CITY OF CHARLOTTE

Visual Style Guide

VERSION 3.1

01

Our vision

Adopted By
Charlotte City Council

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.

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**

INSIDE *the* STYLE GUIDE

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

An interactive copy of this guide is available on request by emailing creativeservices@charlottenc.gov.
The interactive guide is also available on the city's intranet page for Charlotte Communication & Marketing.

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.

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.

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.

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.

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.

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.

SINGLE LINE

DOUBLE LINE
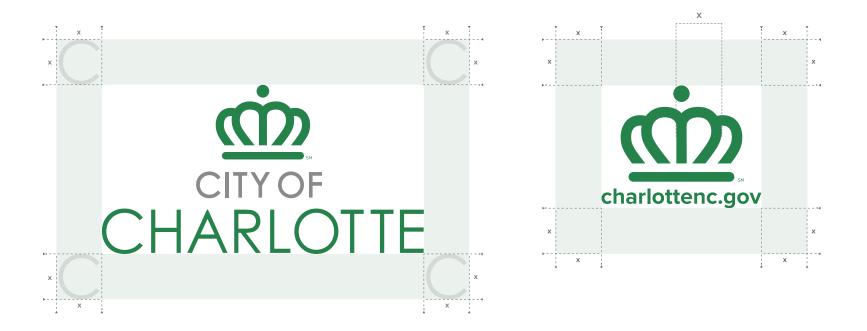

SINGLE LINE

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.
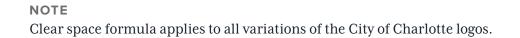
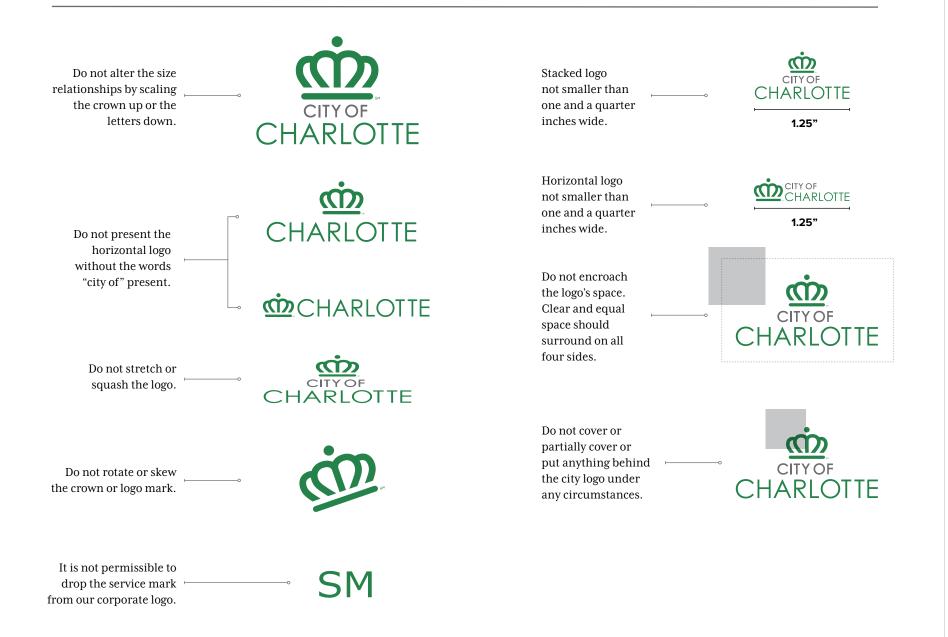# CLEAR SPACE

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.

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

1.25"

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

1.25"

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

Our Identity

Informed by Our Legacy

Over time, a need evolved to draw a distinction between government communications and the cultural application of Charlotte's iconic crown, rooted in history and representative of our namesake, Queen Charlotte. The following section reviews the distinction between the City of Charlotte's crown variations.

LEGACY CROWN

CITY *of* CHARLOTTE

ABOUT THE LEGACY CROWN

The city's legacy crown is identified by a heavier appearance than its leaner corporate version. Both crowns represent two facets of Charlotte: cultural identity and government communications. The government crown is an evolution and extension of the legacy crown, which is a registered service mark of the City of Charlotte.
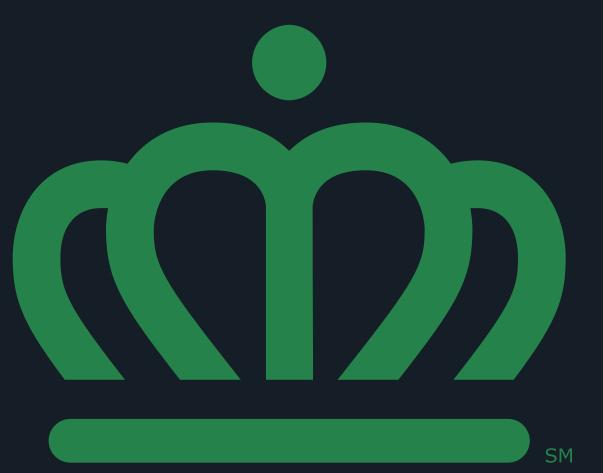
USAGE

The legacy crown is used in community applications and shared initiatives, while the government crown has become a staple in the city day-to-day communications. Both marks identify and impact our beautiful Queen City.

