

## Using the Greater Raleigh Brand

As the official destination marketing organization of Raleigh and Wake County, the Greater Raleigh Convention and Visitors Bureau (GRCVB) is deploying the updated brand across all marketing activities and materials.

We encourage our local hospitality partners to incorporate the brand strategy, including the attributes, brand promise and logo design into your own marketing efforts.

The brand strategy research, guidelines, and logo design (in a variety of formats) are available for you to review and download at [visitRaleigh.com/partners](http://visitRaleigh.com/partners). For personal assistance or access to password-protected areas of the website, contact the GRCVB marketing department at 919.645.2663 or email [brand@visitRaleigh.com](mailto:brand@visitRaleigh.com).

Here are a few general guidelines regarding use of the logo design:

- The logotype *visitRaleigh* and the logo mark are not to be taken apart or used separately without permission of the GRCVB
- The logo should not be stretched, skewed or compressed, but be used in its original proportions
- As much as possible, the logo should appear with considerable "white space" surrounding it for maximum clarity and impact
- The colors of the logo mark are not to be changed or modified
- Because of the variety of colors, reversing the mark out of a dark background can be challenging; white or light backgrounds are preferred
- The logo design should not be placed on a background where any of its colors cannot be clearly distinguished
- For one-color print projects, grayscale and black versions of the logo are available for use

## About the Greater Raleigh Convention and Visitors Bureau

### Mission

The Greater Raleigh Convention and Visitors Bureau, as the official destination marketing organization of Raleigh and Wake County, accelerates sustainable economic growth and development by increasing visitor and convention business.

### Organization Vision

To be the prime visitor advocate and regional leader of destination marketing and product development.

### Destination Vision

To become the premier event destination for entertainment, learning and technology in the southeastern United States.



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# brand brief

### Greater Raleigh Brand Objectives

- Put Greater Raleigh at the heart of the new Southeast.
- Celebrate Greater Raleigh's most powerful visitor assets: great cultural offerings, sporting events and festivals; affordable; hassle-free; beautiful setting; easy access; friendly people.
- Grow Greater Raleigh's reputation as a destination-of-choice, and put Raleigh above other great Southern US cities for business and leisure visits.

### Key Attributes of Greater Raleigh

- **Dynamic:** Raleigh's growth is fueling an urban revival that's attracting new hospitality, entertainment, sport, cultural amenities and events.
- **Unexpected:** The depth, breadth and evolving quality of Raleigh's offerings serve up great surprises for visitors and encourage return trips.
- **Smart:** Raleigh's location in the heart of renowned research and academic communities gives it the opportunity to be innovative in its packaging and communications.
- **Celebratory:** As a State Capital, Raleigh's environment is lively, uniquely welcoming and friendly for all—a center of civic and cultural festivities.

### How Greater Raleigh Visitors Feel

- Curious
- Entertained
- Excited
- Rewarded
- Surprised
- Worry-free

### The Brand Promise

Lively, smart and unexpected, Raleigh's historic landmarks and burgeoning cosmopolitan offerings—arts, festivals, sports, hospitality and shopping—in a one-of-a kind capital setting make it a “can't miss” cultural and entertainment center of the Southeast for leisure, business and events.



### The Logo Design

*The Greater Raleigh logo design, called Pulse, expresses the following:*

- The color palette is a series of squares of varying shades, green representing the beautiful, green environment, with yellow-green representing new growth; red for the strength and vitality of the capital city; blue and purple representing lakes and the beautiful Carolina sky; and purple for elegance and sophistication.
- The palette spreads from purple to yellow-green, from left to right, also signifying growth and progress. The green squares surround the red center square, representing a “city in a park” concept.
- The grided squares are symbolic of several of the area's attributes: pixels representing Greater Raleigh's relationship to Research Triangle Park, the large number of patents from area companies, the large number of professionals with college degrees in the area, the new, \$1-million shimmer wall of the Raleigh Convention Center, a forward look to the future (through digital media), and smart city/county growth planning through highly organized but organic components.
- There are 12 squares in the logo, representing each of the 12 municipalities within Wake County.
- The center star represents the State Capital. It is non-symmetrical to add contrast and interest to the symmetrical, rounded-corner, grided squares and to express the handmade, imaginative quality of the visual and performing arts in Raleigh.
- The word “visit” is italic to show activity and to communicate the word as a verb and call-to-action.
- The font for the word “Raleigh” is from a classic typeface that is legible, friendly and elegant in its simplicity and graceful curves.

*The visitRaleigh logo design is a trademark of the Greater Raleigh Convention and Visitors Bureau.*