

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.



**COME
HEAR**

NORTH
CAROLINA

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
HEAR**

NORTH
CAROLINA



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 broach 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.

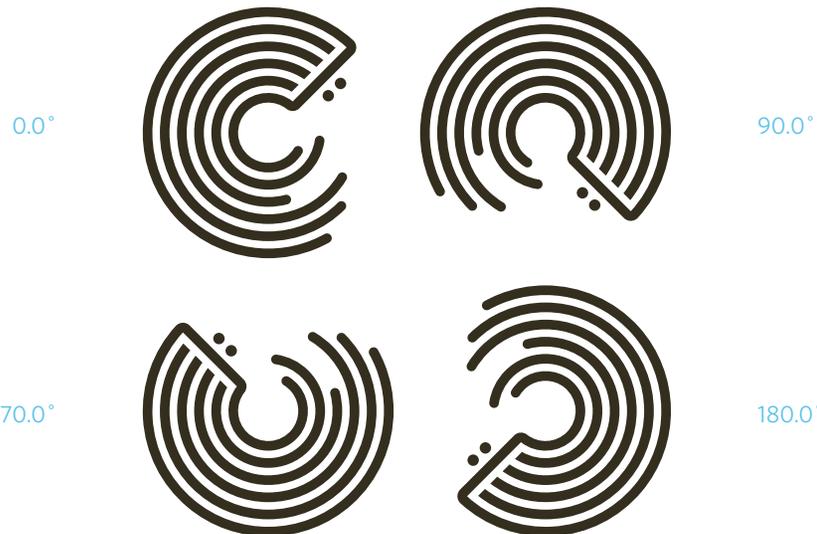
There is no maximum size, as long as quality is maintained.



No Rotation 0.0°



No Rotation 0.0°



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.





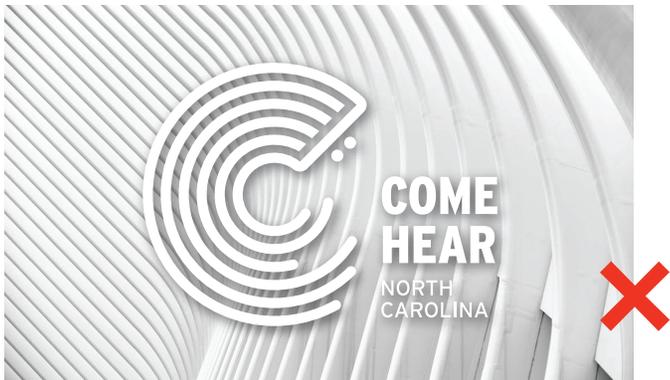
Placement

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	Original	DNC	Guitar Pick
Main	Stock	MerleFest	Mic Flag
Symbol	Previous Materials	Oxford Amer. Symphony	
Animation		+ more	
Horizontal	Talking Points	Social Media	Step & Repeat
Vertical		Facebook	Tote Bag
		Instagram	
		Twitter	
		YouTube	
		+ more	+ more

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.