



BRAND PERSONALITY



BRAND VOICE

Down-to-Earth | Welcoming & Neighborly | Uplifting | Sincere | Informal & Relaxed

BRAND PERSONALITY

Haywood County's brand personality embodies...

A Charming Mountain Spirit

We extend humble Appalachian Mountain hospitality. Like a friendly neighbor, we'll invite you to sit on the porch, unwind and savor the serenity of mountain living.

A Sense Of Adventure

We embrace connecting to nature at every level, all year round. There's an outdoor adventure for everyone, whether you're looking to take a hike, prefer a scenic sunset drive or simply want to take in the views from a rocking chair.

A Refuge Of Tranquility

Our mountains and valleys offer a chance to unplug, decompress and breathe in the fresh mountain air.

A Cascade Of Wonder

Our scenic views and the unhurried nature will allow you to slow down, disconnect and ignite your insatiable curiosity and desire for outdoor exploration.





BRAND PROMISE

Visit Haywood County, where the Great Smoky Mountains meet the Blue Ridge in Western North Carolina. Experience our Appalachian hospitality and breathtaking scenic views.

Explore five charming mountain towns and discover our unspoiled public lands, forests and waters. Whether you seek adventure or tranquility, Haywood offers it all. So take a hike, pack a picnic or enjoy your visit at a rocking chair pace.



GRAPHIC STANDARDS

VISIT HAYWOOD LOGO

The logo is inspired
by the typography of
vintage National Park
Service posters.
The curved arch in the
letter forms suggests the
rise of the mountains.

LAYLODD WESTERN NC MOUNTAINS

LOGO CLEAR SPACE

The tinted area indicates the clear space to be maintained around the logo when used with other graphics.

Text and other graphic elements should sit outside of this area.

The clear space equals the height of the "H" and "D" in the wordmark.



The clear space on all sides equals the height of the "H" and "D"

VISIT HAYWOOD LOGO & EMBLEM SET

PRIMARY LOGO

The primary logo appears in white and should be used for most brand applications.

SECONDARY LOGO

This blue logo is used only when a background is too light for the primary white logo to be legible.

EMBLEM

The emblem is a logo variation designed to use on branded merchandise.





SECONDARY LOGO



EMBLEM

PRIMARY LOGO



HAYWOOD WESTERN NO MOUNTAINS



VISIT HAYWOOD LOGO & EMBLEM IN USE

These examples show best ways to use the primary, secondary and emblem logos.





VISIT HAYWOOD REGION & TOWN LOGO FAMILY

The Visit Haywood logo lock-up is customized for each town.











NON-BRAND COLORS



ANGLED ORIENTATION



DROP SHADOWS



ADDED SHAPES

INCORRECT LOGO USAGE

All logo configurations are designed to be sized and placed without altering the logo elements.

These are some examples of incorrect logo usage.



STRETCHED PROPORTIONS



COLOR SUBSTITUTIONS



OUTLINING



SPLIT COLORS



FONT SUBSTITUTIONS



ALTERED LOGO ELEMENTS



LOGO TINTS



GRAPHIC EFFECTS

LEAF C:47 M:10 Y:100 K:0 R:150 G:185 B:61 #96B93D MOUNTAIN C:78 M:50 Y:14 K:13 R:61 G:106 B:151 #3D6A97

COLOR PALETTE

The color palette is inspired by the region's natural landscapes and mountains.

MAIN PALETTE

Mountain and Leaf are the main brand colors. They should be used whenever possible.

ACCENT PALETTE

This palette is used when additional colors are needed for graphics.

Main Palette

SKY C:62 M:30 Y:10 K:0 R:101 G:153 B:194 #6599C2 #A6D0DB

MOSS

C:46 M:8 Y:74 K:35

R:102 G:135 B:77

#66874D



#C8D55C

ONYX (for text only) C:70 M:55 Y:57 K:26 R:79 G:90 B:89 #4F5A59

SUNSET

C:3 M:47 Y:100 K:0

R:240 G:151 B:32

#F09720

Accent Palette

FIELD GOTHIC NO. 42 CONDENSED

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@#?&*\$%

FIELD GOTHIC NO. 52 COMPACT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@#?&*\$%

FIELD GOTHIC NO. 62

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@#?&*\$%

FIELD GOTHIC NO. 72 WIDE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@#?&*\$%

FIELD GOTHIC NO. 82 X-WIDE



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789@#?&*\$%

TYPEFACE FAMILY

This sans serif typeface family is designed by

family is designed by Signal Foundry.

