Raleigh, N.C.

BRAND VISUAL MANUAL

EDITION 2.0

Brand
Visual Manual

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Visit Raleigh Logo Design: Structure and Symbology

The visitRaleigh logo design is a registered trademark of the Greater Raleigh Convention and Visitors Bureau.

The visitRaleigh logo design, called Pulse, symbolizes the following:

- The color palette is a series of squares of varying shades, green representing the beautiful, green environment, with yellow-green representing new growth; red for the strength and vitality of the capital city; blue and purple representing lakes and the beautiful Carolina sky; and purple for elegance and sophistication.

- The palette spreads from purple to yellow-green, from left to right, also signifying growth and progress. The green squares surround the red center square, representing a "city in a park" concept.

- The grided squares are symbolic of several of the area's attributes: pixels representing Raleigh's relationship to the Research Triangle Park, the large number of patents from area companies, the large number of professionals with college degrees in the area, the $1-million shimmer wall of the Raleigh Convention Center, a forward look to the future (through digital media) and smart city/county growth planning through highly organized but organic components.

- There are 12 squares in the logo, representing the 12 municipalities within Wake County.

- The center star represents the state capital. It is non-symmetrical to add contrast and interest to the symmetrical, rounded-corner, grided squares and to express the handmade, imaginative quality of the visual and performing arts in Raleigh.

- The word "visit" is italic to show activity and to communicate the word as a verb and call-to-action.

- The font for the word "Raleigh" is from a classic typeface that is legible, friendly and elegant in its simplicity and graceful curves.

Correct Uses of the Logo Design

The logo should appear with ample white space on all sides.

The logo should always appear with the registered trademark symbol.

The logo may be used reversed out of a dark background.

When used on a red background, the star should appear in PMS 1785 (red) and the field around it in white.

Incorrect Uses of the Logo Design

Do not stretch or distort the logo.

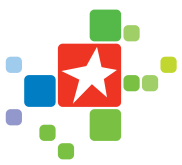Do not modify the colors of the pixels or the typeface.

Do not take the logo apart or change the position of the pixels.

Do not place type or other graphic elements too close to the image to make it appear they are part of the logo.

Use of the logo on top of one of the pixel colors should be avoided. (The pixel in the same color disappears.)

*Use of the Trademark
by Entities other than GRCVB*

Vector and raster versions of the visitRaleigh logo design are available by request. Send email requests to **brand@visitRaleigh.com.**

- The visitRaleigh logo may be used by advertisers, hospitality partners, creative agencies, media outlets etc., with the express permission of the Greater Raleigh Convention and Visitors Bureau.

*Correct Grid Spacing of the Pixels
in the Logo*
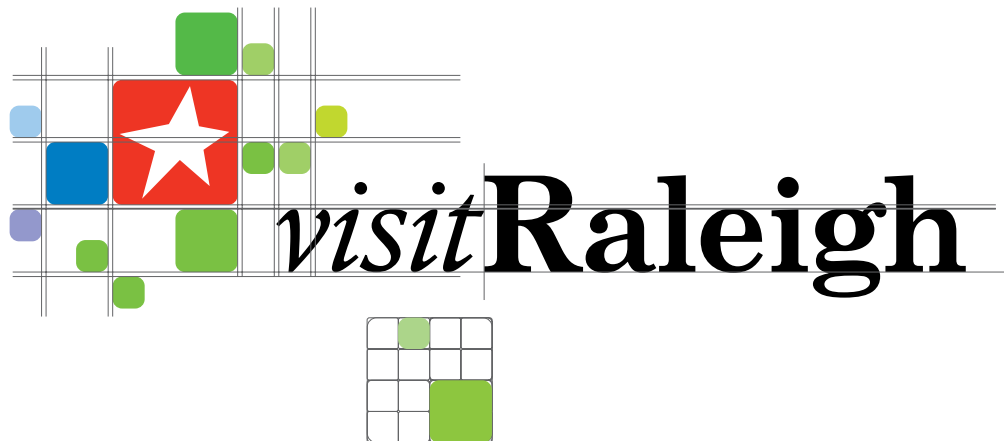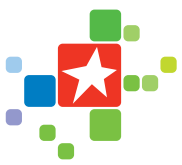
Color Palette:
Print and Digital Values

General guidelines regarding the color palette:

- Because there are eight colors in the palette (and four of them are green), in most cases, use a white background and a lot of surrounding white space.

