



 **FAYETTEVILLE** ^{NC}
AMERICA'S CAN DO CITY



BRANDING & STYLE GUIDE

City of Fayetteville
 Marketing & Communications
 Revised July 2022

Jodi Phelps - Director
 Kenneth Mayner, MPA - Chief Branding Officer

Branding & Style Guide

INTRODUCTION	3
About This Guide	3
Brand Strategy	3
Design Values	4
File Usage	4
THE "CAN DO" BRAND	5
Logo, Seal and Flag	5
DEPARTMENTAL BRANDS	6
Standalone Departmental Logos	6
Secondary Departmental Logos	6
Public Safety Logos	6
Supplemental Logos	6
NARRATIVE	7
Brand Narrative	7
Short Form Narrative	9
Community Elevator Speech	9
Definitive Statement	9
COLOR PALETTE	10
Color Relationships	10
Primary Colors	10
Supporting Colors	10
LOGO GUIDELINES	11
Unacceptable Logo Uses	12
COLOR VARIATIONS	13
Primary Color Logo with Tagline	14
Primary Color Logo No Tagline	14
Multi-colored Fayetteville Logo	15
City of Fayetteville Flag	15
City Seal	16
Fayetteville-Cumberland Parks & Recreation Logo	17
Fayetteville-Cumberland Human Relations Logo	18
Fayetteville Area System of Transit (FAST) Logo	19
Fayetteville Regional Airport Logo	20
Fire Patch	21
Police Patch	21
FayTV Logo	22
TYPOGRAPHY	23
STATIONERY	24
Letterhead	24
Memos	26
Business Cards	26
EMAIL SIGNATURES	28
SIGNAGE & VEHICLES	30
BRANDED MATERIALS	31
Branded Promotional Items	31
Miscellaneous Branded Items	31

About This Guide

These branding and style guidelines were developed by the City's Marketing & Communications Department to protect the graphic identity of the **City of Fayetteville**. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand.

The Branding & Style Guide provides a comprehensive foundation of graphic standards for proper presentation of the City of Fayetteville's visual identity. Use of the Branding & Style Guide improves communication by ensuring consistency within the organization and enforces best practices by guiding designs to a quickly recognizable professional outcome.

The City of Fayetteville's brand provides a unifying theme and position as **America's Can Do City**, speaking with a single, unified voice. Development of the City's brand is grounded in extensive research and testing. Focus groups, user interviews and online surveys captured participant's ideas and opinions. Key decisions regarding content and logo were based on feedback from the public.

The City of Fayetteville can push its identity into exciting new areas and can only make a positive impact where used consistently and correctly.



Brand Strategy



CONFIDENT

Make strong statements, not questions. People come looking for answers so having a strong point of view is crucial. Be direct and get to the point quickly. Don't use the subjunctive. The words "if, maybe, but, may, could" don't live in our vocabulary. The fewer adjectives, the shorter the sentences, and the less fluff the better. If you're about to add a comma, think if a punchy full stop wouldn't be better.

HELPFUL

We are here to serve — to make things easier and simpler for our residents. Anything we say or any information we give, should be useful, easy to understand, and relevant to that individual.

OPTIMISTIC

Anything is possible in our world. If there's a problem, we can fix it with a little ingenuity. All copy and content should reflect this optimistic tone. Where there's a will, there's a way. And if there's ever a problem being communicated, it's accompanied by a plan of action to fix it. We may be dreamers, but — more importantly — we're doers.

HUMBLE

We may be confident, but we are never arrogant. Be conscious of what adjectives you may be using. Never be too verbose, or exaggerate. While your grammar should always be superb, your words should be simple. If your words have multiple syllables, rethink those words. Be careful how you describe your actions and plans. Keep in mind the people they're meant to help.

PERSONAL

Visiting a website is a personal affair often done alone. Use personal pronouns like "we" and "you." Be honest. Be real. Be approachable. Be accessible and inclusive. Fayetteville is made up of thousands of individuals, and you are there for every single one of them. However, never be too personal — slang or conversational language sounds strange coming from an institute of authority.

Design Values

Design values serve as an outline to follow during the design of a project.

