



CUMBERLAND COUNTY  
NORTH CAROLINA

# WEBSITE

CONTENT & STYLE GUIDE

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

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

# DO NOT USE LOGOS AS LISTING IMAGES

Listing images should be something captivating and interesting. Always be thinking, how can I make this post engaging by using images of people having a good time? Smiles are preferred but static images of the location work well too.

EXAMPLE:

View by: ☒ Grid ☒ List ☐ Map

Search by Name

Clear Filters

**Categories**

- ☐ African (1)
- ☐ American (87)
- ☐ Asian (56)
- ☐ Bakery and Sweets (20)
- ☐ Bar and Grill (24)
- [Show More](#)

**Regions**

- ☐ Fayetteville Cape Fear Valley (80)
- ☐ Fayetteville Downtown (44)
- ☐ Eastover (2)
- ☐ Fort Bragg (13)
- ☐ Hope Mills (35)
- [Show More](#)

**22 KLICKS BAR AND GRILL**  
3109 North Main Street | Hope Mills, NC 28348

**301 WINGZ**  
407 North Eastern Boulevard | Fayetteville, NC 28301

**316 OYSTER BAR AND SEAFOOD GRILL**  
316 Owen Drive | Fayetteville, NC 28303

**A TASTE OF NEW YORK DELI**  
346 North Reilly Road | Fayetteville, NC 28303

**A&M ISLAND CAFE**  
5197 Bragg Boulevard | Fayetteville, NC 28303

**AGORA RESTAURANT TURKISH AND GREEK CUISINE**  
107 Person Street | Fayetteville, NC 28301

**AIRBORNE LANES**  
Building C-5339, Bastogne Street and Ardennes Street | Fort Bragg, NC 28307

NO

YES

NO

**NOTE:** Try and find images that will fit the entire frame of the image window. Recommended image aspect ratio for listing featured image is **16:9**. If necessary, it is recommended cropping photos to meet 16:9 aspect ratio.

16:9

# NO PIXELATION

NO FUZZY, BLURRY  
OR PIXELATED IMAGES

Images for a computer 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.

GOOD QUALITY:



YES

BAD QUALITY:



NO



# USE AUTHENTIC, LIFESTYLE IMAGERY

WHERE POSSIBLE

Use these two license-free, stock imagery sites to help fill gaps on the website. All images that are featured on the right were found using the search term "patriotic".

[www.unsplash.com](https://www.unsplash.com)

[www.stocksnap.io](https://www.stocksnap.io)

**\*NOTE :** ONLY USE A STOCK IMAGE FOR A SINGLE INSTANCE. If used multiple times for different events, locations or content—the image loses the facade of authenticity.

EXAMPLE: SEARCHING "PATRIOTIC"





# HEADLINES

FOR EDITORIAL &  
ENGAGING FEATURED  
CONTENT

GOOD HEADLINE:

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

WEAK HEADLINE:

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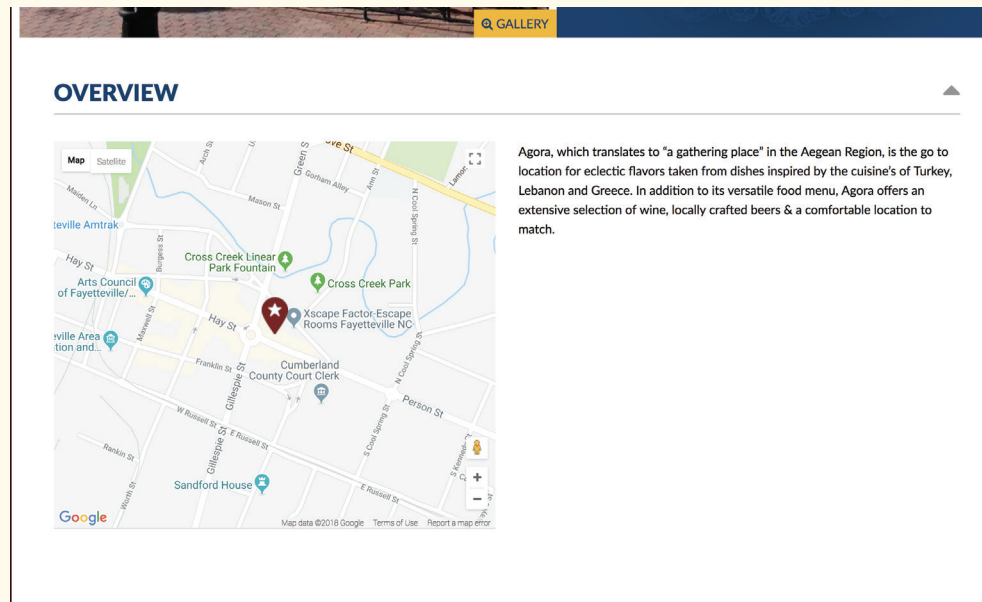
**Visit The Putt-Putt Fun  
Center This Summer**

