



## Our Vision

Providing gateways that foster grassroots connections between Charlotte and cities around the world.

## Name, Abbreviation, and Hashtag

Though we are legally known as Charlotte Sister Cities Association, the community shall know us as Charlotte Sister Cities. Use the whole name when possible and avoid abbreviation, as CSC may be unclear to the general public. Use the #cltsistercities hashtag on social media.

## Our Design System

A design system is a whole collection of design components, guided by clear standards, that can be assembled together and provide a consistent experience. Imagine a big box of Lego pieces that can be assembled in near-infinite ways. It's the embodiment of a system of concepts, it is the brand as a whole represented by its individual pieces. Nothing exists in a vacuum. These pieces must all work together in harmony.

## Color

Primary		<p><b>A. Charlotte Sister Cities Blue</b> This is our main brand color. Try to use a splash of this in every brand experience, but avoid using this as a background.</p> <p><b>B. Accent Blue</b> This is a slight variation on the main brand color. This color can be used to add pop when the main brand color is too light.</p>
Secondary		<p><b>C. Light Blue</b> This is a supporting color that is best suited as a background or divider to bring more blue into experiences.</p> <p><b>D. Lighter Blue</b> This is a supporting color that works well as a light text background.</p> <p><b>E. Navy Blue</b> This is a supporting color that brings out the best in the main brand color. Use this gratuitously.</p>
Neutrals		<p><b>F. Black</b></p> <p><b>G. Warm Grey (Sand Dune)</b></p> <p><b>H. Cool Grey (Magnolia)</b></p> <p><b>I. White</b></p>

## Logo



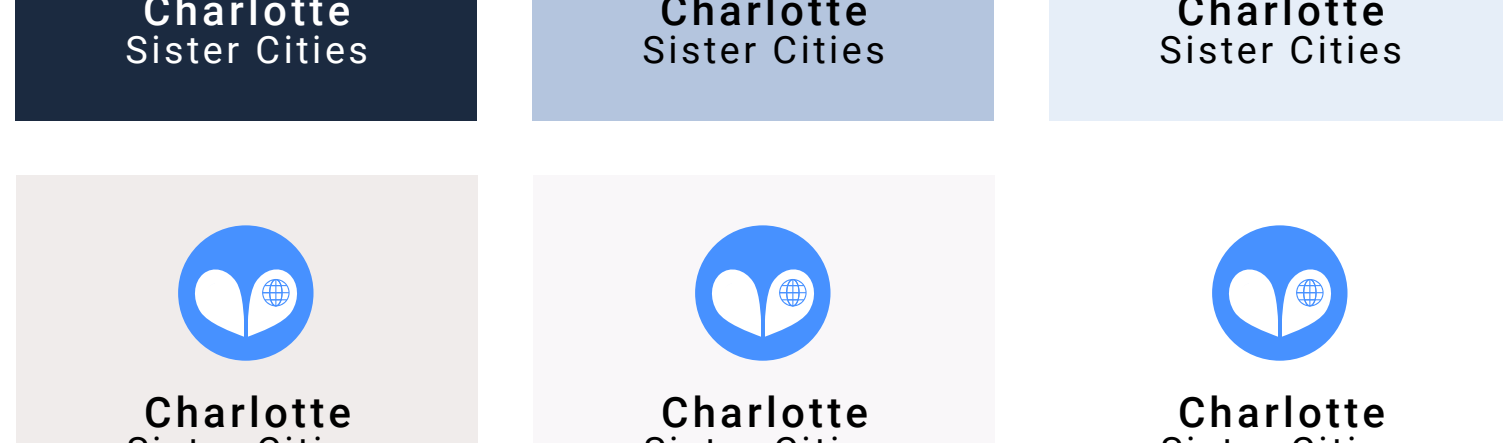
Icon Wordmark

Horizontal	Stacked	The "Luggage Tag"

<b>DO NOT:</b> Use a fully monochromatic white logo	<b>DO:</b> Use a version of the logo that is intended for a dark background. In this case, the logo uses a white wordmark on a dark background

<b>DO NOT:</b> Use a fully monochromatic black logo	<b>DO:</b> Use a version of the logo that is intended for a light background. In this case, the logo uses a black wordmark on a light background

Acceptable logo use on backgrounds:



## Typography

We use Google Fonts because they are free, accessible to everyone, and easy to read in the digital world.

