



Brand Guide

Contact the Communications Department with any questions or assistance with upholding these standards at communications@townofleland.com.

Last Updated: May 2025

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A stylized, light blue graphic of a tree with a thick trunk and several branches, positioned on the left side of the slide. The leaves are represented by simple, rounded shapes.

Purpose

The Town of Leland Brand Guide establishes a consistent visual identity that reflects the Town's mission and culture both internally and externally. It serves as a central resource for employees, contractors, and partners, providing key visual assets to ensure accurate and effective communication. By maintaining a clear and cohesive brand, the Town builds trust with residents, partners, and neighbors.



Brand Voice

Voice Matrix

The Town of Leland’s voice is clear, welcoming, and professional, reflecting our commitment to serving the community with transparency, respect, and engagement. This matrix outlines how our tone and style adapt to different audiences and communication channels while maintaining a consistent brand identity.

Description	Be	Do	Don't	Use Cases
Authentic & Empathetic	Friendly, clear, and community-minded	Speak plainly, use inclusive, human-centered language, show genuine care	Use jargon, sound scripted, or impersonal	Social media, newsletters, FAQs, resident updates
Supportive & Encouraging	Respectful, collaborative, and positive	Acknowledge effort, offer help, provide clear guidance	Be cold, passive, or dismissive	Internal communications, customer service, business outreach
Professional & Transparent	Clear, composed, and informative	Stick to facts, follow AP Style, explain decisions simply	Be emotional, overly technical, or vague	Press releases, public announcements, policy changes
Community-Driven	Inviting, enthusiastic, and prideful	Highlight community spirit, use warm and vibrant language	Be boastful, generic, or dull	Tourism materials, welcome packets, event promotions

Writing Guidelines

A Brand Guide that follows [AP Style](#) ensures credibility and makes content easily understood by a broad audience.

- Always capitalize Town when referencing the Town of Leland.
- Keep content informative, concise, and avoid government jargon.
- Ensure point-of-view and tense are consistent.
- Use a single space after a period.
- Bulleted items written as statements should end in periods. Bulleted items written as lists don't need periods.
- Spell out numbers one through nine and use numerals for 10 and higher.
- Do not use st, nd, rd, or th with numbers.
- Time should be written as # a.m./p.m., not AM/PM.
- Do not write the :00 if a time is at the start of the hour. Example: 6 p.m., not 6:00 p.m.
- Months are capitalized. Abbreviate January, February, August, September, October, November, and December (Jan., Feb., Aug., Sept., Oct., Nov., Dec.) when used with a specific date. Always spell out March, April, May, June, and July.
- Always spell out and capitalize days of the week (e.g., Monday, Tuesday), and never abbreviate them.
- Street names should be written out, not abbreviated. Example: Village Road, not Village Rd.

A stylized green tree graphic with a thick trunk and several branches, each bearing a large, rounded leaf. The tree is positioned on the left side of the slide, partially overlapping the text area.

Logos

Town of Leland logos are the primary means of identifying the organization and should never be recreated or otherwise manipulated. This is essential to maintain a consistent presentation of our Town's identity.

Seal

The official seal should be used to mark legal documents, publications, and visual productions as needed. Approved uses include resolutions, ordinances, and Town correspondence as needed.

Should never be used by private entities for promotions or endorsements and should not be considered as a marketing or branding tool for the Town, per Resolution R-22-074.

Please direct all questions regarding the seal to the Town Clerk's Office.



Town Logo

These variations of the official Town logo are the only permitted options. No other variations should be used in any format. Any use of the Town logos must be approved by Communications.

Files available on SharePoint under Town Wide>>Templates and Logos>>Logos>>Town-General

Primary Logo

Rely on the primary logo before using the secondary logos. The primary logo should be used in full color whenever possible.



Secondary Logo

The secondary logo should only be used when all elements are clear and legible.



If any part of the logo becomes difficult to read due to size, color, or background contrast, it should not be used.

Department Logos

Only Public Safety departments will be permitted to use their own unique logos in public communications. No other variations are permitted. The official Town logo should be used by all other departments. Any use of the Town logos must be approved by Communications.

Files available on SharePoint under Town Wide>>Templates and Logos>>Logos

Primary Logos



Use the primary logo for official documents.

