



BRAND STANDARDS



ABOUT THIS GUIDE

These graphic standards were developed as a method for protecting the graphic brand of the Regional logo. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested:

Word

- .EPS
- .JPG
- .TIF

PowerPoint

- .PNG
- .JPG

Web (HTML)

- .JPG
- .PNG

InDesign

- .EPS
- .TIF
- .JPG



LOGO GUIDELINES

The following guidelines illustrate the proper use of the **Regional Branding**.



Primary Color Logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.



Primary Logo with State

The logo with state can be used outside the region.



Primary Logo No Tagline

The logo can be used with or without the tagline.



Alternate Color Logo

The alternate logo may be represented in full color using either spot color or 4 color process printing techniques.



Alternate Logo No State

The alternate logo can be used with or without the state.



Logo Spacing

No other object should be placed within the safe area around the logo. The safe area is an area identified by the width of the state within the logo.



1-Color Logo

This logo should be used when the logo is to be printed in black and white.



Reversed Out Logo

The reversed out logo may be used on dark backgrounds that provide sufficient contrast, or on a brand color as shown.

**Each of the above are also available with Cumberland County on top and the same guidelines apply.*

LOGO GUIDELINES

The following guidelines illustrate the proper use of the **Regional Branding (Communities)**.



Primary Color Logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.



1-Color Logo

This logo should be used when the logo is to be printed in black and white.



Logo Spacing

No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the state within the logo.



Reversed Out Logo

The reversed out logo may be used on dark backgrounds that provide sufficient contrast, or on a brand color as shown.



Alternate Logo with North Carolina

UNACCEPTABLE LOGO USAGE

The following are examples of improper modifications of the **Regional Branding** that may violate the integrity of the brand.



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



DO NOT change the proportions of the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

LOGO GUIDELINES

The following guidelines illustrate the proper use of the **Can Do Carolina** lockup.



Primary Color Logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.



1-Color Logo

This logo should be used when the logo is to be printed in black and white.



Reversed Out Logo

The reversed out logo may be used on dark backgrounds that provide sufficient contrast, or on a brand color as shown.



Logo Spacing

No other object should be placed within the safe area around the logo. The safe area is an area identified by the height of the state within the logo.



WE Anthem

This art expresses the spirit and meaning of Can Do Carolina and can be used for a variety of branding (typically more locally focused). You may alter the size of this art, but do not alter the proportions (i.e. do not stretch).



UNACCEPTABLE LOGO USAGE

The following are examples of improper modifications of the **Can Do Carolina** lockup that may violate the integrity of the brand.



DO NOT use any unofficial colors or any combination of colors different than those in the official color palette.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT delete, add or adjust any element of the logo.



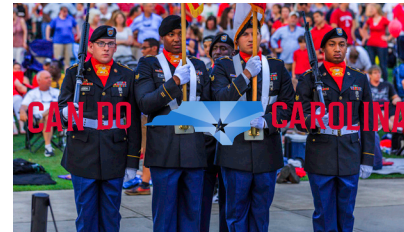
DO NOT change the proportions of the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Should not be typeset or replaced with any other font.



DO NOT screen the logo or use the logo behind text.



DO NOT print the logo on a background or image that makes it difficult to read.



DO NOT alter the logo for any other unapproved entity.

COLOR PALETTE

The color palette provides a guide for keeping a consistent color scheme within the logo. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.



PANTONE 199 C
CMYK 0/100/72/0
RGB 213/0/50
#D50032



PANTONE 7416 C
CMYK 0/72/70/0
RGB 229/106/84
#E56A54



PANTONE 5825 C
CMYK 22/15/86/57
RGB 137/129/61
#89813D



PANTONE 1807 C
CMYK 10/93/71/33
RGB 164/52/58
#A4343A



PANTONE 141 C
CMYK 0/16/65/0
RGB 242/199/92
#F2C75C



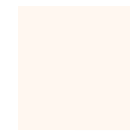
PANTONE 466 C
CMYK 8/23/52/15
RGB 198/170/118
#C6AA76



