Town of Oak Island

Logo & Seal Usage Guide

Prepared by the Oak Island Communications Office

ADOPTED: October 12, 2021
REVISED: January 24, 2022

Introduction

The Town of Oak Island, North Carolina is a moderately sized municipality, situated on the southern end of North Carolina's picturesque barrier islands. As a coastal and beach town, Oak Island is a popular travel destination for visitors and seasonal residents alike. Due to this popularity, the summer season can see the Town's weekly population easily swell to over five (5) times its year-round residency. Through its many departments, divisions, and their staffs, the Town works hard to successfully maintain a balance of this bustling, vibrant tourism, with the traditional quiet charm of a small coastal town.

As with other similar destinations, there is a strong public desire to attach a visualization to the Town, and the experiences provided within its community. While delivery of the services provided is a priority, it is equally important that Oak Island officially establishes and maintains its visual identity. This branding serves to make the Town's correspondence easily recognizable, and offers a consistency that our residents, partner agencies, and visitors need. To this end, the Town of Oak Island has developed the *Oak Island Logo & Seal Usage Guide*.

Who Should Use This Document

This guide was prepared for all individuals who create visual or other multimedia materials using the *Town of Oak Island Logo* or the *Town of Oak Island Seal*. This includes, but is not limited to: Oak Island departments, divisions, staff, partner agencies, traditional and social media outlets, content creators, residents, visitors, non-profits, civic and social organizations, among others. This guide is provided to protect the Town's visual identity and ensure appropriate use of the logo and seal.

Logo & Seal: Differing Uses

Although both equally represent the Town in terms of visual presentation, the *Town of Oak Island Logo* and the *Town of Oak Island Seal* are two distinct and separate properties. As such, they serve separate roles depending on the application and intended purpose and should not be considered as interchangeable. The *Town of Oak Island Logo* is appropriate for all communication and promotional marketing, such as event promotion, clothing & apparel, vehicle branding, street signage, email correspondence, and multimedia production. The *Town of Oak Island Seal* is meant to be used in legal and official recordings, such as resolutions, proclamations, ordinances, and printed correspondence (letterhead).

For More Information

A full anatomical review and expansion of the both the Town of Oak Island Logo and Seal, including color profiles, can be found pages 8-9 of this guide. If you have any questions regarding the proper use of the Town of Oak Island Logo or Seal, please contact the Town of Oak Island Communications Office at 910-201-8067 or info@oakislandnc.com.

Logo Overview

The **Town of Oak Island Logo** is a visual tool to allow for brand-recognition of the Town, along with its various departments, facilities, and services or programs offered. Appropriate for all public communication and commercial marketing applications, such as event promotion, clothing & apparel, vehicle branding, street signage, email correspondence, and multimedia production. The Logo should not be used as the sole visual representation in legal documents or official recordings (see *Logo & Seal: Differing Uses* on page 1). Unlike the Seal, the Logo is a marketing tool that can, and has undergone periodic revision, to better appeal to the changing demographics of its marketable audience.

Previous Logo

Immediately upon approval of this document, the Town of Oak Island's previous logo, below, is no longer to be used, published, transmitted, or printed in any way to represent the Town, its departments, or services.

Current Logo

The Town of Oak Island's current logo, below, completely replaces all logos or communal branding previously in use. This new logo is the primary illustration used to represent Town government for all internal and external marketing purposes. The characters in "Town of" and "Oak Island" are now separated by color and size, using green and light blue. The logo now uses the font family Eras Bold ITC. The four "waves" stripe graphic of the previous logo have been replaced with the "Tree to Sea" icon, which features a green tree on the left side, that is connected by a thin line that transitions into a blue pair of waves on the right side. Additionally, the logo now places the revised Town slogan "**A Place to Coast**" on the lower left in light blue, and the state name on the lower right in dark blue, all capped with the outline of a seagull over the right-third of the logo, also in dark blue. A full anatomy breakdown of the Town of Oak Island Logo, including color profiles can be found on page 8.

