



# BRAND GUIDELINES

UPDATED JULY 2023

While the Town of Carrboro is made up of various departments and divisions, we are all part of the same organization. Every town employee is on the same team.

One of the best ways to show that we're on the same team is to use a shared set of branding elements - a specific combination of colors, fonts, symbols and design shapes, unique to our organization.

Branding conveys that in spite of our many services, programs events and initiatives, all of us are working together toward the common cause of making Carrboro better.

Residents and employees alike associate a specific "look" with the Town of Carrboro, making our services, events and programs instantaneously recognizable as coming from a single organization.

These brand guidelines are designed to be a helpful resource for departments when communicating from the Town of Carrboro. This will make it easier for our constituents to identify Town communications and ensure brand cohesion.



**GOVERNMENT LOGO**

The Town of Carrboro Logo is a stand-alone mark that represents Town government. It should be used whenever the Town is involved.

As appropriate, all informational and informal material - including websites, uniforms, brochures, public information notices, town signage, and other collateral material - should include the government logo and exclude the town seal.

The government logo (enlarged at right) may be used in all Town communications.

The Town regularly uses promotional items such as pens, pencils, key chains, T-shirts, magnets, mugs and other items emblazoned with the logo. It is the department's responsibility to ensure that vendors follow our brand guidelines. Promotional materials should use the Town logo with correct colors, proportions, size and website (when possible).

**DEPARTMENT SECONDARY LOGOS**

Secondary logos are available, but not required, for use by departments. Departments are required to use either the government logo or their secondary logo. Preference is that departments use the Carrboro government logo. Do not use multiple logos in communication pieces including email signatures.



**TOWN OF CARRBORO • NC**

(Government Logo)



**TOWN OF CARRBORO • NC  
ECONOMIC DEVELOPMENT**



**TOWN OF CARRBORO • NC  
COMMUNICATION & ENGAGEMENT**

(Department Secondary Logos)

The seal is only to be used on designated materials such as checks and official notifications. The Town seal and government logo are the property of the Town; they are used for different purposes. The Town uses the seal to certify official Town records and instruments. The Town uses the logo as a graphic symbol to identify Town programs, initiatives, partnerships and sponsorships. On townwide promotional materials, signage and websites, the government logo should be used. The seal should not be used in conjunction with the government logo. The seal is not recommended for everyday use or design.

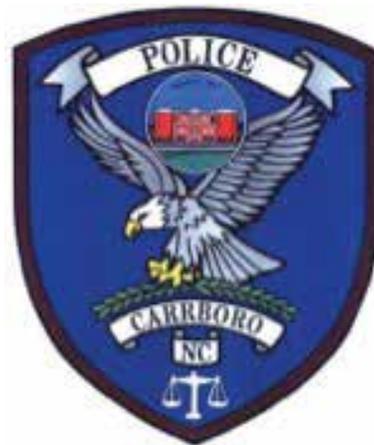
The town seal features a white background with a seal in the middle with Town Hall, formerly the old Carrboro School, and the date of the chartering of Carrboro - March 3, 1911 - over it. The seal includes the words "Town of Carrboro" and "North Carolina."

Town insignias trademarked for the Police Department and Fire Department will continue in use as appropriate for public safety identification purposes.

Police and Fire can use the new logo as they deem appropriate. We will work with each Department on specific applications.



**TOWN OF CARRBORO • NC**



The Town of Carrboro has various logos interpreted from the main brand that express our community values. These can be used to promote special events, programs and initiatives; and business development, travel and tourism. As a constantly growing and diversifying community, Carrboro endeavors to find new and innovative ways to reach a wider range of audiences. In 2023, the Town added marketing logos in various languages to connect with multilingual audiences.

Many of these have been developed with creativity, enthusiasm, and love of community. We imagine future customizations will continue to promote various events, programs and community values. These interpretations must receive Town approval prior to use.

The Splinter Group conducted a nine-month campaign to develop a brand identity including the “Feel Free” tagline for Carrboro in 2013. This included a two-month community engagement campaign called “Let’s Talk Carrboro,” featuring “idea stations” at 23 Carrboro business, an online survey, and group and individual interview sessions.

