NewBern

Visual Identity Guidelines

PRIMARY LOGO

The primary logo of Visit New Bern is the combination of the wax seal icon and the wordmark.

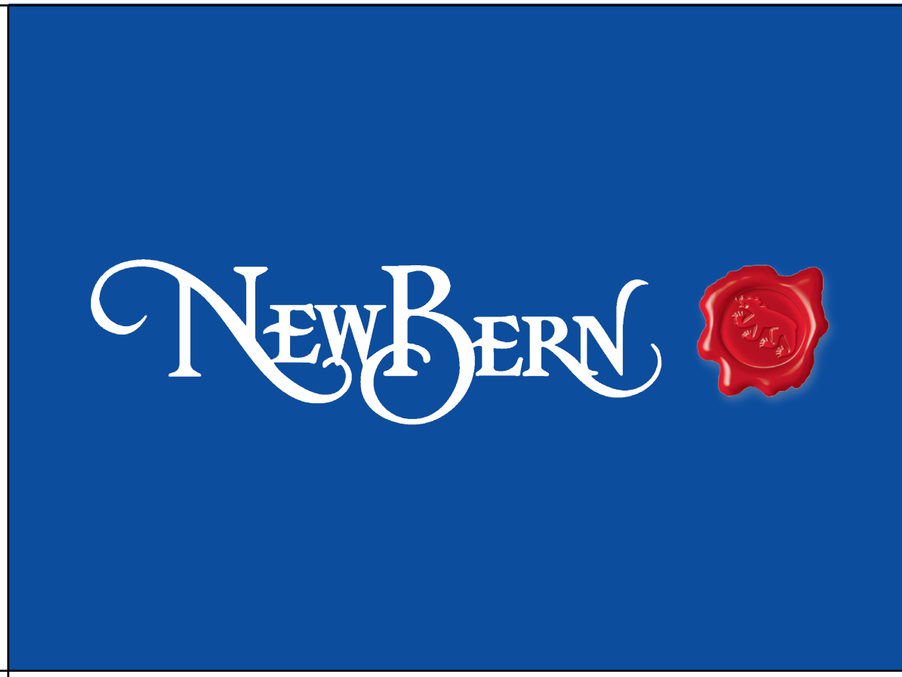
This primary logo should be used on all official communications to partners, vendors and the general public.

This logo should not be altered in appearance. Unapproved taglines, text, or elements should not be added to this logo.

On light backgrounds, this logo should appear as shown to the right, in black and red. On dark backgrounds, this logo should appear white and red.

CLICK HERE

APPROVED COLOR VARIATIONS



MAIN LOGO VERTICAL & HORIZONTAL

This version of the logo is the primary and preferred version. It should be used whenever possible, provided accessibility or legibility is not an issue.

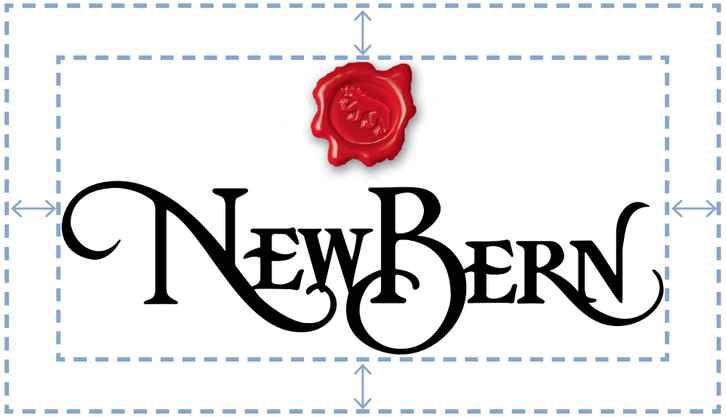
This version should only be used on light backgrounds.

WHITE ALTERNATE

This white version of the logo should be used on dark backgrounds. This could also include busy backgrounds, like photographs.

CLEAR SPACE

When placing the logo in a layout, it should never be crowded by other design elements. Regardless of size, allow for plenty of clear space around all sides of the logo.



