EST. 1754

AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

BRAND GUIDE

VISUAL CONSISTENCY WITH CONTEXT

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

TABLE
OF CONTENTS

This guide is intended to document and assist in keeping the Fayetteville Area Convention & Visitors Bureau's brand standards consistent.

—

Intellectual property and other intangible property includes, but is not limited to, patents, trademarks, copyrights, artistic work in progress, domain names, licensing agreements, trademarks, and products. Usage requires written permission and media credit given to VisitFayetteville.nc.com.

OLD TOWN HALL

BUILT ON SITE OF THE "STATE HOUSE," BURNED 1831, WHERE THE NORTH CAROLINA CONVENTION OF 1789 RATIFIED THE FEDERAL CONSTITUTION.

DEPARTMENT OF CONSERVATION AND DEVELOPMENT 1939

BRAND
ATTRIBUTES

MISSION

Position the Communities of Cumberland County as America's Hometown. Where patriots can restore, revitalize, and reaffirm their pride in the U.S.A.

BRAND GOAL

To become known far and wide as the most patriotic town in America.

BRAND PROMISE

The Communities of Cumberland County rekindles and reawakens the American spirit in every corner of the community.

PROTECTORS
OF FREEDOM

PERSONALITY
TRAITS

BRAND PERSONALITY

PATRIOTIC

CORE VALUES

PATRIOTISM
HOSPITALITY
PRIDE

BRAND ATTITUDE

United by an unbreakable steadfast belief in and support for the American ideals of life, liberty, and the pursuit of happiness set forth by our founding fathers we manually pledge to uphold, educate, and spread American patriotism with every ounce of our beings.

TAGLINE

HISTORY, HEROES, AND A HOMETOWN FEELING.

LOGO
GUIDELINES

Here you can see some things to keep in mind when using the logo. It's important to pay attention to negative space, color combinations, and sizing.

CAP HEIGHT

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

Use the capital "F" in Fayetteville as a guide for negative space. You should have an "F" height of negative space around the entire logo.

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

SIZING

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

1.5"
MINIMUM
WIDTH

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

CUMBERLAND COUNTY, NC
FAYETTEVILLE
— AREA —
CONVENTION AND VISITORS BUREAU

LOGO
GUIDELINES
CON'T

There are some variations that should never be used. This page shows some of those situations as well as the correct ways to place and orient the logo in a layout.

Never squish or stretch the logo's inherent aspect ratio. When scaling the logo be sure to lock the aspect ratio to keep it from distorting.

Refrain from using any of the color combinations shown above. Please follow the previous page that outlines the correct color applications.

The main placement is bottom of the page, centered in a footer lock-up design.

A secondary option is to place the logo in either the bottom right or bottom left corners with designated negative space (see negative space on previous page).
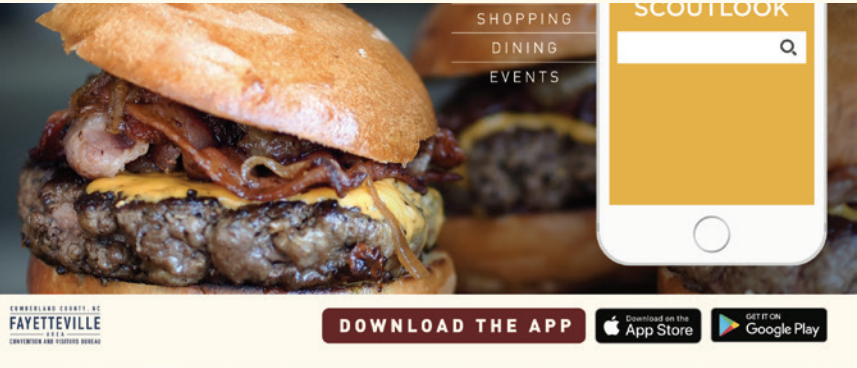
Rarer cases are centered, at the top of a design or across the center of a book cover.
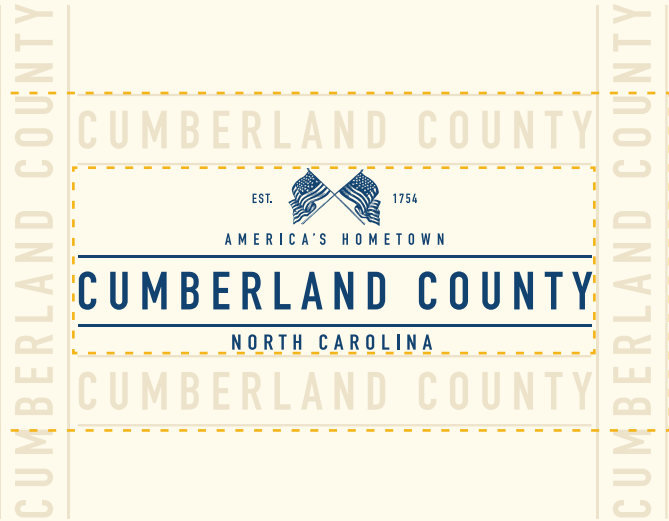
LOGO

