Greenville
NORTH CAROLINA

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Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of Greenville, North Carolina. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact the City of Greenville, NC Public Information Office at (252) 329-4131 or pio@greenvillenc.gov.

Greenville, North Carolina Logo Usage

The following guidelines illustrate the proper use of the Greenville, North Carolina logo.

Full color logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.

Full color logo - Horizontal

The logo may be represented in full color using either spot color or 4 color process printing techniques.

Black and White logo

The logo may be represented in a single color using Black in either spot color or 4 color process printing techniques.

Reversed logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.

Logo elements

The element shown may be used separately from the logo when appropriate following the above color guidelines.

Greenville, North Carolina Logo Usage with Strapline

The Greenville, North Carolina logo may appear with the strapline. The preferred way the line should be represented is shown below. The strapline should always include the trademark symbol.

Full color logo

The logo may be represented in full color using either spot color or 4 color process printing techniques.

Full color logo - Horizontal

The logo may be represented in full color using either spot color or 4 color process printing techniques.

Black and White logo

The logo may be represented in a single color using Black in either spot color or 4 color process printing techniques.

Reversed logo

The logo may be reversed out of a dark background but should be printed on white whenever possible.

Greenville, North Carolina Typefaces

Logos

Files have been provided in a variety of formats that allow use of the Greenville logo without purchasing typefaces. The logo itself is considered a piece of artwork and should not be changed. However, if additional customizations are made to the logo such as adding a new organization name it will be necessary to purchase that typeface.

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- "**Greenville**" – Frutiger Bold

  Frutiger Bold AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

- "*Strapline*" – Frutiger Light Italic

  Frutiger Light Italic AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

- "N O R T H   C A R O L I N A" – Frutiger Roman

  Frutiger Roman AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Print Applications

- Headlines – Combination of Whitney Medium, Bold and Italic

  Whitney Medium AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
  Whitney Bold AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
  Whitney Medium Italic AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

  To purchase online go to: *http://www.typography.com/fonts/whitney/styles/whitneybasic/latin-x*

- Body Copy – Combination of Mercury Text Grade 1 Roman, Bold and Italic

  Mercury Roman AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 **Mercury Bold AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz**
  Mercury Italic AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

  To purchase online go to: *http://www.typography.com/fonts/mercury-text/styles/mercurytext/grade-one*

Recommended Greenville, North Carolina Spacing

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the double height of the "v" in the logo. (See examples)
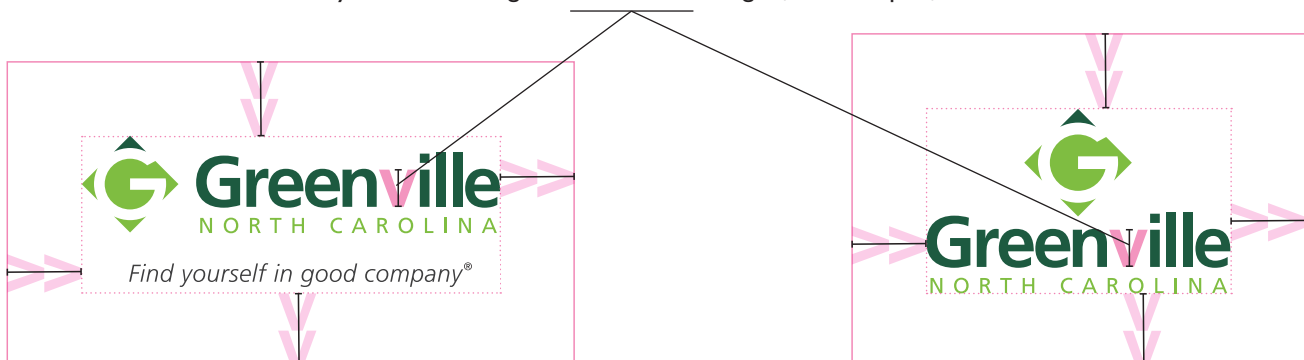
Alternate Greenville, North Carolina Logos

Logos may be created for departments or organizations within Greenville following the guidelines below. The graphic standards in this guide apply to these logos as well. Any creation of additional logos should be approved by the Public Information Office with the City of Greenville, North Carolina. The use of colors from the color palette can provide consistency with the brand while allowing particular departments or partner entities some individuality. The assignment and use of color variations (like below) should be determined in partnership with Greenville's Public Information Office. (An illustrator file with the type unconverted is contained on the logo disk under the name -- *Greenville Logo (Alt un converted).eps*)

The use of colors should remain in the color families except as shown below. Only the Police and Fire-Rescue Departments are authorized to use gold around the compass G.

The main body of the Greenville logo remains unchanged.

Greenville
NORTH CAROLINA
CHAMBER OF COMMERCE

The agency or department is set in the typeface Whitney Medium, All Cap.

The main body of the Greenville logo remains unchanged.