Secondary Logos



Use the the secondary logo for graphics, patches, and uniforms.

Unauthorized Logos

Examples of commonly used unauthorized logos below cannot be used in any variation including full color, black, or white logo. The official Town logo or appropriate Public Safety department logo should be used in place of any of these.



Unauthorized Changes

These examples of incorrect logo usage apply to all Town authorized logos across departments.

Do not alter the color of any element



Do not add any effects, such as warps or shadows



Do not use if low resolution



Do not alter any element



Do not remove any element



Do not lower the opacity



Do not change the aspect ratio



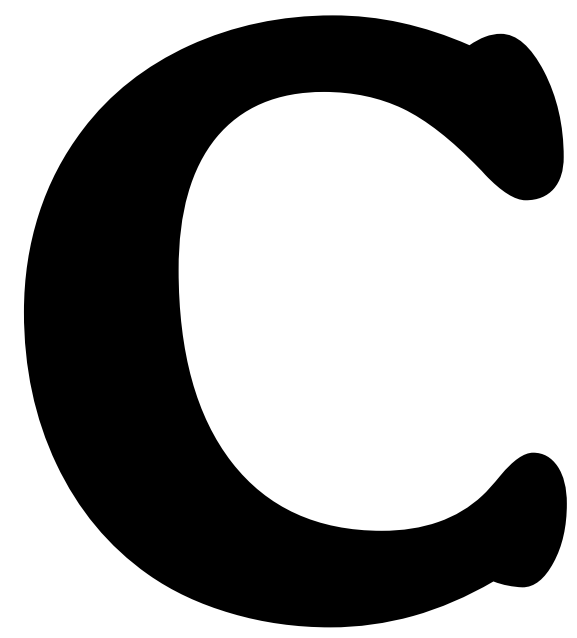
A stylized, light blue graphic of a tree with a thick trunk and several branches, positioned on the left side of the slide. The tree's foliage is represented by simple, rounded shapes.

Typenames

Specific fonts in a brand guide ensure consistent, professional communication that reflects the brand's personality and improves readability. They also help differentiate the brand from others while simplifying design processes for teams.

Cooper: Primary Typeface

This typeface family is for all titles and headers. A title is a concise and descriptive phrase or sentence representing the overall content or subject of the document, presentation, event name, or program name. Headings should be concise and to the point about a specific section of the document, presentation, event name, or program name.



Cooper Medium

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
0123456789 !@#\$%^ &*()_ - + =

Cooper Bold

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
0123456789 !@#\$%^ &*()_ - + =

Cooper Black

**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
0123456789 !@#\$%^ &*()_ - + =**

Note:
If Cooper isn't available, use
Rockwell. All of the same stylistic
rules apply.

Calibri: Primary Typeface

This typeface family is for all subheadings, call-outs, or body text. Subheadings divide the main sections into smaller, more specific subsections. Body/paragraph text is the main content of a document. Call-out text is a short piece of text specifically designed to grab the reader’s attention by being visually distinct, often highlighted with a larger font size or different formatting, and is used to emphasize key points.



Calibri Regular: Body

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
0123456789 !@#\$%^&*()_-=

Calibri Bold: Call-out

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
0123456789 !@#\$%^&*()_-=

Calibri Light: Subheadings/Titles

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
0123456789 !@#\$%^&*()_-=

Note:
If Calibri isn’t available, use
Tahoma. All of the same stylistic
rules apply.

Rockwell: Secondary Typeface

This typeface family is for all titles and headers. A title is a concise and descriptive phrase or sentence representing the overall content or subject of the document, presentation, event name, or program name. Headings should be concise and to the point about a specific section of the document, presentation, event name, or program name.