“During our engagement with people across town, a recurrent theme emerged about a feeling of optimism, encouragement, a lack of judgment - and as a result of being unencumbered, inspired to take risks - not in a dangerous way, but more along the lines that this is a place where more is possible than you imagined. It is about dropping some things that are holding you back and being brave. It is about freedom from judgment and pessimism; and freedom to step up and be original; to be more than you thought you could be. It is not meant as an indulgent phrase. It also conveys hospitality in the same way my grandmother would say ‘*Feel free to have another slice of pie.*’”

-Lane Wurster (The Splinter Group)





**TOWN OF CARRBORO • NC  
BIKE MONTH**



**TOWN OF CARRBORO • NC  
CELEBRATING HISPANIC HERITAGE**



**TOWN OF CARRBORO • NC  
EARTH MONTH**



**TOWN OF CARRBORO • NC  
★ 4TH OF JULY ★**



**TOWN OF CARRBORO • NC  
PRIDE MONTH**



**TOWN OF CARRBORO • NC  
JUNETEENTH**



**TOWN OF CARRBORO • NC  
FACING RACE, EMBRACING EQUITY**



**TOWN OF CARRBORO • NC  
WOMEN'S HISTORY MONTH**

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. Context will help determine which alternate color version to use.

 PMS= 376  
CMYK= 50/0/100/0  
RGB= 141/198/63 HEX= #8DC63F

 PMS = 1685  
CMYK = 21/68/100/44  
RGB= 127/67/18 HEX= #7F4312

 PMS = 158  
CMYK = 0/61/97/0  
RGB= 245/128/37 HEX= #F58025

 PMS = 2607  
CMYK = 81/100/0/7  
RGB= 85/41/136 HEX= #552988

 BLACK  
CMYK = 0/0/0/0  
RGB= 0/0/0 HEX= #000000

 70% GRAY  
CMYK = 0/0/0/70  
RGB= 109/110/113 HEX= #6D6E71



**TOWN OF CARRBORO • NC**



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**TOWN OF CARRBORO • NC**

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

This guide is an organic document, with additional materials added on an ongoing basis.



TOWN OF CARRBORO • NC

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[CARRBORONC.GOV](http://CARRBORONC.GOV)



TOWN OF CARRBORO • NC

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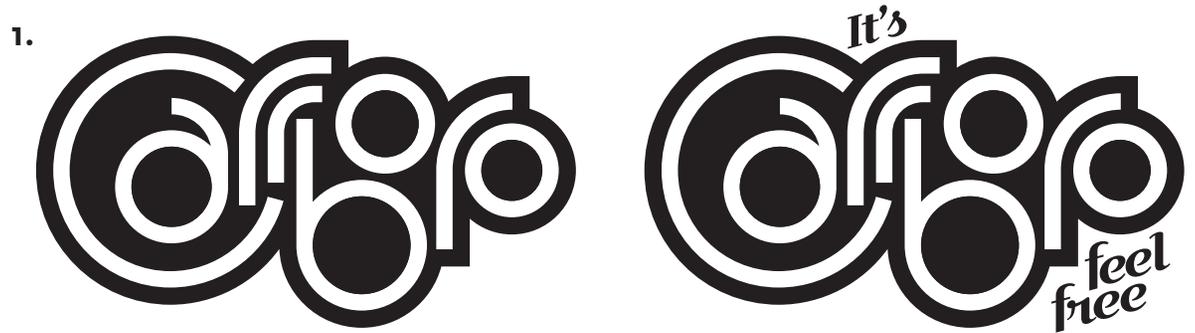
**PUBLIC WORKS DEPARTMENT**  
**STORMWATER DIVISION**

[CARRBORONC.GOV](http://CARRBORONC.GOV)



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

1. These Brand Guidelines offer an array of logo choices iterated from the official Carrboro core logo. All Town logos must be used exactly as they are provided.
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.
5. Do not alter the logo in any way by changing or adding elements or using only portions of it. Changes, no matter how small, weaken our logo's protectability and impact and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact.



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.



### **MORE COMMUNICATIONS, SPECIALTY ITEMS AND COLLATERALS**

To project a professional and consistent image, all Town employees are encouraged to contact the Communication and Engagement Department for any guidance and access to communication materials designed to encourage consistency among email signatures, business cards, letterhead, report templates and more.

### **USE OF LOGOS BY EXTERNAL ORGANIZATIONS**

Use of Town logos by external organizations without permission is prohibited. Since the use of the Town logo implies endorsement, the Town logo can only be used when the Town is supporting, sponsoring, partnering, funding or endorsing an external organization's program or event.

The Town is supportive of arts-related uses and the creative local economy. We request that when the Town's logo is used by an external group, a proof for review and approval is sent to the Communication and Engagement Department. Questions should be directed to [communications@carrboronc.gov](mailto:communications@carrboronc.gov)

### **FOR MORE INFORMATION**

The Communication and Engagement Department maintains digital resources for the Carrboro brand. Please contact [communications@carrboronc.gov](mailto:communications@carrboronc.gov)

We are committed to implementing these brand updates in fiscally and environmentally responsible ways. Any non-digital communication pieces that are not in exact conformance to this update can be used until they are ready to be replaced. This pertains to physical items like banners and tablecloths. Please consider ordering new business cards only when your supply has been depleted.

*The Carrboro Brand Guidelines were updated in July 2023.*