

BRAND GUIDELINES

Version 1.5 July, 2026

CHARLOTTE



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A photograph of three women walking through a lush conservatory filled with various tropical plants like palms and monstera. The women are smiling and looking at each other. The woman on the left wears a blue shirt and a long orange skirt. The woman in the middle wears a brown jacket over a white top. The woman on the right wears a floral patterned jacket. The conservatory has large glass windows on the right side.

BRAND STRATEGY

CHARLOTTE  DANIEL STOWE CONSERVANCY

Our Manifesto

We wholeheartedly believe Charlotte is what's now and what's next.

We encourage you to experience our city the way *we appreciate it*—through the eyes of the people making this place *amazing*. If you do that, that's when *the magic happens*.

Incredible encounters that will have you feeling instantly *at home*. Jam-packed days of *exploration* that leave you wondering how you've never been here before. *Quality time* that delivers belly laughs, full stomachs and full hearts.

Memorable experiences that will last until you can make it back again, or better yet, move here. Charlotte has hit a noticeable stride in recent years and become so much more. Like any metropolitan city on the rise, there's shiny buildings and plentiful things to see and do, but the real soul lies with an increasingly diverse community that has eagerly echoed "*Charlotte is where you want to be.*" It's these magnetic individuals guiding our trajectory, and we're here to tell those stories. With that, we leave you with a simple invitation to *please join us*.

It's our promise that this undeniable energy will most certainly greet you as you discover a city that has come into its own.

CHARLOTTE

Our Brand Promise

Charlotte. An undeniable energy greets you as you discover a city that has come into its own.

That buzz of excitement you feel? It's the thunder of applause in nearby theaters and stadiums. It's passionate people from all walks of life whose differences make the city stronger. It's the mold being broken in areas ranging from cuisine to culture as well as thriving business sectors like finance, energy and tech. It's the sound of a city intoxicated by possibility—and craft beer—inviting

you to explore the captivating experiences that make the Queen City tick. And even amid this accessible and humming metropolis surrounded by natural beauty, it's where you feel instantly at home.

Tastemakers, trendsetters and an aspiring creative class—they're all here redefining what's possible and making their mark.

And you'll want to be too. Continuously ranked as one of the fastest growing cities in the nation, a welcoming spirit beckons entrepreneurs, the next

generation of top talent and business titans to shape the face of Charlotte's tomorrow. The Queen City is magnetic and you'll find yourself awestruck by its ever-evolving cityscape and the diverse people shaping it.

Just watch, Charlotte is what's now and what's next.





The Importance of Place Branding

Branding for the city has long been a top priority for the Charlotte Regional Visitors Authority (CRVA), which has proven to be a sound investment and contributor to visitor spending that is reinvested into the city and enhances quality of life.

For every dollar of consumer-facing paid media the CRVA spends to promote Charlotte as a destination, \$67 in new spending is generated by visitors in return.

And for every dollar of paid media dollar spent out-of-market, the city produces \$4 in tax collections. Furthermore, the CRVA recognizes the halo effect that place branding efforts create, which generate positive perceptions related not only to tourism but economic development as well. The CRVA's advertising research has shown that work in paid and earned media has consistently enhanced perception related to Charlotte being an ideal place to live, retire, start a business and build a career.

Ultimately, Charlotte's brand is meant to be owned by the visitors and residents who love and advocate for this city.

While the CRVA spends millions to market this place annually, the true power of the brand lies within the people who embrace it.

All who live and visit here are encouraged to make the brand uniquely their own and serve as passionate ambassadors who represent the "a lot" Charlotte has to offer.



📍 CATALINA KITCHEN & BAR



📍 THE CONFETTI HEARTS WALL
BY EVELYN HENSON



📍 WHITEWATER CENTER



📍 DURAG FEST

About the Brand

The CRVA's place branding efforts seek to create a cohesive, collective representation of Charlotte that builds a sense of pride and/or positive perception among varied stakeholders including residents, businesses, talent prospects, site selectors, visitors and more. The power of place branding lies in how these many audiences make the brand their own and adopt it, ultimately bolstering the brand's strength with collective buy-in and the many different perspectives who embrace it.

When it comes to Charlotte specifically, the region has never been known for simply one thing.

And thus, 'Charlotte's got a lot' was born in 2008 with the "a lot" hidden within the city's name itself. But as Charlotte has evolved, so have the reasons

to experience it. An ever-evolving city that nets over 110 new residents every day who call the city home, while consistently ranking in the 'top 10' of most 'best places to live' lists, the secret is out. And as Charlotte's 30 million annual visitors have discovered, it's also a see-to-believe place to reunite with those transient friends and relatives who live here or to settle in for a sophisticated, urban weekend getaway.

To refresh an identity that touts much more than 'a lot', the updated "Charlotte" brand was born, encapsulating the city's most organically adopted symbol into its logo – the crown – in recognition of its nickname, the Queen City. Because this symbol can be found on street signs, t-shirts, business names, local universities and even tattoos on

certain Charlotte residents, it became increasingly important to tap into a brand adoption that was already authentically and rapidly taking shape. 'Charlotte's got a lot' is still a brand undercurrent with creative extensions standing firmly on the shoulders of a decade's worth of solid branding work by the CRVA.

Most importantly in the CRVA's efforts, the brand emphasizes memorable experiences over assets, game-changing people over places, and the soul of the city over its picturesque skyline.

It's about how the people of this city make you feel and celebrates a culturally diverse place where everyone has the opportunity to make Charlotte their own.

Partners in Place Branding

The most successful branding efforts for cities happen with many voices working together in concert.

This cohesion by wide-ranging entities amplifies the overall perception-enhancing elements of the brand that create invaluable word-of-mouth, first-party testimonials that compound over time. Stakeholders invested in branding are the instrumental backbone and we couldn't be prouder to collaborate with them in telling the story of Charlotte.

CITY OF CHARLOTTE & MECKLENBURG COUNTY

The City's own crown is the inspiration for the brand mark, which was licensed to the CRVA. City leadership and staff serve as powerful advocates through their work in delivering public services and promoting safety, health and quality of life for Charlotte citizens. Visitor spending generated through the city's visitor economy continues to be reinvested in tourism infrastructure that elevates the quality of life for all residents.

TOURISM & HOSPITALITY INDUSTRY

The visitor economy generates an impact of \$8 billion annually and employs one in nine jobs in Mecklenburg County. These jobs are essential to the community and branding efforts lift up the many faces of tourism responsible for the authenticity of Charlotte's brand promise.

