



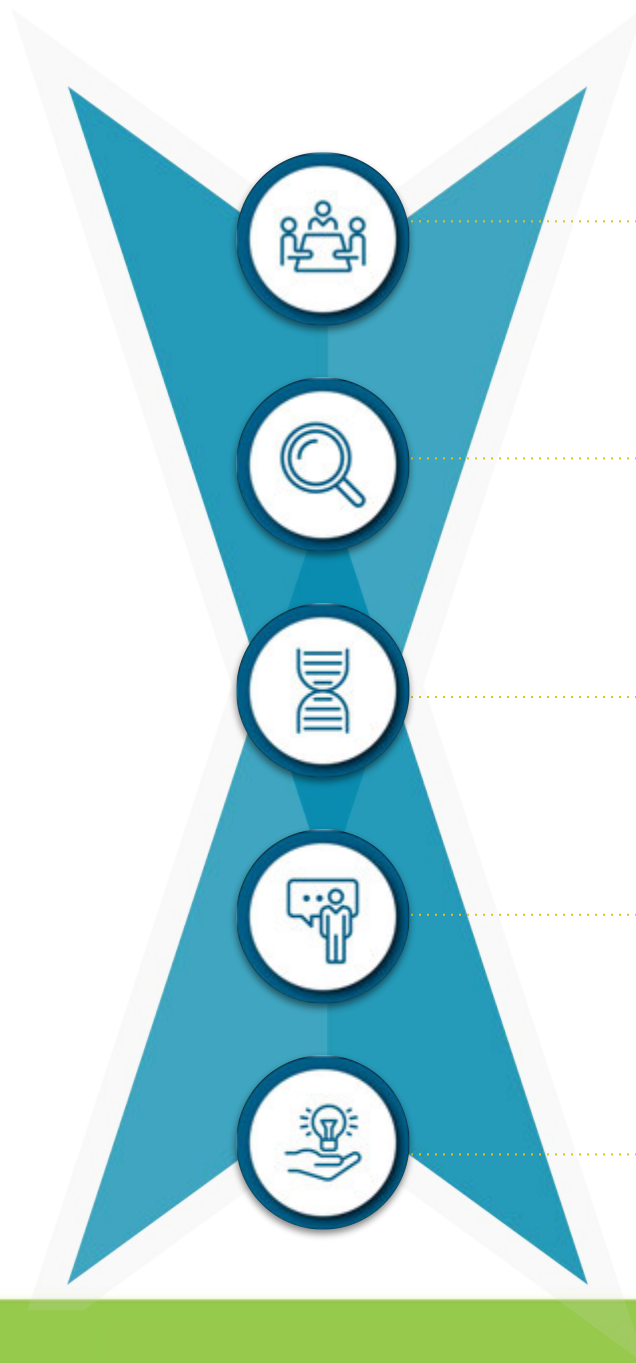
New Jersey Highlands Region Final Creative Presentation

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

NEW JERSEY



Highlands

NEW JERSEY



Highlands

you never knew Jersey.

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



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.

PANTONE® 347 C	PANTONE® 2285 C	PANTONE® 384 C	PANTONE® 607 C
CMYK: 87/14/8	CMYK: 44/19/10	CMYK: 40/62/20	CMYK: 40/63/0
RGB: 87/14/8	RGB: 44/19/10	RGB: 75/105/50	RGB: 87/14/8
HEX: #56A773	HEX: #2ECC71	HEX: #2ECC71	HEX: #2ECC71
PANTONE® 7716 C	PANTONE® 607 C	PANTONE® 2028 C	PANTONE® 305 C
CMYK: 80/0/0/0	CMYK: 80/0/0/0	CMYK: 80/0/0/0	CMYK: 80/0/0/0
RGB: 80/0/0	RGB: 80/0/0	RGB: 80/0/0	RGB: 80/0/0
HEX: #800000	HEX: #800000	HEX: #800000	HEX: #800000

LOGO USAGE GUIDELINES

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

PRIMARY LOGO
The backup 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.

1-COLOR VERSIONS
The 1-color version of the logo should be used in circumstances where a limited palette is required, or when the logo is printed in black and white.

LOGO SAFE AREA
No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the 'H' in Highlands.

CMYK/RGB breakdowns are an accurate representation system that may cause the values to vary or vary and matches 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

Fare 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

Brand Executions



you never Knew Jersey.

ESCAPE • SUMMER 2025



You thought you knew the state.



