CITY OF CHARLOTTE

SUMMER 2021 UPDATE

# Visual style guide

## VERSION 2.1

**Charlotte Communication & Marketing**

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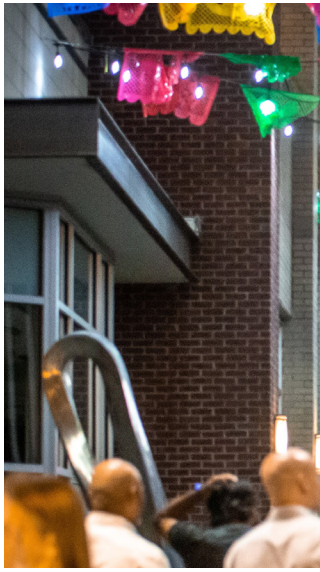
01

# Our vision

Adopted By City Council In 2018

*Charlotte is America's Queen City, opening her arms to a diverse and inclusive community of residents, businesses, and visitors alike; a safe family-oriented city where people work together to help everyone thrive.*



cafe & pub
Boar's Head

Blue Rock Dr
700
Stonehill

WELCOME

02

# This guide

## *Strategic and practical*

The purpose of the City of Charlotte visual style guide is to reinforce standards for color, photography and graphic elements, providing a foundation for multiple contributors to replicate our visual style. This guide will be periodically updated as our brand evolves to effectively showcase the city's vision to our community.

Join us in delivering value, building trust in our services, and unifying our efforts through the creation of comprehensive, authentic and relevant marketing materials across all channels.

Contact Charlotte Communication & Marketing with any questions or assistance in upholding these standards at **creativeservices@charlottenc.gov**

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**DOWNLOADS**
All resources seen in this guide can be downloaded on CC&M's page on CNet.