R

Rockwell Regular

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
0123456789 !@#\$%^&*()_-=

Rockwell Bold

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
0123456789 !@#\$%^&*()_-=

Rockwell Extra Bold

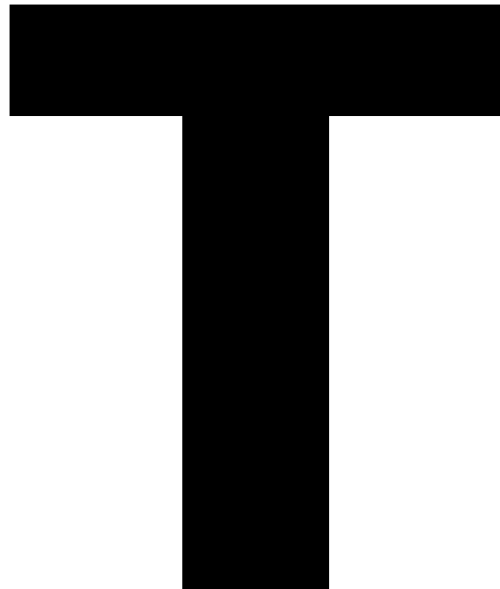
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789 !@#\$%^&*()_-=

Note:

Always use primary typeface when available. All of the same stylistic rules apply.

Tahoma: Secondary Typeface

This typeface family is for all subheadings, call-outs, or body text. Subheadings divide the main sections into smaller, more specific subsections. Body/paragraph text is the main content of a document. Call-out text is a short piece of text specifically designed to grab the reader’s attention by being visually distinct, often highlighted with a larger font size or different formatting, and is used to emphasize key points.



Tahoma Regular: Body

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
0123456789 !@#\$%^&*()_-=

Tahoma Bold: Call-out

**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
0123456789 !@#\$%^&*()_-=**

Note:
Always use primary typeface when available. All of the same stylistic rules apply.

A stylized, light purple graphic of a tree with multiple trunks and branches, positioned on the left side of the slide. The tree's foliage is represented by various leaf shapes, some of which overlap the main title text.

Town Wide Documents

Business cards, email signatures, PowerPoints, documents

Business Cards

These examples are how business cards should look. Switch the logos for Public Safety departments.



Notes:

- Town Logo ~ 3 inches x 1 inch
- Public Safety Logos ~ 1 inch x 1 inch
- Employee Name, Certifications 12 pt Rockwell Bold font
- Job Title, Location, and Cell/Email 7 pt Calibri Regular font
- Address may vary based on primary location
- Email all lowercase
- Logo and text should be centered within business card

Email Signature

All Town employees should use the email signature template below. Personal quotes, graphics, and social media icons should not be used in the email signature.

Employee First & Last Name, Certifications
Position Title

Town of Leland
102 Town Hall Drive
Leland, NC 28451
Direct: (910) 000-0000
Mobile: (910) 000-0000 (Optional)
Main: (910) 000-0000 (Optional)
Fax: (910) 000-0000 (Optional)
www.townofleland.com

Notes:

- 11 pt Calibri Regular font
- Font color should always be black
- One space between position and Town of Leland
- Address may vary based on primary location
- Hyperlink www.townofleland.com

All messages sent to or from this email account are subject to North Carolina public records law.

PowerPoint Template

All Town employees can access the official Town templates in SharePoint. All Town presentations and documents should be created using these templates and follow the text sheet.

Files available on SharePoint under Town Wide>>Templates and Logos>>Templates>>Town-General

Employees can search the name of any template in SharePoint to download any Town-wide documents.



[TOL PowerPoint Presentation Template](#)

[Presentation Text Template](#)

[Presentation Cheat Sheet](#)

PowerPoint Template

Opening Slide

- ✓ Presentations should always begin and end with the Town's title slide.
- ✓ Slide transitions and animations should not be used.



PowerPoint Template

Title Slide

Title (40 pt. Calibri Light Bold)

Town of Leland

Employee name, Job title/position

Date (32 pt. Calibri light)

PowerPoint Template

Presentation Slides

- ✓ If there is a lot of text, the size may be reduced below 30 pt.
- ✓ Presentation Title in upper righthand corner must be included on each Presentation Slide.
- ✓ The Town trees and slogan at the bottom of Presentation Slides should never be moved or removed. These are locked in the template.
- ✓ Sub bullets should be the same style as the main bullet, not arrows or other designs.



Presentation Title (32 pt. Calibri)

Title (36 pt. Calibri)

- Text (30 pt. Calibri)
- The Town tree and slogan should not be removed.



Growing our future. Nourishing our roots.