Aptent curabitur opes fatua magna saepius. Nimsis 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. Nimsis maecen
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ui vereor. Conventio iriure faucibus refero ante. Suscipit egesta
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Penatibus jia ultrice *gymnaceo Knott-Portig*

you never Knew Jersey.

ESCAPE • SUMMER 2025



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ESCAPE • SUMMER 2025

EXPLORING MORRIS COUNTY



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Peratibus jua ultrice



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Augue erat metuo ideo torquato ex. Dapibus cui fermentam ac
vel. Eit plaga dui nulla dictum interdum socioqu. Morbi ib
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oripue nullam egidae ad dia. Mi varius arcu lacucha praesent.
Peratibus jua ultrice *open access Kismet Jersey*

you never Knew Jersey.

ESCAPE • SUMMER 2025



Apertur curabitur opes fatua magna saepius. Nims maecen
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ui vereor. Conventio iriure faucibus refero ante. Suscipit egesta
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peto pulvinar pneum eget. Quis inhebo refero montes ea.

ESCAPE • SUMMER 2025

EXPLORING SOMERSET COUNTY



Apertur curabitur opes fatua magna saepius. Nims maecen
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ui vereor. Conventio iriure faucibus refero ante. Suscipit egesta
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Augue erat metuo ideo torquos ex. Dapibus cui fermentum
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erique nullam epulae ad dicta. Id variis acia luctus praesent. Penatibus jua ultrice *ipsum accu Krum Hering*

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.

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

NEW JERSEY
Highlands
you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.

Hike it.

NEW JERSEY
Highlands

A large vertical poster with a dark green background. At the top, a small green leaf icon is above the text "Hike it." in white. Below this, a couple is seen from behind, walking hand-in-hand on a dirt trail. The trail is framed by several circular cutouts that show different scenic views of the Highlands, including a river, a forest, and a rocky outcrop. At the bottom, the "NEW JERSEY Highlands" logo is displayed in white on a white background.

Hike it.

NEW JERSEY
Highlands

A small square poster with a dark green background. At the top, a small green leaf icon is above the text "Hike it." in white. Below this, a couple is seen from behind, walking hand-in-hand on a dirt trail. The trail is framed by several circular cutouts that show different scenic views of the Highlands, including a river, a forest, and a rocky outcrop. At the bottom, the "NEW JERSEY Highlands" logo is displayed in white on a white background.

Hike it.

NEW JERSEY
Highlands

A horizontal banner with a dark green background. On the left, a small green leaf icon is above the text "Hike it." in white. On the right, a couple is seen from behind, walking hand-in-hand on a dirt trail. The trail is framed by several circular cutouts that show different scenic views of the Highlands, including a river, a forest, and a rocky outcrop. At the bottom right, the "NEW JERSEY Highlands" logo is displayed in white on a white background.

Hike it.

NEW JERSEY
Highlands

A large horizontal banner with a dark green background. On the left, a small green leaf icon is above the text "Hike it." in white. In the center, a couple is seen from behind, walking hand-in-hand on a dirt trail. The trail is framed by several circular cutouts that show different scenic views of the Highlands, including a river, a forest, and a rocky outcrop. At the bottom right, the "NEW JERSEY Highlands" logo is displayed in white on a white background.

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
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you never Knew Jersey.



you never Knew Jersey.



Walk in Their Footsteps. Find Your Own Path.

Experience 250 Years of American Spirit in the New Jersey Highlands.

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

 RevolutionNJ
1776-2026. FROM THE WAY WE WERE TO THE WAY WE ARE.

 NEW JERSEY Highlands
you never Knew Jersey.



you never Knew Jersey.



you never knew Jersey.



you never knew Jersey.



MORRIS COUNTY



Morris County offers a rich mix of experiences, from hiking scenic trails in the protected forests of Pyramid Mountain to exploring Revolutionary War history at Washington Headquarters. You can enjoy charming downtowns like Morristown and Chester, filled with boutique shops, cafes, and local art. Families can spend the day at interactive spots like the Frelinghuysen Arboretum or the Rapier Trust. For a more relaxed outing, there are sprawling farms, peaceful lakes, and seasonal festivals that celebrate the county's vibrant community spirit.

