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BRAND MESSAGING

BRAND ESSENCE

The beauty of possibility is that it means something different to everyone.

When we inspire people to think bigger about what's possible, we can connect their vision to the physical space and the experiences we help them create. This connection ultimately secures an unshakeable place in the hearts and minds of each visitor and resident.

Live Inspired.™

BRAND TAGLINE

We push ourselves to improve and continue to challenge convention on how local governments should operate. As we build on our legacy of excellence, we recognize that there is always room to grow. To that end, we must hold ourselves to an even higher standard.

We focus on inclusion, seek diversity, and value experiences and perspectives that inspire us to aim for excellence.

We seize opportunities to experiment, learn, and adapt to create a better future.

We Live Inspired.™

We are Cary, North Carolina.

LIVE INSPIRED™

Proper Usage:
Capitalize the "L" and "I" in the tagline when used in a sense that is associated with our branding: Live Inspired.™

Ex: We Live Inspired.™

Improper Usage:
Do not capitalize the "L" and "I" in the tagline when used in a sentence referring to Cary as a whole or its citizens.

Ex: The town of Cary encourages its residents to live inspired.™

CARY STAR

For thousands of years, stars have guided us in the dark. They are beacons of hope, wonder and magic. A star symbolizes positivity and possibility, inspiring us all to strive for a higher standard. Cary is filled with shining stars, and Cary is a shining star in America.

Our star serves as a visual reminder for residents and businesses to dream of a better future for themselves and their communities. It communicates to visitors and guests that Cary is a place that reaches higher and lives inspired.

CARY®
LIVE INSPIRED

STARS:

- Help voyagers navigate oceans and deserts, guiding their way home.
- Have inspired human culture and art for millennia, capturing our imaginations and sparking creativity.
- Provide the energy that helps create the essential elements which are the building blocks for life and the universe as a whole.

In design, stars are used for their symbolic and aesthetic qualities, representing concepts such as beauty, wonder, inspiration, and hope.

In literature, stars can represent the guiding force that helps characters find their way through difficult or uncertain situations, or they can symbolize the search for direction or purpose in life.

MISSION & VISION

Create public value that enhances the lives we touch by embracing diversity, bringing the community together to solve public problems.

To challenge and reimagine the standard for what local government can be.

PURPOSE

Cary challenges the standard for how local governments should operate. We embody excellence, professionalism, and inclusion in local government by demonstrating leading practices and partnering effectively with our community. We build on our legacy of excellence and recognize that we always have room to grow. This continued excellence requires that we challenge convention and dare to think differently, always learning along the way. When we are successful, Cary's citizens know that their local government is a committed partner and trusted steward of their resources.

BRAND VALUES & TRAITS

People First: We exist to build an inclusive community and take care of people. We are genuine and trustworthy, providing support and encouragement when needed.

Evolution: We seize opportunities to experiment, learn, and adapt to create a better future. We embrace a culture of curiosity, always aspiring to grow.

Working Smart: We prioritize work on the most important things, getting creative to improve our approach rather than defaulting to the way things have always been done.

Anyone Can Lead: We differentiate leadership from authority and believe that everyone can find ways to make our community better through inclusive collaboration.

AUDIENCES

RESIDENTS

THOSE WHO CALL CARY HOME

GOALS

- Live in a safe and accessible location with an excellent quality of life
- Maintain financial stability in the household with reliable employment options
- Create meaningful connections within the community

KEY QUESTIONS

- What resources and services are available to me in Cary?
- How is Cary going to continue to fit my needs as it evolves?

HOW WE REACH THEM:

- Social media
- Direct mail
- 311
- Cary TV
- Print, digital, and news media outlets
- Website
- Events and meetings
- Surveys
- E-newsletters
- Signage
- Face-to-face engagement
- Door-to-door and in-person events

VISITORS

THOSE WHO SEE CARY AS A DESTINATION

GOALS

- Find the most exciting things to see and experience on their trip
- Try new food, drinks, and experiences

KEY QUESTIONS

- Why should I visit Cary?
- What is there to do/see/learn?

HOW WE REACH THEM:

- Travel sites and publications
- Word of mouth
- Regional/national print and digital media
- Website
- Social media
- TV and radio advertising

BUSINESS OWNERS

THOSE WHO RELY ON CARY FOR THEIR LIVELIHOOD

GOALS

- Maximize profits
- Scout business locations that have a high return on investment (ROI)
- Hire reliable employees with fair wages
- Reach target audiences

KEY QUESTIONS

- How do taxes and policies in this area impact my business?
- What makes this area a profitable choice for me?

