



CHARLOTTE USA.®

GRAPHIC STANDARDS

BRANDING THE CHARLOTTE REGION

The Charlotte region is a unique area where businesses not only work with each other, but with people. Where both the highways and skyways lead, attracting innovation and success. Yet despite the hustle and bustle, our 16-county region still boasts pleasant neighborhoods and inviting scenic beauty. Simply put, this is a region that offers an unparalleled “balance” of business strength, global accessibility and exceptional quality of life.

It is this ideal “balance” that gives our region a very powerful brand position – and will continue to help us stand apart.

Therefore it is important to not only embrace this message, but to promote it with every interaction and impression we make.

To assist each of us in conveying our region’s unique brand message of balance, a theme and corresponding symbol – Charlotte USA – have been developed. Rest assured that this mark is not meant to replace current marketing efforts, but rather complement the equity of the existing messages, logos and taglines we all use.

The Charlotte USA mark was thoughtfully designed to work on several levels, concisely communicating an enormous message. The spherical shape is symbolic of Charlotte’s global reach. Additionally, the parallel road-like lines suggest movement and accessibility. Divided into three separate, balanced sections, each portion of the mark represents a key

attribute of the Charlotte region: business strength, accessibility and quality of life. The three separate elements combine to form the letter “C,” representative of the Charlotte region.

The colors of the Charlotte USA mark – blue and gold – also enhance its meaning. The combination is confident, classic and timeless. Gold was chosen for its tie to the “gold standard,” an integral part of our regional history.

Thank you for your support of the Charlotte region. To successfully promote our powerful and differentiating brand, it will take a consistent, unified voice. But also realize that our efforts must go beyond incorporating the Charlotte USA mark into regional marketing communications. The promise of business strength, accessibility and quality of life must be reinforced with every impression and interaction we make as a region. The result will be a healthier economy – and most importantly – a better life for all of us who live and work here in Charlotte USA.



GUIDELINES FOR USING THE MARK

Charlotte USA was developed to benefit all of us. However, to ensure that this mark continues to work hard for our region, it is important that it is used correctly. Charlotte USA was developed to build and increase the equity we have in our powerful brand message. Therefore we ask that you do not modify the symbol or nomenclature by deviating from the graphic standards. Consistency is key to its effectiveness.

We, as a region, appreciate every effort to incorporate Charlotte USA in your communications. The mark is a unifying symbol. Note that it is not intended to detract from your message or identity. It is a secondary element – an ingredient.

If you need assistance accessing or placing the logo or have additional questions, please feel free to contact the Charlotte Regional Partnership at (704) 347-8942.

COLOR

Two-Color Reproduction

Note that whenever possible, usage of the two-color Charlotte USA mark is preferred. The two colors are Pantone® 288 (Blue) and Pantone® 871 (Gold). The 871 Gold Pantone® ink can be substituted with Astor Universal Foil 835 (Gold Foil). If you are not using spot colors, use the following CMYK values:

Pantone® 288 (C=100/M=65/Y=0/K=30.5)

Pantone® 871 (C=27/M=28/Y=62/K=3)

Pantone Colors and CMYK Values

	
PANTONE® 288	PANTONE® 871
	
CMYK 100/65/0/30.5	CMYK 27/28/62/3

One-Color Reproduction

If the mark must be reproduced in a single color, the recommended Pantone® color is either Pantone® 288 (Blue) or Pantone® 871 (Gold). The mark can also be stamped using Astor Universal Foil 835 (Gold Foil). Additionally, the mark may be reproduced in Black or reversed to White on a solid background. Or, if you prefer, request the tonal version.

CONFIGURATION

The mark should appear no smaller than 9/16" (.5625") in width. Maintain the proportions as designed. Do not stretch the logo, vertically or horizontally. The symbol and the type should always appear as a unit. Never separate the elements.



Two-Color Mark



One-Color Option in PMS 288



One-Color Option in PMS 871



One-Color Option in Black



One-Color Tonal Version



Reversed to White on Solid Background