- Keep in mind that, if the logo design appears on top of any of the logo colors, the pixels that are that color disappear.

- The red (PMS 1795) is the dominant color in the palette and the one used most often as an accent color. It's also a color that is often associated with Raleigh because of N.C. State University and the Carolina Hurricanes. And since we're trying to communicate warmth and energy as part of our brand, the red may work well as a dominant or strong accent color.

- It's best to not use too many of the palette colors at the same time; more than two and the design starts to look too busy.

- Avoid using red (PMS 1795) and any of the greens together without any of the other colors.

- Reversed out versions of the logo using white type may be used.

- When the logo appears on a red background, the pixel around the star becomes white and the star is red. Otherwise, the pixel colors do not change.

PMS 1795
C=0 M=94 Y=100 K=0
R=211 G=34 B=42
HEX=#D30011

PMS 285
C=89 M=43 Y=0 K=0
R=0 G=114 B=207
HEX=#005BC3

PMS 283
C=35 M=9 Y=0 K=0
R=151 G=197 B=235
HEX=#7EBAE8

PMS 271
C=43 M=37 Y=0 K=0
R=146 G=146 B=206
HEX=#A2A1D4

PMS 368
C=57 M=0 Y=100 K=0
R=102 G=188 B=41
HEX=#5FBD44

PMS 375
C=41 M=0 Y=78 K=0
R=143 G=212 B=0
HEX=#6ABA32

PMS 382
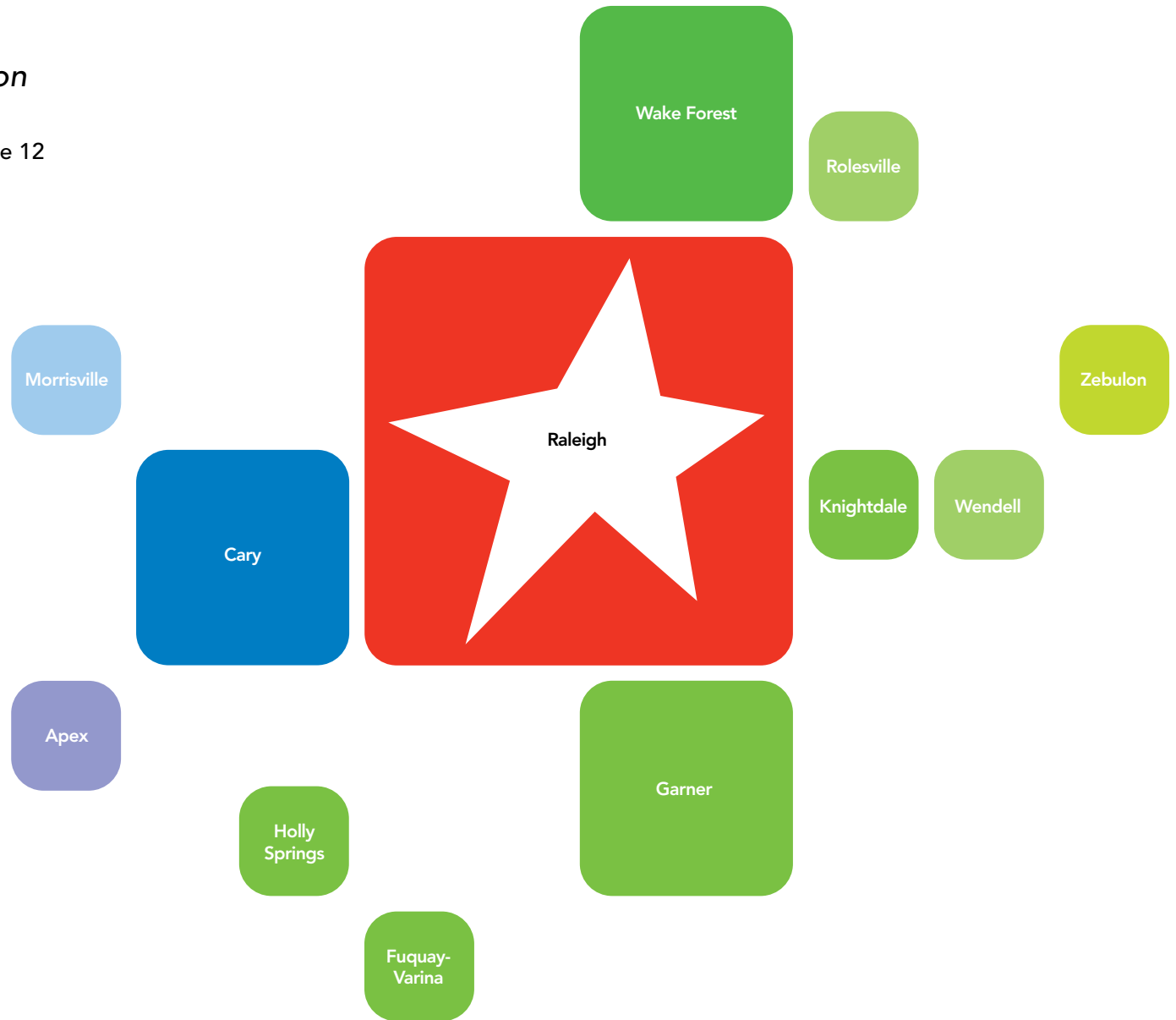C=29 M=0 Y=100 K=0
R=190 G=214 B=0
HEX=#C3DD53

