



TOTAL MARKETING

Beyond Full Circle Marketing

Thomasville
NORTH CAROLINA

Brand Standards Book

IDENTITY, LOGO USAGE
AND COPY STYLE GUIDE



The Seat of global Opportunity



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Thomasville
NORTH CAROLINA

The seat of Global Opportunity



- Located in the **heart of North Carolina**, Thomasville is perfectly positioned as the seat of global opportunity.
- Strategically positioned on I-85 mid-way between and less than 90 minutes from North Carolina's two largest cities, Charlotte and Raleigh, halfway between Washington, D.C. and Atlanta, GA, and less than four hours from a port and international airport, Thomasville is the hub for business and economic growth.
- Thomasville's quality of life reflects **big-city opportunities wrapped up in small-town charm**, making Thomasville a great place to call home.
- Visit our website to learn more and get a front row seat to a world of possibilities in Thomasville - www.ThomasvilleGlobalOpportunity.com.



Thomasville go

www.ThomasvilleGlobalOpportunity.com





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Thomasville
NORTH CAROLINA

Brand Standards Book

► Thomasville Logo

The Thomasville, NC logo was developed while keeping in mind that Thomasville is a forward-thinking community that is focused on leveraging its strengths to attract a strategic segment of business and industry.

Colors: The orange color of “Thomasville” represents warmth, optimism, happiness, spontaneity and energy. These concepts reflect the ideas that Thomasville is a friendly community that is ready to embrace not only new industry, but also the young, energetic workforce that those industries will need.

The blue color for “North Carolina” represents growth, stability and prosperity for Thomasville’s future.

Chair: Within the word “Thomasville,” the “h” is an abstract treatment that evokes a chair, harkening not only to the city’s history with Thomasville Furniture, but also to the “Big Chair” that has been an attraction in Thomasville for nearly 70 years. The chair is also the visual representation of the tagline, “Seated in Global Opportunity.” Its blue color represents trust, peace, loyalty, honesty, sincerity, and reliability, qualities that also make up the city’s overall sense of community.

Font: The type font for “Thomasville” and “NORTH CAROLINA” is A Day Without Sun, which evokes a modern, youthful impression. The globes that precede the word “Thomasville” indicate Thomasville’s location as an ideal place for global business, as well as Thomasville’s global reputation based on the history of Thomasville Furniture in that city; the scrolls on the “T” that overlay the globes also reference the scrollwork that is a recognized feature of Thomasville Furniture.

Globe: The globe icon “” can be used as a bullet when listing talking points in print and digital media (see ad on page 20).

Legal: The Thomasville logo is for the sole use of the Thomasville Chamber of Commerce, its partners and authorized vendors with express permission to use the logo according to brand standards.

- Files provided to organizations outside of this list are for single use/one-time events. Should such organizations require the use of the logo again, please contact the Thomasville Chamber. No permission or license is granted to use the Thomasville logo or brand elements without the prior written consent of the Chamber.
- Files may not be distributed in any electronic form, other than 72dpi JPEG format, without written consent from the Thomasville Chamber.
- Files may not be altered in any way.



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Standard Logo

Thomasville
NORTH CAROLINA

Brand Standards Book

► **The Thomasville Logo**

The general Thomasville logo has been designed to ensure maximum visual impact across a variety of applications. The preferred logo should be used whenever possible during joint initiatives that involve the Chamber and other community organizations during which no one organization is recognized directly. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



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Standard Logo + go

Thomasville
NORTH CAROLINA

Brand Standards Book

► **The Thomasville Logo with go (North Carolina)**

The Thomasville logo with go has been designed to ensure maximum visual impact across a variety of applications. This is the preferred logo for tourism and travel marketing campaigns and/or when trying to reach a target age of 35 or younger. The preferred logo should be used whenever possible during joint initiatives that involve the Chamber and other community organizations during which no one organization is recognized directly. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Standard Logo + go + Tagline Sub

Thomasville
NORTH CAROLINA

Brand Standards Book

► **The Thomasville Logo with go**
(The Seat of Global Opportunity Substitution)

The Thomasville logo with Go and the tagline “The Seat of global opportunity” has been designed to ensure maximum visual impact across a variety of applications. This is the preferred logo for Chamber and economic development marketing campaigns and when trying to reach a target age of 35 or younger. The preferred logo should be used whenever possible during joint initiatives that involve the Chamber and other community organizations during which no one organization is recognized directly. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated. The tagline should never be separated from the logo in this instance.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Standard Logo Options

Thomasville
NORTH CAROLINA

Brand Standards Book

► The Thomasville Logo Options with Tagline and URL

The Thomasville logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



The Seat of **g**lobal **O**pportunity

Main Logo + Tagline – This logo should be used during joint initiatives and other instances that involve the Chamber and other community organizations during which no one organization is recognized directly.