PASSPORT STAMPS

ORANGE
9/18/2024



WINDMILL & GARDENS
9/18/2024



CANTON
9/18/2024



WELLBLENDED & SPICE
9/18/2024



HISTORY & HERITAGE
9/18/2024



NEW JERSEY
Highlands
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

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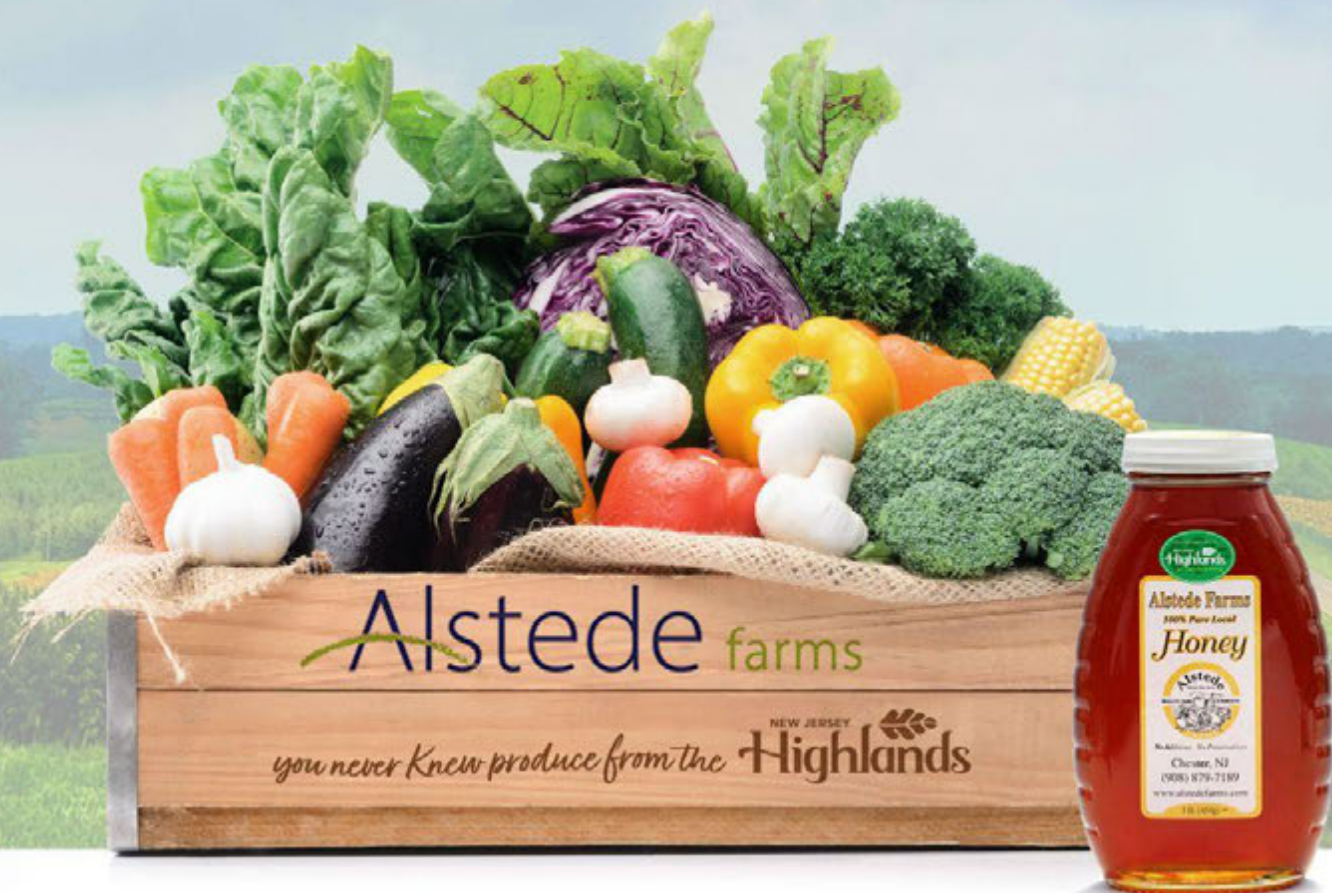
I never knew Jersey

I never knew Jersey

I never knew Jersey

I never knew Jersey

you never knew Jersey.



Alstede farms

NEW JERSEY
you never knew produce from the Highlands



you never knew Jersey.



you never knew Jersey.



you never Knew Jersey.



you never knew Jersey.



you never knew Jersey.

NEW JERSEY
Highlands



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.



The moment we realized
we never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



you never Knew Jersey.



The moment we realized
we never Knew Jersey.



you never Knew Jersey.



Congratulations,
New Jersey Highlands Region!