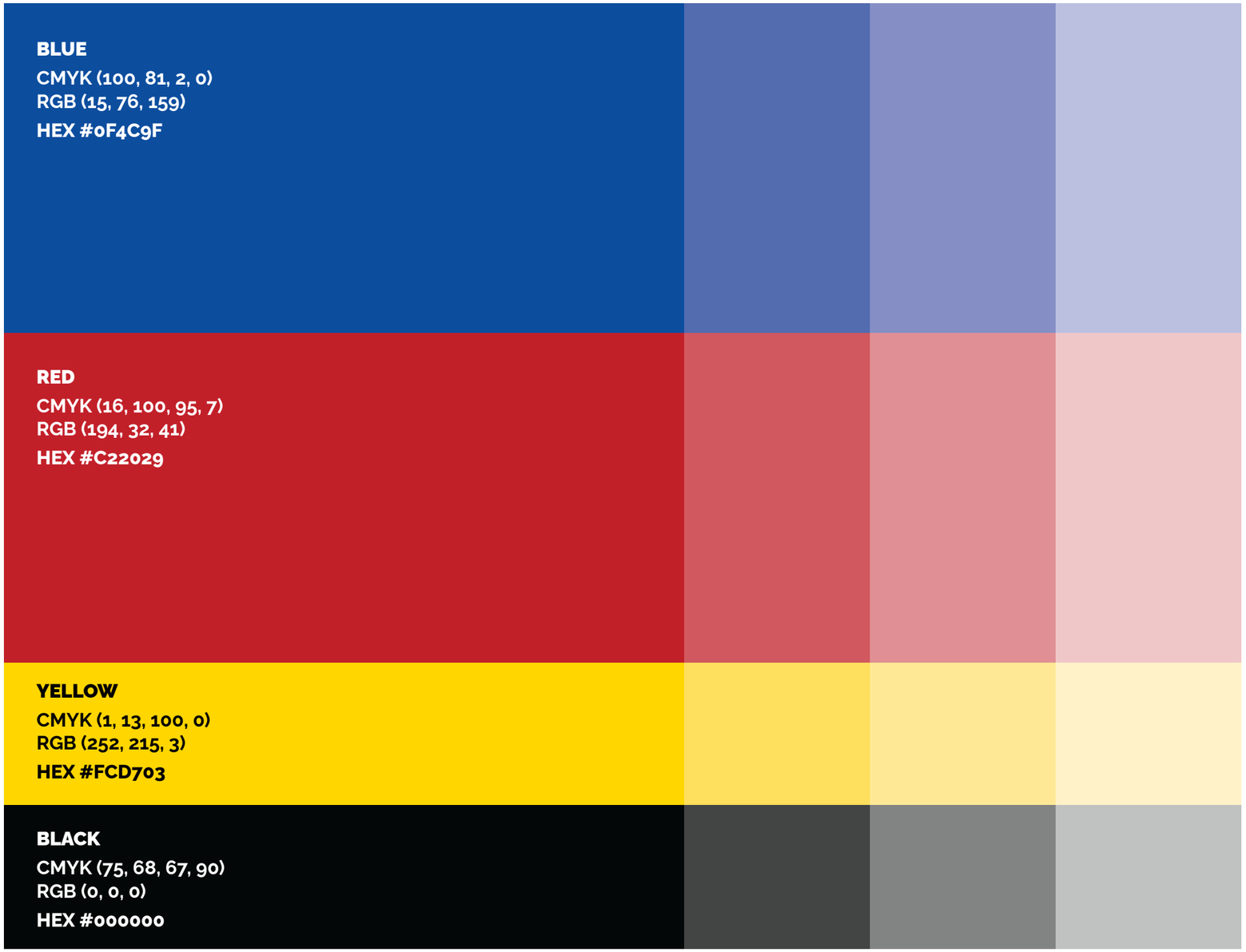
MINIMUM SIZE

To retain legibility, the logo should appear no smaller than a half an inch tall.

BRAND COLORS

Your primary brand colors are blue and red. Yellow can be used, but in lesser proportion to accent the primary palette.

Tints of these shades can be used as needed to add variety and depth while staying within brand guidelines.



BRAND FONTS

Your main font is Figtree. Alternate fonts such as Parkside and Radley may be used when needed.
We've described below the best situations to use each of these fonts, and included examples in this brand kit.

Figtree

Can be used in headers, titles, and as main focal points in social media posts, documents, emails, etc. Can also be used for large bodies of text.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss T Uu Vv Ww Xx Yy Zz
1234567890.,!?@%&()"#

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss T Uu Vv Ww Xx Yy Zz
1234567890.,!?@%&()"#

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss T Uu Vv Ww Xx Yy Zz
1234567890.,!?@%&()"#

Radley - Italic

Can be used to add contrast and emphasis in headings.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss T Uu Vv Ww Xx Yy Zz
1234567890.,!?@%&()"#

Parkside

This complimentary font can be used in special cases, such as the Heart of NC Weddings spread.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss T Uu Vv Ww Xx Yy Zz
1234567890.,!?@%&()"#

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss T Uu Vv Ww Xx Yy Zz
1234567890.,!?@%&()"#