Note: “Thomasville go” should appear somewhere on the same document when possible.



The Seat of **g**lobal **O**pportunity

Main Logo + Go + Tagline – This logo can be used as an alternative during joint initiatives and other instances that involve the Chamber and other community organizations during which no one organization is recognized directly.

The addition of North Carolina to the logo ensures an audience outside of the Thomasville region, state, or country know where Thomasville is located.



Main Logo + Go + Substitution – This logo should be used with the specific Thomasville partner logo on all marketing and promotional items directly related to the ThomasvilleGo marketing campaign.



The Seat of **g**lobal **O**pportunity

www.ThomasvilleGlobalOpportunity.com

Main Logo + Tagline + URL – The addition of the URL ensures maximum exposure of the Thomasville brand.

Note: “Thomasville go” should appear somewhere on the same document when possible.



Thomasville
NORTH CAROLINA

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► **Thomasville Chamber of Commerce Logo**

The Thomasville Chamber logo has been designed to ensure maximum visual impact across a variety of applications. The preferred logo should be used on all Chamber marketing items including flyers, e-blasts, e-signatures, stationery, and more. Additional color versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



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Chamber Logo + go

Thomasville
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Brand Standards Book

► Thomasville Chamber of Commerce Logo with go (North Carolina)

The Thomasville Chamber logo has been designed to ensure maximum visual impact across a variety of applications. This is the preferred logo for tourism and travel marketing campaigns for the Chamber and/or when trying to reach a target to reach a target age of 35 or younger – in other regions or states. The preferred logo should be used on all Chamber marketing items including flyers, e-blasts, e-signatures, stationery, and more. Additional color versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo

Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Chamber Logo + go + Tagline Sub

Thomasville
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► **Thomasville Chamber of Commerce Logo with go (The Seat of Global Opportunity Substitution)**

The Thomasville Chamber logo with “go” and the tagline has been designed to ensure maximum visual impact across a variety of applications. This is the preferred logo for Chamber marketing campaigns for economic development initiatives and/or when trying to reach a target age of 35 or younger within the region. The preferred logo should be used whenever possible during joint initiatives that involve the Chamber and other community organizations during which no one organization is recognized directly. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Chamber Logo Options

Thomasville
NORTH CAROLINA

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► Thomasville Chamber of Commerce Logo Options

The Thomasville Chamber logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



CHAMBER of COMMERCE

The Seat of **g**lobal **O**pportunity

Main Logo + Tagline – This logo can be used as an alternative during other instances in which Thomasville’s location as well as the tagline need to be mentioned.

Note: “Thomasville go” should appear somewhere on the same document when possible.



CHAMBER of COMMERCE

The Seat of **g**lobal **O**pportunity

Main Logo + Go + Tagline – This logo can be used as an alternative during other instances in which Thomasville’s location as well as the tagline need to be mentioned.



CHAMBER of COMMERCE

Main Logo + Go + Substitution – This logo can be used as an alternative during other instances in which Thomasville’s location does not need to be known.



CHAMBER of COMMERCE

The Seat of **g**lobal **O**pportunity

www.ThomasvilleGlobalOpportunity.com

Main Logo + Tagline + URL – This logo can be used as an alternative during other instances in which Thomasville’s location, tagline and URL need to be mentioned for maximum brand impact.