The legacy crown is the only crown that should be used as a stand-alone element. It is distinguished with a uniform thickness, and its tapered silhouette.

GOVERNMENT CROWN

ABOUT THE GOVERNMENT CROWN

The development of a second, modernized crown offers the City of Charlotte a unique opportunity to distinguish its government communications from community projects and campaign initiatives.

USAGE

The government crown appears on all of the city's letterheads, communications and advertising pieces across all platforms to promote continuity and anchor the city's brand to its efforts.

The corporate crown should always be paired with the words "City of Charlotte" in its application. It is distinguished with a thinner, uniform, line width and a wider base than the legacy crown.

LEGACY CROWN BRANDING EXAMPLES

OUR LEGACY CROWN IN THE COMMUNITY
Partnerships endorsed or supported by the City of Charlotte often use the city's iconic brand mark to distinguish the event. These pages show some approved uses of the city's legacy crown. Note that these options integrate the crown into the overall design rather than attempting to manipulate it. Through a consistent and fundamental approach to our legacy crown, the Charlotte brand is reinforced by the government's registered service mark.

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.

CITY *of* CHARLOTTE

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.

NOTE:

Tints of a hue should be used sparingly and only as a compliment to the actual hue in a document's composition. Tints should be a percentage of the actual hue from which it is sampled, using the color codes provided on this palette.

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.

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.

Mrs Eaves XL Serif Nar OT

CITY *of* CHARLOTTE

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

CITY *of* CHARLOTTE

System Font

Century Gothic

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.

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 !@#$%^&*()_-+=

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.

Type Standards

Cambria

CITY *of* CHARLOTTE

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.

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.

CITY *of* CHARLOTTE

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.

CITY *of* CHARLOTTE

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.
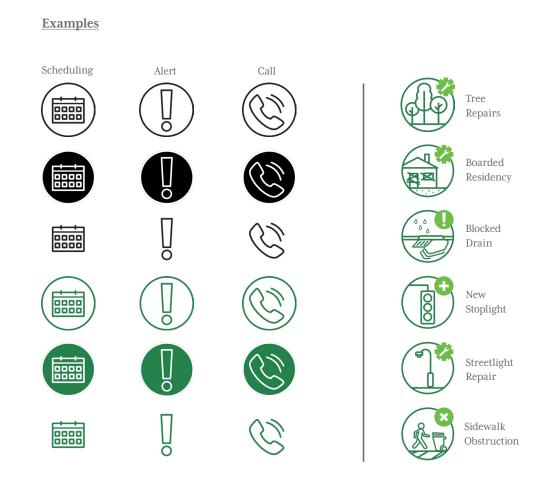
ICONOGRAPHY

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

CITY *of* CHARLOTTE

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 employees and residents 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 residents. 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. It is not always necessary to have people in the photos, evidence of human interaction is also sufficient to communicate candid and authentic presence.

Show real people doing "what they do" in both well known and lesser known areas around Charlotte, find candid moments that show depth, experience, emotion and connection.

Avoid overly busy or dark backgrounds & harsh or over/under-exposed lighting conditions. Never falsify the contents of the original photograph using digital editing tools but showcase honesty and authenticity in presentation.

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.
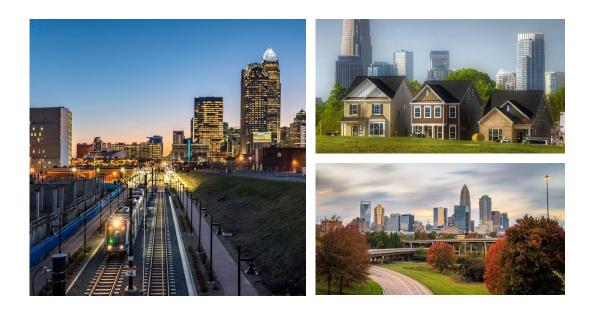
PLACES

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.

CITY *of* CHARLOTTE

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. Be open and transparent.	Be wishy washy. Make assumptions. 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. Keep it simple. Explain the impact. What's in it for you? Invite feedback.	Talk down to people. 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. 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. We have expert knowledge.	Remain objective. Share all perspectives. Be factual and concise.	Take a particular stance. 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. Inspire others. Encouraging. Aspire for more. Be proud. 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