

BERTIE COUNTY, NC

# BRAND GUIDE

JUNE, 2024  
VERSION 01



Visit 

**BERTIE**    
County • NC

## **INTRODUCTION**

This style guide has been developed to ensure consistent use of the Bertie County brand. Please follow the instructions provided.

The value of our brand and the investment made toward it can most readily be realized through consistency and repetition, thereby ensuring brand saturation across all target markets.

# BRAND LOGO

THE HEART AND SOUL OF  
OUR BRAND

# A Scalable Identity System

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Icon-Only



Primary Lockup



Wild County Mark



Badge

Trying to fit the same mark simultaneously on a billboard and on the bottom of a camp mug is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a camp mug bearing the icon design on the inside of the cup should have a hang tag or box which displays our brand name legibly. This will help reinforce our brand recognition across multiple touchpoints.



## ICON

The Bertie County brand icon is the visually distinctive and instantly recognizable symbol that serves as a powerful and memorable representation in the minds of viewers.

This mark is the most widely usable piece of the brand, seen on clothing, stationery, phone cases, stickers, tote bags, websites, social media, and much more.

## ALTERNATE COLOR

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## WHITE

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# Visit BERTIE

## PRIMARY LOCKUP

The primary lockup identifies Bertie County as a whole to the public. Use this logo to represent individual locations, products, and merchandise as needed.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

## ALTERNATE COLOR



## WHITE





## SOUND MARK

The sound mark is a variant of the primary lockup that incorporates the water that connects all of Bertie County.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

## ALTERNATE COLOR



## WHITE



## INTERNAL FACING



## EXTERNAL FACING



## WILD MARKS

The wild marks have an internal facing and external facing variant of the primary lockup that incorporate and highlight the various natural assets of Bertie County.

The external mark can be used for a wide variety of tourism focused production, such as digital advertisements, print advertisements, billboards, etc.

## ALTERNATE COLOR



## WHITE





## BADGE

When something iconic is desired, the Bertie County badge can be used in place of a full logo lockup.

For example, a t-shirt bearing the badge on the front should have a hang tag which displays our brand name legibly. This will help reinforce brand recognition.

## ALTERNATE COLOR



## WHITE



# USAGE

HOW TO USE (AND NOT USE)  
OUR NEW BRAND IDENTITY

# Incorrect Usage

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Don't rotate the logo.



Don't distort, compress or stretch the logo dimensions.



Don't change the layout or relationship between logo elements.



Don't make alterations to elements within the logo or wordmark that are not consistent with the brand.



Don't use gradients in or on the logo.



Don't use shadows, bevels or other effects on the logo.

# Background Control

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Our logo works very well on a plain white background.



Never use the logo on 100% black background. Use an 85% tint of black instead.



The Bertie County Forest Green is a great background color for the logo. If you are using one of the patterns, make sure there is proper transparency so that the logo stands out.



Be careful placing the logo over a photo. Make sure you have a blue transparent layer on top of the photo if at all possible. Use the full color or white versions of the logo.

# Placement

## ON THE PAGE

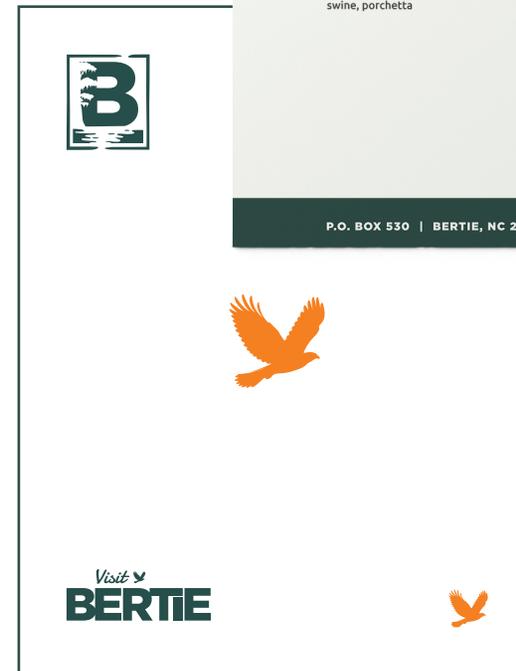
Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.

Specific stationery layouts are provided in the Brand Collateral section of this document.



