NORTH CAROLINA
DEPARTMENT
of COMMERCE

Brand Style Guide

Logo Guidelines | Typography | Color Palettes

Primary Logo

NORTH CAROLINA
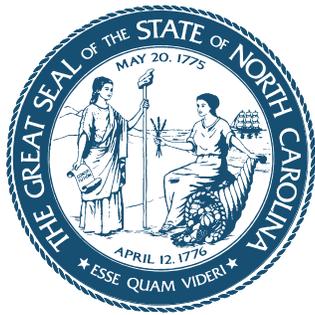**DEPARTMENT** *of*
COMMERCE

Logo Variations

NORTH CAROLINA
DEPARTMENT
of **COMMERCE**

NC COMMERCE

One Color

Usage Guide

NORTH CAROLINA
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Minimum distance between logo and additional design or text elements.
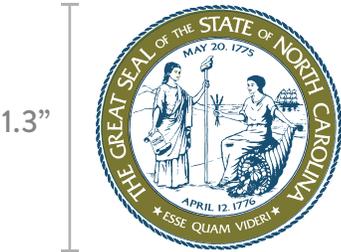
NORTH CAROLINA
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COMMERCE

1.3"

Logo must measure at least 1.3" high in print formats to avoid legibility issues.

Treatment Guides

Not enough contrast

Full color logo not legible on photo backgrounds
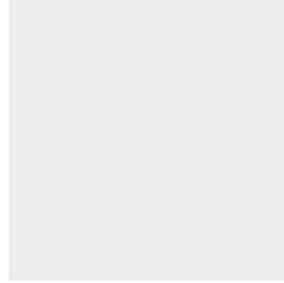
Primary Color Palette

#115072
rgb: 17 80 114

#7a7832
rgb: 122 120 50

#ebebeb
rgb: 235 235 235
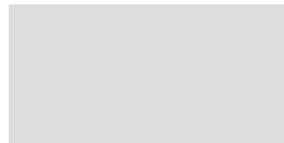
#bf5027
rgb: 191 80 39

Secondary Color Palette

#000000
rgb: 0 0 0

#999933
rgb: 153 153 51

#dddcdc
rgb: 221 220 220

#f4eee7
rgb: 244 238 231

#d6b729
rgb: 214 183 41

#217991
rgb: 33 121 145

#d8742d
rgb: 216 116 45

#672d11
rgb: 103 45 17

Brand Typography

HEADLINES
**Brandon
Grotesque
Bold**

It's more than a state—
it's a state of minds.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!$%/,.:;-_*'''")

PARAGRAPH
Skolar
Medium

North Carolina has always attracted a wide range of people with an even wider range of talents. In fact, our state is home to some of the best and brightest minds in the country—minds that are directly shaping the future by solving some of the world's toughest problems.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!$%/,.:;-_*'''")

Typography Alternatives

If the recommended brand typefaces cannot be used, we recommend the following native system fonts as replacements:

HEADLINES
Century
Gothic Bold

It's more than a state—
it's a state of minds.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!$%/,.:;-_*'")

PARAGRAPH
Georgia
Regular

North Carolina has always attracted a wide range of people with an even wider range of talents. In fact, our state is home to some of the best and brightest minds in the country—minds that are directly shaping the future by solving some of the world's toughest problems.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!$%/,.:;-_*'")