Thomasville
NORTH CAROLINA

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► Thomasville Tourism & Visitors Center Logo

The Thomasville Tourism & Visitors Center logo has been designed to ensure maximum visual impact across a variety of applications. The preferred logo should be used on all marketing items including flyers, e-blasts, e-signatures, stationery, and more. Additional color versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Tourism Logo + go

Thomasville
NORTH CAROLINA

Brand Standards Book

► **Thomasville Tourism & Visitors Center Logo with go (North Carolina)**

The Thomasville Tourism logo with go has been designed to ensure maximum visual impact across a variety of applications. This is the preferred logo for the Thomasville Visitors Center. Additional logo versions are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo

Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Tourism Logo + go + Tagline Sub

Thomasville
NORTH CAROLINA

Brand Standards Book

► **Thomasville Tourism & Visitors Center Logo with go**
(The Seat of Global Opportunity Substitution)

The Thomasville Tourism & Visitors Center logo has been designed to ensure maximum visual impact across a variety of applications. This is the preferred logo for travel and tourism marketing campaigns when trying to reach a target age of 35 or younger and when wanting to keep the consistency of using the tagline. The preferred logo should be used on all marketing items including flyers, e-blasts, e-signatures, stationery, and more. Additional color versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Thomasville
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► Thomasville Tourism & Visitors Center Logo Options

The Thomasville Tourism logo has been designed to ensure maximum visual impact across a variety of applications. Additional logo versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Main Logo + Tagline – This logo should be used during joint initiatives or marketing campaigns where the “Thomasville go” is used in a separate location.

Note: “Thomasville go” should appear somewhere on the same document when possible.



Main Logo + Go + Tagline – This logo should be used as the main logo for the Tourism & Visitors Center .



Main Logo + Go + Substitution – This logo can be used as an alternative during other instances in which Thomasville’s location does not need to be known.



www.ThomasvilleGlobalOpportunity.com

Main Logo + Tagline + URL – This logo can be used as an alternative during other instances in which Thomasville’s location, tagline and URL need to be mentioned for maximum brand impact.



▶ **Thomasvillego**

The “**Thomasvillego**” logo has been designed to ensure maximum visual impact across a variety of applications. This logo should always be used with the main Thomasville logo (logos do not need to be side by side or stacked; merely on the same material to support one another) on all marketing and promotional items directly related to the “**Thomasvillego**” marketing campaign. In addition to the logo, the tagline “The Seat of **g**lobal **o**pportunity” should be used in all instances with special emphasis on the “**g**” and “**o**” to further support the campaign. This campaign is recommended on promotional items such as t-shirts to rally the community behind the new brand.

Additional color versions, shown below, are also available to accommodate special graphic situations. The preferred logo should be used whenever possible; additional options should be used only in circumstances indicated.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



► “The Seat of **g**lobal **o**pportunity” Tagline

The tagline can be used in multiple logo variations.

The Seat of **g**lobal **o**pportunity

Fonts Used: The **blue text** is Quicksand. The “**g**” and “**o**” is A Day Without Sun.

The Seat of **g**lobal **o**pportunity

Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.

The Seat of **g**lobal **o**pportunity

1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.

The Seat of **g**lobal **o**pportunity

2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.

► Thomasvillego + Main Logo (Special Instances)

If the “Thomasvillego” logo is used as the main focus or heading, it MUST be used in conjunction with “The Seat of global opportunity” and the Thomasville logo. The Thomasvillego logo can be used in a tilted manner either to the left or the right (no more than 10 degrees) in order to show motion. The Thomasvillego must also include the tagline “The Seat of Global Opportunity.”



Overall Size of Logo on T-shirt – The full logo should be no more than 10-inches wide on a men’s XL t-shirt. Smaller sized shirts can reduce the size of the full logo but may not to be smaller than 6-inches wide.

Logo Sizes in Relation – The Thomasvillego logo should be in a 3:1 ratio to the Standard logo (or other division’s logo). The tagline “The Seat of global opportunity” should extend the width of the “Thomasville go” logo.

Thomasvillego + Tagline – This logo should be used with the specific Thomasville partner logo on all marketing and promotional items directly related to the Thomasvillego marketing campaign.

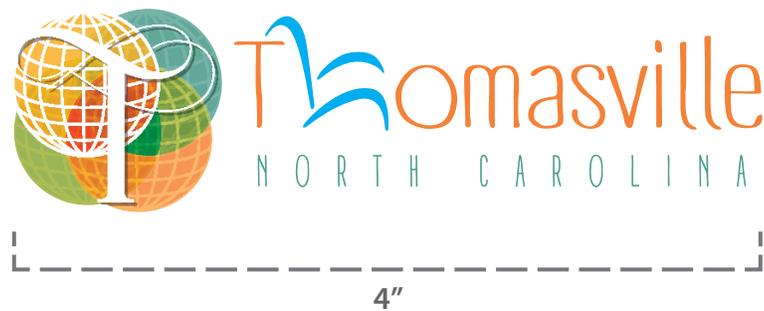




► **Logo Usage: Guidelines For Promotional Items**

This logo may be used at a 4" width, measured from the far left serif of the stylized "T" that overlays the globes to the far right curve of the "e". At 4", this logo should translate into an embroidered stitch count of approximately 7,000.