HOW WE REACH THEM:

- Business chambers
- Local/regional business websites
- Word-of-mouth
- TV and radio advertising
- Door-to-door and in-person events
- Trade publications

LOCAL GOVERNMENT

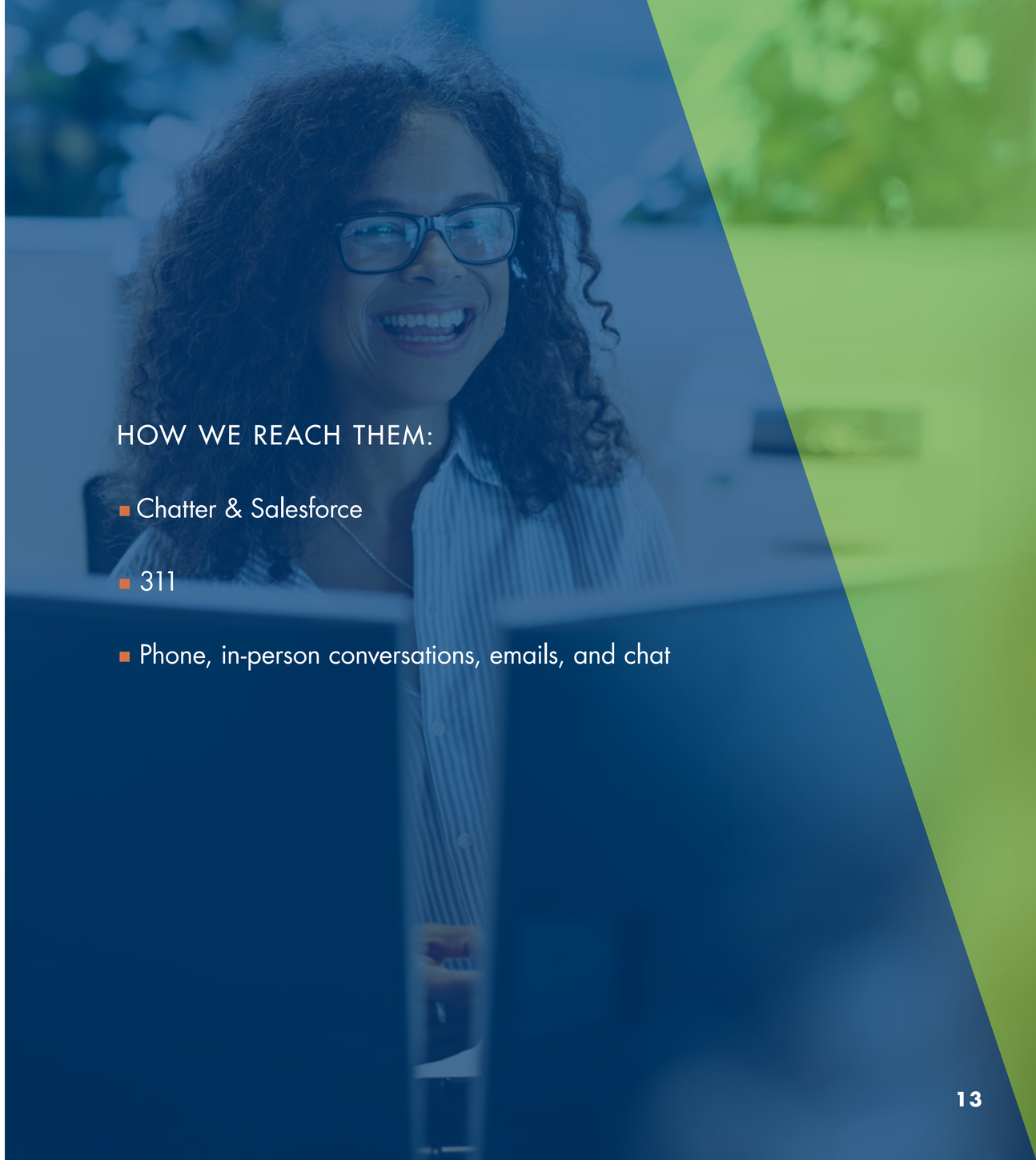
THOSE WHO WORK - AND PLAY - IN CARY

GOALS

- Build a community that is people-first and inclusive
- Establish Cary's local government as a committed partner and trusted steward of resources
- Lead collaboratively, and with excellence, to create a better future for residents

KEY QUESTIONS

- What do our audiences want and need from local government?
- How can we better serve our community?