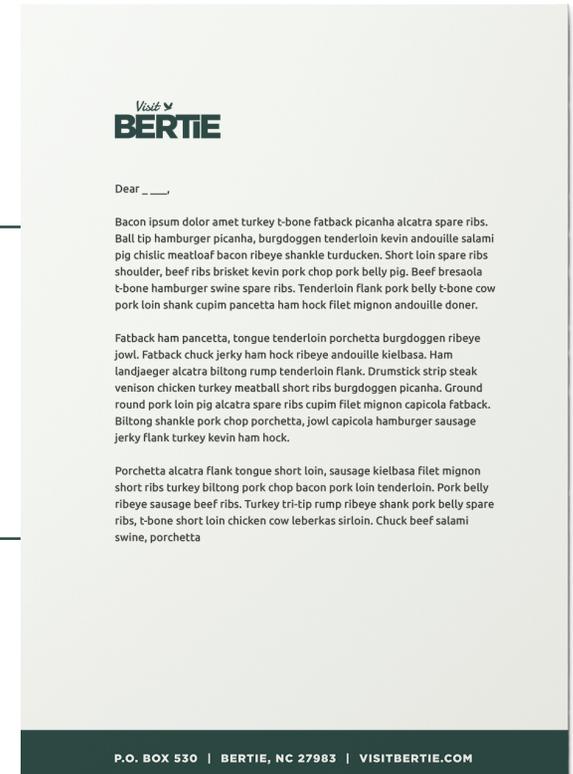
### PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.



### ALTERNATE OPTIONS

Align the primary lockup to the left corners. If the layout dictates a centered or right-aligned mark, use the icon or vertical lockup.



# Placement

## ON MERCHANDISE

Branded merchandise like t-shirts, hats, and camp mugs should all follow a left-aligned logo placement if possible.

If possible, look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.

Each piece of merchandise will carry unique limitations. Use the images on the right as general guidance.



## APPAREL

Left align the logo when possible. Use the icon for centering, or if brand subtlety is desired.



# Placement

## ONLINE

On the Bertie County website, the logo will be placed in the upper left-hand corner of the navigation bar.

Do not center the logo in navigation, even on small screens.

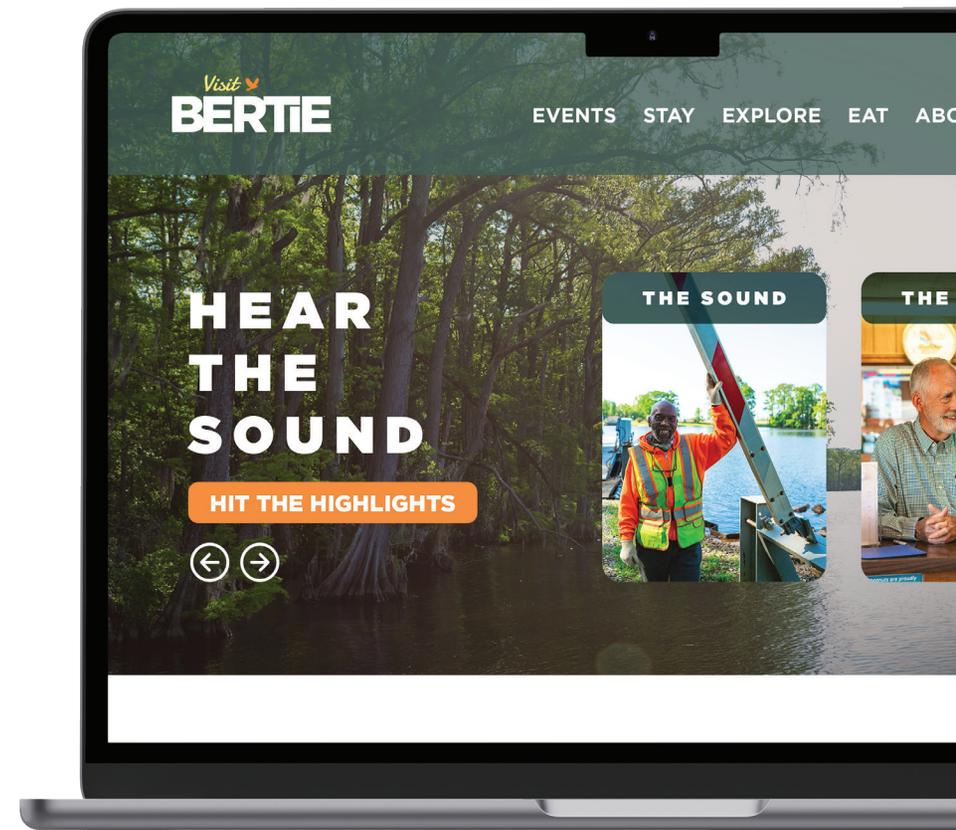


## FAVICON

Our favicon—a 32px x 32px icon that is displayed in the browser next to the url—is the only other approved usage of our icon in solid form.

## DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.



# Placement

## SOCIAL MEDIA

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed an approved avatar image found here on this page. It's approved for both circular and square avatars shapes of all sizes.

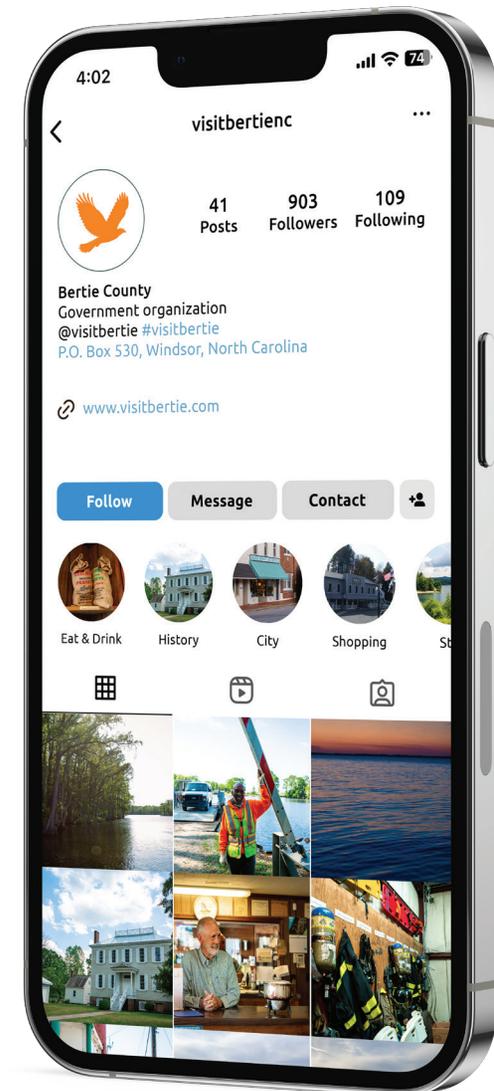
While the layout of this avatar should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.



### ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.

\*Note, the green border is not a background. It is meant to signify the circular border that social media will automatically generate.



# COLORS & FONTS

CONSISTENCY TO THE “T”

## FOREST

HEX - #334E4A

CMYK - 78, 51, 62, 39

RGB - 51, 78, 74

PANTONE - 7736 C

## WATER

HEX - #427779

CMYK - 76, 39, 47, 12

RGB - 66, 119, 121

PANTONE - 7475 C

## NEW DAY

HEX - #FEE67F

CMYK - 2, 6, 61, 0

RGB - 254, 230, 127

PANTONE - 600 C

## SUNRISE

HEX - #E6863B

CMYK - 7, 56, 87, 0

RGB - 230, 134, 59

PANTONE - 7577 C

## PRIMARY BRAND COLORS

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

## PREFERRED 2-COLOR PAIRINGS



## PRIMARY BERTIE COUNTY BRAND COLORS

These colors are used the most when designing Bertie County's print and digital collateral. They are a key part of the brand identity and play an integral role in maintaining the consistency of the brand.