GUIDELINES
(CUMBERLAND COUNTY)

Here you can see some things to keep in mind when using the logo. It's important to pay attention to negative space, color combinations, and sizing.

EST. 1754
AMERICA'S HOMETOWN
USE HEIGHT **CUMBERLAND COUNTY**
NORTH CAROLINA

Use the "CUMBERLAND COUNTY" height with the lines to establish proper distance from other objects.

CUMBERLAND COUNTY

CUMBERLAND COUNTY

EST. 1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

CUMBERLAND COUNTY

SIZING

EST. 1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

2.5"
MINIMUM WIDTH

EST. 1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

EST. 1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

EST. 1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

EST. 1754
AMERICA'S HOMETOWN
CUMBERLAND COUNTY
NORTH CAROLINA

TYPOGRAPHY
GUIDELINES

The fonts listed here are the preferred typefaces for the CVB tourism brand. They should be used in accordance with the specifications listed for best consistency across mediums.

HEADLINES

DIN 1451 ENGSCHRIFT

ALTERNATE HEADLINE & HEADER FONT

DIN BLACK

WEB HEADLINE

Lato Black
Title Case

HEADER

DIN LIGHT
ALL CAPS
200+ TRACKING

SUBHEAD

DIN LIGHT
ALL CAPS
200+ TRACKING

BODY TEXTS

Din light
Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Din Regular
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros.

WEB BODY STYLES

Lato Regular (400)
Lato Black
Lato Bold
Lato Italic

WEB ALT STYLES

Droid Serif Bold Italic
Droid Serif Regular
Droid Serif Regular
Droid Serif Italic

COLOR
GUIDELINES

The CVB tourism brand is represented by the colors specified in the color chart. They are intended to bring the brand to life in a way of evoking American and Southern hospitality and history.

R: 20
G: 67
B: 112

HEX
144370

PMS
294C

C: 100
M: 80
Y: 31
K: 16

BLUE:
Used for backgrounds, opacities and typography when on light backgrounds.

USED WITH:
Yellow
Dark Cream
Light Cream

R: 255
G: 249
B: 234

HEX
FFF9EA

PMS
20% 7506

C: 0
M: 2
Y: 8
K: 0

LIGHT CREAM:
Used for predominantly background color and occasional typography treatments on dark backgrounds.

USED WITH:
Blue
Red
Yellow
Dark Cream
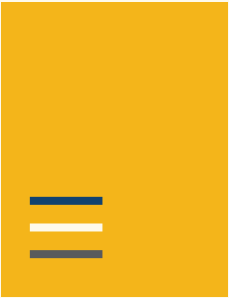Dark Grey
Light Grey

R: 128
G: 32
B: 34

HEX
802022

PMS
1807

C: 30
M: 95
Y: 88
K: 36

RED:
Used for accents, backgrounds and some button cases.

USED WITH:
Dark Cream
Light Cream

R: 244
G: 182
B: 26

HEX
F4B61A

PMS
141

C: 3
M: 30
Y: 100
K: 0

YELLOW:
Used for accents and small indications like iconography.

USED WITH:
Blue
Light Cream
Dark Grey

R: 238
G: 227
B: 203

HEX
EEE3CB

PMS
50% 7534

C: 6
M: 8
Y: 20
K: 0

DARK CREAM:
Used for predominantly background color and occasional typography treatments on dark backgrounds.