**CONTACT**
Please direct all questions to the Creative Services Team:
**creativeservices@charlottenc.gov**

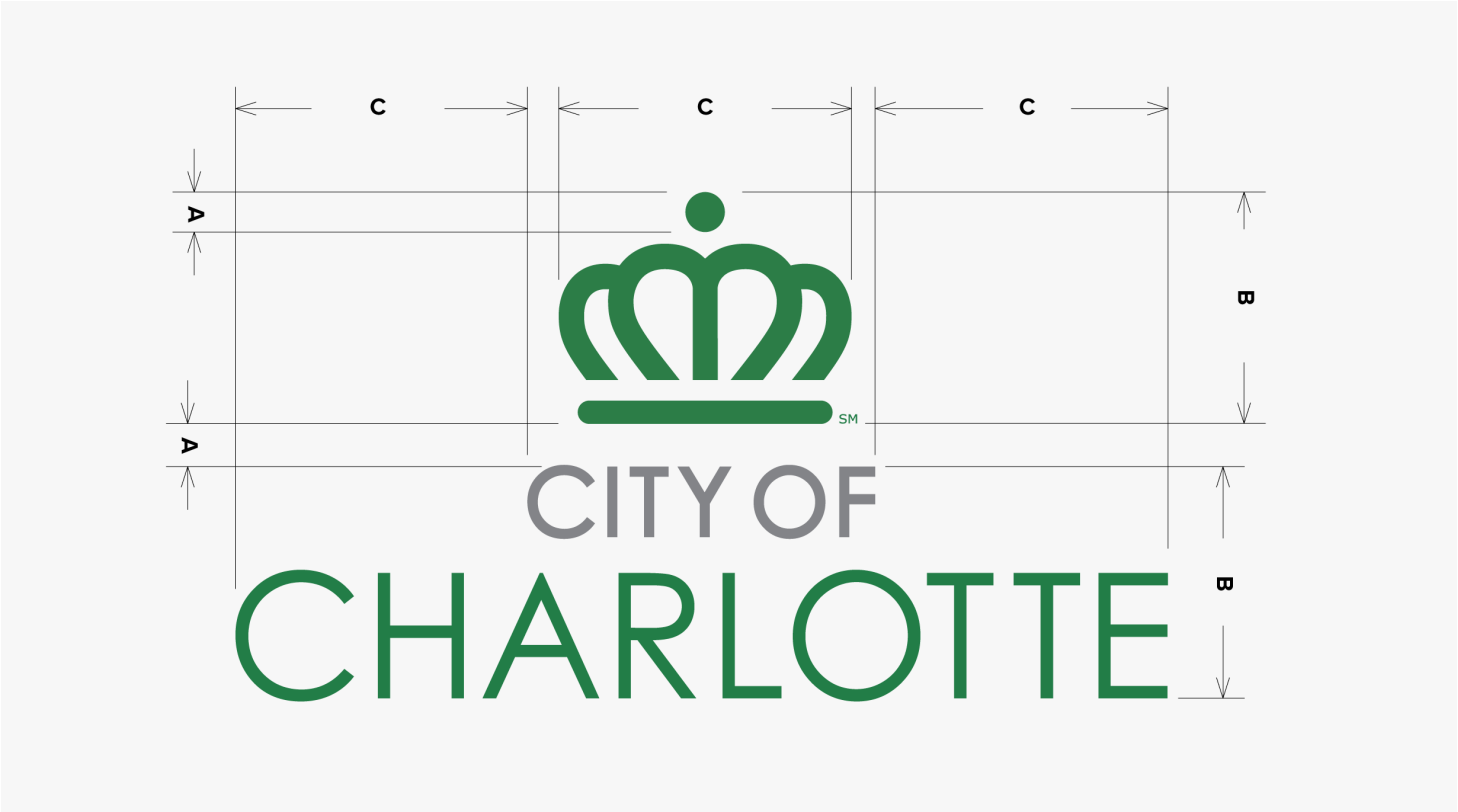
03

# Our logo

## *Informed by our vision*

The City of Charlotte logo appears on all of the city's letterheads, communications, & advertising pieces across all platforms in order to promote continuity and anchor the city's brand to its efforts. The following section reviews the terms, definitions, marks, uses, and restrictions associated with the City of Charlotte's logo.

# CONSTRUCT




**PRIMARY LOGO**

All dimensions for the primary logo are in relation to the dimensions of the crown.

LOGO

# VARIATIONS

## VERTICAL LOGO | PRIMARY

The vertically formatted version of our logo displays the crown with service mark above City of Charlotte. The cap height of the entire crown is equivalent to that of the stacked logo. This version is preferred for all official documentation and is best represented when centered on any document or marketing material.

CITY OF
CHARLOTTE

## HORIZONTAL LOGO | SECONDARY

The horizontally formatted version of our logo displays the crown with service mark to the left of the stacked City of Charlotte. The cap height from the bottom to the centerpiece of the crown is equivalent to that of the stacked logo. This version is preferable when height constraints do not allow for the vertical logo, in addition it provides more versatility for placement options on documents or marketing materials.

CITY OF
CHARLOTTE

## CROWN + URL

The crown + url version is preferable for materials with heavy spacial constraints such as merchandise and occasions requiring reproduction less than our primary or secondary minimums.

charlottenc.gov

## SINGLE LINE LOGO | TERTIARY

The single line version of our logo displays the crown to the left of the City of Charlotte. The preposition “of” is displayed in the italic serif font, Mrs Eaves, emphasizing City and Charlotte. This logo is preferable for all documents or marketing materials with heavy spacial constraints where text is the better primary solution.

CITY *of* CHARLOTTE

## NOTE

A logo variation should appear on each deliverable (ie. including but not limited to reader spreads, both sides of double sided documents, fliers & brochures.)

# DEPARTMENTAL

## SINGLE LINE DEPARTMENTAL LOGO

The examples below display our primary logos paired with a single line department name. This use is inspired by the many vehicles comprising the city's fleet, bold and recognizable.

## DOUBLE LINE DEPARTMENTAL LOGO

The examples below display the primary logos paired with a double line department name.

CITY OF
CHARLOTTE
SOLID WASTE SERVICES

SINGLE LINE

CITY OF
CHARLOTTE
PLANNING, DESIGN
& DEVELOPMENT

DOUBLE LINE

CITY OF
CHARLOTTE
SOLID WASTE SERVICES

SINGLE LINE

CITY OF
CHARLOTTE
PLANNING, DESIGN
& DEVELOPMENT

DOUBLE LINE

## NOTE

The horizontal/secondary logo is reserved for occasions when layout is left-aligned, or when vertical spacial constraints require a horizontal or more compact solution.

# CLEAR SPACE

## LOGO CLEAR SPACE

An area of clear space should be maintained around the logo that is equal or greater than the cap height of the “C” in Charlotte as indicated by the diagram.

## NOTE

Clear space formula applies to all variations of the City of Charlotte logos.