Field Gothic is very legible for both text and headline use. It is offers numerous widths and weights. This provides endless flexibility when pairing together different fonts within the typeface family.

Field Gothic is available from Adobe Fonts.

Uncover Your Version of Tranquility

When you visit North Carolina, make Haywood County your first stop for a truly authentic Appalachian experience filled with outdoor adventure and family-friendly activities.

YOUR WESTERN NORTH CAROLINA MOUNTAIN PLAYGROUND

THE GREAT SMOKY MOUNTAINS A RESTFUL MOUNTAIN RETREAT

Haywood County is best known for its 46 miles of scenic drives along the Blue Ridge Parkway, hiking trails in the Great Smoky Mountains, and affordable vacation home rentals with spectacular views.

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TYPE SAMPLER

These type samples show how the fonts within the Field Gothic typeface family can be combined.

START EXPLORING





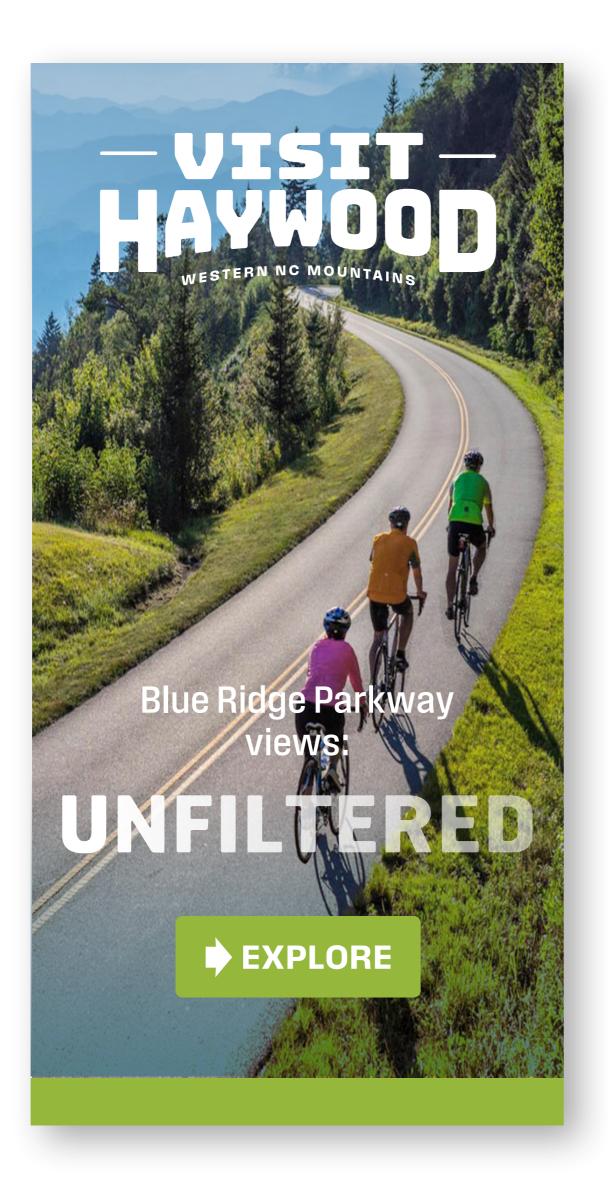
BRAND PROMISE

