

DISTINCTLY
FAYETTEVILLE
BRAND GUIDELINES

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

Brand Positioning

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.

The Name

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.

DistiNCtly Fayetteville



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



What we are:

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

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

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

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

What we are not:

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

...but our **WELCOMING** attitude doesn't mean we're "soft" or without conviction.

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

...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.



DISTINCTLY
FAYETTEVILLE

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.

Logo Variations

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.

DISTINCTLY
FAYETTEVILLE
GREATER AREA

DISTINCTLY
FAYETTEVILLE
SPORTS

DISTINCTLY
FAYETTEVILLE
CUMBERLAND COUNTY

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, 0, 5

RGB: 242, 242, 242
HEX# F2F2F2

SW: 7006 Extra White

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

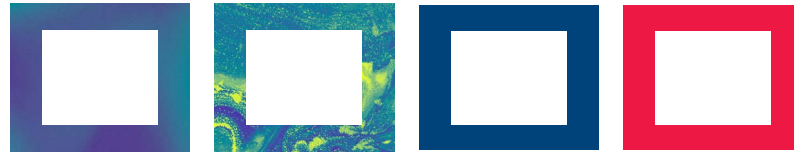
* Never use only red + blue together outside of the logo (must be used in conjunction with teal or purple)

ADA Compliance

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.

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



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



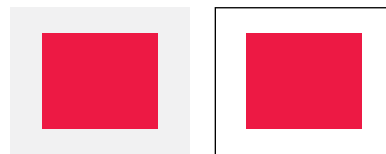
Teal – Use on light yellow, light purple, grey, white, or dark blue.



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.

Headline

Brice Bold SemiCondensed
Brice SemiBold

Headline, Subheads, and Callouts

Montserrat Bold

Body Copy, Select Headlines

Acumin Variable Concept

Websafe Alternatives

Verdana
Arial

Hierarchy + Usage

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

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




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


Think you know Fayetteville? Think again.



GET OUTSIDE



VIEW EVENTS



PLAN FAMILY FUN

- HEADLINE
Brice SemiBold
- BODY COPY
Acumin Variable Concept - Regular
- SUBHEAD
Montserrat Bold

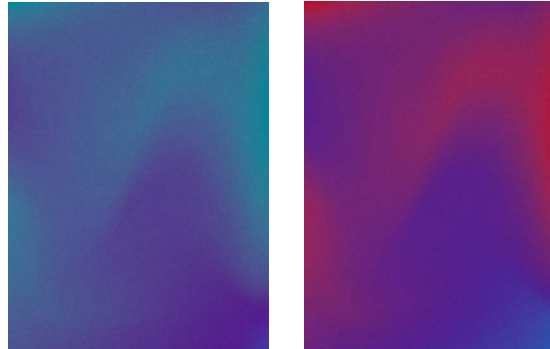


Graphic Elements

Textures

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

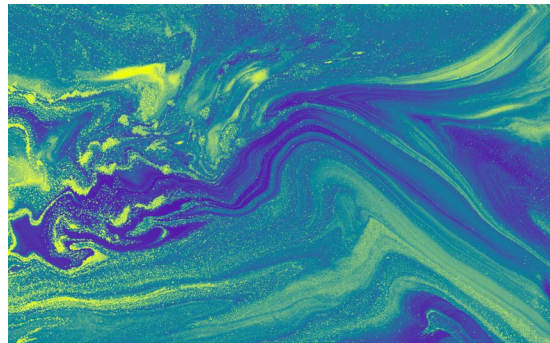
Gradient



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



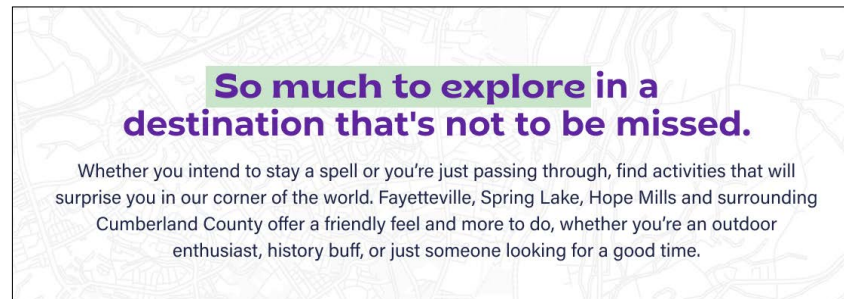
To be used as a background element when talking about Fayetteville as a whole/Cumberland County/surrounding areas.

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.

