

Fayetteville Area Convention & Visitors Bureau



TALL SANS SERIF TYPEFACE

FAYETTEVILLE

NC SILHOUETTE WITH STAR



INTEGRATED COLOR PALLETE

EXPANDED  
PALETTE 2



CVB TONES USED IN EXPANDED PALETTE



## Current CVB Logo

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

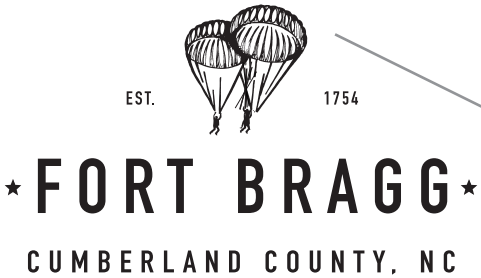
EST.  1754  
AMERICA'S HOMETOWN  
**CUMBERLAND COUNTY**  
— NORTH CAROLINA —

## FACVB Prospective Logo Variants

EST. ★★ ★ 1754  
**FAYETTEVILLE**  
— AREA —  
CONVENTION AND VISITORS BUREAU  
NORTH CAROLINA

EST. ★★★★★ 1754  
**CUMBERLAND COUNTY**  
— AMERICA'S HOMETOWN —  
NORTH CAROLINA

# Our Existing Logo Continuity Across Municipalities



EACH MUNICIPALITY  
ADOPTS THEIR OWN ICON.

CVB Participation



EST. ★ ★ ★ ★ ★ 1754

FAYETTEVILLE

— A R E A —  
CONVENTION AND VISITORS BUREAU

NORTH CAROLINA



Next Steps

1. County and city logo approval
2. Once adopted, FACVB can implement it's logo variant where feasible and applicable.
3. Incorporate community DNA into products and services (adopt language and visuals) where feasible and applicable.
  - can do
  - service
  - readiness
  - generosity
  - always going further

The visuals/products already have and will continue to reflect your DNA pillar moving forward.

(Example : “Can Do.” - already used in recent news coverage)

In the interim...

# Tourism Brand Samples In Play

(That currently compliment aesthetically)

# Color Palette

[That currently compliments aesthetically]

## PRIMARY COLORS



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

## SECONDARY COLORS



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

## TERTIARY COLORS



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

# Typography

(That currently compliments aesthetically)

## HEADLINES

DIN  
1451  
ENGTSCHRIFT

## 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, consectetur 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*

# Layout Design & Graphic Elements

(That currently compliment aesthetically)

## ADVERTISING



### 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](http://gofayetteville.com)—a plush source for our community's fresh finds year round.

[WWW.GOFAYETTEVILLE.COM](http://WWW.GOFAYETTEVILLE.COM)

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

— BROUGHT TO YOU BY —  
**CUMBERLAND COUNTY, NC**  
**FAYETTEVILLE**  
AREA  
CONVENTION AND VISITORS BUREAU

To get the latest insight  
[www.gofayetteville.com](http://www.gofayetteville.com) or  
[facebook.com/Gofayetteville](https://facebook.com/Gofayetteville)



**AMERICA'S HOMETOWN**  
FAYETTEVILLE AREA VISITOR'S GUIDE



**FIND YOUR  
ADRENALINE  
INITIATOR**

[WWW.GOFAYETTEVILLE.COM](http://WWW.GOFAYETTEVILLE.COM)

## EDITORIAL



### FAYETTEVILLE MOTOR SPORTS PARK

APRIL 2018



### MILTON E. MAZARICK PARK

APRIL 2018

## BASIC LAYOUT GUIDE

[SIMPLE BORDER]

[FULL BLEED BACKGROUND IMAGE]

HEADER

# HEADLINE

SUBHEAD

[BLUE OPACITY BAR]

Lorem ipsum dolor sit amet, consectetur 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]



# Layout Design & Graphic Elements

(That currently compliment aesthetically)

## BILLBOARDS



## WEB BANNERS



# Wayfinding Signage

(That currently compliment aesthetically)



# Existing Municipality Guides

(That currently compliment aesthetically)

