



## BRAND GUIDELINES

## LOGO | *Mark and Tagline*

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The Town of Carrboro has developed this brand to be used for promoting the Town of Carrboro for business development, travel and tourism and community events. The logo maybe be used with or without the slogan.



**LOGO** | *Approved Colors*

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The Carrboro logo should be used in PMS 376 when possible. Since there will be instances when this green color will clash with its surrounding, the following additional color versions may also be used:



PMS = 376  
C=50 M=0 Y=100 K=0



PMS = 1685  
C=0 M=68 Y=100 K=44



PMS = 158  
C=0 M=61 Y=97 K=0



PMS = 2607  
C=81 M=100 Y=0 K=7



BLACK  
C=0 M=0 Y=0 K=0



70% GRAY  
C=0 M=0 Y=0 K=70



## LOGO | *Interpretation*

In the “feel free” spirit, the logo may be customized to promote different events and organizations. As shown in the images here, the logo may be adorned with additional elements, texture and color, provided the legibility and proportions and dimensions are kept within the standards. These interpretations must receive Town approval prior to use.

Additionally, the logo can be fabricated out of materials such as wood or metal for signage and public art.





## LOGO | Layout Use

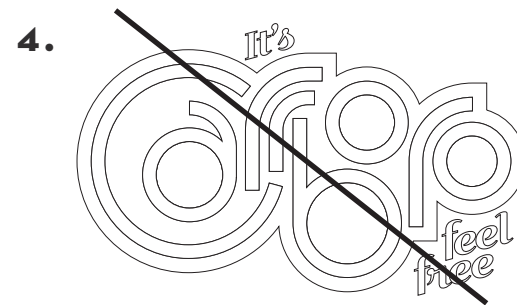
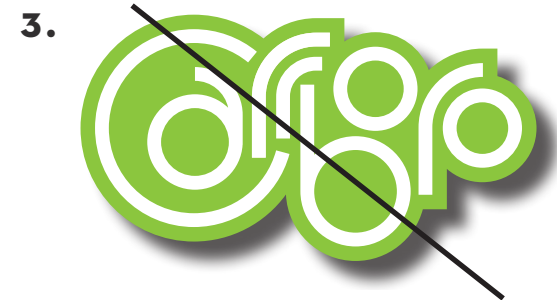
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As shown on the attached examples, the logo can be used in color and may also be used in white against a color background.



The logo should always be used in accordance with the guidelines set out for brand colors and appearance.

1. These are the approved formats of the logo. Always use the official, even when customizing as on previous page.
2. Do not stretch, distort or rotate the logo.
3. Do not modify the logo with effects such as 3D rendering or drop shadows.
4. Do not create or use an outline version of the logo.



## TYPOGRAPHY

We suggest using the fonts specified below for all supporting materials. You can see how the brand typography is used in context in the ad to the right.

### HEADLINE:

Semilla - 26pt

*Here is a main headline, set in Semilla*

### SUBHEAD:

Neutra Text - Bold Small Caps, 16pt, tracking value of 75

**HERE IS A SUBHEAD, SET IN NEUTRA TEXT BOLD SC**

### PARAGRAPH TEXT:

Sentinel - Semibold, 11pt, tracking value of 10

Lorem ipsum dolor sit amet, nulla a sed pellentesque, non sit eu nisl eu wisi, sed nulla elit sed, eu pede odio ornare curabitur. Ac curabitur cursus, ante fusce mollit, dictum blandit dui ut, nunc et dictum vestibulum molestie. Non-ummy elit, consequat erat est ante sed mauris suspendisse, in etiam mauris.



*You couldn't make this place up!*  
**CARRBORO ISN'T JUST A TOWN - IT'S A FEELING.**

You'll know what we mean when you get here. There's an openness and optimism that encourages creativity and freedom of expression. It's a place where more is possible and the uncommon is common.

Visit Carrboro and *feel free* to unwind, dream, follow your heart, create, taste, shop, play and be yourself!

It's **Carrboro** *feel free*  
TOWNOFCARRBORO.ORG

## LOGO | *Official Town Use*

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The Town of Carrboro has developed this brand to be used for promoting the Town of Carrboro for business development, travel and tourism and community events. The logo may be used with or without the slogan.

The logo will be used for promoting the Town of Carrboro for business development, travel and tourism, and community events. The logo will appear on the Town website, banners, print ads, internet ads, social media, and town signage. The logo and/or the Town Seal may be used by the Town for letterhead, business cards, official Town communications and uniforms. The logo may be used for marketing and promotion of town events and merchandise. The Town Seals trademarked for use by the Police Department, Fire Department and General Government will appear on all town vehicles as appropriate.

