# Table of Contents

## The Fayetteville Tourism Brand 3
- What is a brand? 4
- Mission + Vision + Core Values 5
- Brand Positioning 6
- The Name 7

## Tone & Voice 8
- Personality 9

## Our Logo 10
- Usage 12
- Logo Don’ts 13
- Variations 14
- Sizing 15

## Color Palette 16
- Our Palette 17
- ADA Compliance 18

## Typography 19
- Brand Fonts 20
- Hierarchy + Usage 21

## Graphic Elements 22
- Textures 23
- Color Blocks 24
- Photo Frames 25
- FAY Stamp 26

## Photography 27
- Photography Style 28

## Putting it All Together 29
- Print Collateral 30
- Event Collateral 31
- Website 32
- Swag Items 33
- Beer Can 34
The Fayetteville Tourism Brand
What is a brand?

Our brand is what sets us apart. It helps us tell a story that’s uniquely ours and creates a memorable experience for anyone who comes across our marketing assets.

Continuity across every medium elevates brand awareness across our community, advances Fayetteville’s image and reputation, and helps create a sense of place that further expresses our story.

These guidelines will help us speak with a unified voice, protect our brand assets, maintain graphic and language continuity, and support messaging that communicates who we are and why our audiences should take notice.
Mission

Our purpose and how we plan to serve our audiences.

**To position Cumberland County as a destination for conventions, tournaments, and individual travel.**

Vision

Impact of the organization and desired outcome.

**DistiNCtly Fayetteville strives to be the leading destination authority by supporting and marketing the Cumberland County branded visitor experience and advocating community tourism benefits.**

Core Values

The DistiNCtly Fayetteville brand is guided by our core values and the brand pillars stating that Fayetteville, NC is a passionate and diverse community, with a variety of options, in an easily accessible place.

**To successfully carry out our mission and vision, DistiNCtly Fayetteville must operate each day under five core values.**

**ORGANIZATION VALUES**

Transparency
Visibility
Respectability
Partnership
Leadership
Here, history meets history in the making. Southern charm meets modern flair. Unexpected thrills bring unexpected respite. And radically different experiences create one distinct destination.

Discover why it all works in the Fayetteville Area.
To better reflect who we are and current expectations of a tourism brand, we needed to make a change. The new name had to communicate Fayetteville’s energy and personality while including the local community as part of the brand. We’re not only competing against other regional cities for attention ... we also need to set ourselves apart from the 13 other U.S. cities named Fayetteville. After all, we were first.

Our name change is predicated on one guiding idea: we want to stand out, make people feel something, and be the leading voice of all things Fayetteville, NC.

Clear, yet evocative, our name gives us the ability to tell our story from our very first introduction.
Tone & Voice
**Personality**

Low-key, yet well-rounded, Fayetteville keeps things interesting. We’re a history buff in a modern era, a military enthusiast in a youthful college town, and an outdoorsman within a vibrant business community.

We bring a fresh perspective to life, and every new acquaintance walks away from us thinking, “that was a great conversation.” Our charm and come-as-you-are approach to life is magnetic — making every person comfortable to be their true selves around us. And just when you think you know us, there’s always a new surprise in store.

**Tone + Voice**

**Spirited**

SPIRITED means that our city pride is enthusiastic, confident and approachable...

...but our SPIRITED nature doesn’t mean that our pride is boastful, rude or exclusionary.

**Welcoming**

WELCOMING speaks to our warmth. Our arms are open to all, and we always want to feel like home...

...but our WELCOMING attitude doesn’t mean we’re “soft” or without conviction.

**Dynamic**

DYNAMIC – we’re multi-faceted, diverse, and there’s more to us than meets the eye...

...but being DYNAMIC doesn’t mean we’re undefined or overpowering.

**Down-to-Earth**

DOWN-TO-EARTH means we’re exactly who we are. Always real, relatable, and unpretentious...

...but being DOWN-TO-EARTH doesn’t make us set in our ways. Change can be a good thing!
Our Logo
Our Logo

Our wordmark takes regional typographic inspiration and updates it with a modern touch. By highlighting the NC in DistINCTly, we not only clearly identify which Fayetteville we are, but also nod to our location in the heart of North Carolina.

When written in body copy, distinctly must always be “DISTINCTly” unless followed by NC or North Carolina.
Logo Usage

The following examples are the proper way to use the logo and its variations with backgrounds.

On Color/Gradients

All white or color reverse logo version will show up best on gradients and solid color backgrounds.