USED WITH:
Blue
Red
Yellow
Dark Cream
Dark Grey
Light Grey

R: 90
G: 91
B: 92

HEX
5A5B5C

PMS
COOL GREY 11

C: 64
M: 55
Y: 52
K: 27

DARK GREY:
Predominantly used for body text.

USED WITH:
Yellow
Dark Cream
Light Cream
Light Grey

R: 155
G: 156
B: 157

HEX
9B9C9D

PMS
COOL GREY 7

C: 42
M: 34
Y: 34
K: 1

LIGHT GREY:
Predominantly used for body text.

USED WITH:
Blue
Red
Yellow
Dark Cream
Light Cream
Dark Grey

PHOTOGRAPHY
STYLE

Curated, high quality and engaging lifestyle photography is used to communicate specific topics and ideals of the brand. Using Cumberland County location, businesses, monuments, and people—a library of suitable images has been created that should be used for consistency across all mediums. Intellectual Property Rights reserved by the Fayetteville Area Convention & Visitors Bureau.

LAYOUT
EXAMPLES

CVB tourism brand layouts are typically contemporary and visually driven. These specifications and examples show varying instances of different layout mediums and how consistency is maintained through typography, composition, and the light use of historical and illustrative elements.

COURAGE
20 MILES AHEAD
VISITFAYETTEVILLENC.COM
EXIT 49

SPIRIT
EXIT 49
VISITFAYETTEVILLENC.COM
20 MILES

HONOR
20 MILES AWAY
VISITFAYETTEVILLENC.COM
EXIT 49

Medium / Tall

Large / Square

AMERICA AT EVERY TURN
VISITFAYETTEVILLENC.COM
CLICK HERE TO PLAN YOUR TRIP

AMERICA AT EVERY TURN
VISITFAYETTEVILLENC.COM
CLICK HERE TO PLAN A TRIP

Small / Horizontal / GIF

AMERICA AT EVERY TURN

VISITFAYETTEVILLENC.COM

CLICK HERE TO PLAN YOUR TRIP

Small / Horizontal

AMERICA AT EVERY TURN
VISITFAYETTEVILLENC.COM
CLICK HERE TO PLAN YOUR TRIP

LAYOUT
EXAMPLES

CVB tourism brand layouts are typically contemporary and visually driven. These specifications and examples show varying instances of different layout mediums and how consistency is maintained through typography, composition, and the light use of historical and illustrative elements.

FIND IT
IN FAYETTEVILLE

FRESH FINDS IN REAL TIME
Get the latest local insight on events, eats and more in Cumberland County at **gofayetteville.com**—a plush source for our community's fresh finds year round.

WWW.**GOFAYETTEVILLE**.COM

- BROUGHT TO YOU BY -

To learn more about the Fayetteville Area Convention & Visitors Bureau
(910) 483-5311

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

To get the latest insight
www.GoFayetteville.com -or-
facebook.com/GoFayetteville

DISCOVERING
AMERICA'S HOMETOWN
FAYETTEVILLE AREA VISITORS GUIDE

FIND YOUR
ADRENALINE INITIATOR

WWW.GOFAYETTEVILLE.COM

FAYETTEVILLE MOTOR SPORTS PARK
4480 DOC BENNETT ROAD
FAYETTEVILLE, NC
(910) 484-3677
www.fayettevillemotorsportspark.com
HOURS VARY

The drag strip features Professional Electronic Timing and Street Electronic Timing drag racing on a 1/4 mile track with a 200-foot concrete starting line, sanctioned by the International Hot Rod Association.

MILTON E. MAZARICK PARK
1368 BELVEDERE AVENUE
FAYETTEVILLE, NC
(910) 433-1570
www.fcpr.us
8AM - DUSK

Milton E. Mazarick Park contains 80 acres and a variety of activities for visitors. Featuring an 18-hole disc golf course, 8 tennis courts, a baseball field, scenic running trails, fishing at Glenville Lake and more, this park meets many recreational needs.