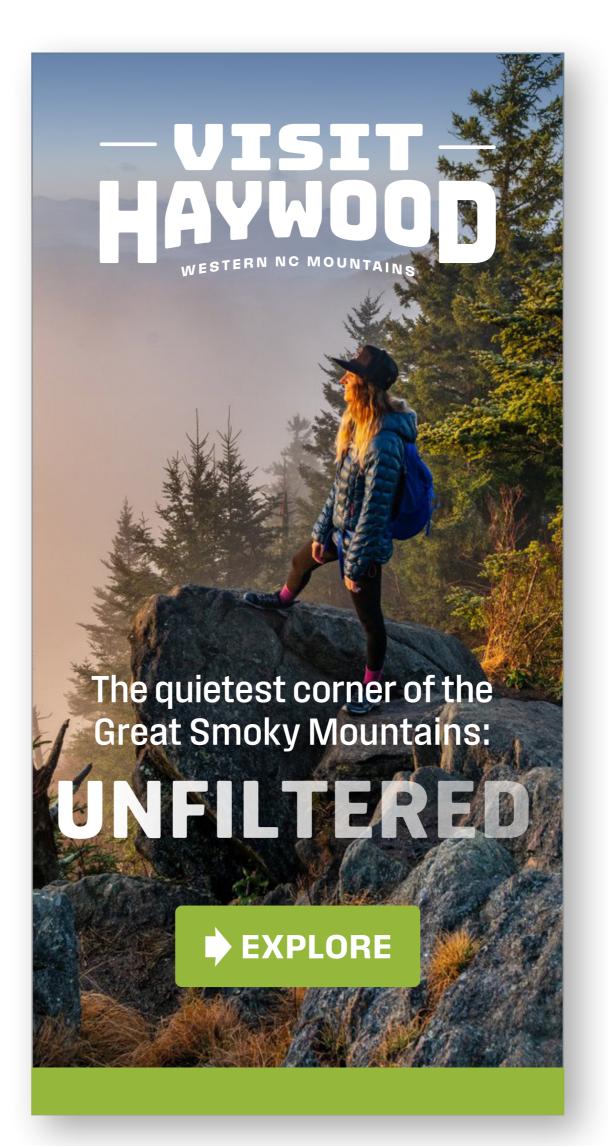
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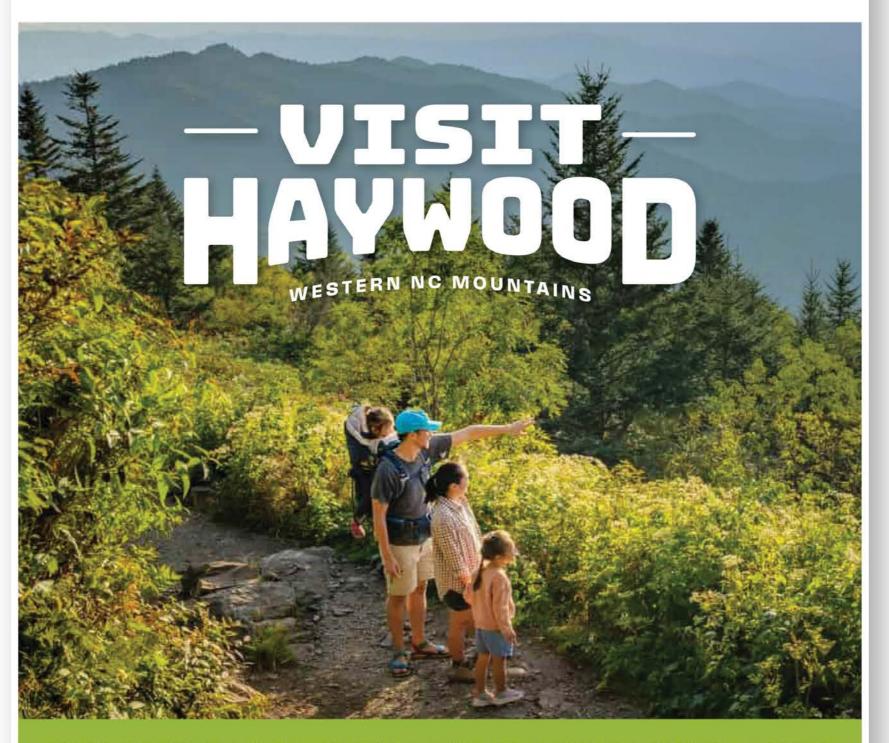
BRAND ACTIVATIONS DIGITAL AD ACTIVATION







THINGS TO DO PLACES TO STAY EAT & DRINK



MAGGIE VALLEY | WAYNESVILLE | LAKE JUNALUSKA | CANTON | CLYDE

Hi Melanie!

E-NEWSLETTER

ACTIVATION

Volorum exerae et et earciasitis dem ant, sitiatus nestotatur, offictem imus ametur ati natestiumMaximusapis dolor sequunt optature, sumque presed qui quibust ionsed moles nos accaborro que as ad eos sitatem etumquae offic te quodit Mod eos rerrum vent, volenes aut experorehent expliquae des sa quia et offictur molorat. Deles sum qui iliquod quo con porum.



PLAN YOUR TRIP



Headline Article One

Volorum exerae et et earciasitis dem ant, sitiatus nestotatur, offictem imus ametur



optature, sumque presed qui quibust ionsed moles nos accaborro que as ad eos sitatem etumquae offic te quodit Mod eos rerrum vent, volenes aut experorehent expliquae des sa quia.