ECONOMIC DEVELOPMENT PARTNERS

Charlotte Center City Partners, the Charlotte Regional Business Alliance, Foundation for the Carolinas and regional economic development organizations all have a stake in the livability and economic prosperity of this city. Branding has a critical "halo effect" on economic development which serves as a rising tide that lifts all boats in talent recruitment, business

relocations and positive perception of the city's quality of life.

COMMUNITY

Our residents host more than half of Charlotte's annual 30 million visitors, which is known as visiting friends and relatives (VFR). The people who live here are among the most important ambassadors that place branding can have as they demonstrate their hometown pride to this visitation segment, inspiring memorable visitor experiences and repeat trips.



Our Audiences

Given the breadth of who the brand speaks to, storytelling to bring the brand to life requires adaptability and authenticity to reflect its core brand themes of arts and culture, diversity and inclusion, outdoor recreation and adventure and culinary. To create optimal connection with the brand, messaging reflecting the themes is curated by the audience to extend a more personalized invitation that parallels what Charlotte’s welcoming residents are known for and radiate.

TARGET AUDIENCES



Visitors who are seeking short-term, urban, sophisticated getaways chock full of timely and seasonal happenings and experiences unique to Charlotte.



Meeting planners who prioritize accessibility, walkability, urban sophistication and diverse amenities to match attendee needs.



Visiting friends and relatives who are looking to reunite, while creating memorable shared experiences.



Meeting and event attendees looking to amplify their Charlotte experience through the assets reflected in the core brand themes.



Residents who have made Charlotte ‘their own’ and demonstrate pride for the ever-evolving Southeastern hub that they call home.

Brand Voice

Authentic, vibrant and approachable, our laughs are genuine and so are our smiles. Our words are magnetic, not manic. Poised, yet inviting, we use language with effortless ease, making you feel like you've known us forever, even if we've just met. We are perennial conversationalists and always have time for a good story. Our intentions are simply stated, warm and welcoming. We wholeheartedly celebrate our people and our city.

WHO WE ARE

Welcoming

We believe Charlotte is made stronger by our differences and we look to celebrate and lift up the voices of visitors and locals, not silence them. We keep our hearts and minds open and lead with listening and understanding.

Warm

We approach conversation with genuine affection, creating meaningful connections. We aim to be engaging, putting our audience at ease and inviting them to share in our enthusiasm for Charlotte.

Vibrant

We find joy in the art of expression and are fueled by the passions of our people. As the biggest champions of Charlotte hospitality, we strive to make every experience and interaction a memorable one.

WHO WE AREN'T

Disrespectful

We recognize the value of other perspectives and individual points of views. We strive to create an atmosphere of respect and understanding. We will not tolerate disparaging, crude or blatantly false remarks.

Hostile

We know traveling, trying new experiences and stepping out of your comfort zone can be intimidating and it is our goal to put audiences at ease rather than make them uncomfortable. We're about creating bridges, not barriers.

Irresponsible

We understand the responsibility of being the first impression of Charlotte for many and we take that responsibility seriously. We think before we share, avoiding the spread of misinformation and living up to our names as a trusted resource.

Guiding Principles

We Stay True to What Makes Charlotte “Charlotte”

Because Charlotte is best experienced through its people, each experience is unique. Charlotte is different today than it was yesterday and will be completely new this time tomorrow. We’re a growing, radiant city that can’t be pinned down by “one thing.” Charlotte prides itself on being an ever-shifting kaleidoscope of experiences based on the tastes, style and personality of the visitors who travel here.

We Communicate through Connection

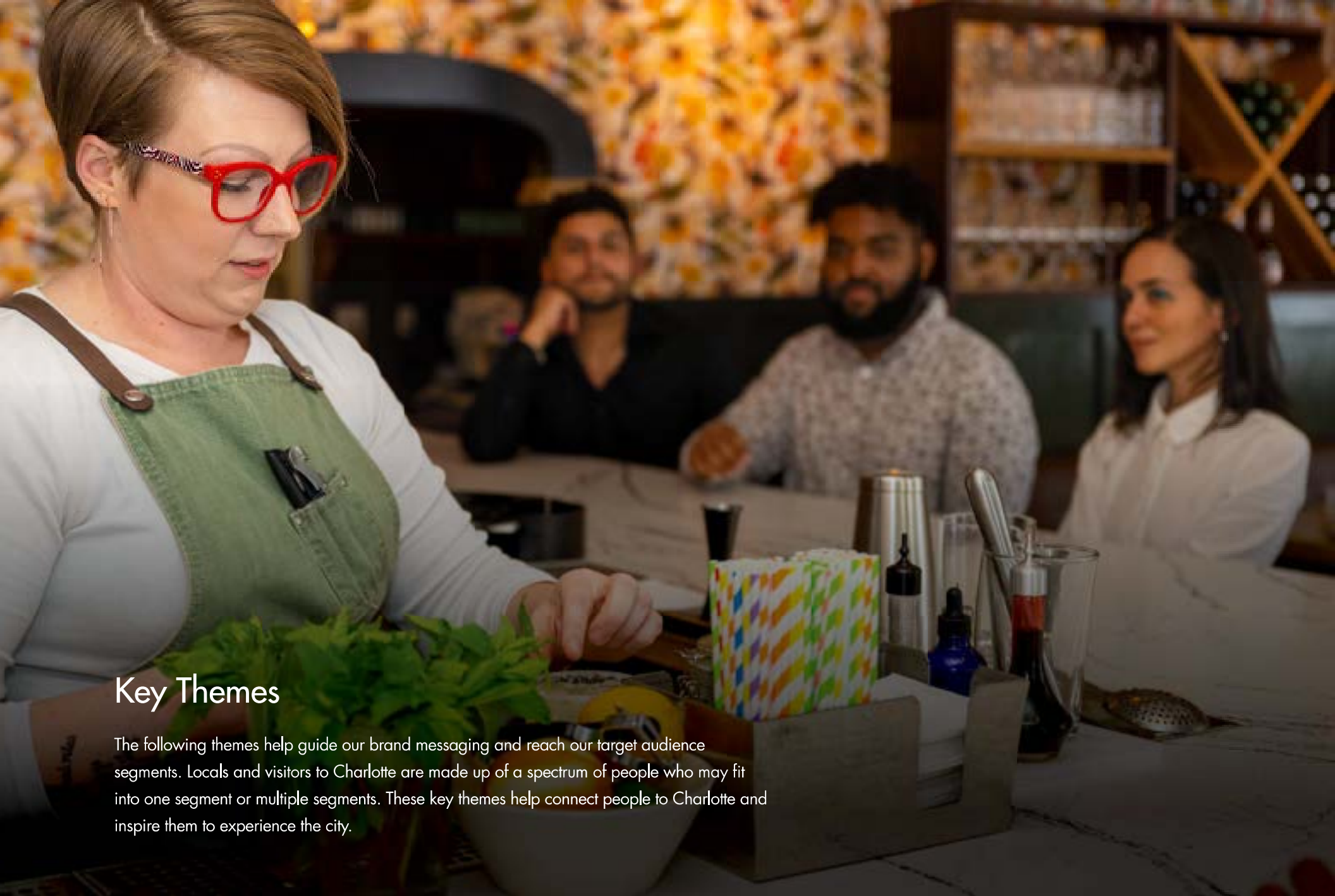
The narrative of Charlotte is rooted in the stories of the people of our community and how our visitors and locals experience our destination. We see our residents as the ultimate welcoming committee, the heart of Charlotte and the best tour guides for what is authentically Charlotte. We aim to bottle that “you had to be there” feeling you get when you’re in Charlotte and share it.