HOW WE REACH THEM:

- Chatter & Salesforce
- 311
- Phone, in-person conversations, emails, and chat

BRAND PERSONALITY & TONE OF VOICE

BRAND PERSONALITY

WHO IS CARY, N.C.?

We use **Archetypes**, **Personas**, and **Tonality** as character building tools that bring our brand to life, guide the way we write and speak, and make memorable connections with people.

Brand Archetype:
Our archetype draws on a universally-familiar character or situation that transcends time, place, culture, gender, and age.

Brand Persona:
We personify the brand through a set of human characteristics into a kind of "muse" that brings the archetype into a more familiar and relatable state.

Brand Tonality:
Using tone of voice characteristics as a set of guardrails enables us to express our brand's attributes consistently across all communication.

BRAND ARCHETYPE

THE ALCHEMIST

The Alchemist is a change agent. Skilled at converting one kind of matter into another and interpreting symbols, the Alchemist can turn negatives into positives, muck into miracles, and fear into courage.

This archetype possesses a unique blend of the scientific and the spiritual, and is motivated by the potential to create a new vision of the world. Believing anything is possible, from eternal life to a universal cure for disease, the Alchemist empowers others to live better, more fulfilling lives.

Our goal is to transform situations, inspire people, and turn vision into reality.

Strengths:
- Empowering
- Authentic
- Fascinating
- Spirited

Voice:
- Curious
- Inspirational
- Articulate
- Story-rich

Brands:
- Absolut Vodka
- TED
- Dyson

People:
- Isaac Newton
- Steven Spielberg
- Mary Poppins

BRAND PERSONA

THE INSPIRED LEADER

We are a catalyst for change, and we relish the opportunity to affect positive change around ourselves. We possess immense inner curiosity and we enjoy stirring such curiosity in others.

We help others see the world from a different perspective, and inspire them to envision what's possible. We empower others to live better, more fulfilling lives.

When we look to the future we see magic, possibilities, and world-changing ideas.

TONE OF VOICE

INNOVATIVE, OPEN, AND FRIENDLY

Specific characteristics: As we think about various communications, subject matter, and audience groups, we may lead with one characteristic over others. But across the entire brand experience, our voice should embody these five:

- Genuine
- Insightful
- Bright
- Confident
- Motivating

WE ARE GENUINE

We are frank, open, and honest. We are direct when speaking and writing — we talk to humans, *like* humans. We are kind and empathetic, always holding space for the experiences of others.

WE DO

- Write like you speak.
- Use “we” and “us” language.

WE DON’T

- Use jargon, or overly formal language.
- Be too colloquial — Cary is a growing town that attracts visitors and residents from around the world seeking an innovative and modern place to live.

SAY THIS

- Hello, neighbors!
- We’re excited to announce some big upcoming events!

NOT THIS

- Hey, y’all!
- Please read the following announcement to learn about new events in your area.

WE ARE INSIGHTFUL

We're passionate about learning and continual improvement. We know that lasting innovation happens when we consider the human experience. We bring curiosity and thoughtfulness to every situation.

WE DO

- Ask questions and seek to understand others' experiences.
- Find opportunities to educate our audience.

WE DON'T

- Come across as naive or lacking key information.
- Give non-answers, answer a question with a question, or redirect by changing the subject.

SAY THIS

- Have you ever wondered what makes people choose the city they live in? Yep, we have too. That's why we dug in to find out why our neighbors chose to live here. Here's what we found …

NOT THIS

- Our fast-growing Parks, Recreation and Cultural Resources program has something for everyone, regardless of age or interest.

WE ARE BRIGHT

We are open and clear, maintaining a sense of optimism and possibility in all things.

WE DO

- Speak with a smile.
- Find the silver lining.

WE DON'T

- Use language or a tone that's silly or flippant.
- "Brightwash" serious issues.

SAY THIS

- We're passionate about keeping you safe and healthy. That's why we update our water disinfection process every year (and why you might also detect a stronger chlorine smell).

