



NORTH CAROLINA
DEPARTMENT
of **COMMERCE**

www.nccommerce.com

301 N. Wilmington Street

Raleigh, NC 27601

Brand Style Guide

Logo Guidelines | Typography | Color Palettes

Primary Logo



NORTH CAROLINA
DEPARTMENT of
COMMERCE

Logo Variations

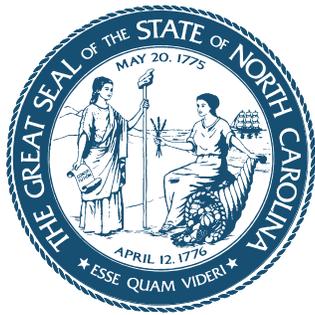


NORTH CAROLINA
DEPARTMENT
of **COMMERCE**

NC COMMERCE

BRAND STYLE GUIDE

One Color

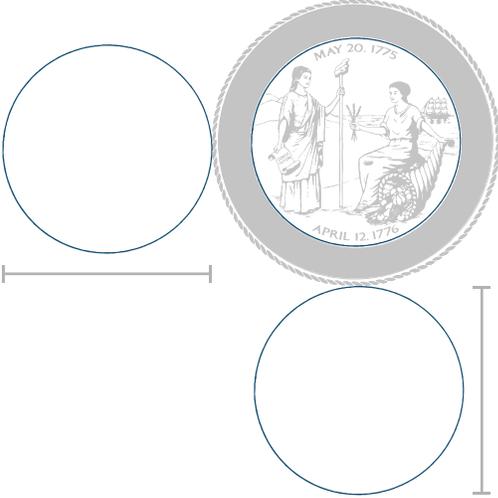


NORTH CAROLINA
DEPARTMENT of
COMMERCE



NORTH CAROLINA
DEPARTMENT of
COMMERCE

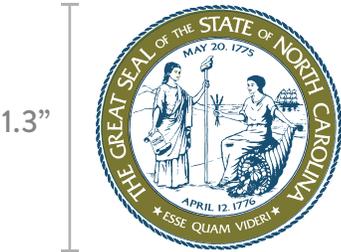
Usage Guide



The diagram shows the North Carolina Department of Commerce logo, which is a circular seal with a scalloped border. The seal features two female figures, one standing and one seated, with the dates 'MAY 20, 1775' and 'APRIL 12, 1776' and the motto '* ESSE QUAM VIDERI *'. To the right of the seal is the text 'NORTH CAROLINA DEPARTMENT of COMMERCE'. A horizontal dimension line is placed below the left side of the seal, and a vertical dimension line is placed to the right of the seal, both indicating the minimum distance between the logo and other design or text elements.

NORTH CAROLINA
**DEPARTMENT of
COMMERCE**

Minimum distance between logo and additional design or text elements.



The diagram shows the North Carolina Department of Commerce logo with a vertical dimension line to its left indicating a height of 1.3 inches. The logo is the same circular seal as in the previous diagram, but with the text 'THE GREAT SEAL OF THE STATE OF NORTH CAROLINA' around the top inner edge and the motto '* ESSE QUAM VIDERI *' at the bottom. To the right of the seal is the text 'NORTH CAROLINA DEPARTMENT of COMMERCE'.

1.3"

NORTH CAROLINA
**DEPARTMENT of
COMMERCE**

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



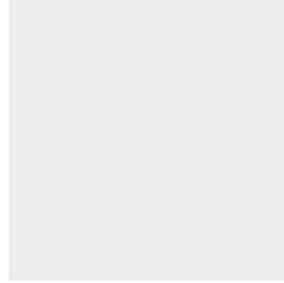
Primary Color Palette



#115072
rgb: 17 80 114



#7a7832
rgb: 122 120 50



#ebebcb
rgb: 235 235 235



#bf5027
rgb: 191 80 39

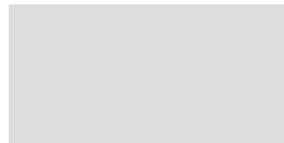
Secondary Color Palette



#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 (&!\$%/,,:;-_*'")