock photography is needed, it must adhere to the above guidelines. In the case of location photos, the stock photography must show New Jersey.

These same guidelines should also be followed for video and motion graphics.

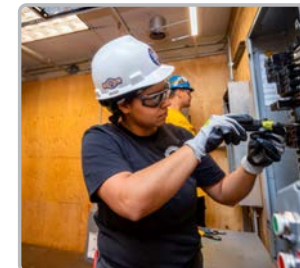
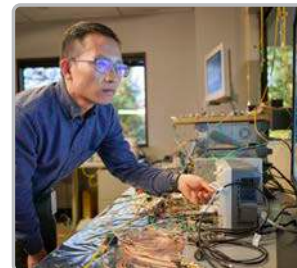
Quality of Life



Business



Key Industries



Do's and Don'ts

To make sure our logo appears as consistently as possible throughout our communications, we've identified a few ways that we DO and DO NOT want our imagery to appear. These are certainly not ALL of the rules — just a few to set the tone.



DO

Use images with diverse variety of people.



DO

Showcase people in action.



DO

Use images that can tell a story about locations in New Jersey.



DO NOT

Use images in a way that crops out important details or people.



DO NOT

Stretch or distort the proportions of photos.

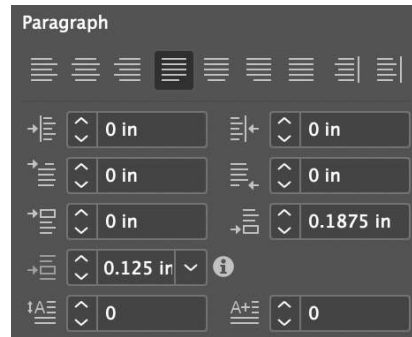
DO NOT
Use filters over images.

Composition

Paragraph Spacing

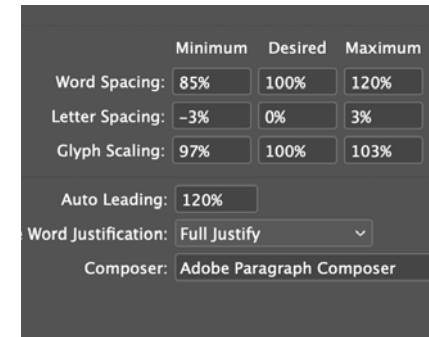
Spacing between paragraphs using the same style should be set to 0.125in.

Space after should be set to 0.1875in.



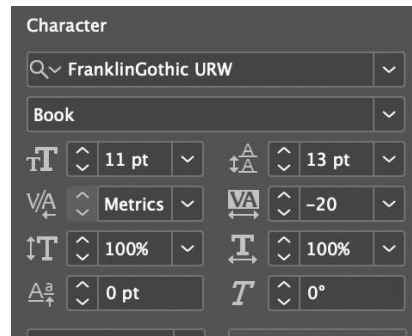
Word & Letter Spacing

These are the default specs for word and letter spacing.



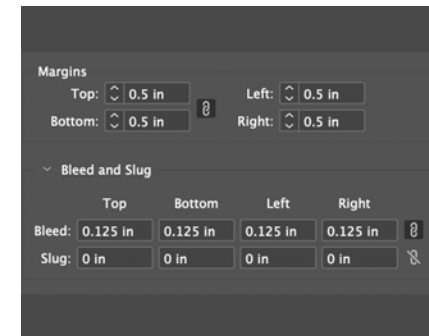
Text Size

Body font size should be set to 11pts with 100% to 120% leading for visual clarity in large bodys of text.



Margins

For readability, ensure to use at least .5" of white space around print pieces like 1 pagers and booklets. This will provide consistency across our marketing materials.



Choosenj.com Website Guidelines

Website Type Hierarchy

These examples are how text hierarchy is applied on our website.

Proxima Nova Extrabold - Hero Header (H1) 4rem or 64pts

H1

Proxima Nova Extrabold - Sub Header (H2) 2.5rem or 40pts

H2

Proxima Nova Semibold - Body Header (H3) 1.6rem or 25pts

H3

Proxima Nova Regular - Body Text 1 rem or 16pts

New Jersey's thriving life sciences ecosystem includes research universities, incubators, accelerators, funding sources, and top-notch talent. Our state is home to eight of the top 10 global biopharmaceutical companies, eight of the top 10 R&D companies, and over 5,600 life sciences establishments. These assets unite to fuel scientific advancement and bring groundbreaking new technologies to market.