The logo may also be used on the back of shirts and jackets, on portfolios and messenger bags, on coffee cups, and numerous other promotional items. In these cases, the logo should be no smaller than 3.5" and no larger than 6" from the far left tip to the far right tip of the water element, and should be proportional to the item being printed or embroidered and the space available for printing on that item.



Refer to page 5 of the branding standards book for samples of the logos shown in 4-Color, 2-Color, Black and White, Reversed, and in what circumstances you would use each logo.

*Note about stitch counts: Stitch counts given in this document are approximations only. To get actual stitch counts, your embroidery company will need to run the digitized logos through a software program built specifically to instruct embroidery machinery how to stitch the logo on your chosen item.



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Marketing (Ad Campaign)

Thomasville
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Brand Standards Book

Thomasville Standard Logo →



Tagline – the tagline can be used as the headline in print advertising instead of using “The Seat of **g**lobal opportunity” logo.

The
seat of
global
Opportunity



Globe Bullet Points →

- Located in the **heart of North Carolina**, Thomasville is perfectly positioned as the seat of global opportunity.
- Strategically positioned on I-85 mid-way between and less than 90 minutes from North Carolina's two largest cities, Charlotte and Raleigh, halfway between Washington, D.C. and Atlanta, GA, and less than four hours from a port and international airport, Thomasville is the hub for business and economic growth.
- Thomasville's quality of life reflects **big-city opportunities wrapped up in small-town charm**, making Thomasville a great place to call home.
- Visit our website to learn more and get a front row seat to a world of possibilities in Thomasville – www.ThomasvilleGlobalOpportunity.com.

Thomasville **go** Logo →



Website URL →

www.ThomasvilleGlobalOpportunity.com



(Full-page Ad)

► Logo Usage: Guidelines For Promotional Items

The following minimum and maximum sizes are provided for logo variations that may be used on promotional items such as clothing, coffee mugs, door mats, etc. Guidelines are also provided for clear space around the logos to help ensure the Thomasville logo maintains clarity and legibility.

The logo consists of the word “Thomasville” in orange using the font A Day Without Sun. It rests atop the words “North Carolina” in teal and in all caps using the font A Day Without Sun. There is a cluster of 4 globes with intermeshing colors to the left of Thomasville. On top of the globes is a stylized T created from the glyph version of the font Desire. When used on clothing such as shirts, the size of the logo should be in proportion to the size of the clothing piece.

Standard Logo



1.5" minimum

Standard Logo + go



1.5" minimum

Chamber Logo



1.5" minimum

Chamber Logo + go



1.5" minimum

Tourism Logo



1.5" minimum

Tourism Logo + go



1.5" minimum

Logos for Very Small Products

(pens, USB memory sticks, etc.)



.5" minimum



.5" minimum



2.25" minimum for stiched items

On items such as baseball caps, keep the logo no smaller than 2.25" (approx. 4,200 stitch count).



Logo Use (Clear Space)

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► Logo Usage: Clear Space Around Logo

Clear Space – To preserve clarity, no other graphic element should intrude upon the Thomasville logo. A clear area equal to or greater than 0.25" must surround the logo on all four sides.



Centering – When the full logo is centered, it should be centered in the middle of the "o" in "Thomasville".





Logo Use (Print Media)

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► Logo Usage In Print Advertising

When using the Thomasville logo on print advertisements, the logo may be placed on the bottom right or bottom left of the ad, no smaller than 2.25" and no larger than 4.5", or in the top center of the ad, no smaller than 2.25" and no larger than 10" (for a full page newspaper advertisement, for example). The logo must be proportional to the page size.

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim augue dui dolore te feugait nulla





Logo Use (Headlines)

Thomasville
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► Logo Usage In Collateral Materials

On collateral material such as brochures, folders, flyers, etc., the logo may be placed on the left, center, or right at the bottom or top of the page, no smaller than 2.25" and no larger than 4.5".



