



# Brand Manual

Rules and guides for the  
design elements of our brand

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One of the key priorities for a successful brand is a consistent presentation which everybody recognizes straight away. Irrespective of where and when someone encounters the brand, be it a consumer or business partner, in print, mailing or catalogue, he/she must always feel the same way:

**“it can only be Johnston County.”**

It will take discipline and consistency, but it will pay off for the destination.

The brand – as idea, promise and experience – must fulfil 5 standards:

1. It must be relevant to a real or projected need.
2. It must be deliverable.
3. It must be credible.
4. It must be differentiating.
5. It must be both inspired and inspiring.

The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Johnston County brand. This document outlines the components, their structure and their relationships which will help you to apply the Johnston County brand consistently across all communications. Every detail of the Johnston County brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive destination, and to connect naturally with our visitors and tourism partners.

If you have any questions along the way, please e-mail:  
Eric Dean, Creative Director at [edean@johnstoncountync.org](mailto:edean@johnstoncountync.org)  
or call 919-989-8687.

“ To be successful in destination marketing, you must always and consistently be true and authentic to the community brand. When you do, your tourism partners will thrive and visitors will gain the travel experiences that make lasting impressions. ”

–

Donna Bailey-Taylor, President/CEO

## WE ENGAGE IN A COMPETITIVE MARKET TO ATTRACT VISITORS TO JOHNSTON COUNTY THROUGH DIRECT MARKETING CAMPAIGNS.

### Our Brand

We believe in an entrepreneurial spirit to develop unique packages and experiences for the success of our tourism partners and the enjoyment of all those that visit Johnston County.

### Our Mission

The mission of the Johnston County Visitors Bureau is the marketing and development of the destination's brand experiences to targeted visitor markets for economic growth and quality of place.

### Our Vision

Johnston County Visitors Bureau is the recognized and influential community tourism leader through its successful productive and technology savvy marketing, development and advocacy partnerships.

## Core Values

Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of Johnston County. Every piece of work needs to encapsulate and express something of each value, and should not contradict these values under any circumstances.

These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associates' day-to-day decision making and are the tools to help bring the brand to life.

We exist to keep our visitors satisfied; our tourism partners & collaborators happy; our staff fulfilled and motivated; our management proud and celebrated; our brand competitive and progressive.

To achieve the above, we pride ourselves on these Values:

### Integrity

We keep our promises: we are honest, trustworthy and ethical in our all actions.

### Competence

We are research driven: we give reliable information that help visitors make the decision to visit us.

### Quality Client

Our visitors and partners are the driving force of our existence; keeping them satisfied is the reason.

### Team Work

We work together to achieve more. We commit to achieving common goals. We support one another.

### Prompt delivery

We are quick to act and respond to visitors needs and we perform our duties without delay.

### Versatility

We are professional and adaptable to the varied needs of our visitors: we provide exceptional services.

## Tone of Voice

Developing a distinct tone of voice is about reflecting your personality as a destination. This will be present in both verbal and written communication; how you greet people, your email sign-off, your social media posts, and even your celebratory phrase of choice when promoting the destination. When it comes to writing a destination ad, there are various parts of the message to get across

### The facts

These are the destinations features, the event, and experience.

### The appeal

What are the stand out features and benefits of the destination attraction or experience? Is it unique, the largest, the only or the best experience? These key points are often what you'll bring out into your headline.

### The ideal audience

Your target market is often implied by your tone of voice.

