



BRAND & VISUAL GUIDELINES

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For a decade, we've prided ourselves on the fact that 'Charlotte's got a lot.' While that's truer now more than ever, the city has hit a noticeable stride in recent years and become so much more. We've got 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.

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

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.

Destination branding has long been one of the Charlotte Regional Visitors Authority's (CRVA) top priorities, 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, **\$115 in new spending** is generated by visitors in return. And for every dollar of paid media spent out-of-market, the city produces **\$6 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 to economic development as well. The CRVA's advertising research has shown that work in paid and earned media has previously **enhanced perceptions by nearly 100 percent** 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.

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**.

Destination branding has typically been solely centered on the attraction of visitors, while place branding works to achieve a higher level of connectivity, recognition and elevated perception among many audiences. This is geared at communicating an image or a reputation that creates a **sense of pride among all of the audiences** Charlotte is looking to connect with, not just visitors alone. These include residents, businesses, talent prospects and more.

In addition, place branding is different than destination branding because ultimately, the goal is to have all of these audiences make it their own and adopt it. The different perspectives they contribute in bringing this place branding or identity to life makes it stronger because of that **collective buy-in**. Place branding is an industry best practice and can be seen among cities and states **speaking with one voice** across economic development and tourism marketing such as “Pure Michigan” and “Columbus.”

PARTNERS IN PLACE BRANDING

CHARLOTTE

Because place branding takes many voices singing in concert to make real impact, our partners are the invaluable backbone of this effort. These stakeholders span a number of industries and people, and we couldn't be prouder to collaborate with them in telling the story of Charlotte.



CITY OF CHARLOTTE

The City's own crown is the inspiration for the new brand mark, which was licensed to the CRVA in conjunction with this effort. 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.

ECONOMIC DEVELOPMENT PARTNERS

Charlotte Center City Partners, the Charlotte Chamber, the Charlotte Regional Partnership and the Arts & Science Council 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 these categories.

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BUSINESS DRIVING THE VISITOR ECONOMY

The visitor economy generates an impact of \$6.7 billion annually and employs one in nine jobs in Mecklenburg County. These jobs are essential to the community and branding efforts are intertwined in ensuring these businesses succeed.

HOSPITALITY ORGANIZATIONS

Organizations such as the Charlotte Hospitality and Tourism Alliance and the Charlotte Area Hospitality Association are strong promoters of the visitor economy and its significance.

COMMUNITY

Our residents host more than half of Charlotte's annual visitation, 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.

Every city has a lot to offer, but not every city has the “a lot” that Charlotte does. ‘Charlotte’s got a lot’ was born as a result of a community-wide branding effort that took place in 2008. Rooted in research, the beauty of the brand – the “a lot” – could be found within the word ‘Charlotte’ itself. After all, our region has never been known for just one thing.

Today, this continues to ring true, but the “a lot” is even more widespread. And as a city, Charlotte can most singularly stand on its own. The national media accolades, word-of-mouth affirmations by visitors and residents, and overall testaments to the city’s livability have put Charlotte on the map. We don’t need to explain the “a lot” we have to offer anymore.

Hence, the evolution of ‘Charlotte’s got a lot’ happened in 2018. The updated “Charlotte” brand also encapsulates 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’ will still be an important undercurrent of the brand evolution with the new creative extensions standing firmly on the shoulders of a decade’s worth of solid branding work.

Most importantly with this transition, 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 it celebrates a culturally diverse place where everyone has the opportunity to make Charlotte their own.

Using key travel research data about Charlotte, we've identified our top target audience segments who share similar motivations for travel. The demographic data illustrates basic characteristics of a visitor to Charlotte, and the target audience segments reveal attributes that inspire travel to Charlotte.

THE BASICS

GENDER
Females & Males

AGES
25-54

AVERAGE TRAVEL PARTY SIZE
2.2 (includes couples, friends, families and solo)

TOP TRAVEL MOTIVATORS
Visiting friends and relatives, things to do, unique experiences, affordability

POPULAR ACTIVITIES
Culinary, attractions, shopping, nightlife, outdoor recreation, sports, historical attractions, arts and culture, sightseeing, exploring neighborhoods

OUR TARGET AUDIENCE

Adventurous Appetites

Community Cultivators

The Culture Curious

Green Seekers

THEMES

CHARLOTTE

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.