Greenville
NORTH CAROLINA
POLICE DEPARTMENT

The agency or department is set in the typeface Whitney Medium, All Cap.

The main body of the Greenville logo remains unchanged.

Greenville
NORTH CAROLINA
FIRE-RESCUE

The agency or department is set in the typeface Whitney Medium, All Cap.

The main body of the Greenville logo remains unchanged.

Greenville
NORTH CAROLINA
POLICE DEPARTMENT

The agency or department is set in the typeface Whitney Medium, All Cap.

Unacceptable Logo Applications

The following are examples of improper modifications of the Greenville, North Carolina logo that may violate the integrity of the Greenville, North Carolina brand.

DO NOT use any unofficial colors or any combination of colors different than the official logo colors.

DO NOT add unofficial copy or graphics covering any part of the logo.

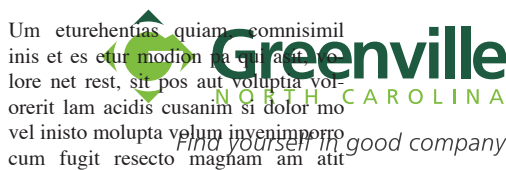**DO NOT** delete, add or adjust any element of the logo.

DO NOT change the proportions of the logo.

DO NOT rotate or flip the logo.

DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.

DO NOT screen the logo or use the logo behind text.

SKATEBOARD PARK

DO NOT alter the logo for any other unapproved entity without following the standards on Page 5.

DO NOT print the logo on a background or image that makes it difficult to read.

Recommended Greenville, North Carolina Color Palette

The color palette provides a guide for keeping a consistent color scheme within the city's communications. Professional printing services may request a coated or uncoated palette based on specific printing paper used and quality desired. Consult the color palettes shown below and work closely with professional printing services to ensure proper color palettes are used.

Primary Color Palette

COATED COLORS

PMS 554C
C/84 M/40 Y/80 K/35
R/34 G/90 B/64
WEB 225A40

PMS 471C
C/21 M/70 Y/100 K/8
R/188 G/97 B/36
WEB BC6124

PMS 654C
C/100 M/84 Y/31 K/17
R/0 G/58 B/112
WEB 003A70

Black C 90%
C/73 M/67 Y/65 K/79
R/25 G/25 B/25
WEB 191919

PMS 2617C
C/83 M/100 Y/24 K/21
R/74 G/13 B/102
WEB 4A0D66

PMS 376C
C/55 M/3 Y/100 K/0
R/130 G/188 B/0
WEB 82BC00

PMS 137C
C/0 M/42 Y/100 K/0
R/255 G/164 B/0
WEB FFA400

PMS 314C
C/100 M/33 Y/27 K/2
R/0 G/125 B/164
WEB 007DA4

Black C 70%
C/69 M/63 Y/62 K/58
R/51 G/51 B/51
WEB 333333

PMS 513C
C/48 M/94 Y/5 K/0
R/149 G/53 B/140
WEB 95358C

UNCOATED COLORS

PMS 554U
C/73 M/23 Y/80 K/27
R/34 G/90 B/64
WEB 225A40

PMS 718U
C/0 M/54 Y/95 K/9
R/188 G/97 B/36
WEB BC6124

PMS 655U
C/99 M/60 Y/7 K/27
R/0 G/58 B/112
WEB 003A70

Black U 90%
C/73 M/67 Y/65 K/79
R/25 G/25 B/25
WEB 191919
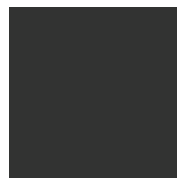
PMS 2617U
C/57 M/79 Y/0 K/2
R/74 G/13 B/102
WEB 4A0D66

PMS 376U
C/48 M/0 Y/95 K/4
R/130 G/188 B/0
WEB 82BC00

PMS 123U
C/0 M/28 Y/98 K/0
R/255 G/164 B/0
WEB FFA400

PMS 314U
C/100 M/3 Y/18 K/14
R/0 G/125 B/164
WEB 007DA4

Black U 70%
C/69 M/63 Y/62 K/58
R/51 G/51 B/51
WEB 333333

PMS 513U
C/41 M/82 Y/0 K/0
R/149 G/53 B/140
WEB 95358C

Greenville and ECU Partnership Color Palette

The Greenville ECU partnership Color Palette is ONLY to be used in cooperative branding initiatives with East Carolina University. Note that PMS 116C and PMS 115U are not to be used for type.