HAYWOOD UNFILTERED



Headline Article Two

Sitiatus nestotatur, offictem imus ametur ati natestiumi, andanientiis ut est, quunt ut fugiaepro eum re molutem lique remperum laut ea nus cus re, ut escidellatus vera dolorit rero doluptas entenimus aut modis rerfere mporem earias esequi nihicia nitaquo eat pra que aborum exeratum fugitatius.



DISCOVER MAGGIE VALLEY







LODGING



EVENTS



91 N LAKESHORE DR | STE 2 | LAKE JUNALUSKA | NC 28745

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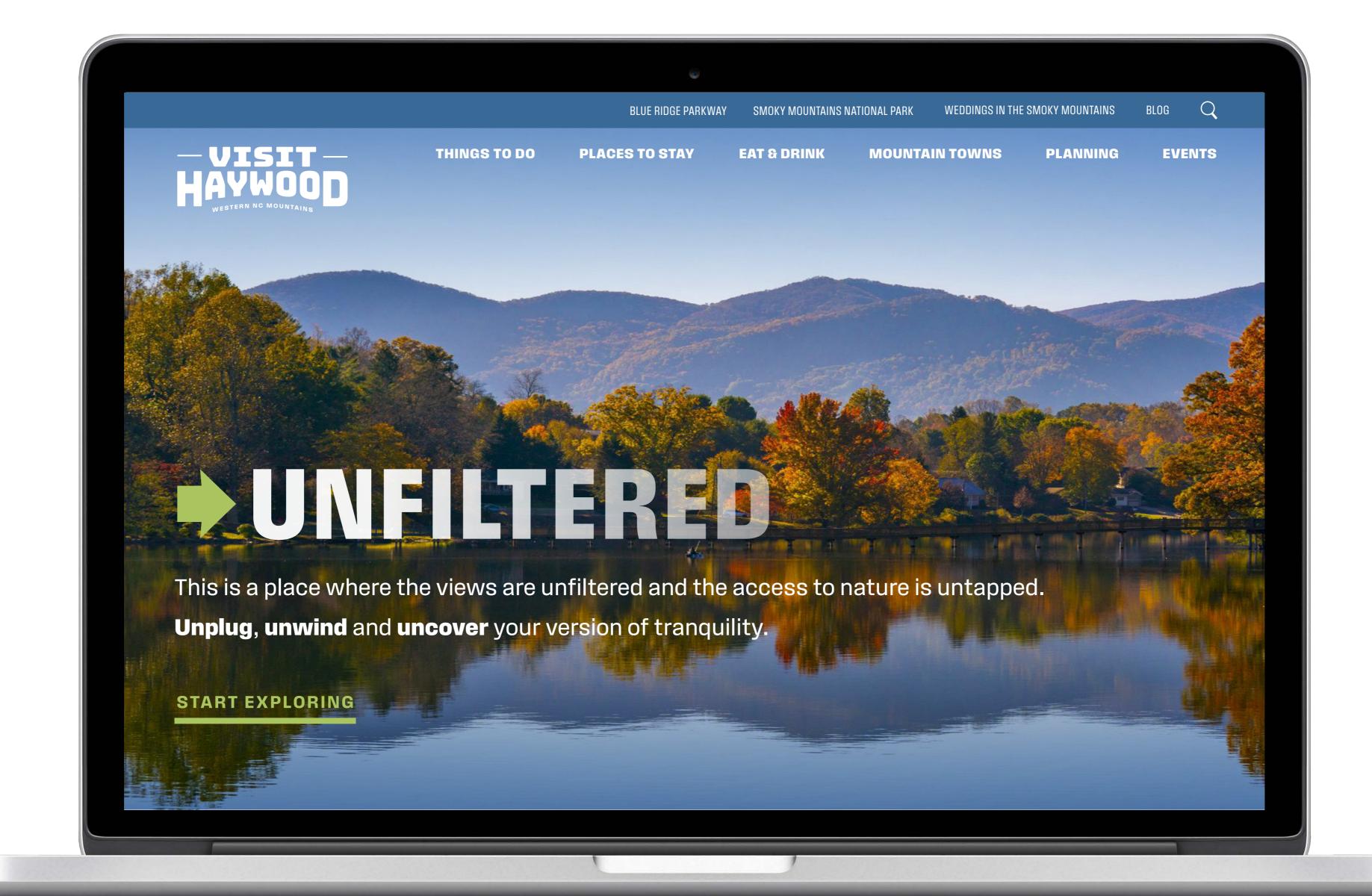








HOMEPAGE ACTIVATION



BRANDED MERCHANDISE ACTIVATIONS