CULINARY



ARTS & CULTURE



DIVERSITY & INCLUSION



OUTDOOR RECREATION
& ADVENTURE



WHAT

CULINARY

WHO

ADVENTUROUS APPETITES

Constantly pursues and celebrates new tastes and experiences with food and drink—and invites others to join along.

WHY

Charlotte is the city of culinary opportunity. A creative haven for foodies in the Southeast, the Queen City encourages young, 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 to passionately pursue new flavors in Southern cooking and beyond. In a city where the culinary community is both close-knit and competitive, native and transplant, every meal is an exploration of the city's evolving identity.



WHAT

ARTS & CULTURE

WHO

THE CULTURE CURIOUS

Discoverers, admirers and advocates of visual and performing arts experiences.

WHY

Charlotte's vibrant arts and culture scene offers a diversity of experiences. 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. Whatever your interests—live music, visual or performing arts, architecture, public art, the list goes on—the city's aspiring creative class combined with the number of accessible, intriguing art ventures throughout the city's neighborhoods make it possible to discover something new and notable on every block.



WHAT

DIVERSITY & INCLUSION

WHO

COMMUNITY CULTIVATORS

Cherishes unity and celebrates differences by discovering, supporting and lifting up the soul of the community—its people.

WHY

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.



WHAT

OUTDOOR RECREATION & ADVENTURE

WHO

GREEN SEEKERS

Thrill-lovers looking for an adventure, explorers looking for a break from the hustle and bustle without leaving the city, or a family or group of friends whose second home is the great outdoors.

WHY

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.

THE BRAND MARK

CHARLOTTE

A logo is a mark that should create some kind of connection with a brand and create recognition, recall and differentiation. They're intended to catch you and spark a connection, but the brand itself does the heavy lifting in creating emotional bonds and gut feelings. To "spark" the connection of Charlotte's brand, the new logo utilizes the City of Charlotte's crown and the word "Charlotte."

Charlotte is a modern city; it's a commercial hub with corporate banking influences and deep roots in creative culture. This creates a buzzing celebration of a culturally diverse city where everyone has the opportunity to make Charlotte their own.

The base of the logo's typeface is a straight-forward, clean and easy-to-read font, which is timeless by nature. By customizing the typeface and adding sectional color-blocking layers, the logo begins to take on a more energetic form. The logo's color-blocking represents the diversity of culture, industry and opportunity that Charlotte has to offer. The crown is integrated into the logo because the crown is part of the very fabric of our city. The logo is bold, vibrant and exciting, just like our city.



STACKED LOGO

This is the original and preferred mark for all applications.



HORIZONTAL LOGO

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

BRAND MARK SUITE OPTIONS

CHARLOTTE

There are also a full suite of brand marks intended to provide versatility in usage and represent the monikers broadly applied; “CLT” and “QC.” For out-of-market placement, the “Charlotte” mark is utilized in its entirety, while the “CLT” and “QC” marks in the logo suite provide a more tailor-made option for in-market usage.



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

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



SECONDARY MARKS “LINES”

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

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.



FULL COLOR

The logo featuring color-blocking should be used exclusively on a white 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 DARK BACKGROUND (INCLUDING IMAGES)

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.

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

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



BRAND MARK UNACCEPTABLE USAGE

CHARLOTTE

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.

A. Don't rotate the logo.



B. Don't squash or stretch.

B.



C.



C. Don't place new elements in the logo clearspace.

D.



E.



F.



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 other than the ones in this guide.

G.



H.



I.



H. Don't add a drop shadow.

I. Don't reverse the color blocking.

J. Don't use the crown by itself.

J.



K.



L.



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.

BRAND MARK UNACCEPTABLE USAGE

CHARLOTTE

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A. Don't rotate the logo.

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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 other than the ones in this guide.

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.



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 with the clean and modern feel.