White Background

It is best to place full color logo on white backgrounds. The same rules apply to all black and gray logos.
Logo Don’ts

To protect the integrity of the brand, we’ve outlined a few key applications to avoid when using our new logo.

On Images/Backgrounds

Do not place the logo over busy backgrounds or any dark areas of the image without a white backdrop.

Do not rotate the logo in order to fit in the image.

Altering the logo

Do not change the logo colors, it must stay within the brand.

The logos cannot be stretched, skewed, or otherwise altered or compressed.
Our brand also includes special use variants for specific occasions. These are not to be used in place of the primary brand, nor are any to be introduced without the permission of Distinctly Fayetteville leadership.
Logo Sizing

Our logo requires an approximate clear space equivalent to the width of the E in Fayetteville. The lower clear space begins at the lowest point in the mark, and not at the interior top of the arch.

The logo itself should only be used at sizes larger than 1.5” or 108 pixels wide.
Color Palette
Our Palette

By selecting a few key primary colors from the city’s Can Do brand system, we can leverage local familiarity and lean into colors that speak to our external audiences as well.

These are complemented with lighter colors to allow for additional creative executions and plans for ADA (Americans with Disabilities Act) compliance.

What’s the difference?

Print Pieces

- **PMS (Pantone Matching System):** Use for printing with professional printers or vendors.
- **CMYK:** Use for print when printing on a regular printer or a vendor that doesn’t allow for PMS color usage.

Digital/Onscreen

- **RGB:** Use for digital applications
- **HEX:** Use for website applications

Environmental

- **SW (Sherwin Williams):** Use for painting interiors or exteriors.

**Primary**

- **PMS:** 2172
- **CMYK:** 86, 42, 0, 0
- **RGB:** 20, 123, 209
- **HEX:** #146BD1
- **SW:** 6958 Dynamic Blue

- **PMS:** 267
- **CMYK:** 82, 97, 0, 0
- **RGB:** 95, 37, 159
- **HEX:** #5F259F
- **SW:** 6825 Izmir Purple

- **PMS:** 7711
- **CMYK:** 98, 0, 28, 4
- **RGB:** 20, 151, 169
- **HEX:** #0097A9
- **SW:** 6950 Calypso

- **PMS:** 199
- **CMYK:** 0, 100, 72, 0
- **RGB:** 213, 0, 50
- **HEX:** #D50032
- **SW:** 6868 Real Red

These are the main colors used for text and backgrounds.

**Secondary**

- **PMS:** 2717
- **CMYK:** 26, 7, 0, 0
- **RGB:** 183, 215, 241
- **HEX:** #A7C6ED
- **SW:** 6956 Blue Refrain

- **PMS:** 2253
- **CMYK:** 21, 0, 21, 0
- **RGB:** 202, 229, 203
- **HEX:** #BDE9C9
- **SW:** 6736 Jocular Green

- **PMS:** 2085
- **CMYK:** 8, 17, 0, 0
- **RGB:** 234, 224, 239
- **HEX:** #EBE1FF
- **SW:** 6834 Spangle

- **PMS:** 600
- **CMYK:** 1, 0, 44, 0
- **RGB:** 255, 241, 205
- **HEX:** #F1EB9C
- **SW:** 7123 Yellow Beam

Lighter colors used to highlight headline callouts.

**Tertiary Colors**

- **PMS:** 294
- **CMYK:** 100, 69, 7, 30
- **RGB:** 0, 67, 123
- **HEX:** #002F6C
- **SW:** 6966 Blueblood

- **CMYK:** 0, 0, 5
- **RGB:** 242, 242, 242
- **HEX:** #F2F2F2
- **SW:** 7006 Extra White

These colors can be used when necessary such as a background color.

* Never use only red + blue together outside of the logo (must be used in conjunction with teal or purple)
When creating digital assets for DistiNCtly Fayetteville, we want to ensure the piece is accessible to all. This should include ensuring proper color contrast, font sizes, and legibility of text set over imagery/elements.

The lighter, secondary colors should never be used as text. Body copy should always be black or white.

**Color Palette**

White – Use on gradients, swirl, dark blue or red.

Purple – Use on light blue, light green, grey, or white.

Teal – Use on light yellow, light purple, grey, white, or dark blue.

Blue – Use on light green, grey, or white.

Red – Use on grey or white.
Typography
Brand Fonts

Our brand includes a trio of typefaces that are used in certain combinations to maintain clear expression in a variety of contexts.