We Help Visitors Feel Welcome

Above all else, we want our visitors to feel welcome. Even if this is their first time to Charlotte, we want to put them at ease, to feel like they’ve come to a place where they can be their authentic self and be celebrated for it. Whether they’re visiting friends or relatives or on a personal getaway, we want them to feel confident in crafting a visit to Charlotte that puts their passions front and center.

Brand Alignment Checklist

- ☐ **Communication** follows brand voice guidelines and utilizes AP Style, following the Charlotte writing style guide.
- ☐ **Communication** is accessible, following accessibility standards for different content types as closely as possible.
- ☐ **Content** always uses one of the approved Charlotte logos, either the line or block version of the official Charlotte logo.
- ☐ The design **color scheme** aligns with current color palettes. The primary color palette consists of branding colors, while the secondary color palette should be considered for seasonal and sports projects.
- ☐ Official branding **fonts** are consistently used, and clear guidelines on their application are provided.
- ☐ High-quality Charlotte-owned **photography** is used as often as possible and showcases Charlotte's best attributes, as outlined in this document. When using photos of people, ensure they represent the diversity of Charlotte's community as much as possible and are high resolution without appearing blurry or pixelated.
- ☐ When using **imagery from partners** or city businesses, it should always portray the Charlotte brand and credited appropriately or as needed.
- ☐ Special considerations have been made for the communication medium, with content designed for **optimal viewing** on applicable device screens and in its final format.



Key Themes

The following themes help guide our brand messaging and reach our target audience segments. Locals and visitors to Charlotte are made up of a spectrum of people who may fit into one segment or multiple segments. These key themes help connect people to Charlotte and inspire them to experience the city.



KEY THEMES | CULINARY

Where Culture-Forward Culinary Reigns

Dining in Charlotte is so much more than just having a meal—it's an experience curated by our city's culinary artists. Each member of the Queen City's culinary community has a story to tell fueled by their personal styles and experiences, mixed in with a passion to explore new flavor and served up against the backdrop of Charlotte's welcoming Southern hospitality. We're proud to be home to emerging, inventive chefs—many who are graduates of culinary programs at Johnson & Wales University—Charlotte, Central Piedmont Community College and the Art Institute of Charlotte—well-established restaurateurs, James Beard Award nominees, brewers, distillers, mixologists and international tastemakers.



KEY THEMES | ARTS & CULTURE

Where Creatives Come into Their Own

Charlotte's arts & culture scene is quickly establishing itself as a haven for creative expression. Tapping local, national and international acts, the Queen City touts both community theater and Broadway smash hits, intimate jazz performances and chart-topping vocalists, murals created by local artists and renowned art exhibitions, and more. Creatives across the country are flocking to Charlotte to be inspired by a shared community experience where they can make their mark—inspiring visitors to add the Queen City to their “must visit” destinations to experience what’s now and what’s next in arts & culture.



KEY THEMES |
OUTDOOR + ADVENTURE

Where Urban Meets the Outdoors

Charlotte greets its guests with lush landscapes, natural havens and whitewater rapids. Outdoor enthusiasts will not only find respite within Charlotte's tree canopy—which covers nearly 50 percent of the city but can also explore greenways, trails, nature preserves and nearby mountains ideal for hiking or biking and lakes that lend to watersports. Couple this with 40 community and regional parks in the area including public golf facilities, this is a city of green with sky-high possibilities beckoning you to come play.



KEY THEMES |
DIVERSITY + INCLUSION

Where You Can Find Your People

A warm and welcoming spirit is deeply rooted in Charlotte's DNA. Charlotte's energy and optimism have attracted a diverse community of residents and visitors alike. The city is full of passionate people from all walks of life who make up the fabric of our community and whose differences make us stronger. Charlotte's rich cultural history and bright future is being shaped by destination-defining moments that continue to reinforce the city's character and strengthen its unity. From strong community leaders and visionaries to activists and the great unifiers of Charlotte, the people of the city truly embrace, appreciate and celebrate opportunities to make Charlotte an inclusive place everyone can make their own.



VISUAL IDENTITY

CHARLOTTE  NUVOLE ROOFTOP TWENTYTWO

Brand Mark Explained

While logos are intended to create a connection that sparks recall and recognition, a brand itself is rooted in creating emotional bonds and perceptions. To create that connection for Charlotte's brand, the mark utilizes a symbol synonymous with the destination's nickname, the Queen City, named for the German-born Queen Charlotte of Mecklenburg-Strelitz, wife of England's King George III. The crown is integrated into the logo because it is part of the very fabric of our city found on street signs, cityscape murals and even tattooed on many residents evoking pride for this moniker. The regal icon is then paired with a timeless and clean font that utilizes color-blocking layers to represent the ever-changing population make-up, energy, industry and opportunity that Charlotte has to offer. Additional usages of "CLT" and "QC" in brand mark treatments embrace widespread abbreviations adopted by residents and visitors alike.



STACKED LOGO

This is the original and preferred mark for all applications.

Brand Mark Suite Options: Color Blocked

STACKED LOGO

This is the original and preferred mark for all applications.



STACKED LOGO

HORIZONTAL LOGO

This version may be used in instances where spatial constraints require a configuration of a more horizontal nature.



HORIZONTAL LOGO

SECONDARY MARKS

These treatments provide flexibility for in-market usage. Marks are all considered equal and can be used interchangeably.

Please note, the crown icon can not be used on it's own and must always be shown alongside "Charlotte" and "CLT."