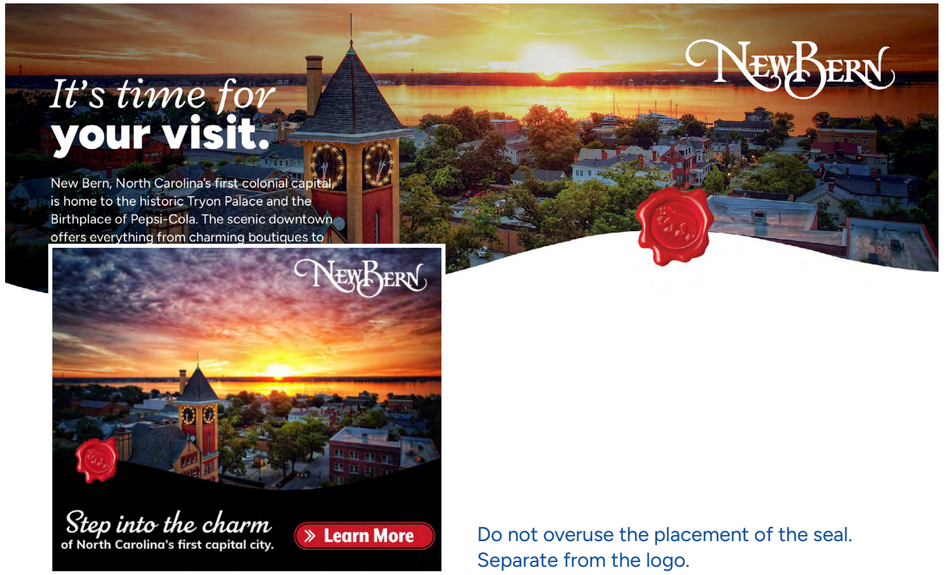
DESIGN ELEMENTS

Design elements are the building blocks of your brand's visual identity. By consistently using these elements, we create a cohesive and recognizable experience across all touchpoints, reinforcing our brand values and personality.

CURVED IMAGE EXAMPLES

FOOTER EXAMPLE

SEAL USAGE EXAMPLE

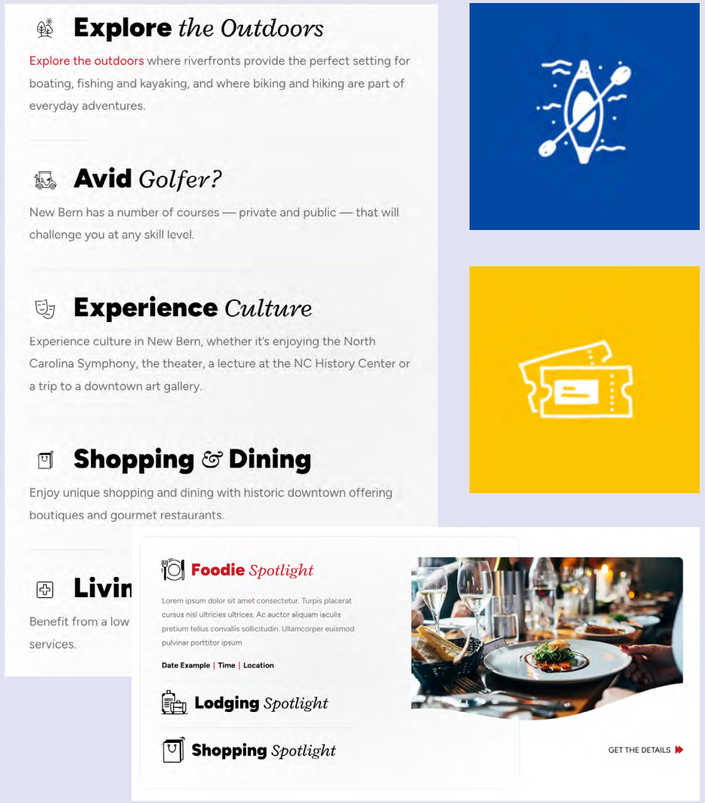


Do not overuse the placement of the seal. Separate from the logo.

ICONS

Icons play a vital role in communicating ideas quickly and clearly within your brand. As simple, yet powerful visual tools, they enhance usability, guide users, and reinforce your brand identity.

USAGE EXAMPLES

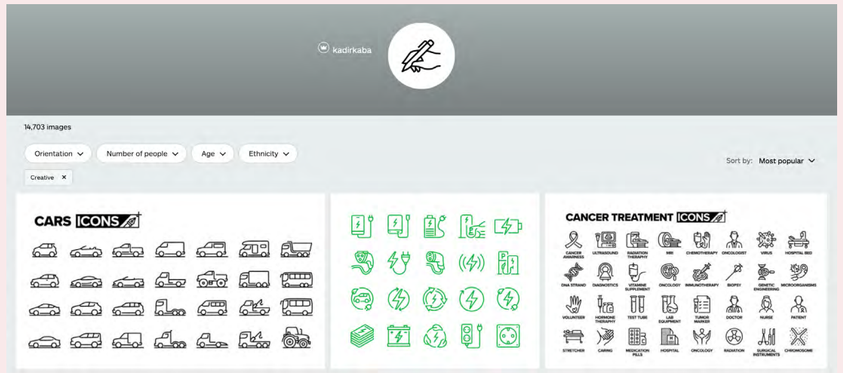


AVAILABLE ICONS

CLICK HERE

ADDITIONAL ICONS BY ILLUSTRATOR

CLICK HERE



EXAMPLE

Using a mixture of the two fonts, in addition to a strategic use of color, can create a visual hierarchy in your materials that lead the eye through the text in the way you want viewers to experience your information.