One of our headline typefaces is Brice, which comes in a variety of weights and widths. Brice adds character that straddles the line of charming yet modern. It may be used on its own for shorter headlines, or to accent key words in longer headlines. In most instances, Brice Semibold is all that is needed.

Montserrat Bold is also used in headlines, subheads and text call outs. Its personality complements Brice when combined in headlines, but it can also handle a number of utilitarian needs.

For body copy and some select headline instances in our marketing campaign, Acumin Variable is used for its clear letterforms in a variety of weights and widths.

An example copy hierarchy can be found in the next section.
So much to explore in a destination that's not to be missed.

Whether you intend to stay a spell or you’re just passing through, find activities that will surprise you in our corner of the world. Fayetteville, Spring Lake, Hope Mills and surrounding Cumberland County offer a friendly feel and more to do, whether you’re an outdoor enthusiast, history buff, or just someone looking for a good time.

PLAN YOUR VISIT TODAY

Think you know Fayetteville? Think again.

HEADLINE
Brice SemiBold

BODY COPY
Acumin Variable Concept - Regular

SUBHEAD
Montserrat Bold

Have you done it yette?

There's an energy here. An excitement. A can-do spirit, with an "anything is possible" approach to every day. For a mix of unexpected things to do and people you won’t forget, plan your trip today.

Get a destination guide.

REQUEST NOW
Graphic Elements
The Distinctly Fayetteville brand includes a few graphic elements to help convey energy, optimism and sense of place.

**Textures**

The Distinctly Fayetteville brand includes a few graphic elements to help convey energy, optimism and sense of place.

**Gradient**

When you are only using a single gradient, stick with the teal + purple version. If you have a collection of assets in a set utilizing a gradient backdrop, you can introduce the red + purple version as well.

Use textured gradients.

**Swirl**

Save this for special occasions. The swirl shouldn't be overly used as a backdrop.

**Map**

To be used as a background element when talking about Fayetteville as a whole/Cumberland County/surrounding areas.
**Color Blocks**

Used as a way to highlight ideas or moments, color blocking helps us call out elements on a page and also helps the logo remain in primary colors when used in a layout.

Blocks behind logo. The example shown above is the preferred logo-to-box ratio. It must be centered horizontally and vertically within the blocks.

Highlighting headline callouts in conjunction with the Brice font.

Used as a bottom border to help the logo stand out.

Gradient version used in printed materials like envelopes.
Photo Frames

The bar element used to highlight text can also be used as an image frame. When grouping a few bars together, these create a more interesting frame than simply using a box. Three frame configurations are currently available, as shown here.

In photo frames, the bar graphic can all be used to add a little sumthin’ sumthin’ to images, expressing additional energy in a scene.
FAY Stamp

The brand also includes a submark that can be used in proximity to the logo on marketing and promotional materials.

This cannot be used in lieu of the primary mark, but can serve as a complementary graphic or watermark element in a variety of colors and orientations. When tilting, keep at 15° degree angle.

When recoloring, FAY and NC must be in the same color.
Photography
Photography Style

Our photography should reflect the distinctiveness, variety and vibrancy of Fayetteville. As much as we want to show off all there is to do, our photos should heroize visitors and capture their candid, in-the-moment expressions. Ultimately, we want to visually communicate the energy, freedom and fun this place inspires.
Putting it All Together
Event Collateral

- Textured gradient
- Typography
- Color blocks
- Photography
- Color blocks

Putting it All Together
Website

There's an energy here. An excitement. A can-do spirit, with an “anything is possible” approach to every day. For a mix of unexpected things to do and people you won’t forget, plan your trip today.

Get a destination guide.

So much to explore in a destination that's not to be missed.

Whether you intend to stay a spell or you're just passing through, find activities that will surprise you in our corner of the world. Fayetteville, Spring Lake, Hope Mills and surrounding Cumberland County offer a friendly feel and more to do, whether you’re an outdoor enthusiast, history buff, or just someone looking for a good time.

Think you know Fayetteville? Think again.

Color blocks

Map graphic

Photo frames
Swag Items

FAY Stamp
Beer Can

DistiNCtly Fayetteville Brand Guidelines

Putting it All Together

- Color block
- Swirl Texture

Fayetteville is anything but ordinary. Here, history meets history in the making. Southern charm greets modern flair. And radically different experiences create one distinct destination. We’re excited to bring more people to our vibrant, unique community — and show off local businesses like Dirtbag Ales that make us DistiNCtly Fayetteville.