Key questions to ask:

- What is the intent of the document?
- Will users understand its intent or take intended action?
- Is this the correct approach for the project?



Guidelines to follow:

1 Simple

- Simple visuals are easier to consume, process and remember
- Everything should be visually clear

2 Accessible

- Always design within the context of your audience. No one should feel left out
- Everyone should have the resources they need to become a contributor

3 Consistent

- Consistent visual languages build trust
- Visual repetition lowers the barrier to entry for communicating information

4 Contrasted

- Create a clear hierarchy of information using strong contrast. Things should have differing size, shape and color depending on importance
- Lead the user on the intended path you want them to take—make it overly-obvious

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	PowerPoint	Web (HTML)	InDesign
.EPS	.PNG	.JPG	.EPS
.JPG	.JPG	.PNG	.TIF
.TIF			.JPG

Logo, Seal and Flag

The City of Fayetteville is **Can Do Carolina**, where readiness, service and generosity support people and organizations in the pursuit of their goals and dreams.



CITY OF FAYETTEVILLE OFFICIAL LOGO

While the seal is a symbol of authority, the City of Fayetteville logo is our way of showing we are human.

The rebranded City logo was launched by the City of Fayetteville in December 2020.



Electronic files of the City logo in different formats are available for download at fayettevillenc.gov/branding



CITY OF FAYETTEVILLE OFFICIAL SEAL

The City seal is primarily used as a symbol of authority and reserved for use in an official capacity by the City Council. The City seal was adopted by the City Council in April 2022.

This seal can be used for reports to the City Council, official memos, letters, certificates and proclamations. The seal can also be used at City-related events (press conferences, ribbon cuttings, groundbreaking, etc.) where the Mayor and City Council are present and participating.

The City seal cannot be used in conjunction with the City logo or City Departmental logos.



CITY OF FAYETTEVILLE OFFICIAL FLAG

The rebranded City flag was adopted by the City Council in December 2021.

The City's official flag is flown outside City facilities and City landmarks and inside City Hall in Council Chambers and administrative offices.



DEPARTMENTAL BRANDING

Departmental Brands

While the City of Fayetteville logo is the primary logo used in City publications and in the public, City departments may also use a version of the City logo to represent their department at a secondary level.

STANDALONE DEPARTMENTAL LOGOS

Fayetteville Cumberland Parks & Recreation (FCPR), Fayetteville Cumberland Human Relations (FCHR), Fayetteville Area System of Transit (FAST) and the Fayetteville Regional Airport have the unique distinction of having their own standalone logos to best represent their operations and services.



SECONDARY DEPARTMENTAL LOGOS

Most City departments will utilize the parent "Can Do" brand to represent their department at a secondary level.



PUBLIC SAFETY LOGOS

The Fayetteville Police Department and the Fayetteville Fire Department utilize the City's "Can Do" and have their own unique standalone patch logo for uniforms and other operational use.



SUPPLEMENTAL LOGOS

Supplemental logos that incorporate brand colors and style for City programs or initiatives.



Brand Narrative



The City of Fayetteville 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 City of Fayetteville community or the relationship of the City of Fayetteville 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.

We continue to shape our community by drawing on the strengths of people throughout Fayetteville – 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. The instinct to care comes naturally to civil servants in city 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.**



Brand Narrative

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, 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, 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 is 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 is Can Do Carolina, where readiness, service and generosity support people and organizations in the pursuit of their goals and dreams.

FIND A WAY
CARE FOR ONE ANOTHER
WE
PROTECT THE WORLD
ALWAYS GO FURTHER

CAN DO  CAROLINA

Color

The mix of reds, whites, and blues of the color palette are contrasted with a modern gray. This reflects the progressive nature of the City, while paying homage to its iconic past. The primary color of the site is white. The use of white space is a grounding mechanism for clearly delivered content. The primary colors are the bursts that direct the eye to important notifications and moments of functionality. The supporting colors are there when your design needs some variation in order to work.

COLOR RELATIONSHIPS

The primary colors are the bursts that direct the eye to important notifications and moments of functionality. Use the blues strongly and purposefully, and use the red sparingly. Use the light gray liberally with white, while still keeping white dominant.

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.