NOT THIS

- You may notice a stronger chlorine smell in your water due to our temporary change in our disinfection process, which happens annually.

WE ARE CONFIDENT

We trust ourselves, feeling sure of our expertise and our abilities. We show up in a realistic, secure way. We possess a quiet inner knowledge that we are capable.

WE DO

- Focus on strengths.
- Keep it short and to the point.

WE DON'T

- Lead with ego or assume we are superior to others.
- Be curt or cold.

SAY THIS

- Cary is proud to be known as the "Technology Town of North Carolina." Come see why!

NOT THIS

- We're the most educated and technology advanced town in North Carolina.

WE ARE MOTIVATING

We always seek to inspire. We are supportive of and reassuring to others, encouraging them to strive for excellence.

WE DO

- Use encouraging language.
- Make people feel as if we're all in it together.
- Be brief, clear, and compelling.

WE DON'T

- Be unrealistic about what can be accomplished.
- Mislead anyone to believe that we're involved in something we're not.

SAY THIS

- Cary is full of great places to live and work — check out the TBJ to find local companies here with a strong culture and a track record of success.
- Nice work!

NOT THIS

- Today's job market is tight, but Cary remains a great place to live and work. Search local listings for a job that suits your needs.
- Good job.

BRAND GUIDELINES

PRIMARY LOGO

CARY®

LIVE INSPIRED

LOGO - TAGLINE

- When using the logo to reach a regional audience, one likely familiar with Cary, North Carolina, use the Primary Logo with our “Live Inspired” tagline.
- Always leave a margin around the logo equal to the width of the Cary star.
- Never use smaller than 1.5” wide in print, and 108px on screens, so that the tagline is legible.

SECONDARY LOGOS

LOGO - NC

- When using the logo to reach audiences who may lack familiarity with Cary, North Carolina, use the Secondary Logo with “North Carolina.”
- Always leave a margin around the logo equal to the width of the Cary star.
- Never use smaller than 1.5” wide in print, and 108px on screens, so that the state name is legible.

LOGO - CLEAN

- When the logo is used in applications where the tagline or the state name would not be legible, or would create duplication of messaging, the Secondary Logo without tagline or state name should be used. *For example, when the Repeating Logo graphic is used, only the center logo has the tagline while the others are the clean version (see page 30).*
- Always leave a margin around the logo equal to the width of the Cary star.
- Should be used in all applications below 1.5.”
- Never use smaller than 0.5” wide in print, and 36px on screens.

PRIMARY USAGE

CARY®

LIVE INSPIRED

LOGO COLOR VARIATION GUIDELINES

- **Primary Usage** in **Cary Blue with orange star** should be used on light backgrounds and photographs where enough contrast exists for legibility.

- **Primary Usage** in **white with orange star** should be used on dark backgrounds and photographs when there is enough contrast for the logo.

PRIMARY USAGE

CARY®

LIVE INSPIRED

SECONDARY USAGE

CARY®

LIVE INSPIRED

LOGO COLOR VARIATION GUIDELINES

- **Secondary Usage** on select occasions, and **only with brand approval,** a **green star** may be used in place of the orange star.

- **Secondary Usage** in **white with white star** should be used on dark backgrounds and photographs when there is not enough contrast for the Primary Logo.

TRADEMARK USAGE

CARY and CARY LIVE INSPIRED are registered trademarks of Cary, North Carolina.

Registered trademark symbol must be used in all instances as shown on this page. (If using as a design accent, symbols are still needed)

PRIMARY USE

SECONDARY USE

The primary use versions of Cary's design marks can be used in any use, regardless of color. The secondary use versions can only be used with brand approval.

Use the ™ symbol on the tagline "Live Inspired" when used alone, until federal registration is obtained from the USPTO.

SECONDARY USE

"Cary Live Inspired®"

"Live Inspired™"

These two standard character marks can be used in any use of this phrase, no matter the font, color, etc.

REPEATING LOGO

The repeating logo is a separate background brand element. It supports the brand in places where the logo, icon, or typemarks already appear. The accent should be treated so the opacity gradually increases then decreases. Dark blue, white, and gray are the only colorways allowed (may use dark blue and white logo with orange star if background color allows, but the orange star can only be in the full saturated version).

ORANGE SQUARE BULLETS

Use orange, square bullets with text where applicable in marketing materials.