Amenities: Softball field, pavilions, concession stand, fishing pier, boat rental, trails, playground, tennis courts, disc golf and restrooms.

BASIC LAYOUT GUIDE

[SIMPLE BORDER]

[FULL BLEED BACKGROUND IMAGE]

HEADER
HEADLINE
SUBHEAD

[BLUE OPACITY BAR]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

[FOOTER]

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU

WEBSITE
GUIDELINES

When developing the Communities of Cumberland County Tourism website, it was designed to organize and display editorial style content that follows the same design standards and aesthetics as print mediums. The design should be based on UX knowns and visual hierarchy that delivers information in different ways, depending on their importance. Information should be identified and categorized using consistent established typography, iconography, color, and lifestyle imagery guidelines.

CATEGORY UP HERE
Main Content Style Header To Three Lines Maximum

> *Read More*

HOME TO FORT BRAGG
Military History In Cumberland County

> *Read More*

FREEDOM'S HOME

TYPOGRAPHY

Limited to 3 lines of text, these content blocks should utilize the blue opacity background to bring the headline off the lifestyle photography in the main content sliders.

FEATURED
TRIP IDEA

CATEGORY
TRIP IDEA HEADLINE
–
Trip Idea "Thesis" or Introduction Sentence That Entices

Pampering just comes with the territory in the California desert. Maybe in the old days, desert visitors had to pack in supplies and sleep on the hard ground, but the swaying palms, cool tile walkways, and spring-fed pool at Death Valley's Inn at Furnace Creek don't exactly scream "rough it."
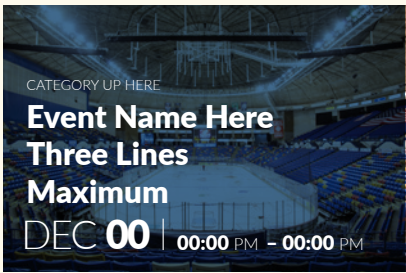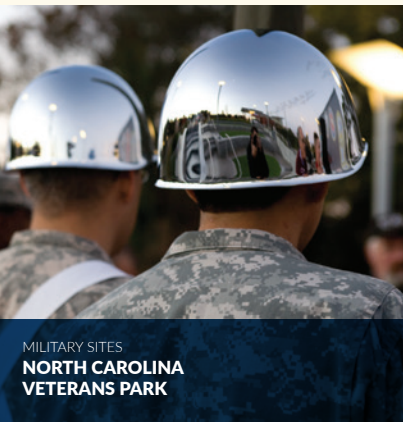
> *Read More*

