

brand guidelines



**COME  
HEAR**

**NORTH  
CAROLINA**



## Symbol

### Primary & Secondary Symbols

The primary symbol (above) and the secondary symbol (below) follow the same usage guidelines (p4-10).

The primary symbol can be used independently or with wordmark (p2-3).

The secondary symbol can **only** be used independently, without wordmark.

The secondary symbol is **only** to be used when space is limited and North Carolina is not referenced in surrounding content.



### Symbol & Wordmark

#### Primary Lockup

The primary lockup is to be used on the majority of branded materials.

The primary lockup should **never** be altered from presented (left).

All lockups follow the same usage guidelines (p4-10).



**COME  
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**COME HEAR**

NORTH CAROLINA

### Symbol & Wordmark

#### Secondary Lockups

The secondary lockups are to be used when the primary lockup is unable to be used successfully.

The secondary lockups should **never** be altered from presented (left).

All lockups follow the same usage guidelines (p4-10).



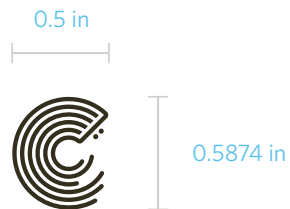
## Clear Space

### Symbol & Lockup Usage

All symbols and lockups should be surrounded by a clear space the size of the center circle (blue). **No** surrounding elements should breach this clear space.

The **only** time clear space is not needed is when the primary symbol is used as a design element or pattern, not acting as the brand logo.

The symbols and lockups can be placed over an image or video (p9).



## Minimum Size

### Symbol & Lockup Usage

The primary and secondary symbol should **never** be scaled smaller than 0.5"×0.5874".

All lockups should **never** be scaled to where 'North Carolina' is smaller than 7pt.

There is no maximum size, as long as quality is maintained.



No Rotation 0.0°



No Rotation 0.0°

0.0°



90.0°



270.0°



180.0°



## Rotation

### Symbol & Lockup Usage

All lockups are **never** to be rotated.

The secondary symbol is **never** to be rotated.

The primary symbol should **only** be rotated when being used as a pattern. The symbol should **only** be rotated by 90° increments.



## Coloration

### Symbol Usage

The primary and secondary symbol should **only** be presented in the brand's colors (p11).

All symbols should **only** appear in a single color.







## Coloration

### Lockup Usage

The primary and secondary lockups should **only** be presented in the brand's colors (p11).

All lockups should **only** appear in one or three colors.

**Only** the presented color combinations (left) are approved.



## Placement

### Symbol & Lockup Usage

All symbols and lockups should **always** contrast the background, especially when the background is a color, texture or image.

Presented are examples of successful and unsuccessful uses of contrast (left).

✗ NOT APPROVED



## Style & Effects

### Symbol & Lockup Usage

All symbols and lockups should **never** be styled or have effects applied.

The symbols and lockups are **never** to be textured, warped, stylized (no drop shadows), made transparent/multiplied, outlined or stretched.

✗ NOT APPROVED

PANT-ONE 2736 C	#1825AA	C98 M93 Y0 K0
PANT-ONE 2985 C	#57C1E8	C58 M4 Y2 K0
PANT-ONE Black 2 C	#342E1F	C62 M60 Y77 K66

## Brand Colors

### Color Usage

The brand has two primary colors, plus black and white (left). One or more of the brand's colors should **always** be used when creating branded materials.

**+ White**

## Whitney

book | medium | semibold | bold

book & book italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

medium & medium italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

semibold & semibold italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

bold & bold italic

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

## Brand Typography

### Font Usage

The brand has two primary typefaces, Interstate (logo only) and Whitney.

The brand's typeface, Whitney (left), should **always** be used when creating branded materials.

NC Music Toolkit

Brand Guide & Support	Content & Resources	Promotional Ads	Promotional Items
Brand Guide	Photography	Event & Sponsored	Button
Logo	<a href="#">Original</a>	<a href="#">DNC</a>	Guitar Pick
<a href="#">Main</a>	<a href="#">Stock</a>	<a href="#">MerleFest</a>	Mic Flag
<a href="#">Symbol</a>	Previous Materials	<a href="#">Oxford Amer. Symphony</a>	
<a href="#">Animation</a>		<a href="#">+ more</a>	
<a href="#">Horizontal</a>	Talking Points	Social Media	Step & Repeat
<a href="#">Vertical</a>		<a href="#">Facebook</a>	Tote Bag
		<a href="#">Instagram</a>	
		<a href="#">Twitter</a>	
		<a href="#">YouTube</a>	
		<a href="#">+ more</a>	<a href="#">+ more</a>

Brand Toolkit

Toolkit Navigation

The brand toolkit includes the brand guide and support materials, a library of content and resources, and an inventory of all previous/current promotional ads and items.