STACKED CLT LOGO



HORIZONTAL CLT LOGO

Brand Mark Suite Options: Lines

STACKED LOGO “LINES”

This treatment utilizes lines to represent an emerging city that is currently writing its future. This logo also represents the “one color” option.

HORIZONTAL LOGO “LINES”

This version may be used in instances where spatial constraints require a configuration of a more horizontal nature.

SECONDARY MARKS “LINES”

The lined version of these marks may be used when a “one color” option is necessary.

Please note, the crown icon can not be used on it's own and must always be shown alongside “Charlotte” and “CLT.”



STACKED LOGO



HORIZONTAL LOGO



STACKED CLT LOGO



HORIZONTAL CLT LOGO

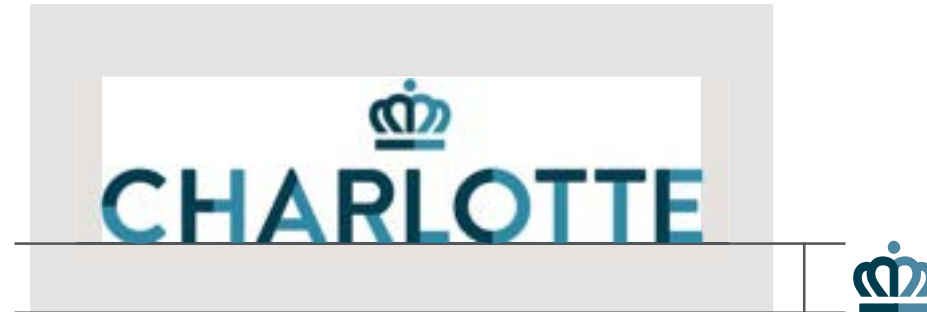
Brand Mark Guidelines

LOGO CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

MINIMUM WIDTH

Logo should be a minimum of 2" wide at all times to maintain the sectional color-blocking or specialized treatment. Aspect ratio must be maintained when sizing the logo.



LOGO CLEARSPACE

The clearspace minimum is equivalent to the vertical and horizontal height of the crown (shown as shaded gray area), regardless of the size at which the logo is reproduced.



MINIMUM WIDTH

The logo should never be any smaller than 2" wide.

Brand Mark Guidelines



FULL COLOR

The logo featuring color-blocking should be used exclusively on a white or cream colored background. Appearing on a dark background or busy image will lessen the visual impact of the color-blocking.



ONE-COLOR ON WHITE BACKGROUND

The one-color logo featuring lines can also be used on a white background. Minimum width must be maintained to ensure integrity of the lines in the mark.



WHITE LOGO ON A DARK BACKGROUND OR IMAGE

The white logo should be the only version used when being placed on an image or a dark background. Minimum width must be maintained to ensure integrity of the lines in the mark.

Brand Mark Guidelines

LOGO PLACEMENT ON AN IMAGE

When placing the logo on an image, always use the white logo. For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

TOP IMAGE

Images with a shallow depth-of-field and minimal clutter work best.

BOTTOM IMAGE

Avoid using the logo on a busy image with too much detail. This ensures that the logo isn't obstructed by the image.

✓ DO



✗ DON'T



Brand Mark Unacceptable Usage

Rules regarding the brand mark are necessary for maintaining the integrity of the brand. Here are a few examples of some ways you should never consider using the logo.

**Applies to all logo variations*

- A. Don't rotate the logo.
- B. Don't squash or stretch the logo.
- C. Don't place new elements in the logo clearspace.
- D. Don't resize parts of the logo.
- E. Don't rearrange parts of the logo.
- F. Don't remove the crown.
- G. Don't use colors without direct permission from the CRVA marketing department.
- H. Don't add a drop shadow.
- I. Don't reverse the color blocking.
- J. Don't use the crown by itself.
- K. Don't eliminate the color blocking and use only a solid logo.
- L. Don't apply the line treatment to any elements surrounding the logo to imply that they are a part of the logo.

A.



B.



C.



D.



E.



F.



G.



H.



I.



J.



K.



L.



Color Palette

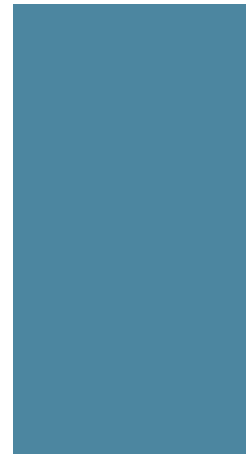
The color usage for the brand mark is intended to be simplistic, only combining two to three colors or textures at once. The following colors are included as a roadmap in keeping the clean and modern feel.

For additional color explorations, please work with the CRVA Marketing department to identify appropriate usage.

PRIMARY COLORS



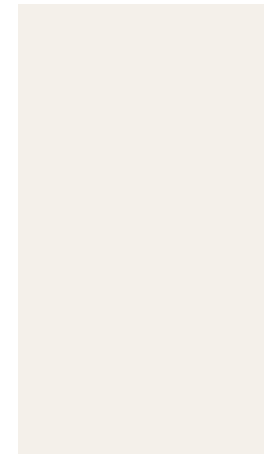
PMS 309 C
HEX: #003C4B
CMYK: 100 64 50 43
RGB: 0 60 76



PMS 7697 C
HEX: #4C86A0
CMYK: 73 37 27 2
RGB: 76 134 160



PMS 7542 C
HEX: #A3BBC3
CMYK: 36 18 19 0
RGB: 163 187 195



50% OF PMS WARM GRAY C
HEX: #F4F0E9
CMYK: 3 4 6 0
RGB: 244 240 233

SECONDARY COLORS



PMS 7421 C
HEX: #6D1935
CMYK: 38 96 60 42
RGB: 109 25 53



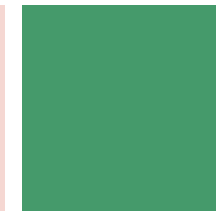
PMS 3543 C
HEX: #BFB7D9
CMYK: 24 26 1 0
RGB: 191 183 217



PMS 2103 C
HEX: #5068AB
CMYK: 77 63 4 0
RGB: 80 104 171



PMS 196 C
HEX: #F6D7D3
CMYK: 2 17 11 0
RGB: 246 215 211



PMS 7730 C
HEX: #45996A
CMYK: 74 18 73 3
RGB: 69 153 106

TERTIARY COLORS



PMS 124 C
HEX: #E9AF21

CMYK: 8 32 100 0
RGB: 233 175 33



PMS 718 C
HEX: #E04A26

CMYK: 6 86 100 1
RGB: 224 74 38

Approved Logo Colors

The color combinations for the brand mark are intended to be cohesive and complementary to each other. The top color should be reflected as the most dominant or darkest color while the bottom color should be the lightest tone or with a low opacity.