🍴 **FOOD / RESTAURANTS**
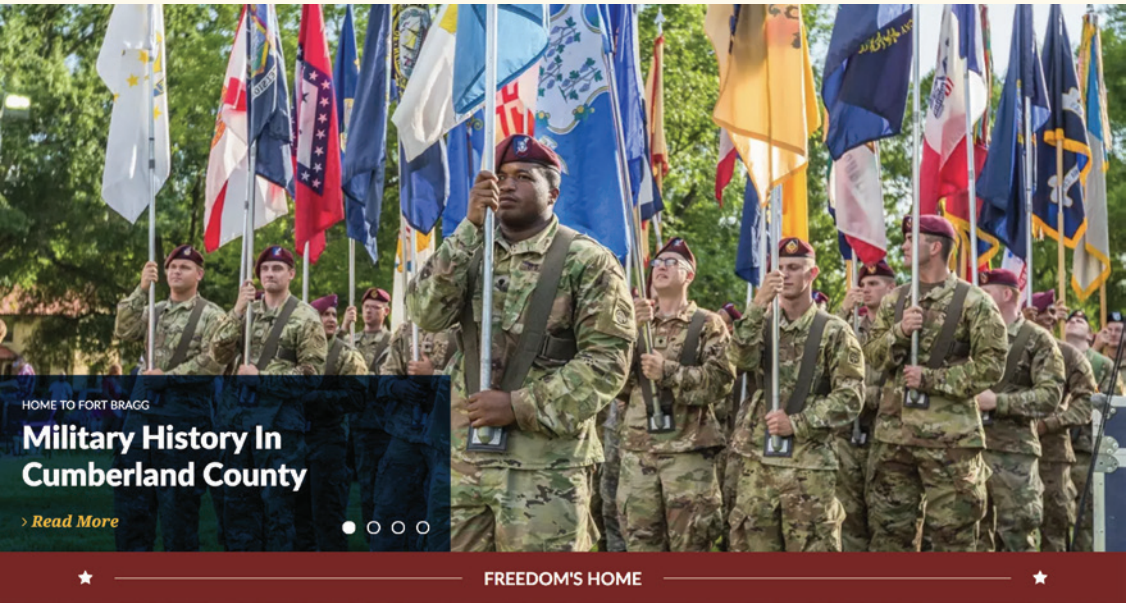
ICONOGRAPHY

Categorizing topics is done via iconography that has been designed to live across other mediums. This delivers a seamless experience from print to digital assets.

UPCOMING EVENTS

MILITARY
Flag Ceremony On Base
DEC **10** | 12:00 PM – 12:30 PM

MILITARY
Fayetteville Marksmen Vs Charlotte Checkers Third Line of Text Max
DEC **12** | 12:00 PM – 12:30 PM

MUSIC
Blues & Brews Festival
DEC **12** | 12:00 PM – 12:30 PM

> *See All Events*

MILITARY SITES
NORTH CAROLINA VETERANS PARK

CATEGORY UP HERE
Event Name Here Three Lines Maximum
DEC **00** | 00:00 PM – 00:00 PM

LIFESTYLE PHOTOGRAPHY

Curated, quality and engaging photography is used in tandem with established typography, colors and iconography to emphasize the topic/content being communicated.

SOCIAL MEDIA
GUIDELINES

Image Quality

Images for a screen should be set to the dimensions of the area. They should be 72 dpi minimum. If you notice the image you want to use looks pixelated - you need to find a new file or a better quality version.

Quality content and imagery keeps visitors engaged for longer periods. Use high quality and engaging imagery that speaks to something genuine, interesting, and specific.

Draw Them In | Don't Label

Headlines and captions should be insightful and enticing rather than a title or label for the content. Have fun with them and try to make them feel engaging. It should grab attention and encourage people to find out what's on the other end of the click.