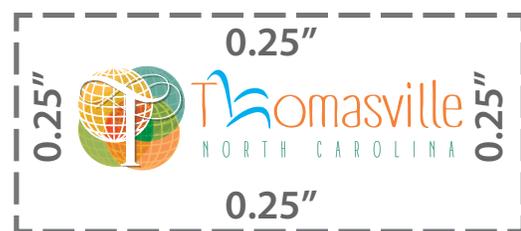
HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation cili. Duis autem vel eum hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt

Center

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation cili. Duis autem vel eum hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



Center



Logo Use (Billboards)

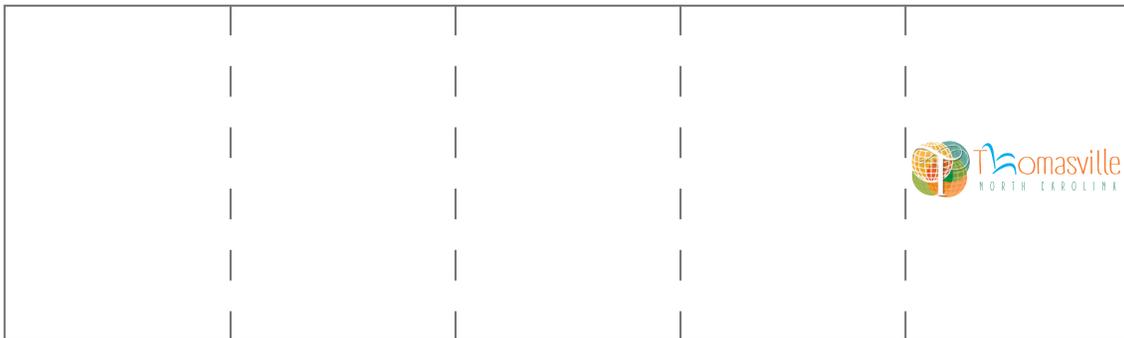
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► Logo Usage In Outdoor Advertising

All usage standards for the Thomasville logo as expressed on previous pages apply to billboard advertising except for size limitations. When using the Thomasville logo on a billboard, the logo should always be sized for optimum legibility, preferably at the far right of the outdoor board. The logo should be a minimum of 20% of the billboard space.

Horizontal



Vertical

Vertical Billboard or Bulletin
(Usually 12' or 14' or 48')

(usually vinyl or painted and seen from the Interstate)
Logo should be no smaller than 1/4 of the height of the billboard or bulletin.





Logo Use (Websites)

Thomasville
NORTH CAROLINA

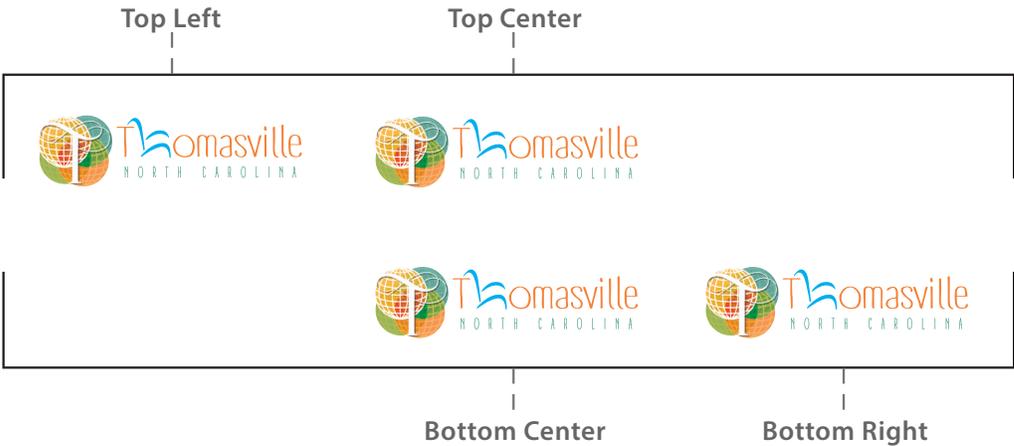
Brand Standards Book

► Logo Usage On A Website

Website – When using the Thomasville logo on the Thomasville website, observe the following:



Opening Splash Page – The Thomasville logo on an opening splash page, if applicable, should be centered on the page, no smaller than 410 pixels x 101 pixels and no larger than 560 pixels x 138 pixels.