PRIMARY COLORS

These are the core colors driving the personality of the site. They provide a modern take on our diverse past, and work well together to create the City's visual brand.



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



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



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



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

SUPPORTING COLORS

In certain design situations, you may find the primary colors limiting, so we have created supporting colors that carry the same tone and personality but give you more freedom. For instance, in our site layouts, we are using the range of blues and grays shown below when the primary colors are not working for the design. Only use the following if the primary colors are not working.



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



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



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



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



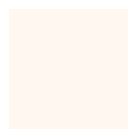
PANTONE 141 C
CMYK 0/16/65/0
RGB 242/199/92
#F2C75C



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



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



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

Logo Guidelines

The following guidelines illustrate the proper use of the **City of Fayetteville** logo.



Primary Color Logo

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



Primary Logo No Tagline

The tagline can be used with or without the logo. For municipal uses.



Electronic files of the City logo in different formats are available for download at fayettevillenc.gov/branding



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.



Multi-color Fayetteville Logo

For festive use, sportswear, or events.



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 star within the logo.

Unacceptable Logo Uses

The following are examples of improper modifications of the City of Fayetteville logo 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.



Electronic files of the City logo in different formats are available for download at fayettevillenc.gov/branding

Primary Color Logo with Tagline

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Electronic files of the City logo in different formats are available for download at fayettevillenc.gov/branding

Primary Color Logo No Tagline

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Electronic files of the City logo in different formats are available for download at fayettevillenc.gov/branding

Multi-colored Fayetteville Logo

Full Color

The full-color logo should be used as much as possible across digital and printed materials.

Full Color



City of Fayetteville Flag

Full Color

The full-color flag should be used at all times.

Full Color



Electronic files of the City logo in different formats are available for download at fayettevillenc.gov/branding

City Seal

Full Color

The full-color City Seal should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color

A single-color (blue) can be used when considering printing costs.

Black

This option is to be used for low fidelity printing. For example, drafts or forms.

White (reverse)

The white (reverse) City Seal version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Fayetteville-Cumberland Parks & Recreation Logo

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color (no shadow)

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black (no shadow)

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse, no shadow)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Fayetteville-Cumberland Human Relations Logo

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color (no shadow)

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black (no shadow)

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse, no shadow)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Fayetteville Area System of Transit (FAST) Logo

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color (no shadow)

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black (no shadow)

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse, no shadow)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Fayetteville Regional Airport Logo

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Fire Patch

Full Color

The full-color Fayetteville Fire Department patch should be used across digital and printed materials.

Full Color



Police Patch

awaiting approval

Full Color

The full-color Fayetteville Police Department patch should be used across digital and printed materials.

FayTV Logo

Full Color

The full-color logo should be used as much as possible across digital and printed materials. The reversed white option (below) should also be used whenever possible.

One Color (no shadow)

A single-color (blue) can be used for any of the logo alternates when considering printing costs. For example, printing a T-shirt design.

Black (no shadow)

This option is to be used for low fidelity printing. For example, drafts, flyers or receipts.

White (reverse, no shadow)

The white (reverse) logo version is for use in applications with dark or solid-color backgrounds.

Full Color



One Color



Black



White (Reverse)



Fonts

Files have been provided in a variety of formats that allow use of the City of Fayetteville logo without having to purchase fonts. 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 font. 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

BEBAS NEUE SEMI ROUNDED

LOGO 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

BERTHOLD AKZIDENZ GROTESK

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

Stationery Specifications

Stationery and all printed pieces for the City should be uniform and based solely upon brand standards. Adhering to a consistent style gives all City correspondence credibility, reliability, and a unified identity.

LETTERHEAD

All use of letterhead should adhere to the City's brand specifications.

Here are some of the most commonly overlooked standards that should serve as a checklist for anyone using City letterhead:

- Font: Calibri, 11 or 12 point
- Always include the recipient's name, business name, full mailing address, and zip code.
- Use a colon to close the salutation instead of a comma (Dear Mrs. Jones: or Dear Sir:).
- Sign off: Use "Sincerely" or "Sincerely Yours".
- As a general rule, letters should not exceed one page in length if at all possible. If your letter is over onto the next page by one or two lines, edit the letter more to condense to one page, if possible.