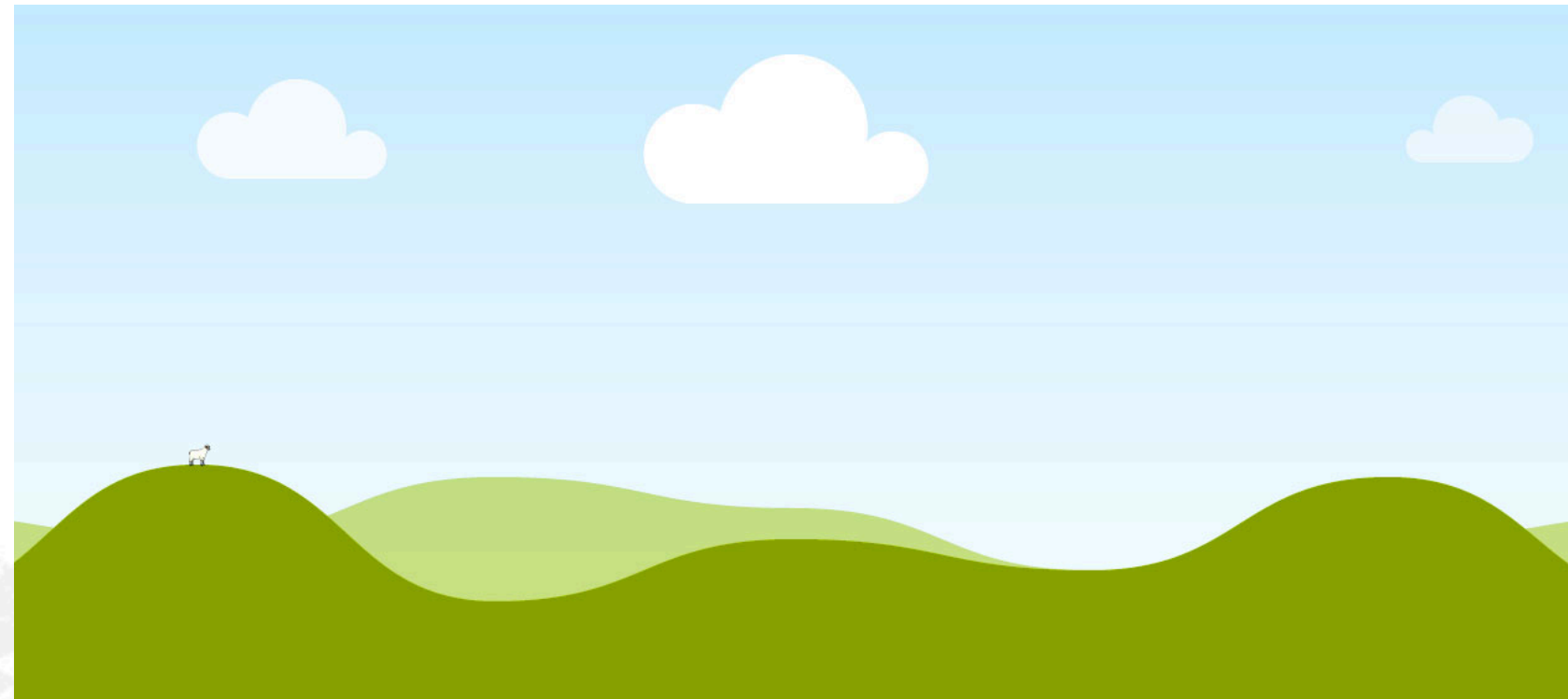
PowerPoint Template

Presentation Slides

- ✓ Charts/tables should be transparent so that if moved, the Town trees/slogan are still fully visible and not covered.
- ✓ When displaying maps or photos, a blank slide should be used.



Presentation Title



Growing our future. Nourishing our roots.

Other Resources

All Town employees can access the official Town templates in SharePoint. All Town presentations and documents should be created using these templates and follow the text sheet.

Files available on SharePoint under Town Wide>>Templates and Logos>>Templates>>Town-General



[TOL Basic Form Template](#)

[TOL Basic Letterhead Template](#)

[TOL Basic Memorandum Template](#)

[TOL Basic Policy Template \(Example\)](#)

[TOL Basic Policy Template](#)

[TOL Basic Procedure Template](#)

[TOL Basic Report-Documents Template](#)

[TOL Informal Meeting Agenda Template](#)

[TOL Press Release Template](#)

[TOL RFQ-RFP Template](#)



Primary Palette

The primary color palette provides a consistent color scheme across the Town’s communications. White and black may also be used to compliment the brand colors.

