



brand guidelines
03.2019



OUR BRAND

The North Carolina League of Municipalities is a unique and complex entity. Unfortunately, it is also easily misunderstood—often by those who need it most. In order to help us clearly communicate our brand, and to alleviate or avoid confusion as to what we do, we have distilled our brand down in this guidebook. In addition to our logo, tagline, and colors, you will find brand attributes and strategic elements to help you represent the League with clarity and consistency across look, feel, and tone.

OUR BRAND PERSONALITY

progressive
confident

resourceful
established

energetic
accessible

outspoken
knowledgeable

These attributes can be expressed through our brand voice as well as through our choice of fonts, colors, photography, design elements and patterns, and more.

OUR BRAND STRATEGY PLATFORM

One voice for a better NC

An organization run by members for members, the North Carolina League of Municipalities is a one-stop shop for all municipal needs. Through advocacy, insurance, and best practices, the League is an extension of local governments, providing them with the expertise they need to grow into the thriving cities and towns they aspire to be. When a municipality joins the League, it becomes part of a diverse, collective network whose shared resources are stronger and more effective than if acting independently. Through a variety of services, the League's ultimate goal is to be one voice working for a better North Carolina.

WHAT IS A BRAND STRATEGY PLATFORM?

It's not a mission statement, tagline, or copy. It's internal language that provides a starting point from which to begin crafting external communications. It's a simple way of expressing what makes our brand unique and relevant.

LOGO

Our logo is a visual representation of the League's purpose. It conveys energy and progress while remaining true to our sense of stability and strength. The overlapping squares of various sizes represent cities and towns, both big and small, working together to achieve their goals and improve life for all in North Carolina. Our initials are bold, in a clean, modern font, with our organization's name spelled out in full below.



SINGLE-COLOR



SINGLE-COLOR REVERSED



GRAYSCALE OPTION



RELATED APPLICATIONS OF THE LOGO



Our tagline—“Working as one. Advancing all.”—is a brief encapsulation of our purpose. Everyone at the League is dedicated to supporting cities and towns through advocacy, expertise, and insurance. The message for our members is that we are here for all your municipal needs. Our message to North Carolina: Cities and towns of all sizes are stronger when we work together.

WORKING AS ONE. ADVANCING ALL.

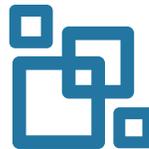
LOGO USAGE

The NCLM logo consists of our logotype and our logo mark. They should be used together, but they are flexible enough to be used separately when used as described below. We also have a tagline that can be used with or without the logo, though primarily used separate from the logo.

Please review the “do and do not” page thoroughly. Incorrect usage of our logo dilutes the strength of our brand and lessens brand recognition. Remember: The logo should never be altered in any way and should be used in a way that provides optimal readability.

LOGO ELEMENTS

NCLM
NC LEAGUE OF MUNICIPALITIES



WORKING AS ONE.
ADVANCING ALL.

Logotype

The logotype should primarily be used together with the icon. However, if space and readability are an issue, the logotype can stand on its own. Please use in single-color.

Icon

The icon is the most flexible part of the logo. It can be used as a graphic element or pattern. The icon color still be one of the primary, neutral, or secondary colors.

Tagline

The tagline primarily stands on its own. When placed with the logo, it is preferred that the tagline be used as a single line. Logo white space should still be maintained.

DO

- Do leave white space around the logo to match the height of the capital “M” in NCLM.



- Do keep readability in mind when using the logo small. Reduce the logo to NO SMALLER THAN 1.5 inches wide. For usage smaller than 1.5 inches wide, use a modified logo that does not include the smaller text. Use this modified logo NO SMALLER THAN .75 inches wide.



DO NOT

- Do not rearrange elements. Logo icon may be flipped or rotated if used alone.



- Do not stretch, compress, or skew the logo in any way.



- Do not change colors.



- Do not use the color logo on a complex photo or a color that clashes.



FONTS & COLORS

The preferred font for the NCLM brand is the Gotham font family. All line weights can be used. It is preferred that all headlines, headers, and subheads be restricted to either bold or medium weights. In web-based applications, however, Arial can be used.

BRAND FONTS

Display & headlines

GOTHAM BOLD
ALL CAP

Headlines, headers & subheads

Gotham
Bold or Medium

Body copy

Gotham Book

Emphasize text within the body copy with

Gotham Bold

Gotham Medium

and italic weights as needed.