Please note this document is NOT actual size.

Here are some additional helpful tips for using City letterhead and letter writing:

- Do not use month abbreviations when dating letters.
- Make sure to spell the recipient's name correctly.
- The body's language should be clear and concise.
- When closing your letter, include the direct telephone number and extension as well as your email address.
- The signature should be followed underneath by a typed version of the sender's name and job title. The signature can be original or a scanned version of the original signature.
- It is acceptable to include typed professional credentials (such as PE, CSW, LCSWP) after the typed version of the sender's name.
- If you are typing the business letter on behalf of someone else, return twice after the signature lines. The sender's initials should be typed in upper case, followed by a back slash and the preparer's initials in lower case. If you are preparing the letter on your own behalf, this step is not necessary.
- If sending a copy of the letter to another person, return four times after the enclosure line (if any) and type "cc: Name" ("cc" is an abbreviation for "copy"). In the instances when a letter cannot be kept to one page, the following standards apply:
 - Use letterhead for the first page and the letterhead without a logo for any additional pages.
 - Place a header containing the recipient's name, date, and page number on all subsequent pages one inch from the top of the page.
 - Return three times from the page header at the top of page 2 (or any other continuation sheet) and then continue your letter from the previous page.
 - Leave two lines on the first page if you must divide a paragraph between pages. Have two lines from the divided paragraph on the subsequent page as well.
 - If the paragraph is short, it's better to move the whole paragraph to the subsequent page.
 - Follow the first page's format except for the header instead of letterhead. All margins on the subsequent pages should match the first page.
 - For letters exceeding one page, it is acceptable to either paper clip or staple the letter. If your letter has multiple pages of enclosures, it is acceptable to staple or paper clip the enclosures together, but do not staple the enclosures to the letter.

MEMOS

All memos should adhere to the City's brand specifications.

Please note this document is NOT actual size.

BUSINESS CARDS

All business cards should adhere to the City's brand specifications.

Please contact the City's Print Shop in the Marketing & Communications Department for business card orders.



Standard City Email Signature

Email is an acceptable form of communication in the City. However, it is important to remember that the tone and format of the email represents the City of Fayetteville as an organization, and must always be professional.

A consistent email signature that follows the Branding & Style Guide standards adds a professional touch and an immediate connection to the City brand. All City employees should use the email signature block provided below.

PLEASE NOTE: Personal quotes, graphics and social media icons should not be used in the email signature. However, it is permissible to add certain standardized language, such as legal disclosure policies or requests to minimize paper usage.

The diagram shows a rectangular email signature block with a black border. On the left side, there is a logo for Fayetteville, NC, featuring a blue star and the text "FAYETTEVILLE N.C." and "AMERICA'S CAN DO CITY". Below the logo, the text "Employee First & Last Name" is written in blue, followed by "Position", "City of Fayetteville", "Department", "T (910) 000-0000", "C (910) 000-0000", and "fayettevillenc.gov" in black. To the right of this text is a "NOTE: Signature should always be in black font color". Below the note is the text "CONFIDENTIAL COMMUNICATION" in bold, followed by a paragraph of legal disclaimer text. Lines with arrows point from text annotations to specific parts of the signature block: "12 pt Calibri bold" points to the "Employee First & Last Name" text; "11 pt Calibri" points to the "Position" text; "9 pt Calibri (All Caps)" points to the "CONFIDENTIAL COMMUNICATION" text; and "9 pt Calibri" points to the bottom border of the signature block.

Standard Parks & Recreation Email Signature

Email is an acceptable form of communication in the City. However, it is important to remember that the tone and format of the email represents the City of Fayetteville as an organization, and must always be professional.

A consistent email signature that follows the Branding & Style Guide standards adds a professional touch and an immediate connection to the City brand. All City employees should use the email signature block provided below.

PLEASE NOTE: Personal quotes, graphics and social media icons should not be used in the email signature. However, it is permissible to add certain standardized language, such as legal disclosure policies or requests to minimize paper usage.