**Roboto**  
for headings & descriptions

**Habibi**  
for paragraphs

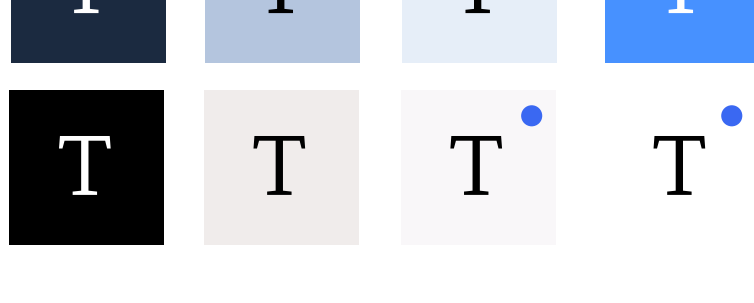
Roboto, 20pt. 1.25 line spacing for headings

### Arequipa was Charlotte's first sister city

Habibi, 12pt. 1.7 line spacing for paragraphs

Arequipa was founded by the spanish Manuel Garci de Carbajal after the conquest of Arequipa under the rule of Charles V of Spain, on August 15th, 1540. The city already existed founded by the Inca Mayta Capac under the name of Arequepay which in Aymara language means "we settle here." There is no information of the indians whereabouts when the spanish founded and settled in the city. They started planning the architecture using a volcanic stone named "sillar" with which their first magnificent houses were built. The story tells that the town was known as the White City because of the color of this white stone.

Font Color & Accessibility  
Use black as the default font color, unless text is on a dark background. Then, use white. Blue link-text can only be used on specific backgrounds, indicated by a blue dot to the right.



## Photography

### People & Places

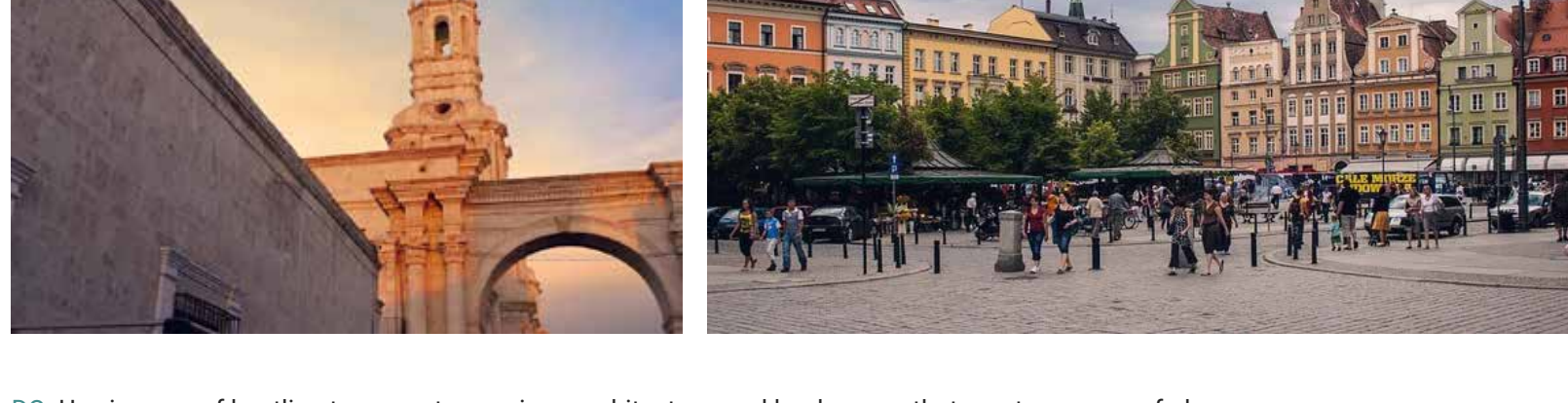
Bringing people and places together is what we do. Using photography that consistently highlights people and places will allow us to convey our mission and focus to the outside world.

### People



**DO:** Use images with multiple people in them.  
**DO NOT:** Use images of one singular person, alone

### Places



**DO:** Use images of bustling town centers, unique architecture, and landscapes that create a sense of place.  
**DO NOT:** Use images that portray no sense of place, like a picture of ducks in a non-descript pond (unless it is a highly recognizable pond).

## Edit Images for Consistency

Before using images, we must first apply a common set of edits to align the image with our brand look & feel. Below are a few simple edits that should be made to all photos, wherever possible.

**White Balance**  
Photos look best when their color values are close to how they were perceived in real life. Manually adjust the temperature and tint so that white objects in the photo appear white. Otherwise, use an auto white balance function.

**Apply Gradient Map**  
A gradient map using the brand accent blue and orange (right), should be applied in Photoshop or a similar program. The gradient map adjustment layer should be set to 10% opacity (or less).



## Assets & Application of Brand

### Coming Soon

- UI Kit (website buttons, link styles, etc)
- Social Media (post styles, photos, text, and filters)
- Tee shirts and clothing items (fabric colors, ink colors)
- Word Document templates (meeting minutes, etc)
- PowerPoint templates
- Letterhead & Email signatures

In the meantime, contact Sean Smith with any brand use questions.