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Headlines 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 whats on the other end of the click.

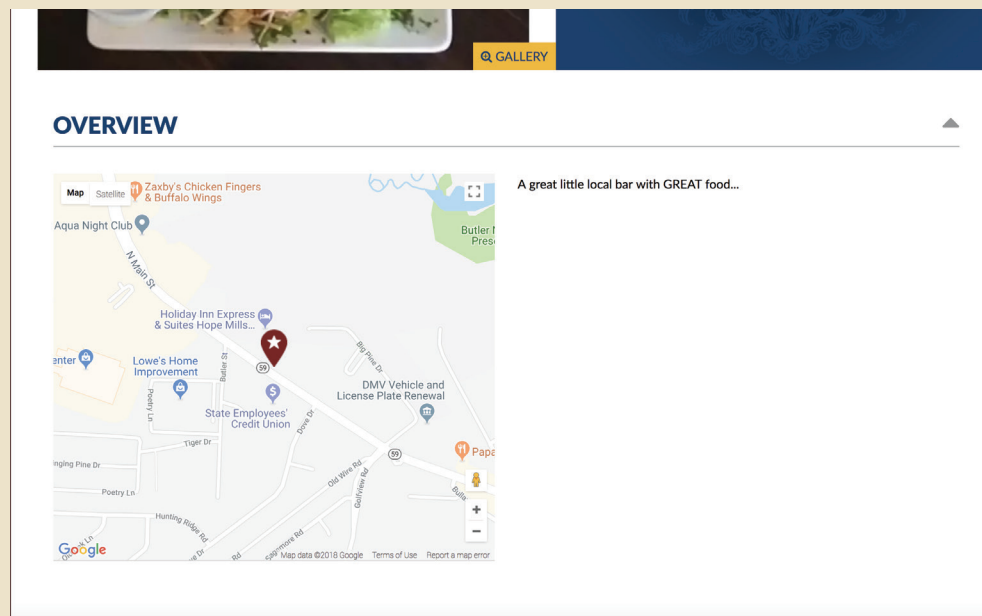
# FILL IN AS MUCH INFORMATION AS POSSIBLE NO BLANKS

GOOD :



YES

WEAK :




NO

It is important to try our best to fill in all relevant and important information where fields present themselves in the CMS. When we have blank areas in some instances and others filled, it seems like the site is unfinished. Taking the time to hunt down all of the information will help maintain hierarchy and make the site feel more consistent and helpful.

# FACVB

## RESPONSIBILITIES

- 
- 
- + Writing and providing copy.
  - + Uploading images to SV template specifications.
  - + Maintaining and updating content and listing data.
  - + Managing and updating CRM database.

# RPK

## RESPONSIBILITIES

- 
- + Anything relating to artwork or imagery.
  - + Building new pages or components.
  - + Reviewing and providing feedback for SV changes.
  - + Creating micro-sites for TDA approved events.

# SIMPLEVIEW

## RESPONSIBILITIES

- 
- + Anything that requires coding or programming changes.
  - + Adjustments to the CMS/back-end.
  - + SV responsibilities will cover most technical issues and problems.