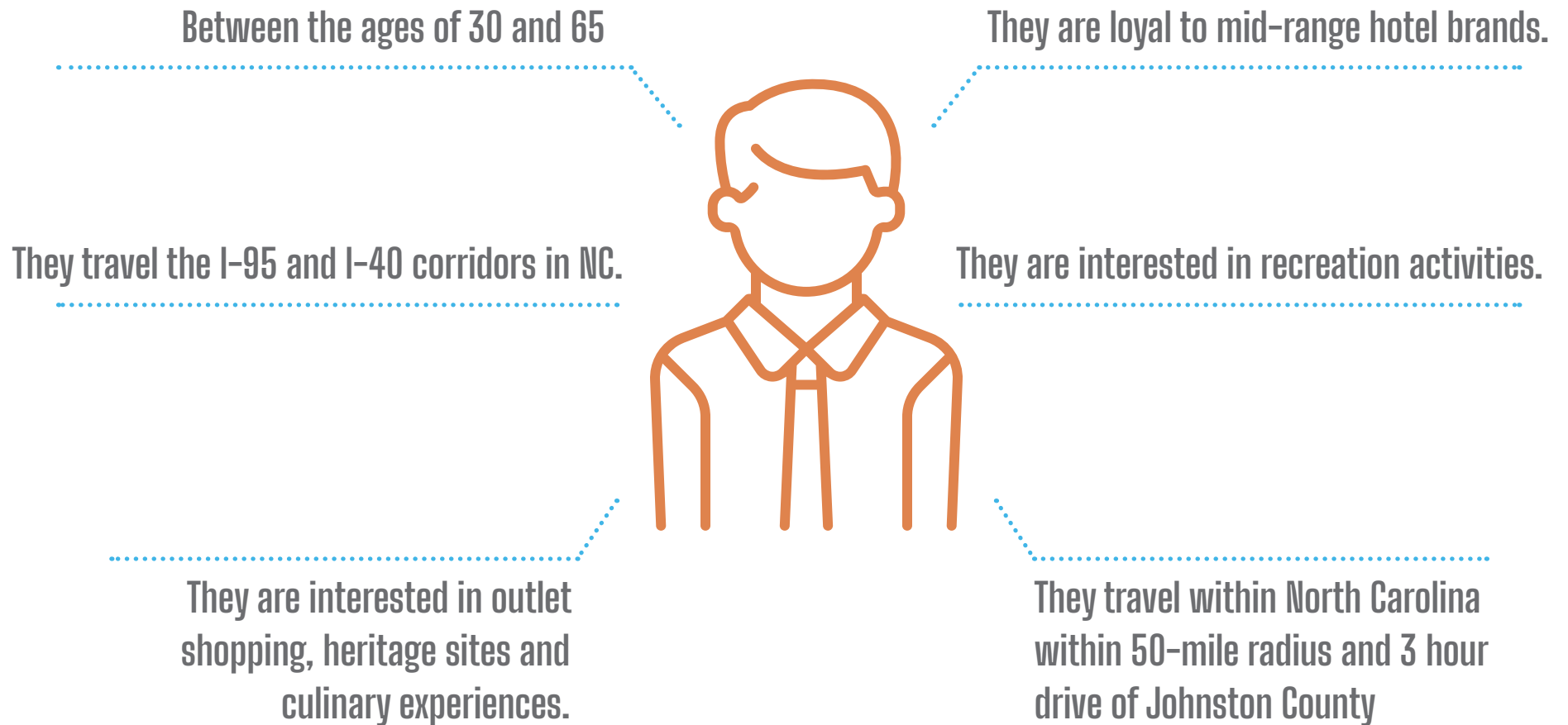
Are they seasonal or niche visitors most interested in the featured attraction or experience?

### Know your audience

Take the time to understand your audience and learn their vocabulary, so you can speak in a tone of voice that they can relate too.

Developing your unique tone of voice is an opportunity to put your own flair into things and it can even form part of your point of difference as an destination marketing organization.

## Ideal Visitors





**Name, company logo, colors, typeface:** these are pillars of the visual identity of the Visitors Bureau.

Their characteristics ensure an individual and consistent image of the Visitors Bureau on the market.

The graphic of the definitive logo is very stylized, essential, strong and emphasizes the values of the brand of JoCo. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the unique typeface, and the stylized JoCo is inseparable.

The logo should be always produced from the master artwork.

The only time you should use the symbol alone is on the website or social media channels where there are other supporting elements to ensure the user recognizes the brand.

### **Respect the brand.**

Any use you make of JCVB Logo must not confuse consumers or be used in any manner that is false or misleading. You may not use the JCVB Logo in a manner that falsely implies an endorsement or sponsorship, partnership by, or an affiliation with, the JCVB if no such relationship exists. You may not use the JCVB Logo in a manner that may diminish, harm, or otherwise damage the reputation of the JCVB or the goodwill associated with the JCVB Logo.

You may not use a trademark, domain name, or logos that imitates or could be confused with the JCVB logo or falsely suggests affiliation with the JCVB. Please respect the JCVB Logo and do not associate our Marks with any vulgar, obscene, indecent or unlawful materials.