HEX	RGB	CMYK
HEX numbers are a base 16 numbering system used to define colors on webpages.	RGB color is the spectrum of visible colors that are emitted by a digital monitor. RGB color is best used for digital media.	CMYK is a blend of the four standard ink colors used with print media.



Blue
HEX # 007BC4
RGB 0/123/196
CMYK 100/42/0/0



Green
HEX # 00A651
RGB 0/166/81
CMYK 95/0/98/0



Light Gray
HEX # ABABAB
RGB 171/171/171
CMYK 34/27/28/0

Gradients may be used as a background with the Town logo on top or in minor design elements.



Gradient: Green to Blue, 45° angle



Gradient: Blue to Green, 45° angle

Secondary Palette

The primary palette is intentionally limited. However, we recognize that not everything can be accomplished with the four primary colors. The secondary color palette should be used to compliment the primary color palette.

Red HEX # D00305 RGB 208/3/5 CMYK 0/98/98/12	Orange HEX # C9690E RGB 201/105/14 CMYK 0/48/93/21	Yellow HEX # FED93D RGB 254/217/61 CMYK 0/15/76/0	Teal HEX # 00C4AB RGB 0/196/171 CMYK 100/0/13/23
Dark Blue HEX # 553192 RGB 85/49/146 CMYK 42/66/0/43	Purple HEX # 8A3092 RGB 138/48/146 CMYK 5/67/0/43	Pink HEX # F52493 RGB 245/36/147 CMYK 0/85/40/4	Accessible Colors <ul style="list-style-type: none">• Contrast is important for those with low vision.• Don't set light type on light backgrounds.• Don't set dark type on dark backgrounds.



Photography

Telling a Story

Photographs should be images of people working, playing, or connecting with their community. Not all photographs need to have people in them as long as they show evidence of human interaction. Below are some guidelines to follow when taking pictures.

- Ensure photos are clear and high-resolution. Don't lower the opacity on a picture.
- Represent the variety of people and perspectives within Leland.
- Make sure photos are bright, colorful, and taken with natural light when possible.
- Avoid stock imagery whenever possible.
- Avoid abstract imagery.
- Avoid overly dark or over/under exposed lighting.
- Avoid pictures of individual's backs.
- Individuals can be posed or candid.



Note:

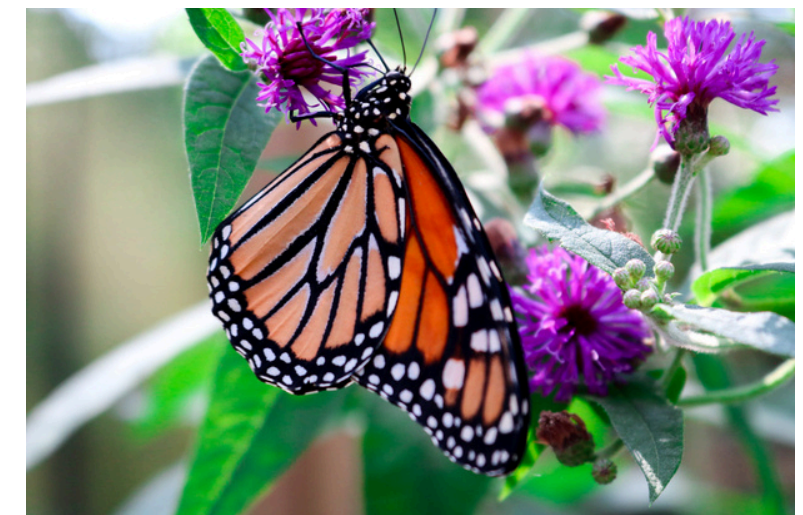
During Town events, employees are legally allowed to take pictures of people. However, try to ask for permission when possible. During Town programs, participants need to sign a photo release waiver. If photos include staff, try to make sure they are current employees whenever possible. Contact Communications for photography needs whenever possible.




Editing Tips

Proper photo editing improves communication by conveying the intended message or mood more effectively, whether highlighting professionalism in Public Safety or creating a warm, inviting atmosphere in community-focused content.