Home Page – The Thomasville logo on a Home Page may be placed in the top left or top center. It may also be placed on the bottom center or bottom right. It should be no smaller than 200 pixels x 51 pixels.



Other Websites – When other websites use the Thomasville logo, the logo should be proportional to other logos on the page and should maintain a 20 pixel space around all sides of the Thomasville logo.

Mistakes to Avoid

► **Logo Usage: Mistakes to Avoid**

To ensure brand consistency across all applications, the Thomasville logo should be used only as indicated on pages 3 - 7. The examples shown below represent the most common misuses of the logo, and should be avoided.

Do Not produce the Thomasville logo in any of the following ways:



Do Not – stretch the logo in any way. Always size it up or down proportionately.



Do Not – alter any component of the logo, type or otherwise.



Do Not – place the full color or 2-color logo on a background that is uncomplimentary in color. Use the black and white logo in this instance. See page 30 for approved complementary colors.



Do Not – remove or alter the globe elements on the logo.



Do Not – place a graphic element too close to the logo. Refer to the clear space usage rules.



Do Not – reconfigure any of the elements of the Thomasville logo. Use only the logo versions provided in this manual.



Do Not – convert the Thomasville logo to grayscale.



Do Not – simply take the full color art of the logo and change it to white or black for 1-color applications. Custom art has been created for these instances. See page 5.



Do Not – place the logo on a busy photograph or busy graphic background. Use the reversed logo in this instance, on a portion of the photo that is not busy.



Do Not – assign different colors to the Thomasville logo or to any component of the logo – including colors from the logo color palette. Use only the versions provided in this manual: Full Color, 2-Color, 1-Color, Black & White, Reversed-out.



Do Not – apply any artistic effect to the Thomasville logo.

► **Logo Colors**



Pantone	Process	R G B	RGB Hex
PMS 801c	C = 100 M = 0 Y = 0 K = 0	R = 0 G = 174 B = 239	#00aeef
PMS 1575c	C = 0 M = 60 Y = 87 K = 0	R = 245 G = 130 B = 56	#f58238
PMS 7723c	C = 70 M = 14 Y = 59 K = 1	R = 78 G = 166 B = 133	#4ea685
PMS 136c	C = 0 M = 28 Y = 86 K = 0	R = 255 G = 191 B = 59	#ffbf3b
PMS 377c	C = 58 M = 22 Y = 100 K = 4	R = 121 G = 153 B = 0	#799900
PMS 172c	C = 0 M = 87 Y = 100 K = 0	R = 255 G = 70 B = 18	#ff4612
PMS 7731c	C = 85 M = 24 Y = 93 K = 9	R = 33 G = 134 B = 73	#218649

Note on colors: Due to the nature of Pantone inks, there is a slight variation in color between the true Pantone colors and the CMYK mix colors. Tints of the logo colors may be used as complementary colors.



► **Additional Complementary Colors**

(Tints of these colors may also be used from 100% - 0%)

PMS 7677c	C = 73 M = 85 Y = 27 K = 0	R = 104 G = 72 B = 128	#684880
PMS 7647c	C = 35 M = 94 Y = 28 K = 0	R = 174 G = 55 B = 119	#ae3777
PMS 290c	C = 25 M = 2 Y = 0 K = 0	R = 185 G = 227 B = 247	#b9e0f7
PMS 365c	C = 26 M = 0 Y = 60 K = 0	R = 195 G = 224 B = 136	#c3e088
PMS 441c	C = 6 M = 0 Y = 7 K = 9	R = 217 G = 226 B = 219	#d9e2da
PMS 0131C	C = 5 M = 1 Y = 46 K = 0	R = 245 G = 240 B = 161	#f5f0a1



**TOTAL
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Design Elements

Thomasville
NORTH CAROLINA

Brand Standards Book

► Using the Globes from the Thomasville Logo as Design Elements

The intermixing of colors and patterns of the globes from the Thomasville logo lends itself to be used as a design element to promote the brand under certain conditions. Specifically, the globes can be used to create background textures in marketing pieces, promotional items, and certain signage. In the examples below, the globes have been greatly enlarged to focus on the globe's intersection and the "T". In all cases, the full Thomasville logo with tagline must be prominent on a white or near white element and be the main focal point of the piece. On objects such as door clings, banners, or trade show booths, the logo should be at eye height (5 - 5.5 feet from the ground). It is strongly recommended that any design using this creative should be sent to 365 Degree Total Marketing (linda@365degreetotalmarketing.com) for a review of the brand standards before sending to be manufactured or printed.