DARK BLUE



LIGHT BLUE



NAVY



WHITE



BLACK

Approved Seasonal Logo Colors



SPRING: OPTION 1

Logo Color 1:

PMS 7730 C
HEX: #398E5D
CMYK: 78 22 79 7
RGB: 57 142 93

Logo Color 2:

PMS 2464 C
HEX: #76C184
CMYK: 56 1 64 0
RGB: 118 193 132

Recommened Accent Color:

PMS 4065 C
HEX: #E8B7B3
CMYK: 7 31 22 0
RGB: 232 183 179



SPRING: OPTION 2

Logo Color 1:

PMS 2102 C
HEX: #5068AB
CMYK: 77 63 4 0
RGB: 80 104 171

Logo Color 2:

PMS 4120 C
HEX: #BFB7D9
CMYK: 24 26 1 0
RGB: 191 183 217

Recommened Accent Color:

PMS 3507 C
HEX: #B5C13A
CMYK: 34 11 96 0
RGB: 181 193 58



SUMMER: OPTION 1

Logo Color 1:

PMS 2040 C
HEX: #E8116B
CMYK: 2 100 33 0
RGB: 232 17 107

Logo Color 2:

PMS 223 C
HEX: #F496BF
CMYK: 0 52 0 0
RGB: 244 150 191

Recommened Accent Color:

PMS 2012 C
HEX: #F7941D
CMYK: 0 50 100 0
RGB: 247 148 29



SUMMER: OPTION 2

Logo Color 1:

PMS 2223 C
HEX: #008E8E
CMYK: 84 25 46 3
RGB: 0 142 142

Logo Color 2:

PMS 630 C
HEX: #61C7CE
CMYK: 57 0 21 0
RGB: 97 199 206

Recommened Accent Color:

PMS BLUE 072 C
HEX: #304799
CMYK: 94 85 3 0
RGB: 48 71 153

An accent color is used sparingly to complement the primary logo colors and add visual interest without overpowering the overall design. Apply it to supporting elements to enhance the brand's personality while keeping the logo clean and consistent. As a rule, accent colors should make up no more than 10-15% of the overall design.

Approved Seasonal Logo Colors Cont.



FALL: OPTION 1

Logo Color 1:

PMS 2021 C
HEX: #C54A27
CMYK: 16 84 100 6
RGB: 197 74 39

Logo Color 2:

PMS 715 C
HEX: #F57E3C
CMYK: 0 62 85 0
RGB: 245 126 60

Recommened Accent Color:

PMS 2411 C
HEX: #024C29
CMYK: 90 41 95 46
RGB: 2 76 41



FALL: OPTION 2

Logo Color 1:

PMS 2411 C
HEX: #024C29
CMYK: 90 41 95 46
RGB: 2 76 41

Logo Color 2:

PMS 7496 C
HEX: #83973A
CMYK: 53 26 100 5
RGB: 131 151 58

Recommened Accent Color:

PMS 715 C
HEX: #F57E3C
CMYK: 0 62 85 0
RGB: 245 126 60



WINTER: OPTION 1

Logo Color 1:

PMS 309 C
HEX: #003C4B
CMYK: 100 64 50 43
RGB: 0 60 76

Logo Color 2:

PMS 7458 C
HEX: #729FAA
CMYK: 58 26 29 0
RGB: 114 159 170

Recommened Accent Color:

PMS 4120 C
HEX: #BFB7D9
CMYK: 24 26 1 0
RGB: 191 183 217



WINTER: OPTION 2

Logo Color 1:

PMS 2370 C
HEX: #154A8F
CMYK: 100 82 12 2
RGB: 21 74 143

Logo Color 2:

PMS 7451 C
HEX: #81C1E4
CMYK: 47 10 2 0
RGB: 129 193 228

Recommened Accent Color:

PMS COOL GRAY 5 C
HEX: #BCBECO
CMYK: 0 0 0 30
RGB: 188 190 192

An accent color is used sparingly to complement the primary logo colors and add visual interest without overpowering the overall design. Apply it to supporting elements to enhance the brand's personality while keeping the logo clean and consistent. As a rule, accent colors should make up no more than 10-15% of the overall design.

Approved Sports Team Logo Colors



PANTHERS / CHARLOTTE FC

Logo Color 1:

 PMS PROCESS BLUE C
HEX: #0085CA
CMYK: 100 10 0 5
RGB: 0 133 202

Logo Color 2:

 PMS BLACK 6 C
HEX: #101820
CMYK: 100 40 0 100
RGB: 16 24 32



HORNETS

Logo Color 1:

 PMS 275 C
HEX: #1D1160
CMYK: 96 98 38 44
RGB: 29 17 96

Logo Color 2:

 PMS 3145 C
HEX: #00788C
CMYK: 100 38 39 7
RGB: 0 120 140



KNIGHTS

Logo Color 1:

 PMS BLACK 6 C
HEX: #101820
CMYK: 100 40 0 100
RGB: 16 24 32

Logo Color 2:

 PMS 279 C
HEX: #4EB3DD
CMYK: 63 12 4 0
RGB: 78 179 221



CHECKERS

Logo Color 1:

 PMS BLACK 6 C
HEX: #101820
CMYK: 100 40 0 100
RGB: 16 24 32

Logo Color 2:

 PMS _ C
HEX: #E51A38
CMYK: 0 93 69 0
RGB: 229 26 56

Typography

Several font families have been identified to serve as the typefaces for the Charlotte brand. While the typefaces offer diversity in style and presentation, they complement each other and further illustrate the approachable yet magnetic personality of the brand.

PRIMARY FONT FAMILY

Futura

SECONDARY FONT FAMILY

Libre Baskerville

TERTIARY FONT FAMILIES

Gotham & Sanfo

FUTURA, BOLD 24PT

FUTURA, BOLD 10PT

This is an example of body copy. It is Futura Regular set to 8pt with 14pt leading. Line length should never exceed 45-80 characters per line to ensure optimal readability.

GOTHAM, BOLD 6PT

Libre Baskerville Italic
is used in heading
and paragraph copy
for highlighting *key*
information or call-outs
as a design element.

Avoid using 1 column text boxes when body text exceeds 100-200 words. Using 2 or 3 columns makes information easier to digest.