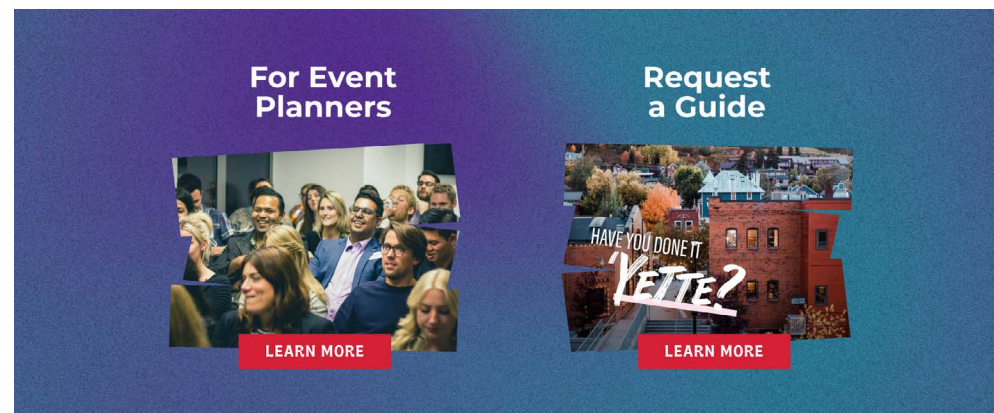
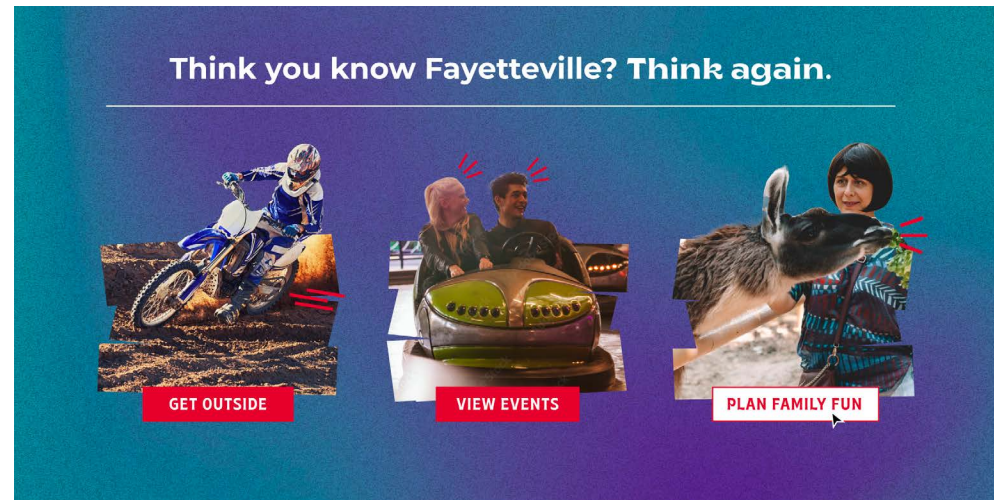


Gradient version used in printed materials like envelopes.

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.

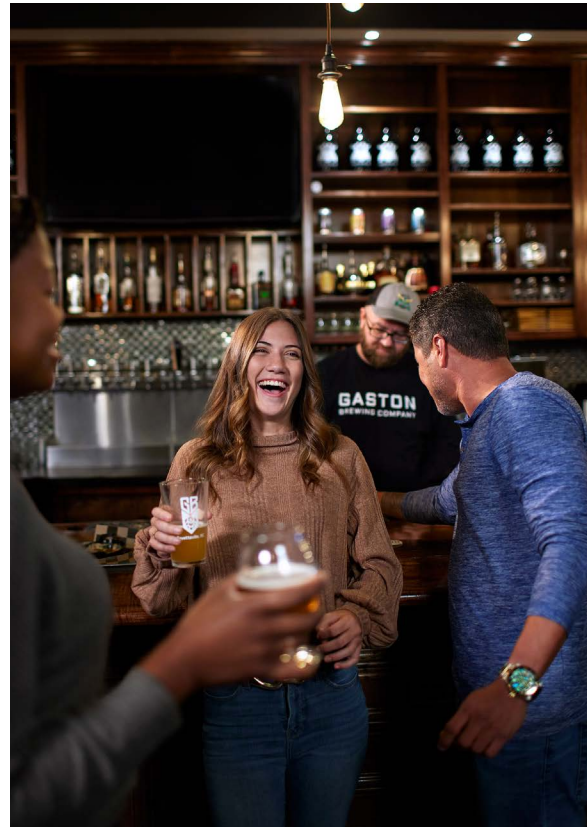




Photography

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.