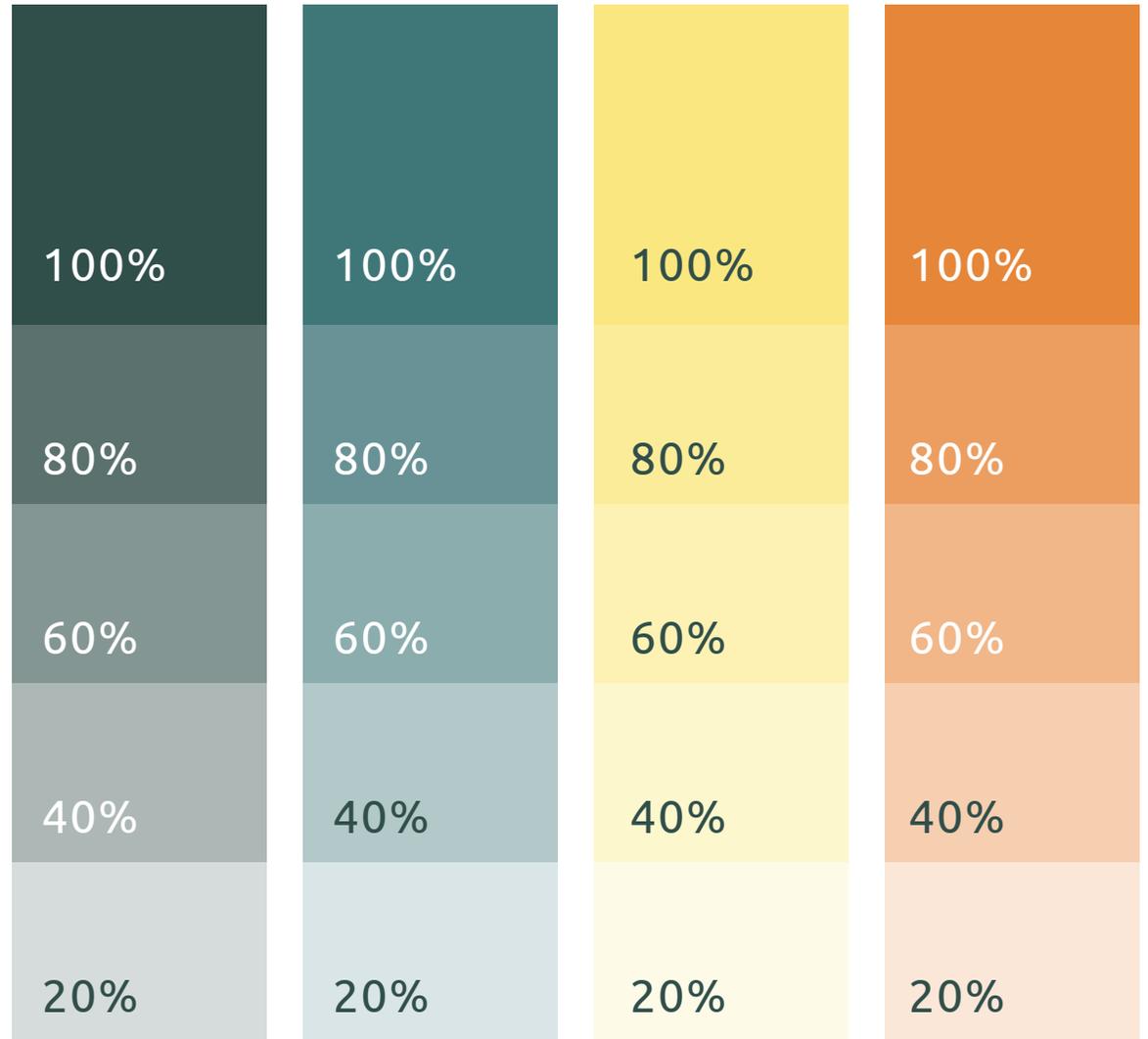
Recommended guideline for the presence of each color that you will use when implementing your brand identity.



## USING TINTS

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.



## APPROVED PAIRINGS

Nearly all of the colors within our primary palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.



New Day text, Sunrise icon on a forest background.

Perfect for use in print, and web.



Forest text and icon on a New Day background.

Great contrast and legibility.



White text, Forest icon on a Water background.

Slightly lower contrast, but excellent legibility.



White text and icon on a Sunrise background.

Demands attention. Use Sunrise backgrounds sparingly.



Forest text and icon on White.

Classic combination and great contrast, without use of black.



Forest text, Sunrise icon on White.

The pop of Sunrise draws attention and visual interest.



**GOTHAM - ULTRA**

**48PT**

# HEAR THE SOUND

**21PT**

**HEADER: GOTHAM - BOLD**

**12PT**

**SUBHEADER: GOTHAM - BOLD**

**12PT**

BODY COPY: Gotham Book doloraest fugiam exerite modistrum aborrov ideruntius ipsamus reictatibus, sus, corpori beriore prae laborehenda et od etur aut magnatur molupti di occullabo. Us si oditatem etur sundant pores et quam rem ipit odicit quodit aut ma voluptaquam uga. Cusanis



**GOTHAM - ULTRA**

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# ICONS & PATTERNS

THE LITTLE THINGS MATTER



## PATTERNS

The Bertie County patterns can be used as an additional brand design element. This pattern is designed to be tone-on-tone, meaning the colors should be used together as shown on this page.