Partnership Color Palette

COATED COLORS

PMS 2617C	PMS 125C	PMS 513C	PMS 116C
C/83 M/100 Y/24 K/21	C/27 M/46 Y/100 K/6	C/48 M/94 Y/5 K/0	C/0 M/18 Y/100 K/0
R/74 G/13 B/102	R/169 G/133 B/55	R/149 G/53 B/140	R/243 G/205 B/48
WEB 4A0D66	WEB 262425	WEB 95358C	WEB F3CC30

UNCOATED COLORS

PMS 2617U	PMS 1245U	PMS 513U	PMS 115U
C/57 M/79 Y/0 K/2	C/6 M/26 Y/97 K/15	C/41 M/82 Y/0 K/0	C/0 M/11 Y/94 K/0
R/74 G/13 B/102	R/169 G/133 B/55	R/149 G/53 B/140	R/243 G/205 B/48
WEB 4A0D66	WEB 262425	WEB 95358C	WEB F3CC30

Greenville, North Carolina - Identity Specification Guide

COLORS

Production of artwork by different techniques may require the use of different color matching systems.

For the most consistent use of brand palette, the recommended breakdowns are as follows:

Printing

Pantone® (PMS)

		4-Color Process (CMYK)	
YELLOW-C	PMS 116C	YELLOW-C	C-0 / M-18 / Y-100 / K-0
GOLDENROD-C	PMS 125C	GOLDENROD-C	C-27 / M-46 / Y-100 / K-6
ORANGE-C	PMS 137C	ORANGE-C	C-0 / M-42 / Y-100 / K-0
TURQUOISE-C	PMS 314C	TURQUOISE-C	C-100 / M-33 / Y-27 / K-2
LIME GREEN-C	PMS 376C	LIME GREEN-C	C-55 / M-3 / Y-100 / K-0
SIENNA-C	PMS 471C	SIENNA-C	C-21 / M-70 / Y-100 / K-8
PURPLE-C	PMS 513C	PURPLE-C	C-48 / M-94 / Y-5 / K-0
DARK GREEN-C	PMS 554C	DARK GREEN-C	C-84 / M-40 / Y-80 / K-35
MIDNIGHT-C	PMS 654C	MIDNIGHT-C	C-100 / M-84 / Y-31 / K-17
INDIGO-C	PMS 2617C	INDIGO-C	C-83 / M-100 / Y-24 / K-21
BLACK-C 90%	PMS BLACK C	BLACK-C 90%	C-73 / M-67 / Y-65 / K-79
BLACK-C 70%	PMS BLACK C	BLACK-C 70%	C-69 / M-63 / Y-62 / K-58
YELLOW-U	PMS 115U	YELLOW-U	C-0 / M-11 / Y-94 / K-0
ORANGE-U	PMS 123U	ORANGE-U	C-0 / M-28 / Y-98 / K-0
TURQUOISE-U	PMS 314U	TURQUOISE-U	C-100 / M-3 / Y-18 / K-14
LIME GREEN-U	PMS 376U	LIME GREEN-U	C-48 / M-0 / Y-95 / K-4
PURPLE-U	PMS 513U	PURPLE-U	C-41 / M-82 / Y-0 / K-0
DARK GREEN-U	PMS 554U	DARK GREEN-U	C-73 / M-23 / Y-80 / K-27
MIDNIGHT-U	PMS 655U	MIDNIGHT-U	C-99 / M-60 / Y-7 / K-27
SIENNA-U	PMS 718U	SIENNA-U	C-0 / M-54 / Y-95 / K-9
GOLDENROD-U	PMS 1245U	GOLDENROD-U	C-6 / M-26 / Y-97 / K-15
INDIGO-U	PMS 2617U	INDIGO-U	C-57 / M-79 / Y-0 / K-2
BLACK-U 90%	PMS BLACK U	BLACK-U 90%	C-73 / M-67 / Y-65 / K-79
BLACK-U 70%	PMS BLACK U	BLACK-U 70%	C-69 / M-63 / Y-62 / K-58

On-Screen

Web-Safe (HEX)

		RGB	
YELLOW	F3CC30	YELLOW	R-243 / G-205 / B-48
GOLDENROD	262425	GOLDENROD	R-169 / G-133 / B-55
ORANGE	FFA400	ORANGE	R-255 / G-164 / B-0
TURQUOISE	007DA4	TURQUOISE	R-0 / G-125 / B-164
LIME GREEN	82BC00	LIME GREEN	R-130 / G-188 / B-0
SIENNA	BC6124	SIENNA	R-188 / G-97 / B-36
PURPLE	95358C	PURPLE	R-149 / G-53 / B-140
DARK GREEN	225A40	DARK GREEN	R-34 / G-90 / B-64
MIDNIGHT	003A70	MIDNIGHT	R-0 / G-58 / B-112
INDIGO	4A0D66	INDIGO	R-74 / G-13 / B-102
BLACK 90%	191919	BLACK 90%	R-25 / G-25 / B-25
BLACK 70%	333333	BLACK 70%	R-51 / G-51 / B-51

FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats.

To ensure the best quality reproduction, the following file format uses are suggested:

Word	PowerPoint	Web (HTML)	InDesign, Quark XPress	Pagemaker
.EPS	.PNG	.JPG	.EPS	.EPS
.BMP	.BMP	.GIF	.TIF	.TIF
.JPG	.JPG			
.GIF	.GIF			
.TIF	.TIF			