The diagram shows a standard email signature block with the following elements and annotations:

- FAYETTEVILLE PARKS & RECREATION CUMBERLAND CO.** (Logo)
- Employee First & Last Name** (12 pt Calibri bold)
- Position** (11 pt Calibri)
- Fayetteville-Cumberland Parks & Recreation
- T (910) 000-0000
- C (910) 000-0000
- fayettevillenc.gov (9 pt Calibri (All Caps))
- CONFIDENTIAL COMMUNICATION**
- This electronic mail message and any attachments are intended only for the use of the addressee(s) named above and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not an intended recipient, or the employee or agent responsible for delivering this e-mail to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you received this e-mail message in error, please immediately notify the sender by replying to this message or by telephone. Thank you. (9 pt Calibri)
- NOTE: Signature should always be in black font color**

Standard Human Relations Email Signature

Email is an acceptable form of communication in the City. However, it is important to remember that the tone and format of the email represents the City of Fayetteville as an organization, and must always be professional.

A consistent email signature that follows the Branding & Style Guide standards adds a professional touch and an immediate connection to the City brand. All City employees should use the email signature block provided below.

PLEASE NOTE: Personal quotes, graphics and social media icons should not be used in the email signature. However, it is permissible to add certain standardized language, such as legal disclosure policies or requests to minimize paper usage.

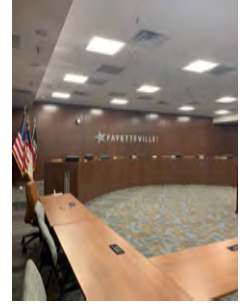
The diagram shows a signature block with the following elements and annotations:

- FAYETTEVILLE HUMAN RELATIONS CUMBERLAND CO.** (Logo) - 12 pt Calibri bold
- Employee First & Last Name** - 11 pt Calibri
- Position - 11 pt Calibri
- Fayetteville-Cumberland Human Relations - 11 pt Calibri
- T (910) 000-0000 - 11 pt Calibri
- C (910) 000-0000 - 11 pt Calibri
- fayettevillenc.gov - 11 pt Calibri
- NOTE: Signature should always be in black font color**
- CONFIDENTIAL COMMUNICATION** - 9 pt Calibri (All Caps)
- This electronic mail message and any attachments are intended only for the use of the addressee(s) named above and may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not an intended recipient, or the employee or agent responsible for delivering this e-mail to the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you received this e-mail message in error, please immediately notify the sender by replying to this message or by telephone. Thank you. - 9 pt Calibri

SIGNAGE & VEHICLES

Signage

Signage (including outdoor awnings/signage, interior office and directional signage) for City of Fayetteville facilities and assets should conform to the "Can Do City" brand and color palette. Departments should consult with Marketing & Communications before initiating any project involving signage to ensure compliance.



City-Owned Vehicles

City-owned vehicles should have the "Can Do" City brand and color palette present in an identifiable place. Departments should consult with Marketing & Communications before initiating any project involving branding on City-owned vehicles to ensure compliance.



Branded Promotional Items

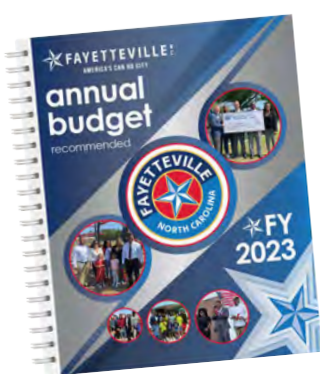
Promotional items that display City logos should follow all branding requirements set forth in this guide. Department branded items should follow the same format for the overall City branded specifications.

Prior to placing orders, promotional materials should receive sign-off from the Marketing & Communications Department. Once the Marketing & Communications Department has signed off on updated materials, re-orders of materials do not need sign-off.



Miscellaneous Items

Various branded items (such as banners, publications, PowerPoint presentations, fliers and print ads) should follow all branding requirements set forth in this guide. Departments should consult with Marketing & Communications beforehand to ensure compliance.





FAYETTEVILLE ^N_C

AMERICA'S CAN DO CITY

**City of Fayetteville
Marketing & Communications**

433 Hay Street

Fayetteville, NC 28031

Email: MarComm@FayettevilleNC.gov

FayettevilleNC.gov/engage