# EXAMPLES OF INCORRECT USAGE

Do not alter the size relationships by scaling the crown up or the letters down.

Do not present the horizontal logo without the words "city of" present.

Do not stretch or squash the logo.

Do not rotate or skew the crown or logo mark.

It is not permissible to drop the service mark from our corporate logo.

SM

Stacked logo not smaller than one and a quarter inches wide.

Horizontal logo not smaller than one and a quarter inches wide.

Do not encroach the logo's space. Clear and equal space should surround on all four sides.

Do not cover or partially cover or put anything behind the city logo under any circumstances.

04

# Color palette

*Balanced, bold, symbolic, & fresh*

The City of Charlotte's primary colors honor and represent a quintessential aspect of Charlotte, the city's lush tree canopy. This is our dominant color palette to be used as the main identifying color system for the city.

## Dark Charlotte green

Primary color | graphic elements

HEX #24824A
RGB 36/130/74
CMYK 84/26/90/11
PMS 7731 C

## Light Charlotte green

highlights

HEX #71BF44
RGB 113/191/68
CMYK 60/0/100/0
PMS 2421 C

## Paper white

The canvas

HEX #FFFFFF
RGB 255/255/255
CMYK 0/0/0/0
OPAQUE WHITE

## Text black

The words

HEX #141E28
RGB 0/0/0
CMYK 75/68/67/90
PMS BLACK 6 C

# Secondary color system

Our palette is curated with diversity and creative mobility in mind. The inspiration for our secondary palette is as equally apparent in Charlotte as the tree canopy. The diverse spectrum of cultures, seasons and styles that decorate our community informs this color selection.

These colors are to be used in the event that a concept would be reinforced by color, or an existing concept is generally recognized by a particular color. These colors however are not identifiable as the City of Charlotte alone and in no way replace the primary colors. All colors in our palette are complementary to our primary and legacy greens.

## Yellow

HEX #FADD4A
RGB 250/221/74
CMYK 3/9/83/0
PMS 114C

## Orange

HEX #EA983E
RGB 234/152/62
CMYK 6/46/87/0
PMS 1375 C

## Blue

HEX #2F70B8
RGB 43/112/184
CMYK 88/55/0/0
PMS 7683C

## Med blue

HEX #02508E
RGB 2/80/142
CMYK 100/76/17/3

## Light red

HEX #E0685E
RGB 224/104/94
CMYK 8/73/61/0
PMS 178C

## Red

HEX #DE0505
RGB 222/5/5
CMYK 7/100/100/1

## Dark red

HEX #C70000
RGB 199/0/0
CMYK 15/100/100/6

## Purple

HEX #59489F
RGB 89/72/159
CMYK 78/84/0/0
PMS 7671 C

## Navy

HEX #0C1C35
RGB 12/28/53
CMYK 95/83/49/61

## Dark teal

HEX #0A7D8C
RGB 10/125/140
CMYK 86/36/39/6
PMS 7713 C

## Light teal

HEX #00A79C
RGB 0/167/156
CMYK 79/10/46/0
PMS 3472 C

## Legacy green

HEX #007953
RGB 0/121/83
CMYK 88/29/80/16
PMS 341 C

05

# Type standards

## *Dynamic & modern*

The City of Charlotte's font selection blends a contemporary aesthetic with classic readability. Pairing the sans serif font Proxima Nova & the serif font Mrs Eaves provides clear hierarchy and contrast between headings and body copy, promoting legibility.

Allow this guide serve as a good example of typographic usage.

PRIMARY TYPEFACE

# Proxima Nova

Adobe Typekit Font

## Proxima Nova

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 !@#$%^&*()_-+=**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 !@#$%^&*()_-+=

**AaBbCc123**
Proxima Nova Black

**The quick brown fox jumps over the lazy dog.**

**AaBbCc123**
Proxima Nova Bold

**The quick brown fox jumps over the lazy dog.**

AaBbCc123
Proxima Nova Bold

The quick brown fox jumps over the lazy dog.

AaBbCc123
Proxima Nova Bold

The quick brown fox jumps over the lazy dog.

**NOTE**

If Adobe Typekit fonts are not available, use system defaults available Citywide. **Replace Proxima Nova with Century Gothic.** All of the same stylistic rules apply. The complete suite of fonts in the Proxima Nova family are allowed for use in addition to the primary selections shown here.