- Ensure photos are bright and well-lit to create a welcoming and inviting atmosphere.
- Adjust the temperature to achieve a neutral white tone, avoiding blue or yellow hues.
- Slightly lower the contrast in most pictures to soften the image and enhance clarity.
- For Public Safety images, emphasize bold colors.
 - Saturate blacks in Police uniforms for a strong, authoritative presence.
 - Enhance reds in Fire/Rescue imagery to convey energy and urgency.
- Edit with skin tones in mind to ensure they appear natural and balanced, avoiding over-saturation or unnatural hues.
- Enhance colors within landscape photos to make them vibrant and visually appealing.
- Maintain consistency in editing style across photos to create a cohesive visual presentation.
- Avoid over-editing to ensure images look natural and professional.



A stylized, light purple tree graphic is positioned on the left side of the slide, partially overlapping the main title. It has a simple trunk and several branches with leaf-like shapes.

Graphic Creation

Online graphics and printed materials

Online Graphics

All online graphics should be formatted to fit the specific platform.

Instagram

- Square: 1080x1080 px
- Story: 1080x1920 px
- Horizontal: 1080 x 1920 px
- Vertical: 1080 x 1350 px

Facebook

- Square: 1080x1080 px
- Story: 1080x1920 px
- Horizontal: 1080x565 px
- Vertical: 1080x1350 px
- Event Cover: 1005x1920 px

X (Formerly Twitter)

- Square: 1080x1080 px
- Horizontal: 1600x900 px
- Vertical: 1080x1350 px

LinkedIn

- Square: 1080x1080 px
- Horizontal: 1200x627 px

Nextdoor

- Horizontal: 1376 x 774 px

Website

- Article Header: 1920x1080 px
- Feature Image: 2000x600 px

Primary Typeface Hierarchy

Town of Leland

Town of Leland Awarded Grant

Benefitting the Fire/Rescue department

Title: Cooper Bold

Header: Cooper Medium

Subheader: Calibri Light

Town of Leland awarded \$40,000 from Ready.gov to buy a new firetruck

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Call-out Text: Calibri Bold

Body Paragraph: Calibri Regular

Note:

- When Cooper isn't available, use Rockwell. Same stylistic rules apply.
- When Calibri isn't available, use Tahoma. Same stylistic rules apply.
- Don't mix Cooper and Rockwell or Calibri and Tahoma.
- This applies to newly created online graphics and print materials but does not apply to pre-designed Town templates for reports, memos, presentations, etc.

Secondary Typeface Hierarchy

Town of Leland

Town of Leland Awarded Grant

Benefitting the Fire/Rescue department

Title: Rockwell Bold

Header: Rockwell Regular

Subheader: Tahoma Regular

Call-out Text: Tahoma Bold

Body Paragraph: Tahoma Regular

Town of Leland awarded \$40,000 from Ready.gov to buy a new firetruck

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Note:

- Always use primary typefaces when available.
- Don't mix Cooper and Rockwell or Calibri and Tahoma.
- This applies to newly created online graphics and print materials but this does not apply to pre-designed Town templates for reports, memos, presentations, etc.