PANTONE 294 C
CMYK 100/69/7/30
RGB 0/47/108
#002F6C



PANTONE 124 C
CMYK 0/30/100/0
RGB 234/170/0
#EAAA00



CMYK 0/2/5/0
RGB 255/248/239
#FFF7F0



PANTONE 7711 C
CMYK 98/0/28/4
RGB 0/151/169
#0097A9



PANTONE 423 C
CMYK 22/14/18/45
RGB 137/141/141
#898D8D



PANTONE 2172 C
CMYK 86/42/0/0
RGB 20/123/209
#147BD1



PANTONE 267 C
CMYK 82/97/0/0
RGB 95/37/159
#5F259F

TYPEFACES

Files have been provided in a variety of formats that allow use of the Regional logo without having to purchase typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo, such as adding an event name, it will be necessary to purchase the typeface. For all brand fonts, ensure that proper font licensing has been obtained prior to producing any materials.

Sounds Good

Logo Font

1 2 3 4 5 6 7 8 9 0
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 t u v w x y z

NORTHEAD

Tagline Font

1 2 3 4 5 6 7 8 9 0
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 T U V W X Y Z

ATRAMENT

Headline Font

1 2 3 4 5 6 7 8 9 0
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 t u v w x y z

Amman Sans Pro

Body Copy Font

1 2 3 4 5 6 7 8 9 0
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 t u v w x y z

Exo

Universal/Alternate Font

1 2 3 4 5 6 7 8 9 0
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 t u v w x y z

NARRATIVE

The Fayetteville/Cumberland County Brand Narrative uses emotional language to establish the written character of the brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as is when describing the Fayetteville/Cumberland County community or the relationship of Fayetteville/Cumberland County to an organization, event or businesses. The narrative can also be used to guide the tone of new copy.

Here, we're united by something special. Something unique to our Sandhills home. From the time our forebears walked this land, they shared an enduring trait and displayed it in every way:

The initiative of Highland Scots who arrived on the Cape Fear River and started over from the ground up;

The courage of patriots who fought for American independence and organized the Fayetteville Independent Light Infantry;

The determination of African-Americans, slave and free, who built our towns and founded institutions for spiritual and higher learning;

The vision of statesmen who ratified the U.S. Constitution and chartered the University of North Carolina;

The compassion of residents who restored the community and boosted morale after fires raged in the city.

Together, they claimed our place in North Carolina not through empty gestures but through concrete action and determination. We have not been idle since. We continue to shape our community by drawing on the strengths of people throughout Fayetteville and Cumberland County — service members and civilians, immigrants and lifelong residents, artists and entrepreneurs. Time and again, we have been steadfast allies, bold innovators, and down-to-earth souls who grow closer together through every challenge and every achievement.

And we're not done yet. Because here, we stand united by the shared conviction that **we can do anything**:

We do all we can to help a neighbor in need. Whether we were born into this philosophy or became ardent adopters, we aim to serve whenever and wherever possible. We choose to join our predecessors — the revolutionaries who dared support a nascent nation; the heroes who saw global conflict and offered resolution; the everyday citizens who recovered from hurricane storms in unison. From Spring Lake to Stedman and everywhere in between, the instinct to care comes naturally to civil servants in city and county government, to pastors and parishioners of diverse faith families, and to volunteers from local service clubs. No matter the situation, we are all ready to lend one another a helping hand. **So before the day is through, we're sure to ask, "What can we do for you?"**

We can do no less than warmly welcome every newcomer. We encourage everyone to explore our home from east to west, just as the Marquis de Lafayette once traversed this city that bears his name. There are endless opportunities to discover history from landmarks and military museums, to partake in celebrations of global heritage, and to be charmed by the kind advice of friendly folks. We gladly extend this same treatment to every interstate visitor and international transplant, whether they're moving into or checking out downtown, giving them every reason to stay a while longer. **Truly, it's the least we can do.**

NARRATIVE

The Fayetteville/Cumberland County Brand Narrative uses emotional language to establish the written character of the brand. Stakeholders throughout the community should be encouraged to use all or some of the copy as is when describing the Fayetteville/Cumberland County community or the relationship of Fayetteville/Cumberland County to an organization, event or businesses. The narrative can also be used to guide the tone of new copy.