For additional color explorations, please work with CRVA staff to identify appropriate usages.



DARK GRAY

CMYK: 66 56 53 29

RGB: 83 87 90

HEX: 53575A

PMS: 425



BLACK

CMYK: 76 68 67 90

RGB: 0 0 0

HEX: 000000

PMS: BLACK 6



LIGHT GRAY

CMYK: 32 24 26 0

RGB: 176 179 178

HEX: B0B3B2

PMS: 421



WHITE

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: FFFFFFFF



SLATE BLUE

CMYK: 100 64 50 43

RGB: 0 60 76

HEX: 003C4B

PMS: 309



DARK BLUE

CMYK: 73 37 27 2

RGB: 76 134 160

HEX: 4C86A0

PMS: 7697



LIGHT BLUE

CMYK: 36 18 19 0

RGB: 163 187 195

HEX: A3BBC3

PMS: 7542

COLOR

CHARLOTTE


CHARLOTTE


CHARLOTTE

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.

SANS SERIF FONT FAMILIES

Futura, Helvetica Neue and Gotham

SERIF FONT FAMILIES

Minion Pro

SLAB SERIF FONT FAMILIES

Archer and Sentinel

SCRIPT FONT FAMILIES

Quickbrush, Madina and Northwell

NOTE

The Charlotte brand marks utilize the Brandon Grotesque typeface.

SANS SERIF FONT FAMILIES

Futura, Helvetica Neue and Gotham

FUTURA

WEIGHTS

FUTURA LIGHT

FUTURA LIGHT OBLIQUE

FUTURA BOOK

FUTURA BOOK OBLIQUE

FUTURA MEDIUM

FUTURA MEDIUM OBLIQUE

FUTURA BOLD

FUTURA BOLD OBLIQUE

FUTURA EXTRA BOLD

FUTURA EXTRA BOLD OBLIQUE

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

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

HELVETICA NEUE

WEIGHTS

HELVETICA NEUE LIGHT

HELVETICA NEUE LIGHT ITALIC

HELVETICA NEUE ROMAN

HELVETICA NEUE ITALIC

HELVETICA NEUE MEDIUM

HELVETICA NEUE MEDIUM ITALIC

HELVETICA NEUE BOLD

HELVETICA NEUE BOLD ITALIC

HELVETICA NEUE BLACK

HELVETICA NEUE BLACK 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

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

GOTHAM

WEIGHTS

GOTHAM LIGHT

GOTHAM LIGHT ITALIC

GOTHAM BOOK

GOTHAM BOOK ITALIC

GOTHAM MEDIUM

GOTHAM MEDIUM ITALIC

GOTHAM BOLD

GOTHAM BOLD ITALIC

GOTHAM BLACK

GOTHAM BLACK 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

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

SERIF FONT FAMILIES

Minion Pro

MINION PRO

WEIGHTS

MINION PRO REGULAR

MINION PRO ITALIC

MINION PRO MEDIUM

MINION PRO MEDIUM ITALIC

MINION PRO BOLD

MINION PRO BOLD 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

! @ # \$ % ^ & * () - + { } “ : ?

SLAB SERIF FONT FAMILIES

Archer and Sentinel

ARCHER

WEIGHTS

ARCHER LIGHT

ARCHER LIGHT ITALIC

ARCHER BOOK

ARCHER BOOK ITALIC

ARCHER MEDIUM

ARCHER MEDIUM ITALIC

ARCHER BOLD

ARCHER BOLD ITALIC

ARCHER BLACK

ARCHER BLACK 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

! @ # \$ % ^ & * () - + { } “ : ?

SENTINEL

WEIGHTS

SENTINEL LIGHT

SENTINEL LIGHT ITALIC

SENTINEL BOOK

SENTINEL BOOK ITALIC

SENTINEL MEDIUM

SENTINEL MEDIUM ITALIC

SENTINEL BOLD

SENTINEL BOLD ITALIC

SENTINEL BLACK

SENTINEL BLACK 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

! @ # \$ % ^ & * () - + { } “ : ?