STRONG COPY

Summer Is Here! Go Carts, Putt-Putt And Fun In The Sun

WEAK COPY
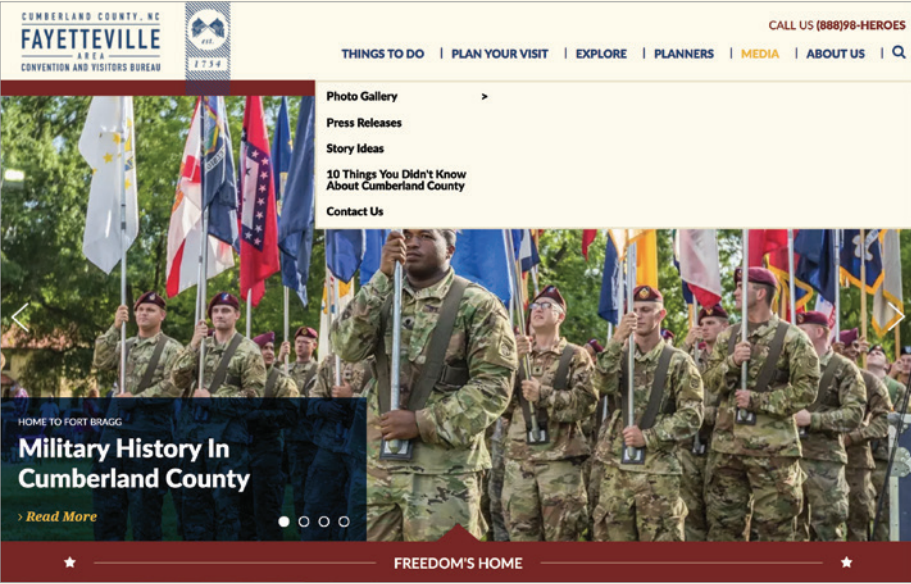
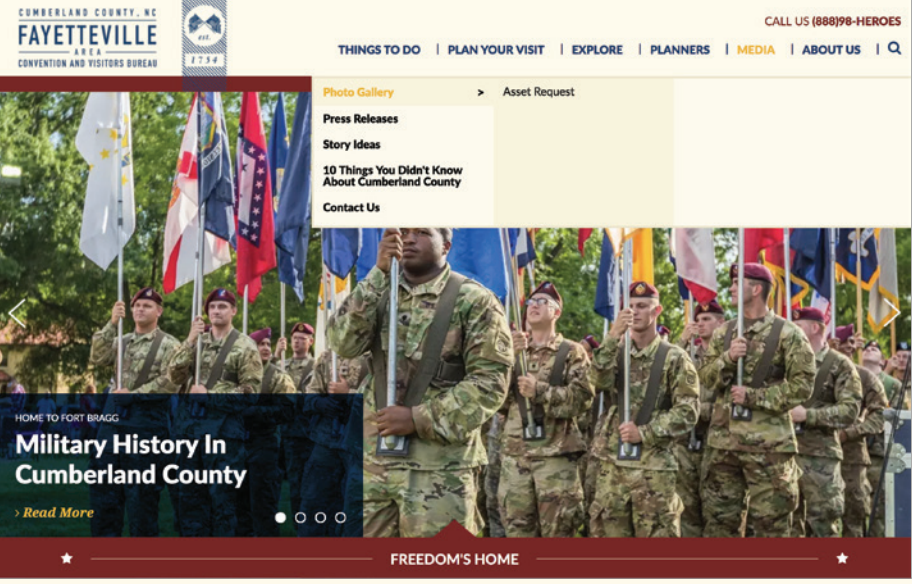## Visit The Putt-Putt Fun Center This Summer
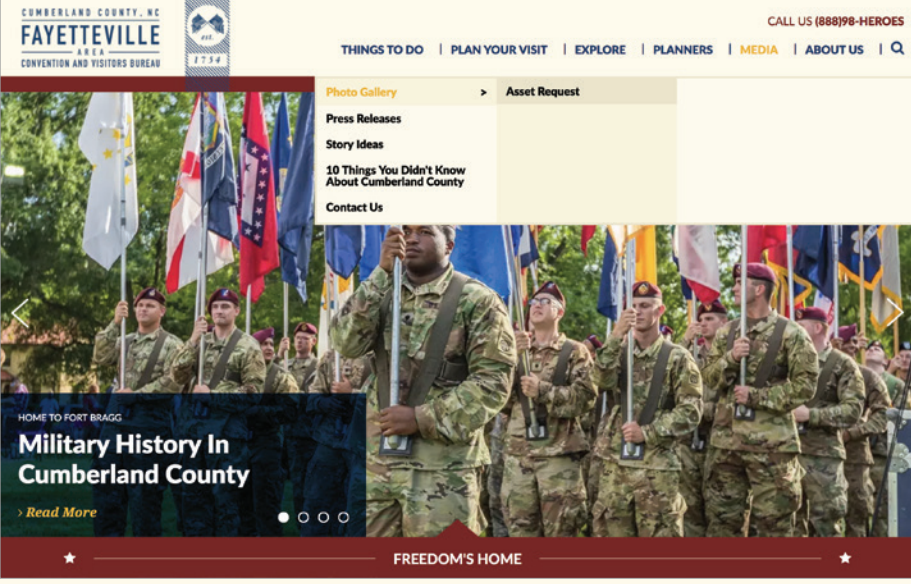
ASSET
REQUESTS
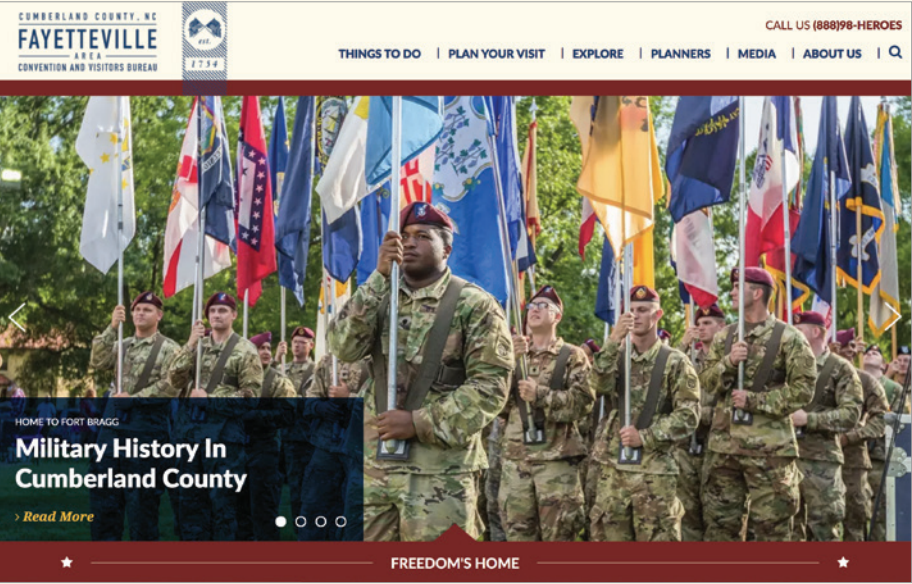
The FACVB has an abundance of resources and a variety of assets that can be requested through their website.