SECONDARY TYPEFACE

# Mrs Eaves XL Serif Nar OT

Adobe Typekit Font

## Mrs Eaves XL Serif OT

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 !@#$%^&*()_-+=**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 !@#$%^&*()_-+=

**AaBbCc123**
Mrs Eaves XL Serif OT Heavy

**The quick brown fox jumps over the lazy dog.**

**AaBbCc123**
Mrs Eaves XL Serif OT Bold

**The quick brown fox jumps over the lazy dog.**

AaBbCc123
Mrs Eaves XL Serif OT Regular

The quick brown fox jumps over the lazy dog.

*AaBbCc123*
Mrs Eaves XL Serif OT Regular Italic

*The quick brown fox jumps over the lazy dog.*

**NOTE**

If Adobe Typekit fonts are not available, use system defaults available Citywide. **Replace Mrs Eaves XL Serif Nar OT with Cambria**. All of the same stylistic rules apply. The complete suite of fonts in the Mrs Eaves XL Serif OT family are allowed for use in addition to the primary selections shown here.

# Century Gothic

System Font

## Century Gothic

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**
**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**
**0123456789 !@#$%^&*()_-+=**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()_-+=

**AaBbCc123**
Century Gothic Bold

**The quick brown fox jumps over the lazy dog.**

AaBbCc123
Century Gothic Regular

The quick brown fox jumps over the lazy dog.

**NOTE**

System fonts are available to download on CNet. The complete suite of fonts in the Century Gothic family are allowed for use in addition to the primary selections shown here.

SECONDARY TYPEFACE

# Cambria

System Font

## Cambria

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo**
**Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**
**0123456789 !@#$%^&*()_-+=**

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 !@#$%^&*()_-+=

**AaBbCc123**
Cambria Bold

**The quick brown fox jumps over the lazy dog.**

***AaBbCc123***
Cambria Bold Italic

***The quick brown fox jumps over the lazy dog.***

AaBbCc123
Cambria Regular

The quick brown fox jumps over the lazy dog.

*AaBbCc123*
Cambria Italic

*The quick brown fox jumps over the lazy dog.*

**NOTE**

System fonts are available to download on CNet. The complete suite of fonts in the Cambria family are allowed for use in addition to the primary selections shown here.

# HIERARCHY *of* TYPE

| | | |
|---|---|---|
| **Proxima Nova** | Display | 40pt |
| **Proxima Nova** | Header | 30pt |
| **Proxima Nova** | Title | 18pt |
| *Mrs Eaves XL Serif Nar OT* | Subheading / Prepositions | 20pt |
| Mrs Eaves XL Serif Nar OT | Body | 14pt |
| Mrs Eaves XL Serif Nar OT | Minimum Text | 10pt |

**NOTE**

If Adobe Typekit fonts are not available, use system defaults available Citywide. **Replace Proxima Nova with Century Gothic and Mrs Eaves XL Serif Nar OT with Cambria.**
All of the same stylistic rules apply.

PRACTICAL APPLICATION

# STRUCTURE *of* TYPE

Mrs Eaves Serif Nar OT Bold

issue 01

Location identification, system underline

Proxima Nova Bold

# TEN MARKETING STRATEGIES

Conjunctions & prepositions are italicized in headings and subheadings

Proxima Nova Bold & Mrs Eaves Serif Nar OT Italic

## TIPS *for* STRONGER DIALOGUE

Mrs Eaves Serif Nar OT Regular

**As Charlotte works together to make this the best city for all, it is important that we maintain open dialogue about challenges and opportunities that impact out community.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# STRUCTURE *of* TYPE

Proxima Nova Bold

# 10 MARKETING STRATEGIES

Mrs Eaves Serif Nar OT Italic

*Tips for stronger dialogue*

Mrs Eaves Serif Nar OT Bold

**As Charlotte works together to make this the best city for all, it is important that we maintain open dialogue about challenges and opportunities that impact out community.**

Mrs Eaves Serif Nar OT Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

06

# Icon standards

*Simple & recognizable*

The City of Charlotte iconographic language is rooted in the study of signs and symbols. The following icons are designed to guide our culturally diverse community to their city services.

# ICONOGRAPHY

## Departmental icons

The departmental icons identify at a glance the department and type of service being delivered. These icons do not replace departmental logos.

Examples

CC&M

City Attorney

## Experiential icons

The experiential icons should be used for specific actions a citizen may want to take (like paying a water bill). Use them to help users navigate web pages, brochures, and other materials.