PATTERN

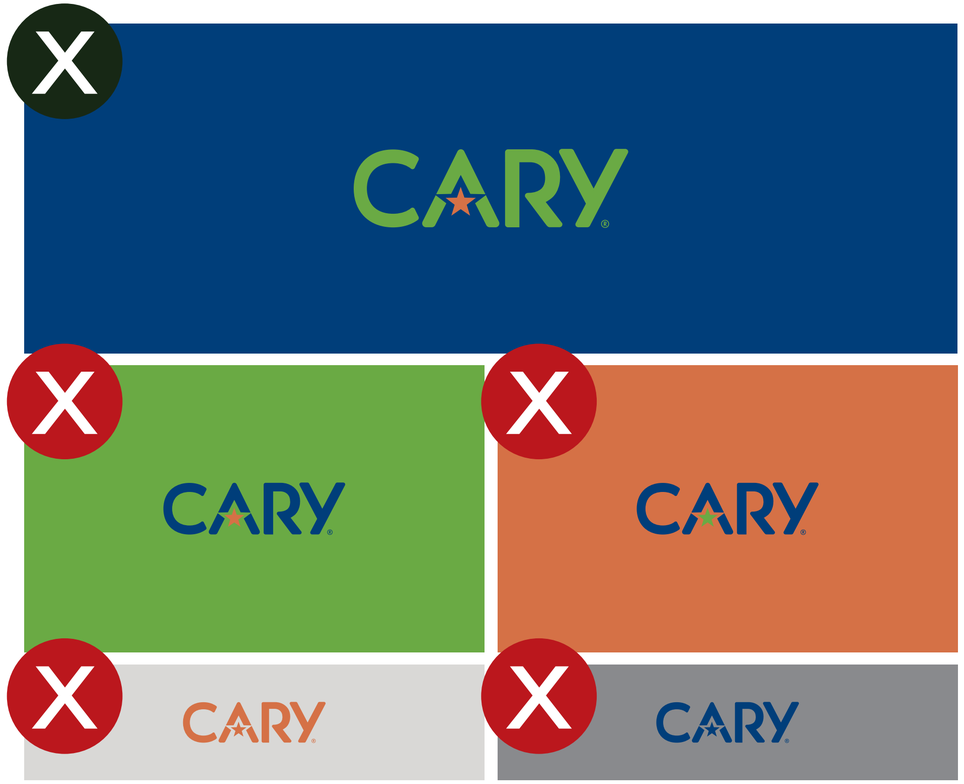
The pattern is a separate background brand element. It supports the brand in places where the logo or typemarks already appear. Depending on what looks best, the pattern can be opaque or have the “overlay” or “multiply” effect applied over background. Can only use grays and white.

HALF-TIP OF THE STAR

The half-tip of the star can be used as a design element to bring movement and color into layout. Can also be used to break up content so long as the guidelines for color usage are still followed. May be used horizontally or vertically.

EXAMPLES OF IMPROPER USAGE

The Cary logo should not be altered in any way. Do not stretch, skew, use special effects, or reproduce logos in unauthorized colors and/or color combinations. Never use the star with any other colors but orange, green, and white. The black version of the logo may ONLY be used in black and white publications.



The Cary "star" should only be used in the logo. Do not use separately or use other stars around or with the logo.

PRIMARY | ADOBE CREATIVE CLOUD (Mac & PC Usage)

This is to be used as first choice for any marketing or advertising collateral, especially for print. ***Do not use with Arial or Poppins.***

EXAMPLES: business cards, banners, posters, event displays, stationary, publications, etc.

FUTURA STD BOLD

HEADLINE 1 - TRACKING SET AT 150

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:—"()&?!

FUTURA STD MEDIUM

HEADLINE 2 - TRACKING SET AT 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:—"()&?!

FUTURA STD BOOK

BODY COPY - TRACKING SET AT 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890.,;:—"()&?!

SECONDARY | MICROSOFT OFFICE

This font should only be used within the Microsoft Office programs. ***Do not use with Futura or Poppins.***

ARIAL BOLD

HEADLINE - TRACKING SET AT 150

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.,;:—“()&?!

ARIAL REGULAR

BODY COPY - TRACKING SET AT 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890.,;:—“()&?!