# IMPLEMENTATION

VIEWING THE BRAND “IN THE WILD”

# WOOD BURN



# STICKERS & CAP



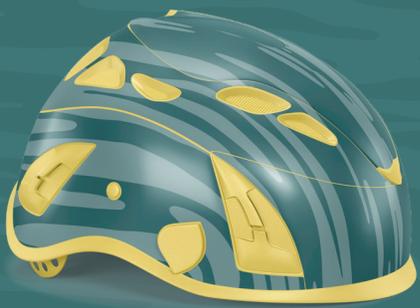
# STREETWEAR



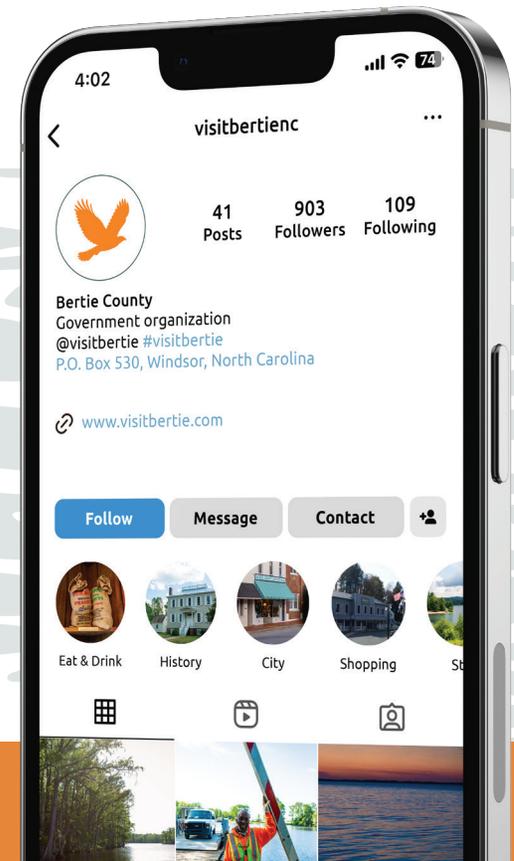
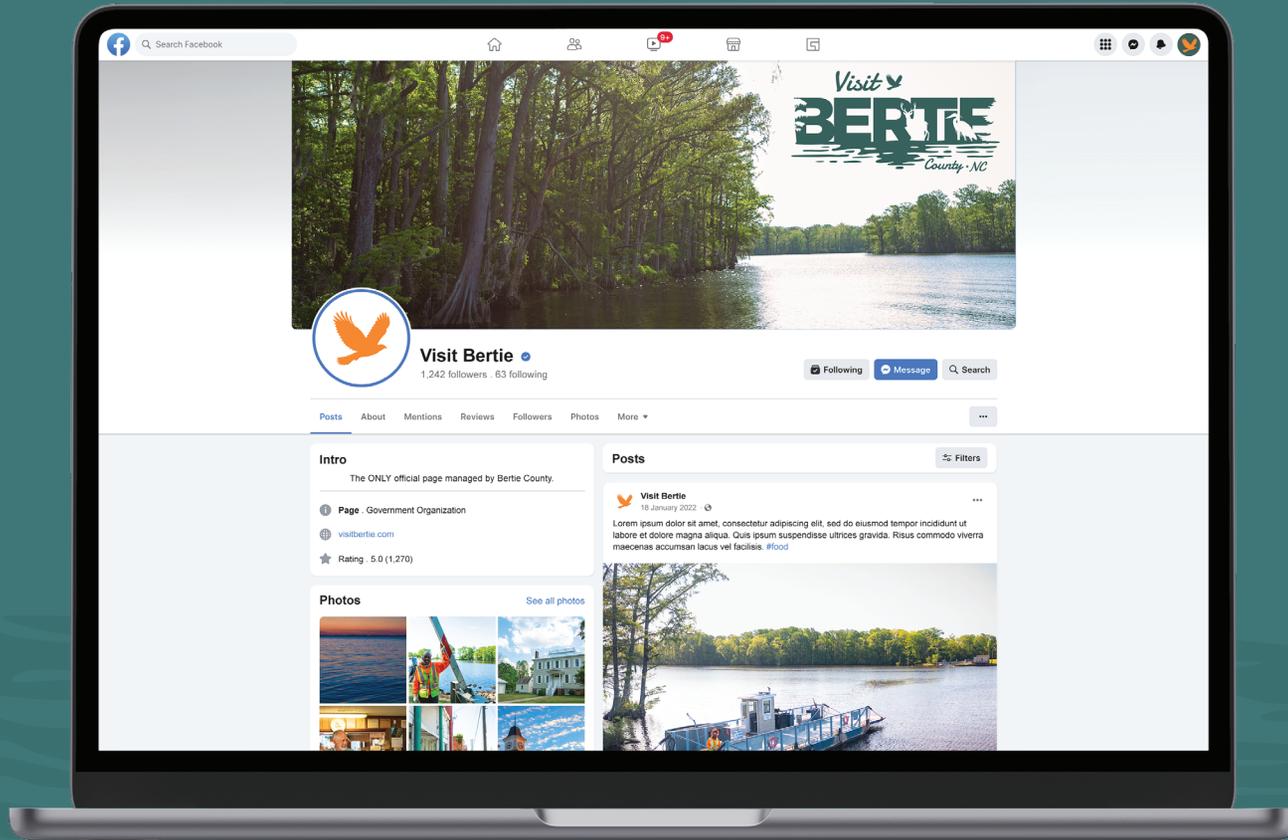
# FISHING