Ur a ent ad ullorum et officientur
suntiatum labo. Nam et occullor
alitatendes peria dolupta tisitae
porerate sum ium volorat iusciti
orepello quodiat qui te et aut eum
et apelitam volupic to tem ata
cullabor aut esti aut etur, sum idebit

delectur aut explaut moluptatem
eiusam quiduciatem voloritatur?
Aborum hit, aut dolum qui officiis
excerit emporerempel magnatistis et
hicidero modipsunt aut aci voluptate
re con cum nis adicit, cus accabor
rovidis derfero magnihi litatectiis.

Typography

PRIMARY FONT FAMILY

FUTURA

WEIGHTS

FUTURA, BOOK
FUTURA, MEDIUM
FUTURA, BOLD

UPPER

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

LOWER

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

NUMBERS

1 2 3 4 5 6 7 8 9 0

SYMBOLS

! @ # \$ % ^ & * () - + { } " ' : ; ?

SECONDARY FONT FAMILY

Libre Baskerville

WEIGHTS

Libre Baskerville, Regular
Libre Baskerville, Italic

UPPER

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

LOWER

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

NUMBERS

1 2 3 4 5 6 7 8 9 0

SYMBOLS

! @ # \$ % ^ & * () - + { } " ' : ; ?

Typography

TERTIARY FONT FAMILY

GOTHAM

WEIGHTS

GOTHAM, BOOK
GOTHAM, MEDIUM
GOTHAM, BOLD

UPPER

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

LOWER

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

NUMBERS

1 2 3 4 5 6 7 8 9 0

SYMBOLS

! @ # \$ % ^ & * () - + { } " ' : ; ?

TERTIARY FONT FAMILY

Sanfo

WEIGHTS

Sanfo Regular

UPPER

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

LOWER

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

NUMBERS

1 2 3 4 5 6 7 8 9 0

SYMBOLS

! @ # \$ % ^ & * () - + { } " ' : ; ?

*This font is decorative and should be used sparingly

Supportive Brand Elements



❖ explore. 🚩 discover.
play. 🍷 eat. 🍷 sip. 📺 watch.
🔗 connect. 🎉 cheer. ✏️ create.
unwind. 🛋️ move. 🔄 reset.
CHARLOTTE

WE HAVE A WAY OF MAKING NEWCOMERS
FEEL LIKE **REGULARS**

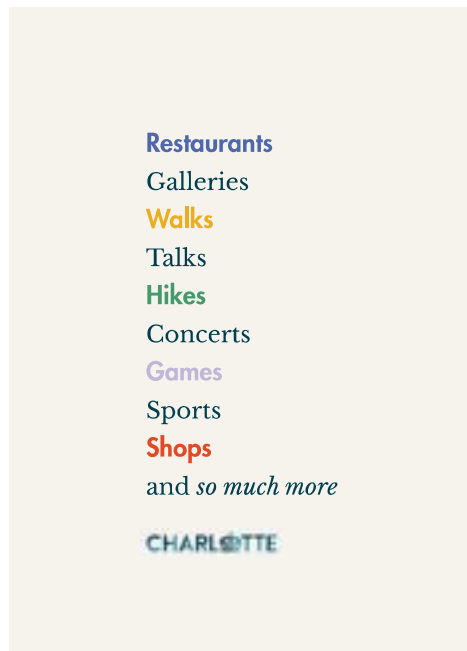


Here, the
skyline meets
the tree
line—and
adventure
begins.



Vibrant
Magnetic
Buzzing
Charlotte is... **Ever-evolving**
Welcoming
Inspiring
All-Season
On the rise
Flavorful

Supportive Brand Elements



THERE'S SOMETHING HAPPENING HERE;
ANY TIME. ANY SEASON. **RIGHT NOW.**

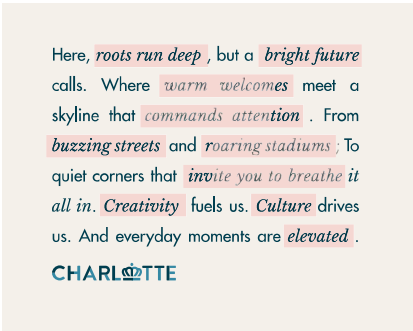
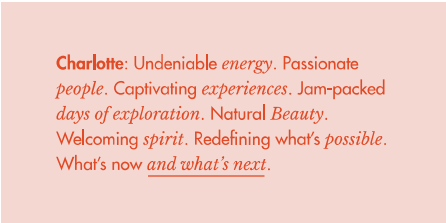
CHARLOTTE HAS NO OFFSEASON



Supportive Brand Elements



Charlotte. It's Happier Here.



Cityscape Illustrations

For limited branding opportunities, illustrations are integrated into design to showcase the “a lot” Charlotte has to offer. Illustrations feature well-known landmarks, attributes and symbols of the Queen City.



MULTICOLOR, NARROW



MULTICOLOR, WIDE



Cityscape Illustrations



BLUES, NARROW



BLUES, WIDE



Cityscape Illustrations



PINKS & PURPLES, NARROW



PINKS & PURPLES, WIDE



Cityscape Illustrations



PANTHERS, NARROW



PANTHERS, WIDE

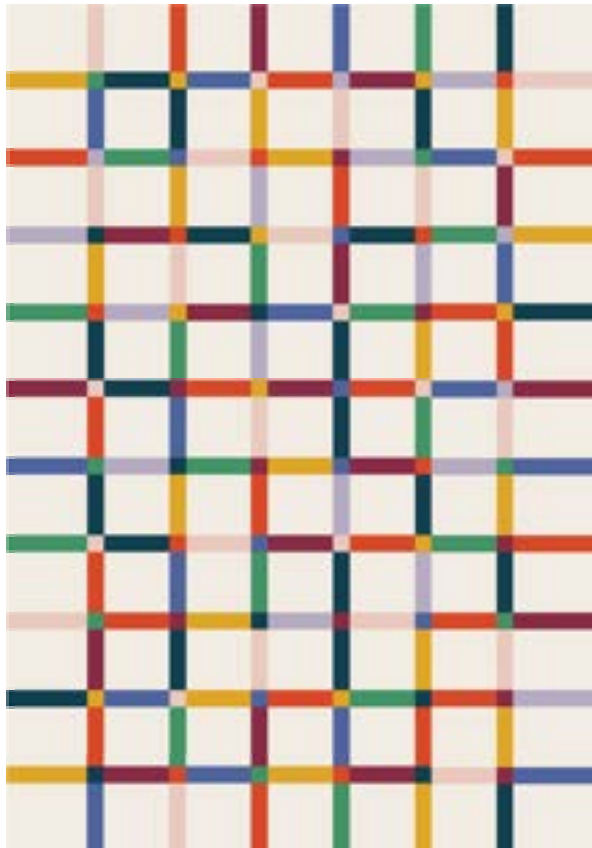


City Grid Illustrations

The City Grid illustrations should always be used as a complete, unified composition. Individual elements may not be separated or used in isolation.