## JCVB Color Logo



PANTONE 715 C

—  
C0 M55 Y87 K0  
R223 G140 B55  
Hex #df8c37

PANTONE 327 C

—  
C100 M17 Y60 K03  
R0 G130 B117  
Hex #008275

Black

—  
C0 M0 Y0 K100  
R31 G30 B33  
Hex #1f1e21



PANTONE 327 C 35%  
—  
C100 M17 Y60 K03  
R0 G130 B117  
Hex #008275

PANTONE 327 C  
—  
C100 M17 Y60 K03  
R0 G130 B117  
Hex #008275



with 35% tint



PANTONE black C 35%

—  
C0 M0 Y0 K35  
R186 G187 B189  
Hex #babbbd

Black

—  
C0 M0 Y0 K100  
R31 G30 B33  
Hex #1f1e21

## Brand Color Palette

Our company colors are professional and modern, expressing who we are. Pantone 327 C is the main color of the Johnston County identity so it has the strongest presence on our brand. Pantone 715 C is complementary creating balance and making the palette more distinctive and sophisticated. Pantone black C provides the outline to define and distinguish the mark from its surrounding thus increasing demand for visual attention. Alternative colors should not be introduced into the mark as they would reduce the impact of our color palette. The Johnston County logotype can be produced only from these colors.

You should always try to use the positive (main) version of the logo. However, when the situation requires, an alternate version of the logo with a white border instead of black is appropriate.

The secondary (1-color) versions both positive or reversed may be used in when required for applications such as screen or pad printing, charts, diagrams, and watermarks.

PANTONE 715 C

—  
Co M55 Y87 K0  
R223 G140 B55  
Hex #df8c37

PANTONE 327 C

—  
C100 M17 Y60 K03  
Ro G130 B117  
Hex #008275

Black

—  
Co Mo Yo K100  
R31 G30 B33  
Hex #1f1e21

## Secondary Brand Colors



PANTONE 293 C

—  
C100 M79 Y0 K0  
R223 G140 B55  
Hex #003fa2

PANTONE 2767 C

—  
C96 M88 Y36 K40  
R32 G44 B76  
Hex #202c4c

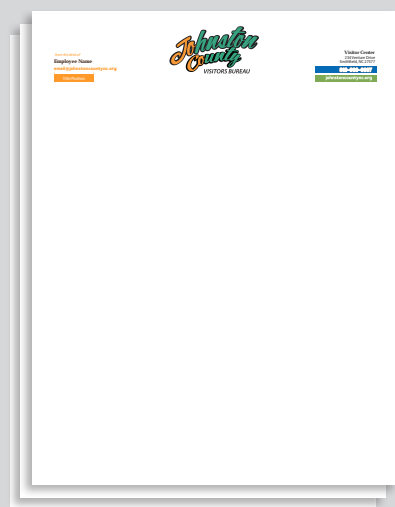
PANTONE 377 C

—  
C61 M21 Y100 K03  
R129 G151 B36  
Hex #819724

PANTONE 7500 C

—  
C15 M17 Y39 K0  
R218 G207 B166  
Hex #dacfa6

## Corporate Stationary Application Details



### eLetterhead

#### Logo:

Centered top, Visitor Bureau Tag  
Version: JCVB-logo-xerox.ai

#### Name:

Typo Slab bold, 10 pt

#### Email:

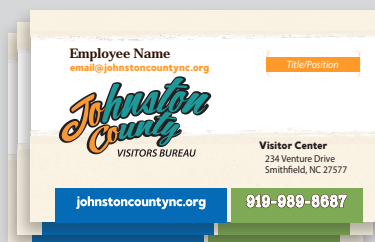
MADE GoodTime Grotesk, 8 pt

#### Title/Position:

Myriad Pro Italic, 8 pt

#### Address:

Myriad Pro, 7.5



### Business Card

#### Paper:

14pt white matte  
3.5x2 inches 80# Cover paper

#### Colors:

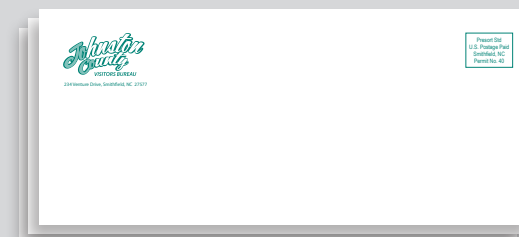
Process 4/4

#### Front:

Name: Typo Slab bold, 10 pt  
Email: MADE GoodTime Grotesk, 8 pt  
Title/Position: Myriad Pro Italic, 8 pt  
Address: Myriad Pro, 7.5 pt  
Url: MADE GoodTime Grotesk, 10.5 pt  
Tel: Typo Slab, 13 pt, reversed with .25 pt stroke and .45 pt stroke outside

#### Back:

Photograph full bleed  
Tel: Sophia Script  
STAY: Beautiful Bloom  
Hashtag: MADE GoodTime Grotesk, 8 pt  
Towns: Skia Regular, 6.5 pt, .2pt stroke



### Envelope #10, 11, #10 window

#### Paper:

#11 Regular US Letter  
28# Bond paper smooth white

#### Colors:

One color PMS 327

#### Logo:

Top Left with Visitors Bureau Tag

#### Address:

Font: Myriad Pro, 7.5 pt

#### Indecia:

Top right  
Font: Arial Narrow, 9pt



## Logo on Photographs



When the image is too crowded, use a background rectangle to make the logo stand out.