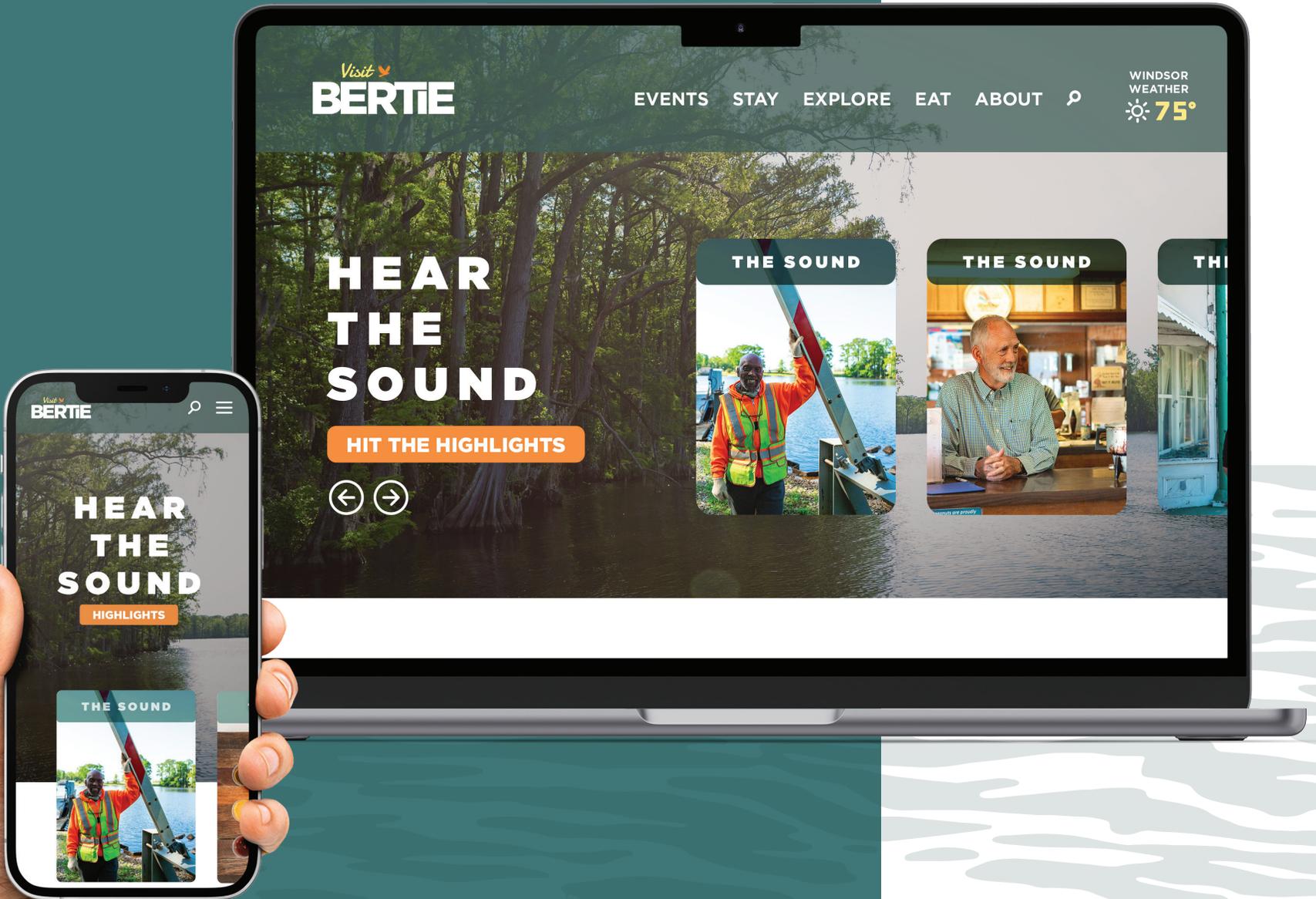


# SWIM GEAR



# SOCIAL





# STATIONERY

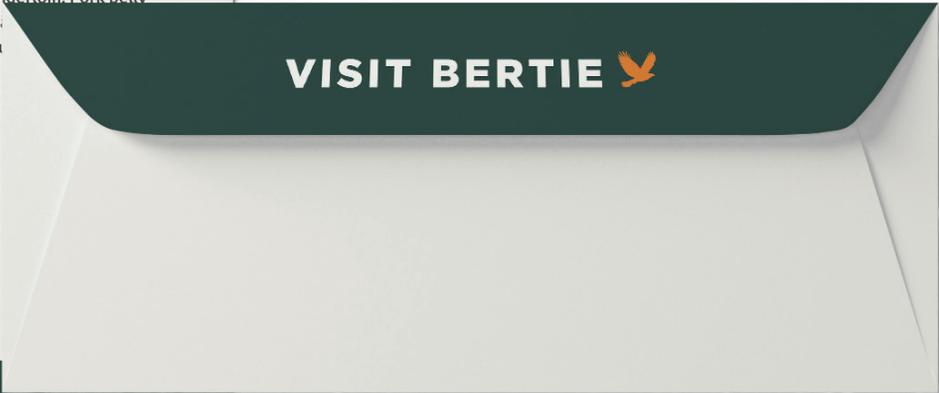


Dear \_\_\_\_\_,

Bacon ipsum dolor amet turkey t-bone fatback picanha alcatra spare ribs. Ball tip hamburger picanha, burgdoggen tenderloin kevin andouille salami pig chislic meatloaf bacon ribeye shankle turducken. Short loin spare ribs shoulder, beef ribs brisket kevin pork chop pork belly pig. Beef bresaola t-bone hamburger swine spare ribs. Tenderloin flank pork belly t-bone cow pork loin shank cupim pancetta ham hock filet mignon andouille doner.

Fatback ham pancetta, tongue tenderloin porchetta burgdoggen ribeye jowl. Fatback chuck jerky ham hock ribeye andouille kielbasa. Ham landjaeger alcatra biltong rump tenderloin flank. Drumstick strip steak venison chicken turkey meatball short ribs burgdoggen picanha. Ground round pork loin pig alcatra spare ribs cupim filet mignon capicola fatback. Biltong shankle pork chop porchetta, jowl capicola hamburger sausage jerky flank turkey kevin ham hock.

Porchetta alcatra flank tongue short loin, sausage kielbasa filet mignon short ribs turkey biltong pork chop bacon pork loin tenderloin. Pork belly ribeye sausage beef ribs. Turkey tri-tip rump ribeye sh. ribs, t-bone short loin chicken cow leberkas sirloin. Chi swine, porchetta



P.O. BOX 530 | WINDSOR, NC 27983 | VISITBERTIE.COM

# POSTCARD



# VISITOR GUIDE

*Visit*   
**BERTIE**  
*County-NC*

**BERTIE COUNTY ARTS COUNCIL**

**B**

Bertie County, NC, spans 741 square miles and has a rich history since 1722. Visit Windsor, the county seat, and explore its fertile landscapes, perfect for agriculture, and a vibrant timber industry. Enjoy charming townships and scenic swamps.

[VISITBERTIE.COM](http://VISITBERTIE.COM)

# DOWNTOWN BANNERS







 **DESTINATION BY DESIGN**

**DBDPLANNING.COM**