Thomasville
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Brand Standards Book

► Brand Standards Checklist

Brand Standards Checklist

- Approved logo version used
- Logo includes a clear space around it of 0.25" on all four sides
- Centered logo centers on the "o" in Thomasville.
- Logo use does not violate standards as outlined on page 28 of the Graphic Standards book
- Logo uses only the official brand colors as shown below, except when a background being used requires one of the four accepted usages for the logo to stand out.



Preferred Logo – Full Color Version



Black and White Version – For use in special situations where black only must be used such as in a black and white newspaper ad or any other collateral piece that will print only in black ink.



1-Color Version – For use in special situations where 1 color only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.



Reversed-Out Version – Knocked out of solid background or photograph; use whenever the background is too dark for the preferred logo to be readable.



2-Color Version – For use in special situations where 2 colors only must be used, such as in promotional pieces (coffee mugs, for example) or items that will be screen printed.

► **Brand Standards Checklist (cont.)**

Brand Standards Book

Logo is placed, ideally, only in conjunction with complementary colors provided on page 29 of the Brand Standards book and shown here:

Pantone	Process	R G B	RGB Hex	Pantone	Process	R G B	RGB Hex
PMS 801c	C = 100 M = 0 Y = 0 K = 0	R = 0 G = 174 B = 239	#00aeef	PMS 7677c	C = 73 M = 85 Y = 27 K = 0	R = 104 G = 72 B = 128	#684880
PMS 1575c	C = 0 M = 60 Y = 87 K = 0	R = 245 G = 130 B = 56	#f58238	PMS 7647c	C = 35 M = 94 Y = 28 K = 0	R = 174 G = 55 B = 119	#ae3777
PMS 7723c	C = 70 M = 14 Y = 59 K = 1	R = 78 G = 166 B = 133	#4ea685	PMS 290c	C = 25 M = 2 Y = 0 K = 0	R = 185 G = 227 B = 247	#b9e0f7
PMS 136c	C = 0 M = 28 Y = 86 K = 0	R = 255 G = 191 B = 59	#ffb3b	PMS 365c	C = 26 M = 0 Y = 60 K = 0	R = 195 G = 224 B = 136	#c3e088
PMS 377c	C = 58 M = 22 Y = 100 K = 4	R = 121 G = 153 B = 0	#799900	PMS 441c	C = 6 M = 0 Y = 7 K = 9	R = 217 G = 226 B = 219	#d9e2da
PMS 172c	C = 0 M = 87 Y = 100 K = 0	R = 255 G = 70 B = 18	#ff4612	PMS 0131C	C = 5 M = 1 Y = 46 K = 0	R = 245 G = 240 B = 161	#f5f0a1
PMS 7731c	C = 85 M = 24 Y = 93 K = 9	R = 33 G = 134 B = 73	#218649				



Thomasville
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► **Brand Standards Checklist (cont.)**

Brand Standards Book

Advertising & Print Collateral

- Logo in print advertising and print collateral, bottom left or right of the ad, is at least 2.25" wide, but no wider than 4.5"
- Logo in print advertising and print collateral, top center of the ad, is at least 2.25" wide, but no wider than 10"
- Logo is proportional to ad size in print ads
- Logo on horizontal billboards is sized for optimum legibility, preferably at far right
- Logo on vertical billboards is sized for optimum legibility, at bottom center

Website

- Logo on splash page is centered on the page
- Logo on splash page is no smaller than 410 pixels by 101 pixels.
- Logo on Home Page at the top, left or right of the page is no smaller than 200 pixels by 51 pixels.
- Logo on other websites is proportional to other logos on the page
- Logo on other websites maintains a 20-pixel space around all four sides of the logo

Clothing & Promotional Items

- Logo on items such as baseball caps is at least 2.25" (approx. 4,200 stitch count).
- Logo on items such as messenger bags or the back of shirts and jackets, on coffee cups, etc. is no smaller than 1.25" and no larger than 6" and is proportional to the size of the item being printed or embroidered, or the space on the item available for printing or embroidery.