Examples

Scheduling

Alert

Call

Tree Repairs

Boarded Residency

Blocked Drain

New Stoplight

Streetlight Repair

Sidewalk Obstruction

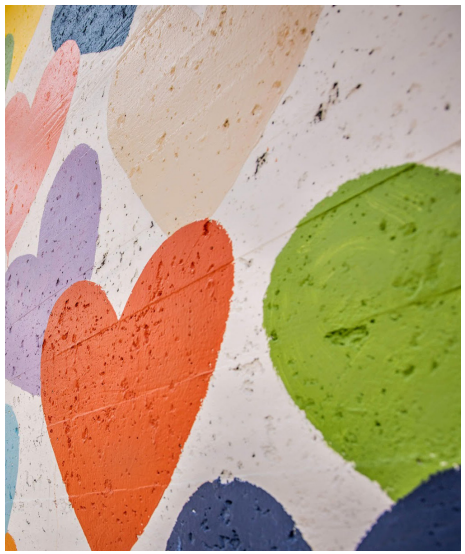
06

# Photo standards

*Uplifting, inclusive & authentic*

The guidelines that follow relate to stock, freelance & interdepartmental photography selection and use.

We love our city



# PEOPLE

## Authentic photography

These should be images of citizens working, playing, and connecting with the outdoors and their communities. Choose photos that take a closer more candid look at the daily lives of Charlotte citizens. Above all else these images should look and feel authentic, not posed or forced. They should promote feelings of familiarity, and have a strong human presence. There don't necessarily need to be people in the photos, evidence of human interaction is also sufficient to communicate candid and authentic presence.

Finding real people doing "what they do" in both well known and lesser known areas around Charlotte, finding candid moments to capture that show depth, experience and emotion.

Avoid overly busy or dark backgrounds & harsh or over/under-exposed lighting conditions.

## Headshots

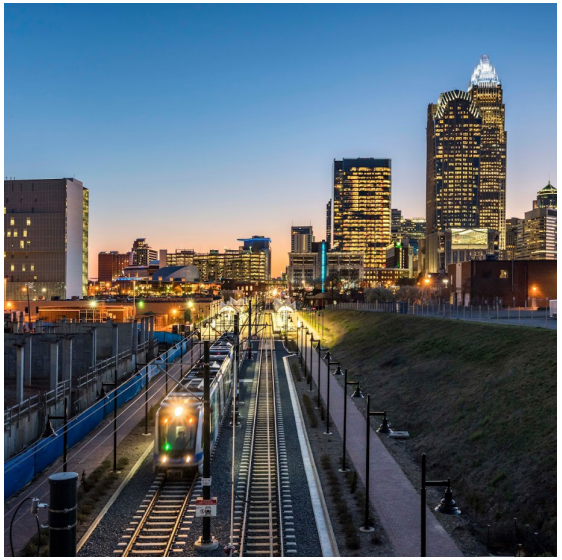
Headshots should always be cropped in a circle to establish a consistent style.

Use an open aperture to provide a creamy, blurred background to contrast with the focused subject in the foreground.

# PLACES

## Our skyline

Our city has a gorgeous and highly recognizable skyline that we love to show off, as well as all the great and diverse neighborhoods that make Charlotte the amazing city we want everyone to fall in love with. Shooting from vantage points that are not commonly seen is a great way to continually freshen the outlook on the city.



## Our landmarks

Landmarks are also a great way to identify Charlotte. We love to see our residents and visitors engaging with and exploring our landmarks. Charlotte's landmarks help define our spaces, heritage and cultural diversity.

07

# Co-branding guidelines

*Shaping positive experiences*

These guidelines were developed to outline recommended co-branding scenarios and to provide detailed guidance on how to best activate these scenarios in your communications materials.

# EFFECTIVE PARTNERSHIPS

## WHY CO-BRAND

Using two brands together symbolizes a partnership and a commitment to provide our community with new or enhanced products or services. Each brand involved constitutes a set of promises that people associate with the entity or municipality. Care must be taken to ensure that we are not misrepresenting the services of either brand, causing confusion to our community, or end users.

## HOW TO CO-BRAND

### STEP 1: DEFINE THE RELATIONSHIP

The predominant brand is determined during partnership negotiations and is influenced by but not limited to factors such as financial and/or resource contribution, venue ownership, program ownership, or which partner is granting access to it's audience and maintaining that relationship.

