



Graphic Brand Standards

These graphic standards were developed as a method for protecting the graphic brand of Hickory, 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 Mandy Pitts at the City of Hickory, North Carolina at 828-261-2222.

Hickory Logo Usage

The following guidelines illustrate the proper use of the Hickory logo.

Full color logo

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



One color logo

The logo may be represented in a single color using PMS 3435, PMS 541, PMS 4495, PMS 131, PMS 202 or Black in either spot color or 4color process printing techniques. It may also be reproduced with or without gradients.



Reversed logo

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



Logo elements

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



Hickory Metro Convention & Visitors Bureau Logo

A logo has been created for the Hickory Metro Convention & Visitors Bureau in keeping with the Hickory brand. The standards explained in this guide also apply to the Hickory Metro CVB in all cases except the one color logo usage. The logo may be represented in a single color using PMS 3435, PMS 131, Black in either spot color or 4color process printing techniques.



Catawba County Economic Development Corporation

A logo has been created for the Catawba County Economic Development Corporation in keeping with the Hickory brand. The standards explained in this guide also apply to the Catawba County EDC.



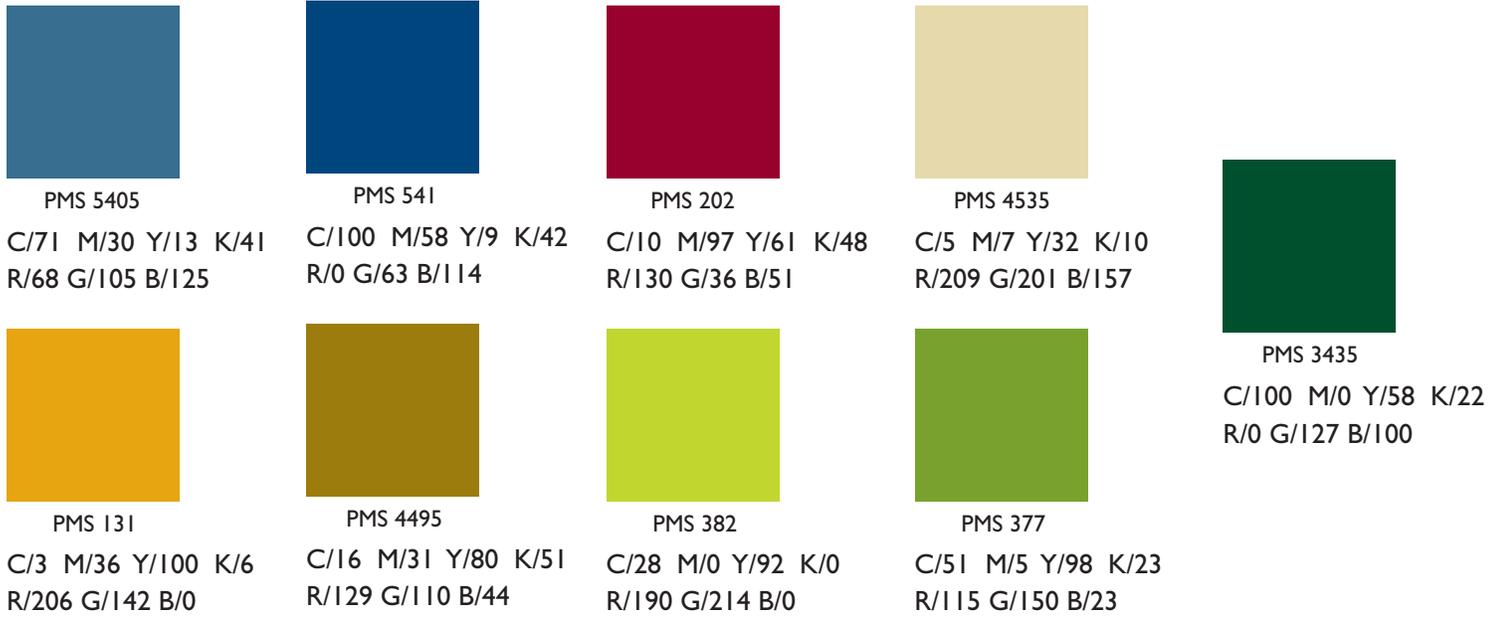
Additional Hickory, North Carolina Graphic Standards

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

Recommended Hickory, North Carolina Color Palette

The color palette provides a guide for keeping a consistent color scheme within the destination's communications.

Color Palette



Recommended Hickory, North Carolina Typeface

The following typeface family should be used on all Hickory, North Carolina materials.

Avenir LT Std 55 Roman AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU

Avenir LT Std 85 Heavy AaBcCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU

(Any of the Avenir LT Std family may be used)

Recommended Hickory, 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 width of the "O" in the logo. (See example)



Unacceptable Logo Applications

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



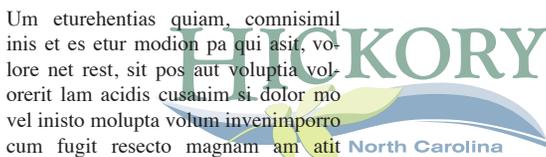
DO NOT change the proportions of the logo.



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.



DO NOT alter the logo for any other unapproved entity.



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