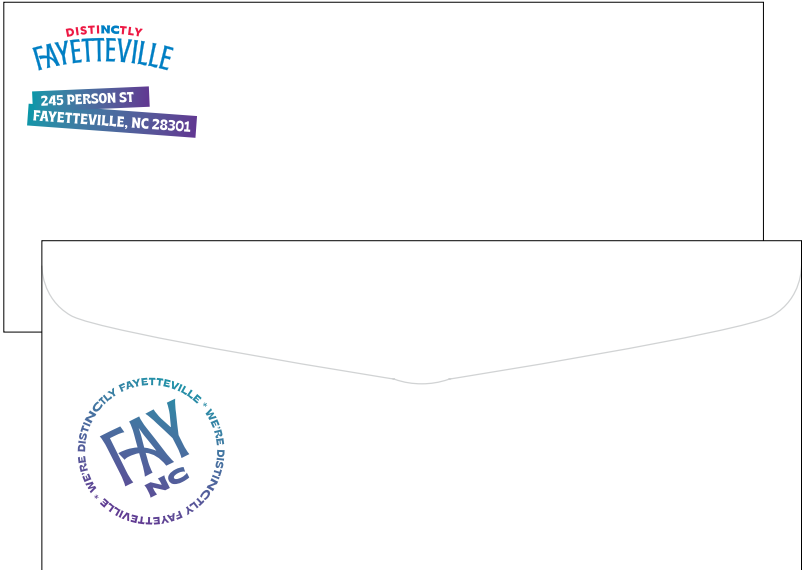
Putting it All Together

Print Collateral

Logo on white

Color blocks

15° tilt on stamp



Color block

Swirl Texture

Event
Collateral

Textured gradient

Typography



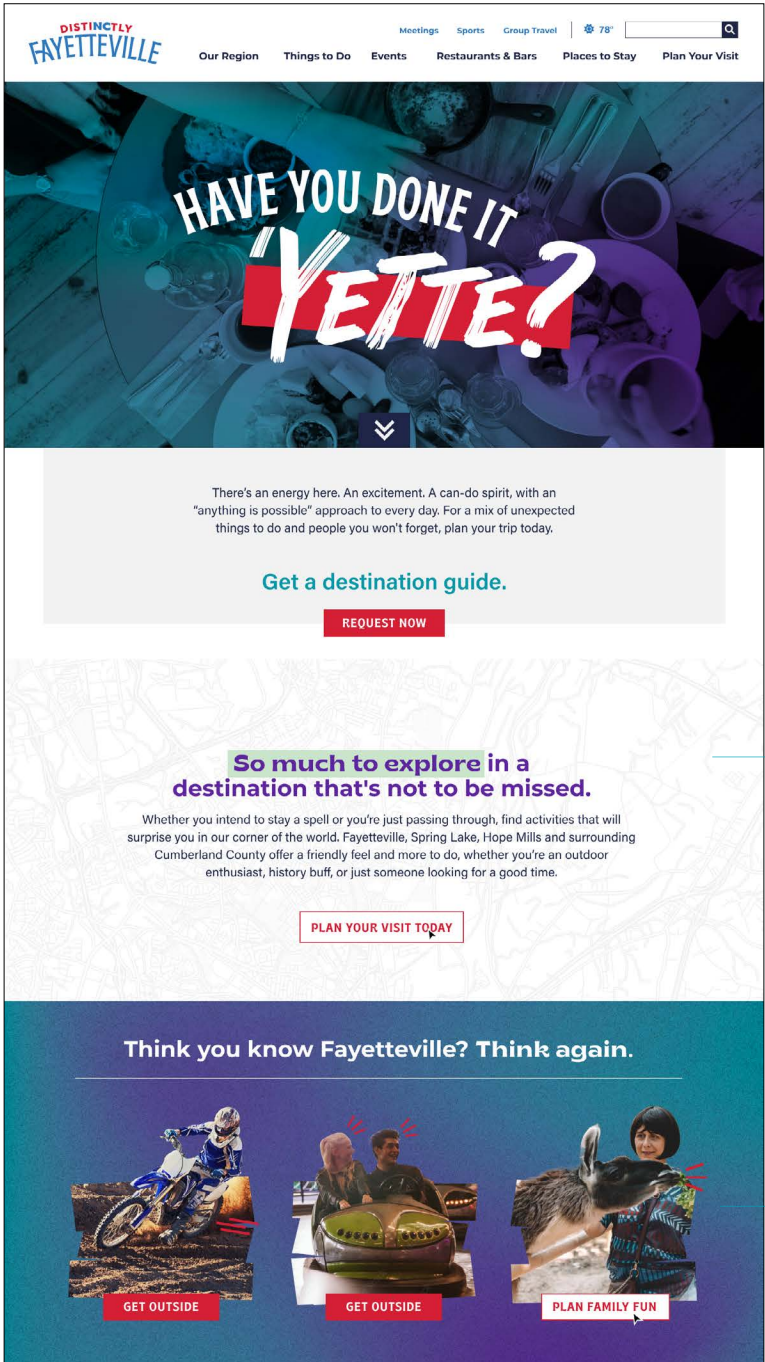
Color blocks

Photography

Color blocks



Website



Color blocks

Map graphic

Photo frames

Swag Items



FAY Stamp

Beer Can



— Color block

— Swirl Texture



245 Person Street
Fayetteville, NC 28301

(888) 984-3763

www.DistinctlyFayettevilleNC.com