Graphic Creation

Public-facing Materials, Social Media, Website Graphics, Newsletters, TVs

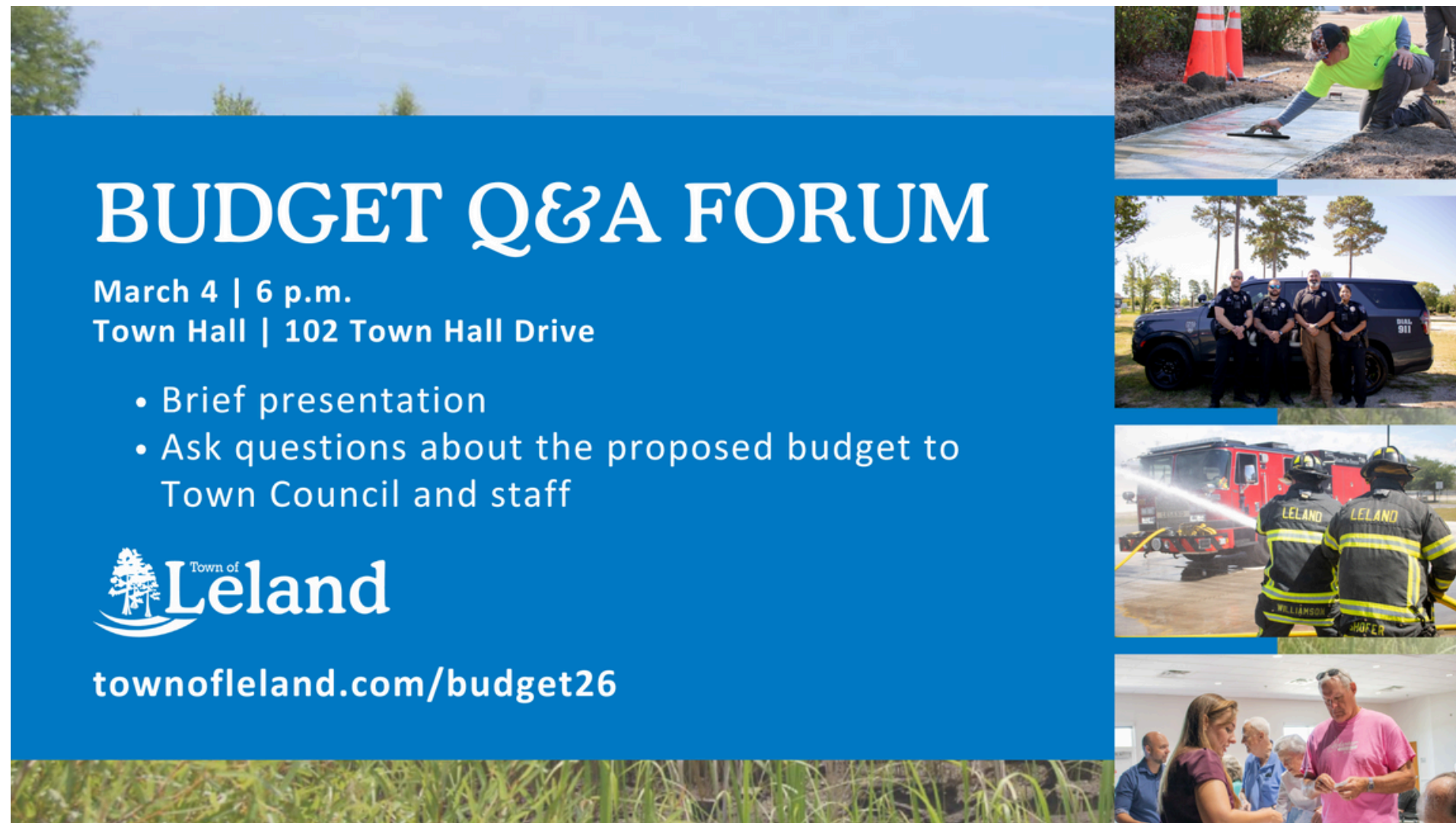
Content Creation Best Practices

- Do not adjust the kerning (spacing) between letters.
- In Canva, decrease preset line spacing.
- Shorten links using tools like bitly or create a URL redirect for a Town webpage.
- Incorporate graphics and pictures to make more visually engaging and break up large blocks of text.
- Always use a Town logo.
- Use pictures to visually enhance content.
- Consider hierarchy of text.
- Use primary brand colors first.
- URLs should be hyperlinked in online publications.
- Town logos should be on front and back covers of online or printed publications.
- Consider utilizing spreads (two facing pages designed and viewed together as a cohesive layout) for visual impact.
- Incorporate the use of graphs to present data in a visually digestible format, making complex information easier to understand at a glance.
- Only use QR code for printed materials.
- Don't use https:// or www. with URLs.
- Graphics shouldn't be overly wordy.
- Ensure adequate breathing space.

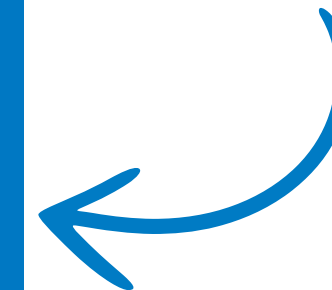
Online Graphic Examples

Includes graphics across all digital platforms.

Content Creation Best Practices



For social media stories, always leave room for the link.