## Logo on Photographs



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose an area of the image to maintain sufficient stand out.

## Logo on Photographs



A reversed logo may be used (but not preferred) over the color. When placing the reversed logo over photography please choose an area of the image to maintain sufficient stand out.

Additional Brand Assets



## 301 Endless Yard Sale Logo



The Endless Yard Sale Logo is to be reproduced in full color whenever possible.  
A grey scale version is available for monochrome applications if necessary.

PROCESS CYAN  
C100 M0 Y0 K0  
R0 G156 B221  
Hex #009cdd

PROCESS MAGENTA  
C0 M100 Y0 K0  
R193 G0 B118  
Hex #c10076

PROCESS YELLOW  
C0 M0 Y100 K0  
R255 G236 B0  
Hex #ffec00

PROCESS BLACK  
C0 M Y0 K100  
R31 G30 B33  
Hex #1f1e21

## Beer Wine and Shine Trail Logo



The Beer Wine and Shine Trail logo is to be reproduced in full color whenever possible.  
A one-color version is available for specific applications if necessary.

PANTONE 327  
C100 M17 Y60 K03  
R0 G130 B117  
Hex #008375

PANTONE 144  
C0 M55 Y100 K0  
R217 G137 B24  
Hex #F89838

PANTONE 7722  
C92 M50 Y56 K35  
R40 G80 B82  
Hex #004F51

PANTONE 208  
C35 M96 Y54 K28  
R119 G35 B66  
Hex #8AJE41

PANTONE 306  
C80 M0 Y4 K0  
R75 G177 B224  
Hex #00B2E3

PANTONE BLACK  
C100 M0 Y0 K0  
R0 G156 B221  
Hex #008375





The Girls Weekend logo should be reproduced in full color whenever possible, however it may be reproduced using the two-color version, and a one-color version (without gradients) is available for specific applications if necessary.

PANTONE Rhodamine Red  
C10 M91 Y0 K0  
R195 G07 B144  
Hex #c40e91

PANTONE BLACK 50%  
C0 M0 Y0 K50  
R155 G156 B158  
Hex #9b9c9e



The Sip & Stay logo is to be reproduced in full color whenever possible.  
A one-color version is available for specific applications if necessary.

PROCESS CYAN  
C100 M0 Y0 K0  
R0 G156 B221  
Hex #009cdd

PROCESS MAGENTA  
C0 M100 Y0 K0  
R193 G0 B118  
Hex #c10076

PROCESS YELLOW  
C0 M0 Y100 K0  
R255 G236 B0  
Hex #ffec00

PROCESS BLACK  
C0 M Y0 K100  
R31 G30 B33  
Hex #1f1e21

PANTONE 234  
C37 M100 Y25 K4  
R141 G0 B98  
Hex #8d0062





The JoCo Grows and JoCo Grows Agriculture are registered trademarks managed by the JCVB and is to be logo is reproduced in full color whenever possible. It may be used with or without the "agriculture" tag line as well as with the ".org" web domain identifier.

A one-color version is available for specific applications if necessary.

PANTONE 349  
C100 M17 Y60 K03  
R0 G130 B117  
Hex #008375

PANTONE 360  
C0 M55 Y100 K0  
R217 G137 B24  
Hex #F89838

PANTONE 1505  
C92 M50 Y56 K35  
R40 G80 B82  
Hex #004F51

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. Selected fonts are a great combination between serif and sans-serif:



# Big Shoulders Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,:?!(@+ = / \*) \$ % &

Thin  
Light  
Regular  
Medium  
Semibold  
Bold  
ExtraBold  
Black

---

## Regular

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county. Johnston County leads the nation in production of cash crops, including tasty sweet potatoes. Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues.

## Regular

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## Black

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# Raleway

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789 .,?!(@+="/\*)\$%&

Thin  
Extra Light  
Light  
Medium  
Semibold  
Bold  
ExtraBold  
Heavy

## Regular

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county. Johnston County leads the nation in production of cash crops, including tasty sweet potatoes. Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues.