Brand Patterns



Brand Patterns



Brand Patterns



Brand Patterns



Photography

When you're emphasizing memorable experiences over assets, game-changing people over places, and the soul of the city over its picturesque skyline, the visuals need to do the talking. That's why photography and videography are and will always be the heart of the brand. Instead of utilizing location-based imagery to show what that particular place holds, the emphasis should rely on capturing experiences that just so happen to be location-based. Each visual should illustrate a moment where there's more than meets the eye. It creates a question in the mind of the viewer that takes hold and draws them in. But most importantly it should be representative of Charlotte specifically, not any city, USA. These are the standards of our litmus test for great brand visuals.





AMÉLIE'S FRENCH BAKERY & CAFE



DANIEL STOWE CONSERVANCY



BAO + BROTH
AT OPTIMIST HALL DINING



WHITEWATER CENTER

MOMENT INTERRUPTED

Visuals should be a snapshot in time that paints a picture of why that moment was significant. They should evoke a sense of intimacy, like the subject is letting you in on a piece of their lives. Imagery should also be approachable and connect with its audience in way that it serves as an invitation to come and experience the same visual in Charlotte on their own. There's no place for flawlessly staged photos within the brand, so you won't find frozen smiles or posed body language in any composition.

IMPERFECTLY PERFECT

To us, perfection with our visuals lies in the ability to demonstrate vulnerability and truthful storytelling. These key ingredients can be reflected in a number of ways. Crumbs, dripping sauce and rumpled napkins in food pictures, just the way you'd enjoy it in a restaurant. People experiencing Charlotte, no matter if their eyes are closed or happen to be mid-sentence in that split second. It's these imperfections that are key ingredients to authenticity.

EMOTIONALLY CHARGED

The goal should be to capture genuine moments that are part of the genuine Charlotte experience. Emotion is the foundation for being able to do this successfully. Artificial or forced interactions don't fool anyone and subjects should be able to transport the viewer to the feeling and sentiment that lingers in the air of that particular instance.

DIVERSELY REPRESENTED

The beauty of Charlotte lies in the many faces that make up the diverse fabric of our community. And that encompasses everything: ethnic and racial background, family status, gender, education, sexual orientation, language, socioeconomic status, age, cognitive and physical abilities, religious and spiritual values, country of origin and more. It's these differences that make us a stronger city, and it's absolutely integral to the brand.

UGC MEETS EDITORIAL

There's a reason Instagram is the fastest-growing social platform; the streams of pictures communicate shareable moments that let you in on a user's life. We seek to achieve the same feeling of spontaneity that comes along with user-generated content but with the refined quality of an editorial eye.

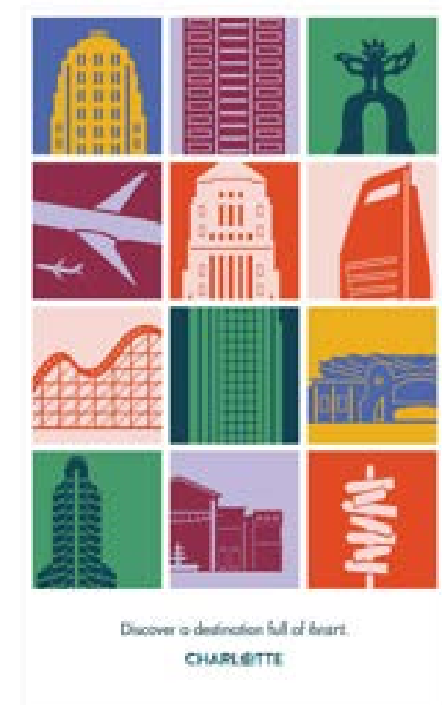
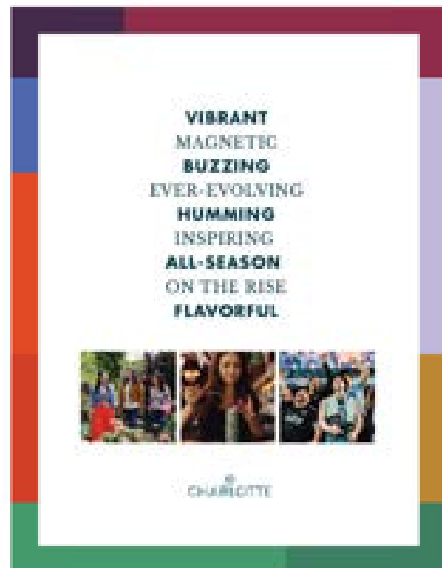
LESS, BUT BETTER