SECONDARY | GOOGLE FONTS FOR WEB

This font should only be used on web and digital platforms. ***Do not use with Futura or Arial.***
EXAMPLES: website, email, Canva or social media.

POPPINS BOLD

HEADLINE - TRACKING SET AT 150

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,;:—“()&?!

POPPINS REGULAR

BODY COPY - TRACKING SET AT 0

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890.,;:—“()&?!

PRIMARY - Cary Blue

PANTONE
654

RGB:
0/62/122

CMYK:
100/67/0/37

HEX:
003e7a

PANTONE + CMYK:
P 108-8 U

SECONDARY

Never put green on orange or orange on green.
Keep usage to 30-40%, with white or dark blue being used at 60-70%.

PANTONE
1595

RGB:
213/113/70

CMYK:
13/67/80/1

HEX:
d57146

PANTONE + CMYK:
P 37-14 U

PANTONE
376

RGB:
106/170/55

CMYK:
64/11/100/1

HEX:
6aaa37

PANTONE + CMYK:
P 154-16 U

TERTIARY

PANTONE
COOL GRAY 9

RGB:
117/118/122

CMYK:
56/47/44/11

HEX:
898a8d

PANTONE + CMYK:
P 179-8 U

PANTONE
COOL GRAY 1

RGB:
217/216/214

CMYK:
14/11/12/0

HEX:
d9d8d6

PANTONE + CMYK:
P 179-2 U

WHITE

RGB:
255/255/255

CMYK:
0/0/0/0

HEX:
FFFFFF

BLACK

RGB:
0/0/0

CMYK:
0/0/0/100

HEX:
000000

PHOTOGRAPHY STYLES & EXAMPLES

Building/Structural Imagery

PHOTOGRAPHY STYLES & EXAMPLES

Employee & Portrait Imagery

PHOTOGRAPHY STYLES & EXAMPLES

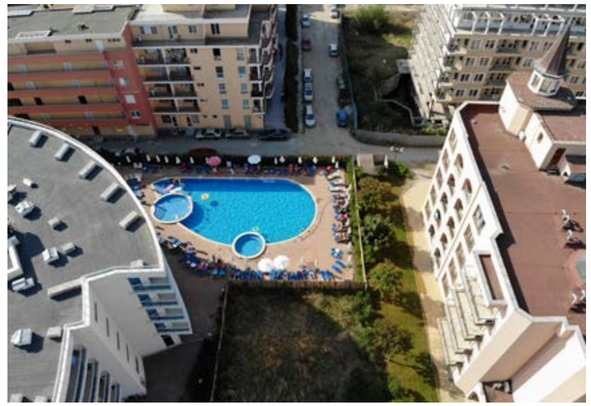
Lifestyle Imagery

PHOTOGRAPHY STYLES & EXAMPLES

Event Imagery

PHOTOGRAPHY STYLES & EXAMPLES

Aerial Imagery



PHOTOGRAPHY DO'S & DON'TS

DO'S

- Keep the feeling authentic and real. Not too staged or corporate.
- Be creative with angles and show things in a different, non-traditional way.
- Make sure subject matter is well lit, colors are bright and vibrant, and there is a decent amount of contrast.
- Always show happy people in an overall good mood enjoying themselves.
- Choose candid lifestyle shots over traditional staged portraits.
- When capturing photos of events, always try to represent a lively, diverse group of people.

DON'TS

- Try to avoid using stock photography, as you lose credibility, connection, and authenticity.
- Stay away from mixed images that include illustration/digital collage. These suggest a lack of creativity and read as dated stock photos.

DON'T EXAMPLES

Illustration/digital collage

Dark, dreary, and with no contrast or unique angles/dimension

Overly staged, overdone, and not authentic

ILLUSTRATION STYLES & EXAMPLES

Cary illustrations should be geometric and contain simple lines and shapes to stay in line with the star in the logo as well as the large triangular design accents. These forms of illustrations embody a lot of adjectives that make up the Cary brand — idea-driven, iconic and bold, welcoming and relatable, innovative and diverse, modern, refined, and sharp. Make sure to use flat color and avoid gradients. You can use solid color blocks to create shadows and highlights to give depth.

Use **simple Illustrations** or icons on compositions that are more copy heavy or have a lot of information, such as an infographic. On compositions with more free space, use **complex illustrations** to tell more of a story.

CARY
LIVE INSPIRED