- Only include the what, where, and when.
- If people want more info, they will go to the website.
- Use engaging pictures.
- Create framing around pictures.
- Leave negative space between the different elements.

Online Graphic Examples

Refine old graphics to better suit Brand Guide.

Content Creation Best Practices



- Remove QR code
- Remove extra words
- Include short link
- Engaging picture
- Lighter text for contrast
- Brand colors
- Correct logo
- More breathing room
- Hierarchy of text



Best Practices

Utilize AP Style across all platforms.

Social Media

- Use clear, direct language with friendly tone.
- Keep captions short.
- Include links in captions except for Instagram.
- Avoid using low resolution images.
- Tag/collaborate with any partnered organizations.
- Include partner organization logos.
- When posting a link on a story, customize the sticker text.
- Twitter: #LelandNC
- Instagram: #TownofLelandNC and #LelandNC
- All platforms use #LelandPrepares when referencing inclement weather, emergency alerts, or other preparedness information (stormwater, safety tips, etc.).

Webpages

- Use plain, factual language.
- Use graphics as headers.
- Link out to resources in a new tab.

Graphics/Print Materials

- Use plain, factual language.
- Use short paragraphs and bullet points.
- Use visuals to support data.

Articles

- Use plain, factual language.
- Include direct quotes for credibility.
- Link out to resources in a new tab.
- Ensure the reader does not need to leave the article to find further information.

Newsletter

- Use clear, direct language with friendly tone.
- Use short paragraphs and bullet points.
- Ensure each section has a clear takeaway.

Checklist

- ☐ Follows brand voice.
- ☐ Utilizes AP Style.
- ☐ Checked against the writing guidelines.
- ☐ Colors align with primary and secondary palette.
- ☐ Correct brand fonts.
- ☐ High resolution photography.
- ☐ Size of fonts and imagery is appropriate for distribution platform.
- ☐ Submit all public-facing materials that are not created using a Town template through the [Communications Request Form](#) 3-4 weeks ahead of desired deadline.

Contact the Communications Department with any questions or assistance with upholding these standards at communications@townofleland.com.

Cheat Sheet

Typography

Cooper: Primary Typeface

Use for main headers and titles.

Calibri: Primary Typeface

Calibri Regular: Body

Calibri Bold: Call-out

Calibri Light: Headings/Titles

Rockwell: Secondary Typeface

Use for main headers and titles.

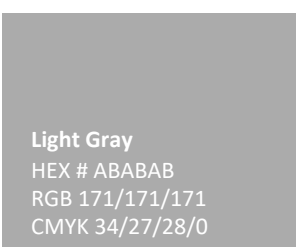
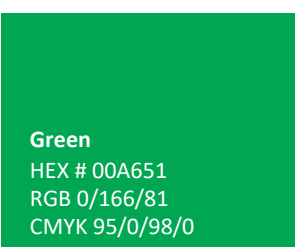
Tahoma: Secondary Typeface

Tahoma Regular: Body

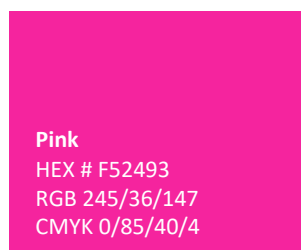
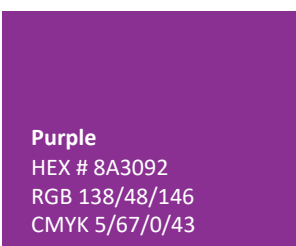
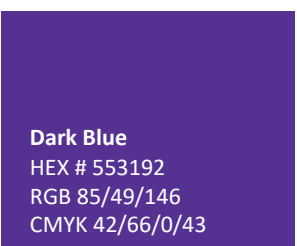
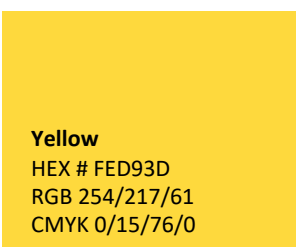
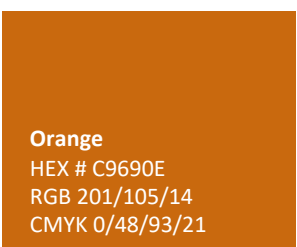
Tahoma Bold: Call-out

Color Palette

Primary



Secondary



Logos

Primary



Secondary