Brand hierarchy means one partner will have a clear visual lead in executions, often using their identity/brand system in a dominant manner. Brand hierarchy does not mean that one brand is inferior or superior in any way to another.

### A. CITY OF CHARLOTTE DOMINANT

City of Charlotte dominance in co-branding is established when the city most heavily influences the communication experience. This is when city staff, leadership or officials drive the communication experience or if city resources are most depended on.

### B. PARTNER DOMINANT CO-BRANDING

Partner dominance is established when the partner brand more heavily influences communications. Additionally, this may occur if the City of Charlotte strategically partners with an entity or group to enhance an experience for a Charlotte audience.

### C. NON-DOMINANT PARTNERSHIPS

Not all partnerships have clear brand hierarchy/dominance. If you have any questions regarding how to best represent an unclear co-branding scenario with the City of Charlotte, please contact: creativeservices@charlottenc.gov

# CO-BRANDING EXAMPLES

**STEP 2: APPLY STANDARDS.**

Expressing brand hierarchy is relatively simple and can be achieved by doing the following:

### A. CITY OF CHARLOTTE DOMINANT

Placing the logo in the most visible and valuable space (e.g. above the fold on a website, or at lower right on a billboard). City of Charlotte dominant experiences rely on the this guide for look and feel. For most city dominant branded pieces, use the city's color logo options, beginning with the primary logo.

TOWN HALL INVITATION

CAREER PATHWAYS

# CO-BRANDING EXAMPLES

## CHARLOTTE INNO

### B. PARTNER DOMINANT CO-BRANDING

The partner brand is featured more heavily and the look and feel is determined by their visual system. It's critical that while our partners drive the execution of communications that we protect and appropriately display the City of Charlotte logo. When a partner's brand is the lead, use the city's black or white logo options.

# CO-BRANDING EXAMPLES

### C. NON-DOMINANT PARTNERSHIPS

When partner logos are shown in close proximity to each other in a brand-neutral environment (e.g. a communication, flyer, website or advertisement that does not reflect the visual identity of either brand, but of the effort/event) the City of Charlotte's logo should be placed first or last, and not in the middle, and most often in black or white.

# NOTES

08

# Brand Voice

*Communicating authentically*

Voice Characteristic

**Honest**

**Helpful**

**Inclusive**

**Informative**

**Optimistic**

# BRAND VOICE MATRIX

| Description | Do | Don't | Words Associated | Use Cases | Examples |
|---|---|---|---|---|---|
| We are forthcoming, authentic and empathetic. | Include all the facts.<br>Be open and transparent. | Be wishy washy.<br>Make assumptions.<br>Point fingers. | Thoughtful, sincere, real, authentic, trustworthy, fact-based | When sharing important updates on city policy. | City of Austin, Honest, NPR, AAA, All State |
| We give you info and tools you need to make your life better. | Share relatable examples.<br>Keep it simple.<br>Explain the impact. What's in it for you?<br>Invite feedback. | Talk down to people.<br>Be too complex. | Relevant, facilitator, problem solver, advocacy, compassionate, educational, supportive | When sharing service, infrastructure updates or resources to leverage. | Axios Charlotte, City of Boston, Charlotte Ledger, Angie's List, Progressive |
| We make everyone feel welcome and meet people where they are. We invite engagement. | Understand what people care about. | Speak to just one audience.<br>Stereotype. | Hospitable, welcoming, approachable, conversational, accessible, attentive, diverse | Always, and in every instance, so our reach includes everyone. | Dove, Ben & Jerry's, Fenty Beauty |
| We are clear and consistent. We are a trusted source for neighborhood and community news.<br>We have expert knowledge. | Remain objective.<br>Share all perspectives.<br>Be factual and concise. | Take a particular stance.<br>Use jargon!!!!!!! | Knowledgeable, succinct, informational, unbiased, insightful, communicative | When sharing advance notice of a service change or impact, or updates on important policies/projects. | City of San Francisco, Steak-umm, WSJ |
| We are your friendly neighbor!! | Share good news.<br>Inspire others.<br>Encouraging.<br>Aspire for more.<br>Be proud.<br>Pick the right moment. | Be fake. | Fun, hopeful, motivational, cheerful, positive, confident, heart-felt | When responding to a customer's complaint/ issue, or celebrating an accomplishment. | Old Navy, Trader Joe's, Apple, Port of Portland |

CITY OF
CHARLOTTE

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**For questions or assistance in upholding these standards please contact us.**