Headline
or title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Molestie nunc non blandit massa enim nec dui nunc mattis. Dictum non consectetur a erat nam at lectus. Lorem ipsum dolor sit amet consectetur adipiscing elit duis tristique.

GET THE GUIDE

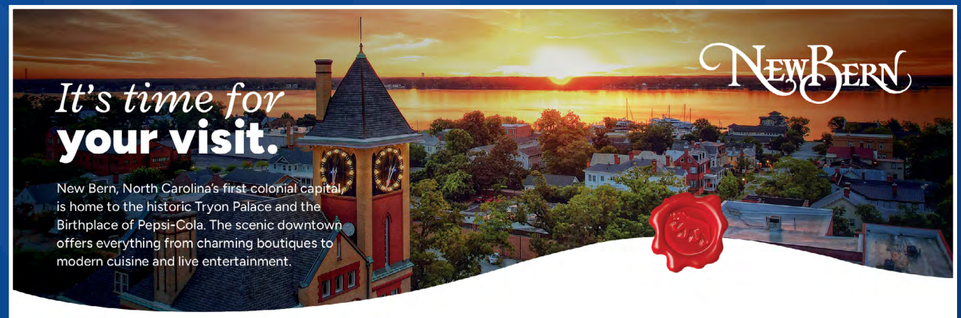
RADELY AND FIGTREE CAN BE USED TOGETHER IN A HEADING TO ATTRACT INTEREST. THEY SHOULD BE THE SAME SIZE

FIGTREE IS PERFECT FOR LARGER BODIES OF TEXT

MAKE YOUR CALL TO ACTION STAND OUT WITH COLOR OR THROUGH BOLD TEXT

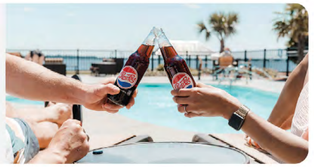
PITCH SHEET

Here's an example of a pitch sheet to see the various elements in action.



Birthplace *of* Pepsi

Step back in time to the Birthplace of Pepsi-Cola, where you can grab popcorn and a Pepsi fresh from the historic soda counter where the iconic beverage known as "Brad's Drink" was first invented! The former pharmacy is now a time capsule of Pepsi-themed artifacts and souvenirs, offering a nostalgic glimpse of what's to come with New Bern's future Pepsi Museum.



Sparks *of* Romance

As the coastal town that inspired "The Notebook," love is always in the air in New Bern. See for yourself why our romantic setting is worthy of being Nicholas Sparks' hometown and muse, and take your Walk to Remember through his best-selling novels such as "The Return," "A Bend in the Road," and "The Wedding" on a self-guided walking tour.

Dining

Foodies will be amazed by New Bern's diverse and affordable culinary scene. It has blossomed with new flavors, serving various options such as sushi, Thai food, Italian food, and more. Every meal becomes a celebration in a seamless blend of local flair and critically-acclaimed dishes.

Nightlife

New Bern's timeless charm sets the stage for new traditions amidst its vibrant nightlife. Enjoy live performances by renowned entertainers at Baxter's, catch a play at a historic theater, or embark on a thrilling ghost tour. Whether you're hatchet throwing, taking a sunset cruise, or relaxing at jazz clubs, speakeasies, and lively breweries, there's always a memory to be made.

History

As North Carolina's first capital city, New Bern is a history buff's paradise! Trace the steps of our rich past along one of our ten self-guided walking tours, including the African American Heritage Trail, or ride through three centuries of history aboard a trolley tour. There's no shortage of architectural beauty, with restored Georgian, Federal, Greek Revival, and Victorian homes lining the historic district near notable stops like the New Bern Academy and Christ Episcopal Church.

PRINT AD

Here's an example of a print ad to see the various elements in action.

BANNER ADS

Here are examples of banner ads to see the various elements in action.

USE OF THE IT'S TIME LOCK-UP

This logo is to be used as the main focal point in all print assets. This logo can interact with people or structures in background photographs, as seen here.

Please be sure to never erase or remove and part of the wordmark. Only the circle of the clock may be altered.

IT'S TIME LOCK-UP FILE

PRESENTED BY

BLUEPRINT
Business Communications

BLUEPRINTBC.COM