Website Type Examples

These examples are how text hierarchy is applied on our website.

Proxima Nova Extrabold - Hero Header (H1) ►

Proxima Nova Regular - Body Text ►



Proxima Nova Extrabold - Hero Header (H2) ►

Proxima Nova Regular - Body Text ►



Proxima Nova Extrabold - Hero Header (H3)

Image Sizing

To maintain format consistency, we use these image sizes across the website. All sizes are in pixels. Note all should be exported at 2x from the original size for visual clarity on site. All images should be exported in Webp format.



**Hero Images
(1920x700)**



**Staff Member Images
(580x580)**



**News Stories
(1200x400)**



**Board Logos
(500x300)**



**Image + Text 50/50
(960x960)**



**Success Stories
(960x600)**



**Expert Panel Image
(400x395)**



**Industry Logo Carousel
(204x137)**



**Blog Images
(2560x730)**

PowerPoint

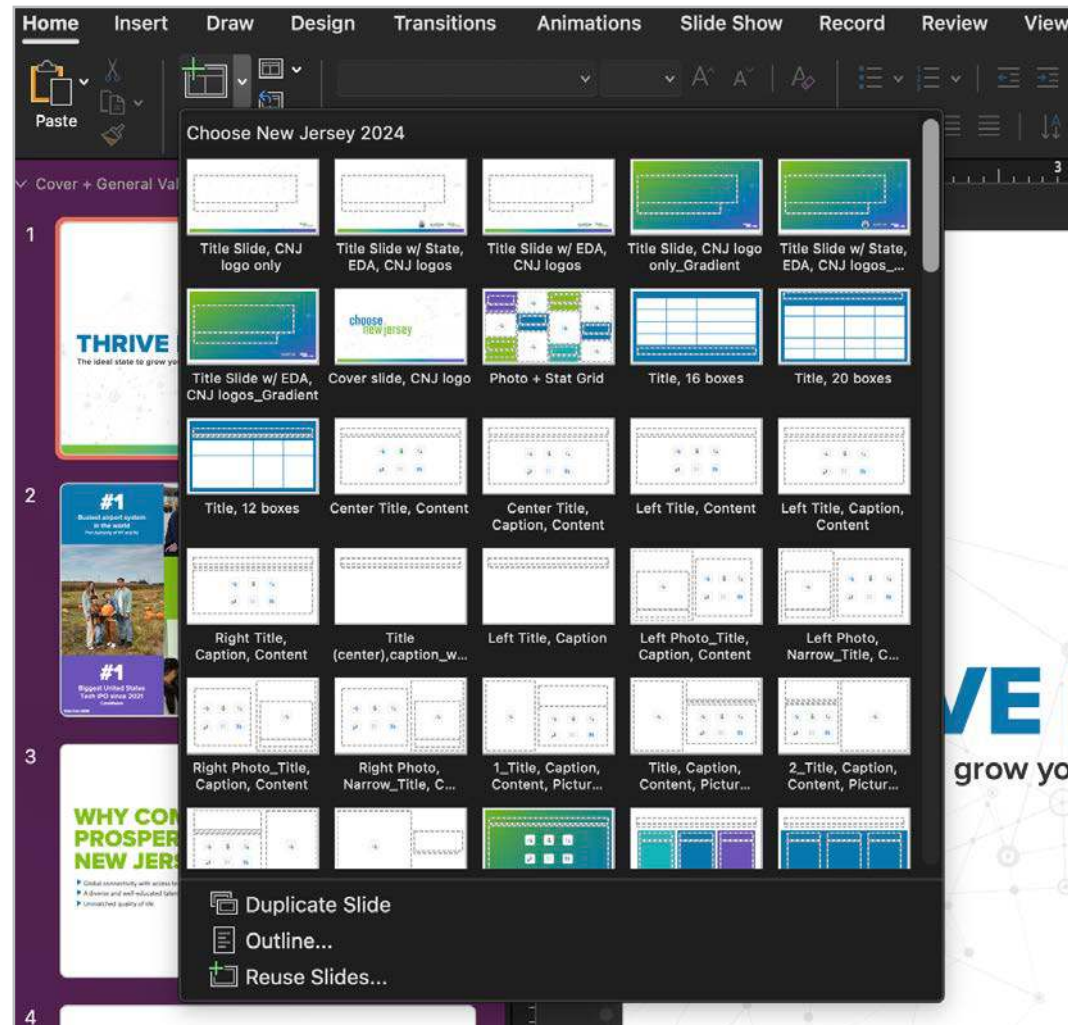
Overview

Choose New Jersey has a robust branded master PowerPoint deck with over 200 slides ready for use, including key industries, quality of life, sites, and Choose New Jersey staff contacts.