www.visitfayettevillenc.com

—

The FACVB's image usage policy states that the images can be requested by media who are writing about the area, meeting planners, group tour operators, or sports tournament planners that need the images to promote the community. They are for non-commercial use only.

SPRING LAKE

BRANDING

From the beginning, Spring Lake has been blessed with being at the doorstep of Fort Bragg. With that comes the responsibility of being the gateway community to Fort Bragg, welcoming those who pass through on a daily basis and providing a comfortable and affordable place for others to call home.

Leveraging its proximity to Fort Bragg and the role Spring Lake plays as a gateway for those living, visiting, and working on the base, we've developed a new brand identity.

SPRING LAKE™
[NEARLY FORT BRAGG]

1/2"

Use the capital "S" in SPRING as a guide for sizing. Any logo smaller than 1/2" should not include the tag line '[NEARLY FORT BRAGG]'.

1/8" **SPRING LAKE**™

DO NOT USE logo smaller than 1/8" size.
NEVER squish, stretch, tilt or display the logo at a slant.

C: 0	R: 255
M: 2	G: 248
Y: 5	B: 239
K: 0	

C: 62	R: 76
M: 49	G: 79
Y: 100	B: 33
K: 43	

C: 0	R: 65
M: 0	G: 64
Y: 0	B: 66
K: 90	

If the logo has to be put in the corner, it should never be closer than the height of "Spring Lake" and its tagline.

PRIMARY TYPEFACE

DIN BOLD

SECONDARY TYPEFACE

DIN REGULAR

WEB PRIMARY TYPEFACE

SOLEIL BOLD

TERTIARY TYPEFACE / BODY TEXTS

Kulturista Light
Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

WEB SECONDARY TYPE

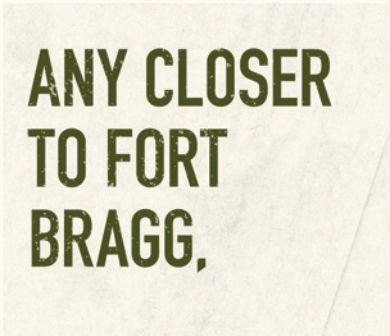## SOLEIL LIGHT

WEB BODY COPY

Kulturista Light

SPRING LAKE
BRANDING

EXAMPLE TYPE USE

ANY CLOSER TO FORT BRAGG, YOU'D BE ENLISTED.

ROLL OUT OF BED, AND ONTO BASE.

ANY CLOSER TO FORT BRAGG, YOU'D BE IN A BARRACK.

EXAMPLE DIGITAL ADS

ANY CLOSER TO FORT BRAGG,

YOU'D BE ENLISTED.

SPRING LAKE
[NEARLY FORT BRAGG]

CONTACT US

JOHN MEROSKI
CHIEF EXECUTIVE OFFICER

JMEROSKI@VISITFAYETTEVILLENC.COM
PHONE: (910) 483-5311

CUMBERLAND COUNTY, NC
FAYETTEVILLE
AREA
CONVENTION AND VISITORS BUREAU