We can do it all if we seize the day in full. On weekend mornings, we take to the streets, possibilities wide open. With or without a plan, we keep track of time well-spent not in hours and minutes but in artifacts seen and fun facts learned; trails biked and gardens strolled; innings pitched and goals scored. We're happy to be counted among the tourists in downtown, the day-trip shoppers at the malls or the motley crowd at Festival Park. And we never turn down a chance to visit old favorites and new hangouts, try foreign cuisine with family, or stay for another round among friends. **The next week, we can do it all over again.**

We show what our arts and culture can do by bringing dreams to life. With the muses smiling on us, we're free to beautify the places and amplify the voices that set our community apart. Our local talent turns brick walls into high-priced canvases; it fills the night air with the sounds of a symphony; it imagines whole worlds out of wardrobe and set design. Working in concert at performances and festivals that draw spectators from across the state, we grow the artistic legacy that our kids will follow. Because it takes the entire community — its artists, patrons, and benefactors — to conjure a scene that rivals that of communities twice our size. **In spreading our creativity as far as we can, so does our reputation for mastering every medium and conquering every stage.**

We make “can do” our go-to as our economy climbs to new heights. Here, these two words have become the motto of self-starters and stalwarts in every industry, aided at every turn by local organizations that support their goals of immediate impact and long-term growth. This has been the key to launching locally-owned craft breweries, restaurants, and shops; to spurring innovation in the work of defense contractors; and to developing a globally ready talent pipeline ready to contribute to sectors from hi-tech to healthcare. **Ultimately, ours is a mindset that keeps attracting outside businesses and talent who are interested in testing the limits of what can be done.**

We raise can do contributors to lead the next generation. Looking forward to the day when our children surpass us, we hand down knowledge and skills gained through hands-on experience, continuing the history of educators that dates to the earliest days of Fayetteville State University. We challenge all of our students — from K-12 schools to institutions of higher learning like Methodist University and FTCC — to raise their expectations and erase the ceiling to their potential. In so doing, we also instill the work ethic and social responsibility that boost the entire community. **Our future doctors, engineers, and leaders must know that, no matter their background, they can all do a bit of good in the world.**

In Fayetteville and Cumberland County, we stand united by the lessons of our history, the lifeblood of our traditions, and the promise of our inherited spirit. To us, it's an obligation and a duty. To make things happen for our country, our community and one another. It's just what we do. Because we...are **Can Do Carolina.**

SHORT FORM NARRATIVE

In Fayetteville and Cumberland County, we stand united by the lessons of our history, the lifeblood of our traditions, and the promise of our future. We stand ready, sharing a duty to make things happen for our country, our community, and one another. It's just what we do.

For generations, we have been the place that gets things done and moves people forward in the Carolinas — a community shaped by hard work and determination. A place where everyone is at ease. Inside of us all, there is a drive...

To help neighbors and strangers in need,

To make travelers and transplants feel at home,

To find adventure just outside the front door,

To fill the world with color and sound,

To spark ideas that lead to new solutions,

To advance the potential of every person,

To teach the next generation of doers,

Together, we uphold a legacy of service and altruism, innovation and creativity, diversity and openness. Together, we achieve what others cannot. Because we stand united by the conviction that **we can do anything**.

We are **Can Do Carolina**.

COMMUNITY ELEVATOR SPEECH

Fayetteville and Cumberland County are Can Do Carolina, a community with a central location in both the Carolinas and the East Coast, that is home to over three hundred thousand people and includes Fort Bragg – the largest U.S. military installation in the world. Many in our community are deeply rooted in the local tradition of getting things done through hard work, determination, service and generosity. Others from across the country and the world have joined this tradition, and together we are building the next great region of the Carolinas. We count on our military connection, engaged citizens, diverse economy, excellent arts scene, and three outstanding area colleges – to help us move towards that future. With a thriving downtown, state-of-the-art baseball stadium and new development throughout the county, there's no end to what we can do.

DEFINITIVE STATEMENT

Fayetteville & Cumberland County are Can Do Carolina, where readiness, service and generosity support people and organizations in the pursuit of their goals and dreams.