Using Templates

In addition to the existing slides, master layouts can be used to create new slides. These template layouts have text and image placeholders with core branding already in place for easy slide creation, including title slides, transition slides, and various text, photo and icon layouts.

[View the 2026 master PowerPoint deck](#)



To create new slides using master layouts, click the dropdown menu next to Home > New Slide.

Type Hierarchy

These examples show the core font styles used in PowerPoint. Line height should always be 1.0pts unless otherwise specified. Secondary font sizes should only be used when needed for space.

Font Colors

The font colors shown align with the brand colors on page 13 unless otherwise noted. On solid color, gradient, or photo backgrounds, all text should be white, and body text should be bolded for legibility.

Proxima Nova Extrabold - Main Header - Green - Primary size 60pts, Secondary size 54pts - Line height 0.8pts

LIFE SCIENCES

Proxima Nova Semibold - Sub Header - Hex code #353535 - 18pts

A Global Leader

Proxima Nova Medium - Body Header - Blue - 17pts - Space before 10pts

ECOSYSTEM

Calibri Light - Body Text - Black - Primary size 16pts, Secondary size 14pts - Space after 6pts

New Jersey's thriving life sciences ecosystem includes research universities, incubators, accelerators, funding sources, and top-notch talent. Our state is home to eight of the top 10 global biopharmaceutical companies, eight of the top 10 R&D companies, and over 5,600 life sciences establishments. These assets unite to fuel scientific advancement and bring groundbreaking new technologies to market.

Calibri Light - Body Text Bullets - Black - Primary size 16pts, Secondary size 14pts - Space after 6pts

7 out of the top 10 R&D companies have locations in New Jersey, including:

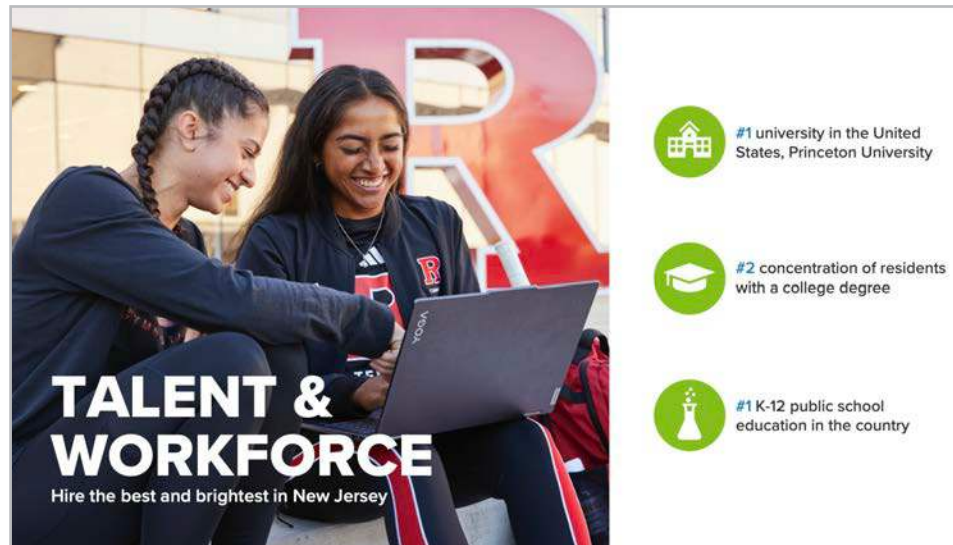
- ▶ Johnson & Johnson
- ▶ Novartis
- ▶ Merck & Co.
- ▶ Sanofi

Proxima Nova Regular - Icon and stat supporting text - Hex code #353535 - 16pts

Life sciences

Photo Styling

Many PowerPoint templates have main headers and subheaders on top of photos. These examples show how text and photos must be styled for legibility.



Text on photos must be white only for legibility. Ensure there is sufficient contrast so text is legible.



If needed to improve text legibility, a photo may be slightly darkened within PowerPoint to increase contrast. Select the photo and click Picture Format > Corrections and select a darker option in Brightness/Contrast.