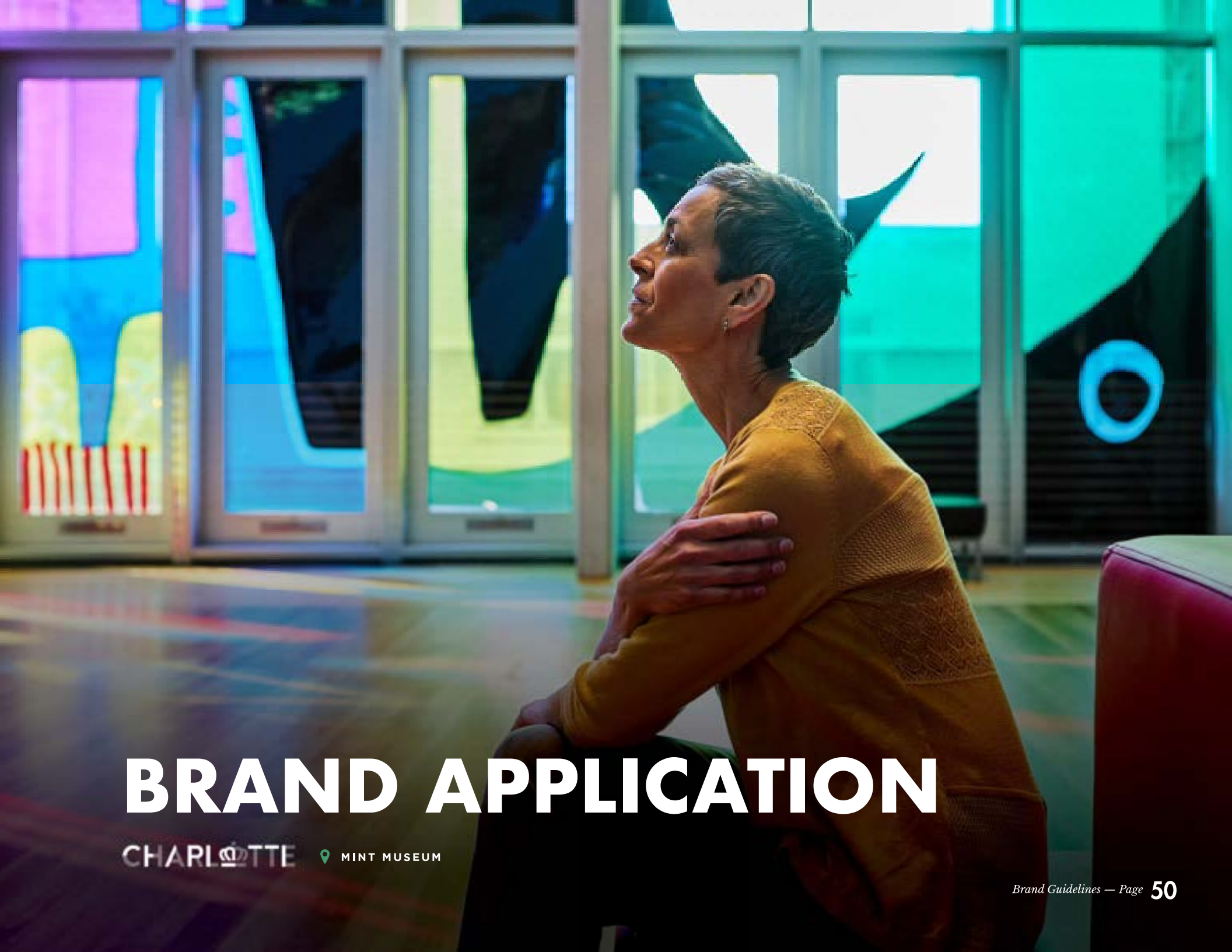
Subject matter, colors, lighting and composition are all important when it comes to brand visuals, but the concept of simplicity should always be at the forefront. We lead with uncluttered and dynamic points of focus and an overall sense of effortlessness and sophistication.

Photo & Type Treatment Examples



Photo & Type Treatment Examples



A woman with short grey hair, wearing a mustard yellow sweater, is sitting on a red cushioned bench in a museum. She is looking up and to the left, her hand resting on her shoulder. In the background, there is a large, colorful abstract sculpture made of various geometric shapes in shades of blue, green, yellow, and red. The floor is polished and reflects the light.

BRAND APPLICATION

CHARLOTTE  MINT MUSEUM

Owned Media

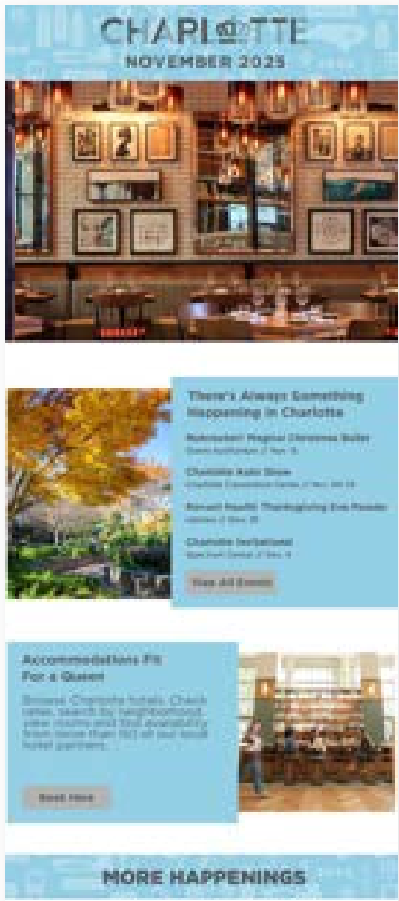
WEBSITE



SOCIAL MEDIA



EMAIL



Owned Media

PRINT COLLATERAL

When expanding the brand into print collateral the elements rely heavily on captivating photography, and bold typography while maintaining the brand standards.



FACT SHEET



CITY GUIDE



POSTCARD



BOOKLET

Paid Media

DESTINATION AD LAYOUT

This full spread layout is comprised of 5 primary elements including a captivating photo aligned with one of our brand pillars, a bold one-word headline accompanied by a geo-locator, body copy, and the brand mark.



01 PHOTOGRAPHY

Advertising visuals hero bold, immersive imagery that highlights the breadth of Charlotte's experiences in rich color and vivid detail. Photography uses layered compositions and multiple vignettes to showcase the city's neighborhoods, people, and moments of discovery.

02 HEADLINE

Headlines use strong, graphic typography and (knockout) letterforms to turnkey phrases into a central visual element. Copy is concise and benefit-driven, often stacked or broken across lines to create rhythm and impact while reinforcing Charlotte as a must-visit destination.

03 GEO-LOCATOR

A simple geo-locator icon and label is used to identify featured neighborhoods, districts, and attractions. This device orients the viewer, grounds the ad in a specific place, and reinforces Charlotte as the setting for each highlighted experience.

04 BODY COPY

Body copy delivers a short, compelling narrative that expands on the headline promise and highlights Charlotte's distinctive offerings. Tone is inviting and confident, weaving in proof points (such as recognitions, signature events, or local partners) while keeping the focus on what visitors can see, do, and feel throughout the city.

05 BRAND MARK

The Charlotte brand mark and URL are consistently included to anchor all creative. Placement is clean and unobtrusive, ensuring brand recognition while allowing photography, typography, and copy to remain the focal points of the ad.

Paid Media

PRINT DESTINATION



Paid Media

TELEVISION

We expand the brand presence across various platforms, including digital spaces. Here are a few examples of digital creative executions in television commercial spots.



ARTS + CULTURE



DIVERSITY + INCLUSION



CULINARY



OUTDOOR + ADVENTURE

Paid Media

TELEVISION



Paid Media

SOCIAL MEDIA

Here are a few examples of digital creative executions in social media campaigns including stories and feed posts on Instagram and Facebook.



Paid Media

DIGITAL DISPLAY BANNERS

Here are a few examples of seasonal digital creative executions in paid partnerships appearing on websites such as Travel + Leisure.



Paid Media

DIGITAL DISPLAY BANNERS






CHARLOTTE

 &  @CHARLOTTESGOTALOT charlottesgotalot.com