## Bold

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county. Johnston County leads the nation in production of cash crops, including tasty sweet potatoes. Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues.

## Heavy

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county. Johnston County leads the nation in production of cash crops, including tasty sweet potatoes. Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues.

# Myriad Pro

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrsutvwxyz

0123456789 .,?!(@+=/\*)\$%&

Condensed

*Condensed Italic*

SemiBold Condensed

**Bold Condensed**

***Bold Condensed Italic***

Regular

*Italic*

SemiBold

***SemiBold Italic***

**Bold**

***Bold Italic***

**Black**

**Black Italic**

---

## Regular

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county. Johnston County leads the nation in production of cash crops, including tasty sweet potatoes. Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues.

## Bold

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## Black

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# Typo Slab

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrsutvwxyz

0123456789,!(@+="/\*)\$%&

Light  
Regular  
*Italic*  
**Bold**  
***Bold Italic***

---

## Light

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county Johnston County leads the nation in production of cash crops, including tasty sweet potatoes Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues

## Regular

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## Bold

**Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county Johnston County leads the nation in production of cash crops, including tasty sweet potatoes Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues**

# MADE GoodTime Grotesk

Light  
Regular  
*Italic*  
**Bold**  
***BoldItalic***

**A B C D E F G H I J K L M N**

**O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n**

**o p q r s u t v w x y z**

**0 1 2 3 4 5 6 7 8 9 , ? ! ( @ + = / \* ) \$ % &**

---

## Regular

Agritourism and farming heritage is truly our strength, as it defines many of the visitor experiences available in the county Johnston County leads the nation in production of cash crops, including tasty sweet potatoes Area farmers have expanded their operations to sustain the family farm, offering agritourism activities, on-farm tours, promoting local products with pick-your-own operations, and even becoming wedding venues

*Darkline*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

---



## Abbreviations and Terminology

### Hours

Spell out days  
Lower-case am/pm  
Separate with –  
Only space between days and hours  
Separate different days with a comma  
For 12 noon use 12N

#### Example:

Monday, Friday 10am-5pm,  
Saturday 10am-3pm

### Directions

Abbreviate before and after the address,  
use period after

N. - North  
S. - South  
E. - East  
W. - West

### Highways

US Hwy 70, Bus. W. or E.  
NC Hwy 42 E. or W.  
US Hwy 301 N. or S.  
NC Hwy 50 N. or S.

### Street names

Spell out proper names of the street

#### Example:

First, Second, Third.

#### Use period after Abbreviations:

Ave. - Avenue  
Blvd. - Boulevard  
St. - Street  
Rd. - Road  
Dr. - Drive  
Ct. - Court  
Ste.- with comma on same line as address

### Phone numbers

(919) 989-8687

### Abbreviations

(for after company name)

Inc.  
LLC.  
Corp.  
Dept.  
Assoc.

### North Carolina

As a proper name of a client  
should be spelled out

### For government Departments

abbreviate NC

### And

is spelled out as a proper name.

### Use &

if the business uses it as such

### The

goes in front of the IP name if it is  
part of the proper name

### PO Box

no periods between letters

### Bright Leaf

is two words (google has it as one)

### sweet potatoes

is two words

### hot dogs

is two words

### hush puppies

is two words - except House-Autry, one word  
due to how they spell on their packing

### sign up

as a verb is two words

### sign-up

as noun or adjective is hyphenated  
signup is incorrect

### u-pick

is the correct spelling for web

### picking

is correct (not pickin')

### Wi-Fi

is correct spelling  
(not all caps and hyphenated)

### reenactor

is correct spelling

### reenactment

is correct spelling (no hyphenated)

### Café

should have the e accented

### barbecue

is correct spelling

### BBQ

is correct abbreviation  
(if using in H1 titles, check for readability)

### crossroads or xroads

both are correct

### Live@The Rudy

correct spacing

### Agritourism

correct spelling, no hyphen

## Contacts & Resources

Please visit [johnstoncountync.org](https://johnstoncountync.org) for additional resources and information that we think you will find useful.

- Johnston County brand photo library
- Key contacts
- Logotype artwork
- Links and information

For additional information please  
contact our office at:

234 Venture Drive  
Smithfield, NC 27577  
919.989.8687  
[info@johnstoncountync.org](mailto:info@johnstoncountync.org)  
[johnstoncountync.org](https://johnstoncountync.org)



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