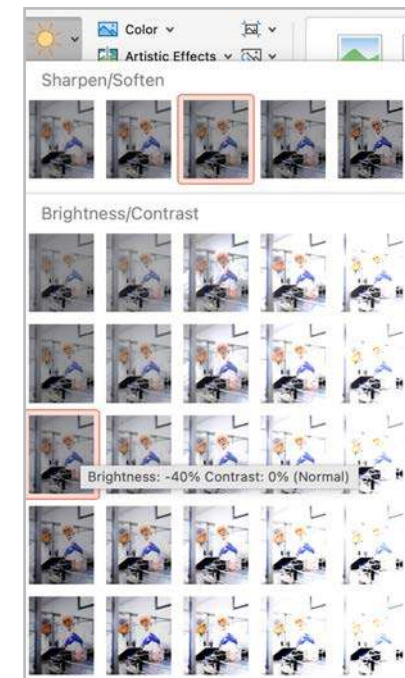


Photo Placement

In addition to the Choose New Jersey photo guidelines beginning on page 16, note that all photos in the master PowerPoint template are styled to bleed to the edges of the slide.

TALENT & WORKFORCE

Life sciences excellence at New Jersey universities

- ▶ Rutgers University spent \$993M for R&D in 2025, resulting in 1,200+ patents
- ▶ New Jersey Institute of Technology established six industry-facing innovation divisions
- ▶ Rowan University is home to the South Jersey Technology Park (SJTP)
- ▶ Stevens Institute of Technology is home to The Center for Neuromechanics, the first of its kind in the United States



- #1** University in the United States, Princeton University
- #2** Most educated state in the United States
- #3** Concentration of STEM awards in the United States

DO

Ensure photos bleed to the edge(s) of the slide.

TALENT & WORKFORCE

Life sciences excellence at New Jersey universities

- ▶ Rutgers University spent \$993M for R&D in 2025, resulting in 1,200+ patents
- ▶ New Jersey Institute of Technology established six industry-facing innovation divisions
- ▶ Rowan University is home to the South Jersey Technology Park (SJTP)
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- #1** University in the United States, Princeton University
- #2** Most educated state in the United States
- #3** Concentration of STEM awards in the United States

DO NOT

Make images float on the slide.

Icons

There are four styles for icons in our PowerPoint templates.

Green and white icon



The Port of New York and New Jersey is the **#1** busiest port on the East Coast

White and green icon for use on blue backgrounds



The Port of New York and New Jersey is the **#1** busiest port on the East Coast

Blue and white icon



The Port of New York and New Jersey is the **#1** busiest port on the East Coast

White cutout icon for use on gradient backgrounds



The Port of New York and New Jersey is the **#1** busiest port on the East Coast

Stats within icon and stat supporting text should be bolded and blue (Hex code #0078AE)

Stats

Stats can be formatted horizontally or vertically.

#1

State to raise a child in the United States

#1

Foreign language education in the United States

Proxima Nova Extrabold - Stat number text - 50pts

Tables

Tables should match the style shown here. It is recommended to copy existing tables in the Choose New Jersey master PowerPoint deck to maintain consistent styles.

Proxima Nova Semibold - Table Headers - White - 16pts

Calibri Light - Table Body Text - Black - Primary size 16pts, Secondary size 14pts



	Company	Industry/Sector	Type	Original Location	New Jersey Location
1	AOP Health	Life Sciences	Attraction	Austria	Jersey City
2	CATUG Biotechnology	Life Sciences	Attraction	Boston	Princeton
3	Godavari Biorefineries	Food and Beverage	Attraction	India	Jersey City
4	Hatch Haus	Life Sciences	Attraction	Korea	Jersey City
5	Hovione	Life Sciences	Expansion	East Windsor	East Windsor
6	Linktrans Logistics	Logistics	Attraction	China	Old Bridge
7	Mikal Ventures	Financial Services	Attraction	Miami	Princeton
8	Murphy's Ice Cream (confidential)	Food and Beverage	Attraction	Ireland	Bridgeton
9	NeurexAI (confidential)	Life Sciences	Attraction	UK	Princeton
10	Smart State	Technology	Attraction	NA	Fort Lee
11	Stellar Cube	Life Sciences	Attraction	Korea	Jersey City