Web applications

Arial Regular

Arial Regular

Arial Bold

The color palette is a brand element that further defines NCLM. The consistent use of these colors will help to strengthen the brand. The primary NCLM colors contain the logo colors and several tones of Pantone Cool Gray and should be the dominant colors in any layouts. The secondary colors relate directly to headlines, call-out copy, and brand elements. The secondary colors, however, can be used as primary colors for the related applications of the NCLM logo (see page 5.) The accent colors are meant to be used sparingly and never as background colors.

PRIMARY COLORS



PANTONE
2150C
CMYK: 83, 39, 15, 13
RGB: 54, 116, 157
HEX: 36749D



PROCESS
BLACK
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20



PANTONE
COOL GRAY 9C
CMYK: 56, 46, 44, 10
RGB: 118, 119, 123
HEX: 76777B



PANTONE
COOL GRAY 6C
CMYK: 36, 29, 28, 0
RGB: 168, 168, 170
HEX: A8A8AA



PANTONE
COOL GRAY 2C
CMYK: 17, 13, 15, 0
RGB: 209, 208, 206
HEX: D1D0CE

SECONDARY COLORS



PANTONE
2276C
CMYK: 48, 8, 83, 9
RGB: 137, 168, 79
HEX: 89A84F



PANTONE
2205C
CMYK: 55, 11, 18, 3
RGB: 137, 178, 196
HEX: 89B2C4



PANTONE
715C
CMYK: 0, 54, 87, 0
RGB: 246, 141, 46
HEX: F68D2E



PANTONE
293C
CMYK: 100, 69, 0, 4
RGB: 0, 61, 165
HEX: 003DA5

ACCENT COLORS



PANTONE
7620C
CMYK: 0, 95, 94, 28
RGB: 183, 49, 44
HEX: B7312C



PANTONE
1225C
CMYK: 0, 19, 79, 0
RGB: 255, 200, 69
HEX: FFC845

GRAPHIC ELEMENTS & PHOTOS

The overall brand look is to be open and not overly cluttered. White space is an important element for achieving this brand look. Please do not crowd layouts. Leave white space to maintain the open and clean feel.

You may use the logo icon as a graphic element (below right) or use it as a basis for a background pattern (right). When using patterns, it is easy to overwhelm a layout, so keep patterned elements to a minimum.



This image uses the primary color PMS 2150C multiplied at 100% over an adjusted image.

One way to help unify the brand and provide graphic interest is to include photography as a textured header for collateral. This image was created in these steps:

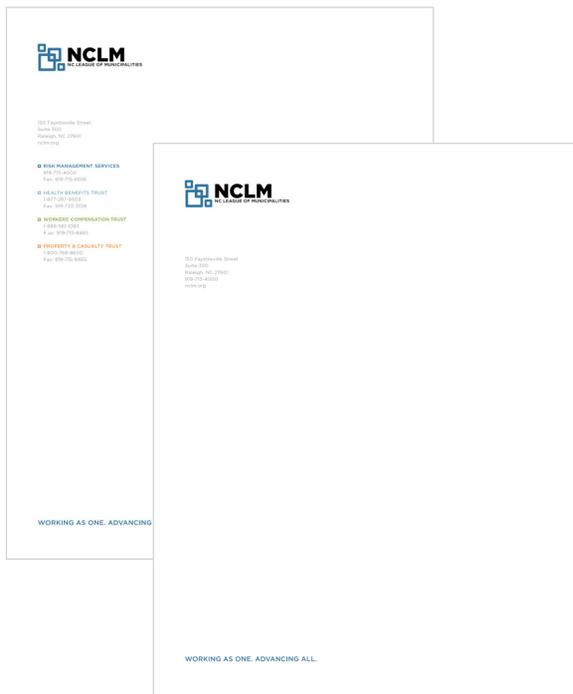
1. Convert color images to grayscale.
2. Adjust image to increase contrast and overall darkness.
3. Add primary or secondary colors overlay. Multiply color at 100%.



BRAND USAGE

This page shows a few examples of how to use some of these brand elements in collateral.

LETTERHEAD



FLYER TEMPLATE



EMAIL TEMPLATE



BUSINESS CARDS



WORKING AS ONE. ADVANCING ALL.



434 Fayetteville
Street Suite 1900
Raleigh, NC 27601
nclm.org