PMS 361
C=0 M=0 Y=100 K=0
R=46 G=177 B=53
HEX=#00A42F

City and Town Representation

The 12 squares in the logo represent the 12 municipalities within Wake County.

- Apex
- Cary
- Fuquay-Varina
- Garner
- Holly Springs
- Knightdale
- Morrisville
- Raleigh
- Rolesville
- Wake Forest
- Wendell
- Zebulon

Fonts

The fonts use in the logo are:

- visit = Calisto italic
- Raleigh = Century Old Style (the R has been modified for this usage)
- The word Raleigh has been reduced to closely match x-height of the word visit.
- The dots were modified in the i's of the word visit.

The standard brand font used by GRCVB is Avenir.

MADE IN RALEIGH

321
COFFEE

Avenir 96 Black

Avenir Heavy

What does it mean to be an original? In Raleigh, N.C., the spirit of originality comes in many forms. It surfaces in a denim company hand-crafting jeans with keen attention to detail. It sizzles in the passion of a restaurateur who is building her distinctive brand throughout Raleigh. It stands out when a creative soul pours his energy into preserving, presenting and promoting traditional music. It takes hold of a scientist as he implores all ages to use their imagination.

When you visit Raleigh, N.C., our creative and passionate people will welcome you to join in. Chefs like Ashley Christensen will serve up amazing meals. Brewmaster Sumit Vohra will show you how a Texas-themed brewery can brew a delicious German-style Hefeweizen...

Avenir 45 Book

Corporate Identity Package

The GRCVB letterhead package utilizes the Pulse, reinforcing the symbology of the logo and commitment to all 12 municipalities within Wake County.

The standard brand font used by GRCVB is Avenir.
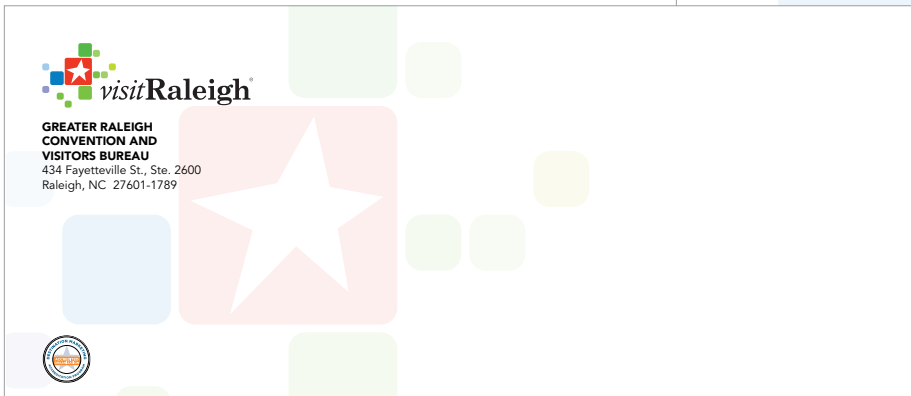
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GREATER RALEIGH CONVENTION AND VISITORS BUREAU
434 Fayetteville St., Ste. 2600
Raleigh, NC 27601-1789
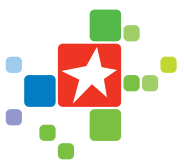
Pixel Shape as Design Element

The pixel shape lends itself as a design element as boxes for photos, filler etc.

- The soft edges of the pixel can help to communicate a warm quality about Raleigh.

- A modified pixel can be used with a combination of round and squared-off corners.