SCRIPT FONT FAMILIES

Quickbrush, Madina and Northwell

quickbrush

WEIGHTS

quickbrush 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

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

madina

WEIGHTS

madina script

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

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

northwell

WEIGHTS

northwell 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

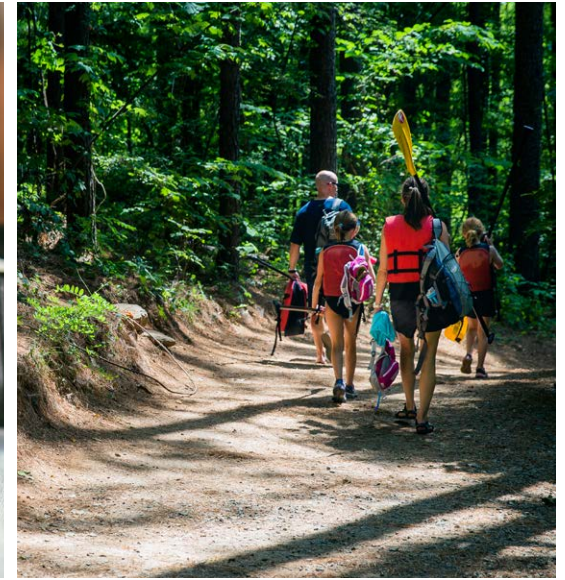
1 2 3 4 5 6 7 8 9 0

SYMBOLS

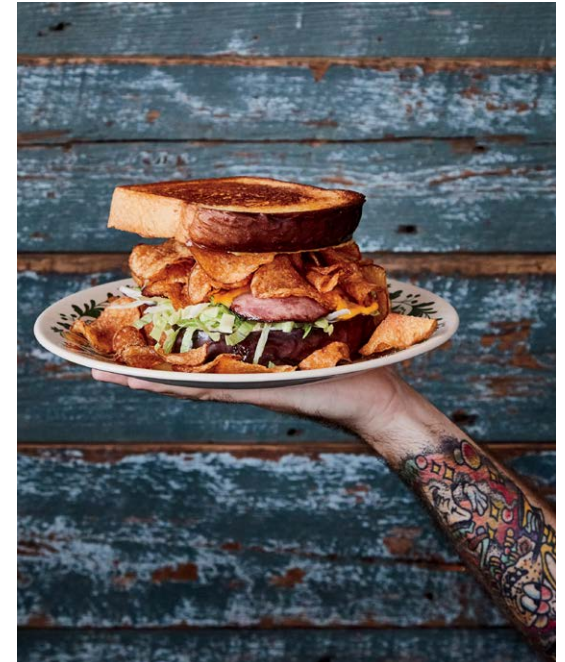
! @ # \$ % ^ & * () - + { } " ' : ?

MOOD BOARD

CHARLOTTE



The inspiration for the brand is clean yet modern and sophisticated yet approachable. The accompanying mood board emphasizes both natural elements and visuals that evoke the undisputable essence of Charlotte. These components combine to convey the vibe you experience from the brand, while also complementing the vibe that can be found in Charlotte.



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.

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.



