

*MORE IN THE*  
**C O R E**

NC CAROLINA  
CORE

MORE IN THE  
CORE

MORE IN THE  
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MORE  
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CORE

PRIMARY LOGO

The primary logo is featured here. The approved versions are below—



PRIMARY LOGO

ON LIGHT BACKGROUND

This primary wordmark is for white or light backgrounds. It can appear in a 1 or full-color version.



ON DARK BACKGROUND

This primary wordmark is for complicated or dark backgrounds. It can appear in as a 1-color version and can also include texture.



CREATED BY



WORDMARK



PRIMARY /  
WHITE

#FFFFFF  
0 0 0 0

PRIMARY /  
LIGHT BLUE

#189AA8  
79 21 32 0

PRIMARY /  
DARK BLUE

#2A3C4C  
85 68 49 41

COLOR PALETTE

SECONDARY /  
ORANGE

#E86C24  
4 71 100 0

SECONDARY /  
YELLOW

#E89C54  
7 44 76 0

SECONDARY /  
DARK RED

#B41E3C  
21 100 75 11

SECONDARY /  
FULL GRADIENT

45° ANGLE

SECONDARY /  
BLUE GRADIENT

45° ANGLE

CREATED BY



**GRADIENT BORDER**

This can be used to border images or blocks of color. The gradient is always 45°.

The proportions can adjust but the line weight stays the same.



TYPE FAMILY /  
FUTURA BOLD / MEDIUM

Aa Aa  
BbCcDdEeFfGgHh  
IiJjKkLlMmNnOo  
PpQqRrSsTtUuVv  
WwXxYyZz  
BbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTt  
UuVvWwXxYyZz

TYPE FAMILY /  
LIEBE DORIS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

TYPE STYLES  
Headlines are Liebe Doris / Secondary headlines are  
Futura Bold / Body copy is Futura Medium

Secondary Headlines

PRIMARY HEADLINES

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.