



# FAYETTEVILLE BRAND STYLE GUIDE

This guide will outline the City of Fayetteville's new brand and logo usage

# CITY OF FAYETTEVILLE STYLEGUIDE

## PURPOSE:

The goal of this brand guideline is to protect the strength of the City's brand so that it continues to create value for the Community. This guide will also play an important role in managing perceptions of the City. Every time we communicate with citizens, vendors, employees, businesses, journalists, and any other stakeholder, it is essential to build and reinforce a consistent perception of our brand. This style guidelines will help us to achieve that goal.

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## WHAT IS A BRAND?

A brand isn't a logo. Or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's these things, but really, so much more. Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

# CITY OF FAYETTEVILLE LOGO

Featured below is the new City of Fayetteville logomark and logotypes. This new responsive logo will allow greater versatility for the City's branding and marketing efforts. This responsive approach will also allow the City to tailor its messaging to varying audiences it communicates with, and to the new audience it looks to attract.



LOGOMARK

## LOGOTYPES

**FAYETTEVILLE**  
NO LIMITS ON IMAGINATION

*Fayetteville*  
NO LIMITS ON IMAGINATION

# CITY OF FAYETTEVILLE LOGO

This page outlines the approved city logo color variants. Each of the variants have specific use cases and should be vetted by the Communications Department before use.



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