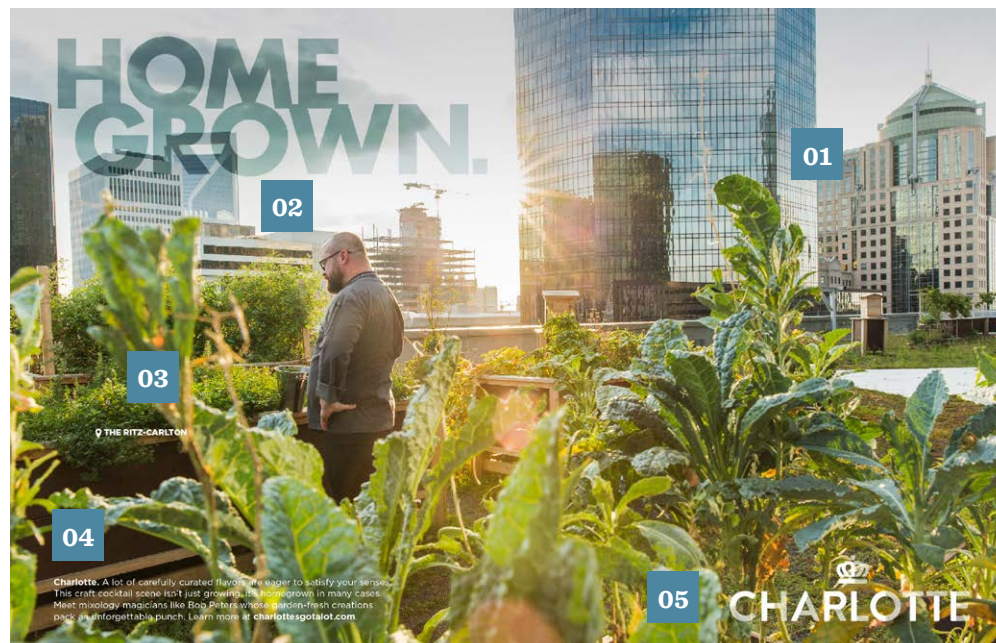


Authentic and **approachable**, our laughs are **genuine** and so are our smiles. Our words are magnetic, not manic. Poised, yet inviting, we use language with **effortless ease**, making you feel like you've known us forever, even if we've just met. We are perennial **conversationalists** and always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

OUR CAMPAIGN

CHARLOTTE

The campaign stands on the shoulders of ‘Charlotte’s got a lot’ with signature elements that evolve the creative of previous campaigns and depict the soul of the new brand. All of the campaign creative represents the four primary focal themes of diversity and inclusion, outdoor adventure and active lifestyle, culinary, and arts and culture.



01

PHOTOGRAPHY

Advertising visuals will embody the highest level of the outlined brand visual standards: moment interrupted, imperfectly perfect, emotionally charged, diversely represented, UGC meets editorial, and less, but better.

02

HEADLINE

A word or phrase is prominently placed that synthesizes the overall ambiance of the photo. The word or phrase in a clean, sans serif font is intended to subtly melt into the background of the photo with a “knockout” effect, seamlessly helping to capture the mood of the subject.

03

GEO-LOCATOR

Campaign creative leads with experience and people first. But to aid in helping potential travelers and residents recreate the Charlotte experience on their own, a geo-tag icon is located within the advertising sharing the location of the visual.

04

BODY COPY

Further explanation of the experience depicted in the visual is short and sweet, providing basic copy that expands on the headline word or phrase. Descriptions embody the “a lot” the city has to offer varying by campaign theme.

05

BRAND MARK

The brand mark is included in all creative. For out-of-market advertising, the “Charlotte” mark is utilized in its entirety, while the “CLT” and “QC” marks in the logo suite are more tailor-made for in-market usage.

“Her soul is a
kaleidoscope bursting
with every shade and
hue, but shift your gaze
ever so slightly and she’s
something entirely new.”

-
Erin Hanson

OUR TRUTHS

Charlotte is a city that will love you back.

Charlotte is something you have to experience to believe.

Charlotte is different today than it was yesterday and
will be something completely new this time tomorrow.

Charlotte is the “you had to be there” story
just waiting to be written.

Charlotte is a kaleidoscope of experiences,
personalities and stories.

THE WAY WE COMMUNICATE THEM

We share experiences, not things.

We tell Charlotte’s story through people, not places.

We inspire wanderlust for travelers and locals alike.

We radiate a warm and welcoming energy.

We curate and craft experiences that are uniquely Charlotte.

BRANDED GEAR

CHARLOTTE

We believe merchandise bearing the Charlotte brand mark should be a direct reflection of the exceptional quality of our city and our people. Charlotte is inspiring, so everything that dons the Charlotte brand mark should inspire – right down to the packaging and presentation. Charlotte creates unique, lasting, memorable experiences, so our products are unique, lasting and memorable. Charlotte is a city we are proud of, so we have carefully curated items that will make you proud to wear, use or display them. Charlotte is home to mold-breakers and tastemakers, so our merchandise is trendsetting, never following suit of your “average tourist gift shop.”




CHARLOTTE