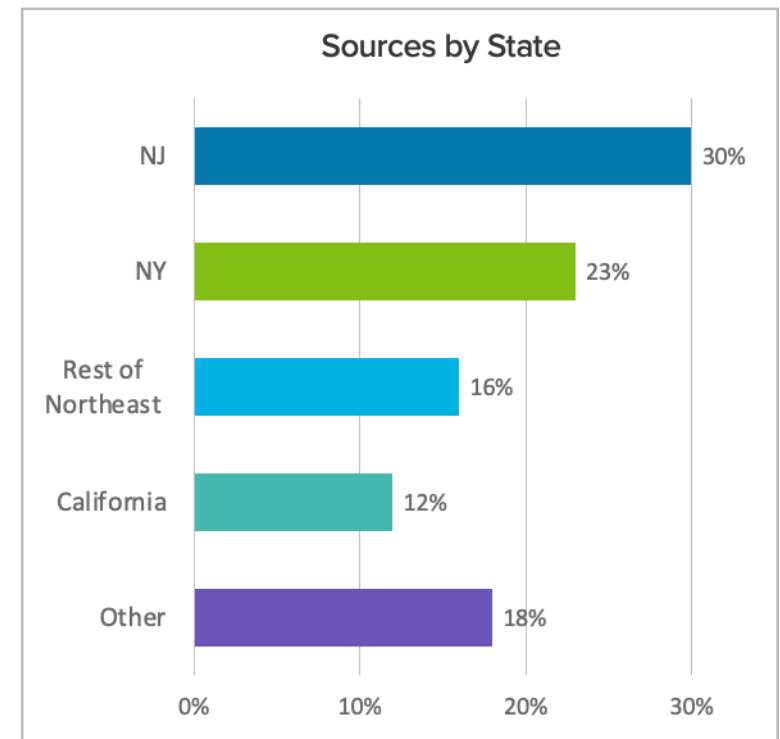
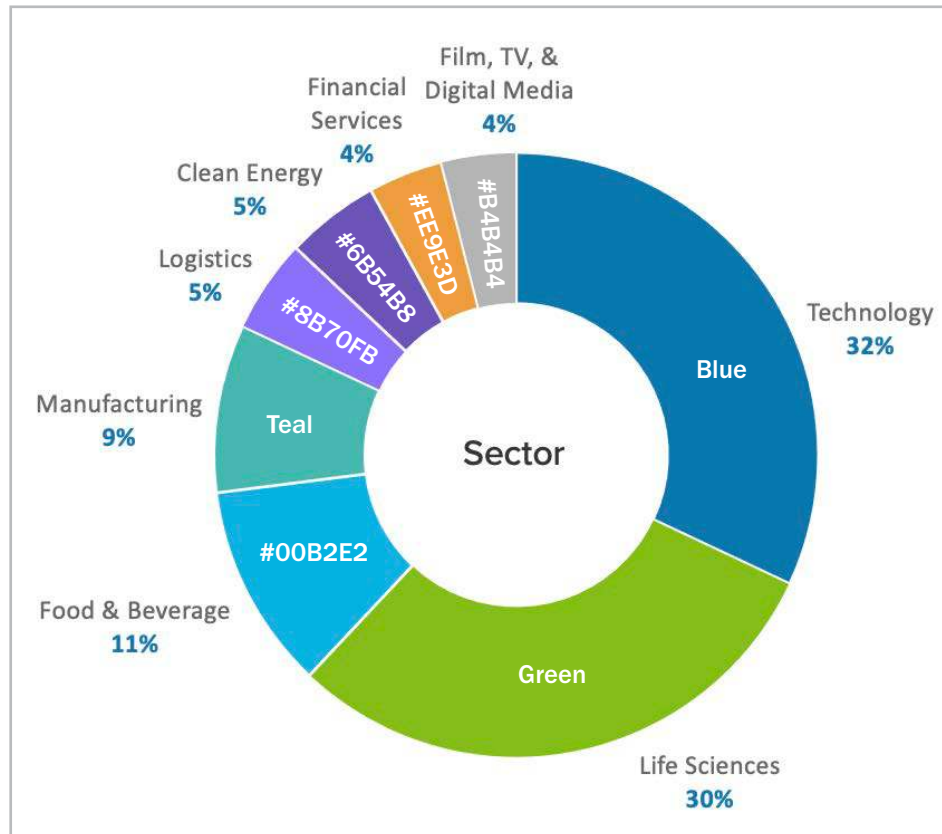
Charts

Pie charts and bar graphs should match the style shown here. Chart colors align with the brand colors on page 13 unless otherwise noted. It is recommended to copy existing charts and graphs in the Choose New Jersey master PowerPoint deck to maintain consistent styles.

Calibri Regular - Chart Labels - Hex code #696969 - 14pts

Percentages should be bolded and made blue.

Proxima Nova Semibold - Chart Titles - Hex code #353535 - 18pts





For questions or more information, contact the
marketing team at marketing@choosenj.com.