Oak Island Logo & Seal Usage Guide

Logo Usage: Color Options

When printed in **COLOR**, the Pantone PMS number and hexadecimal value for each of the colors used are as follows:

- **GREEN:** Pantone PMS number 364-C / Hex # 265d0c
- **DARK BLUE:** Pantone PMS number 7545-C / Hex # 44546b
- **LIGHT BLUE:** Pantone PMS number 292-C / Hex # 40a8e1

When printed in **GRAYSCALE**, all text should be set to automatic BLACK (Hex # 000000), while all graphic elements (i.e., "Tree to Sea" and the "Seagull Outline") should be set to GRAY (Hex # 757575).

COLOR

GRAYSCALE

Monochromatic Printing

If the logo must be printed in a single color, **ONLY** a solid black (Hex # 000000) or a solid white (Hex # ffffff) is acceptable. If printed on a background that is not black or white, the logo should always use either the black or white option that most directly contrasts to the color on which it is being applied. Alternate solid colors, edge strokes, gradients, pattern overlays, and other artistic interpretations **should not** be used on the logo unless **FIRST** directly authorized by the Town of Oak Island.

CORRECT

INCORRECT

Oak Island Logo & Seal Usage Guide

Logo Placement

When positioning the logo within a document, the logo must not be crowded by surrounding text or competing graphics on all sides. It must be positioned in a location of prominence, either at the page header, or in a selected corner or the document or publication.

Logo Sizing

When positioning the logo within a document, all sizing aspect ratios must be retained. The logo must not be stretched, squeezed, rotated, or cropped beyond its original form.

Department, Facility, & Special Event Variations

To provide individual recognition for varying departments within the Town of Oak Island, as well as certain facilities and special events, several variations of the logo have been created. All **department & facility variations** feature the same font, color, and text schemes as the primary Town logo; the main difference being that the slogan and state name have been replaced with the specific department, facility, or event name. The department or facility name is in the same light blue color as the Town name, is always aligned right, and sized so they do not go beyond the "O" in Oak Island on the line above. For **special event variations** the Town Name can be replaced entirely with the name of the event, provided the "Town of" in green on the top line is replaced with "Oak Island" and all text is presented in the same font and fashion as the standard logo. Additionally, the outline of the seagull can be replaced with a character or symbol related to the event itself (e.g. a microphone for concert events).
NOTE: Only variations created by the Communications Office and approved by the Town Manager can officially be used, and must conform to the same standards as the standard Town Logo.

Department Variations:

Facility Variations:

Special Event Variations:

Oak Island Logo & Seal Usage Guide

Seal Overview

The Seal for the Town of Oak Island is an official mark used to certify legal documents, publications, and visual productions as needed. Instances of approved use include resolutions, proclamations, ordinances, and printed correspondence (letterhead) as needed. The Seal should never be used by private entities for purposes of promotion or endorsement and should not be considered as a marketing or branding tool for the Town (see *Logo & Seal: Differing Uses* on page 1).

Exterior

The Seal is in the shape of a circle, with thick green outer border, encompassing a thicker white inner border. Within the white inner border, the words "Town of Oak Island" are on the upper hemisphere and "North Carolina Chartered July 1, 1999" are on the lower hemisphere.

Interior

The interior of the seal features a white to blue radial gradient, with the white shapes of two seagulls, flying above two oak trees, featuring green foliage and brown trunks with texture lines to represent bark. The trees are coming out of tan base representing sand, ensconced on either side by lines representing sea oats. and overlook a blue background which represents the ocean.

Color Options

The Town of Oak Island Seal should **ONLY** ever be reproduced in either full color or grayscale. When printed in **COLOR**, the Pantone PMS number and hexadecimal value for each of the colors used are as follows:

- **GREEN (BORDER / TREES):** Pantone PMS number 360-C / Hex # 58bd45
- **BLUE (SKY):** Pantone PMS number 2727-C / Hex # 0f8aeb
- **BLUE (OCEAN):** Pantone PMS number 2925-C / Hex # 47a7f3
- **BROWN (BARK):** Pantone PMS number 7530-C / Hex # 998473
- **TAN (SAND):** Pantone PMS number Cool Grey 1-C / Hex # ebe4de

A full anatomy breakdown of the Town of Oak Island Seal, including color profiles is found on page 9.
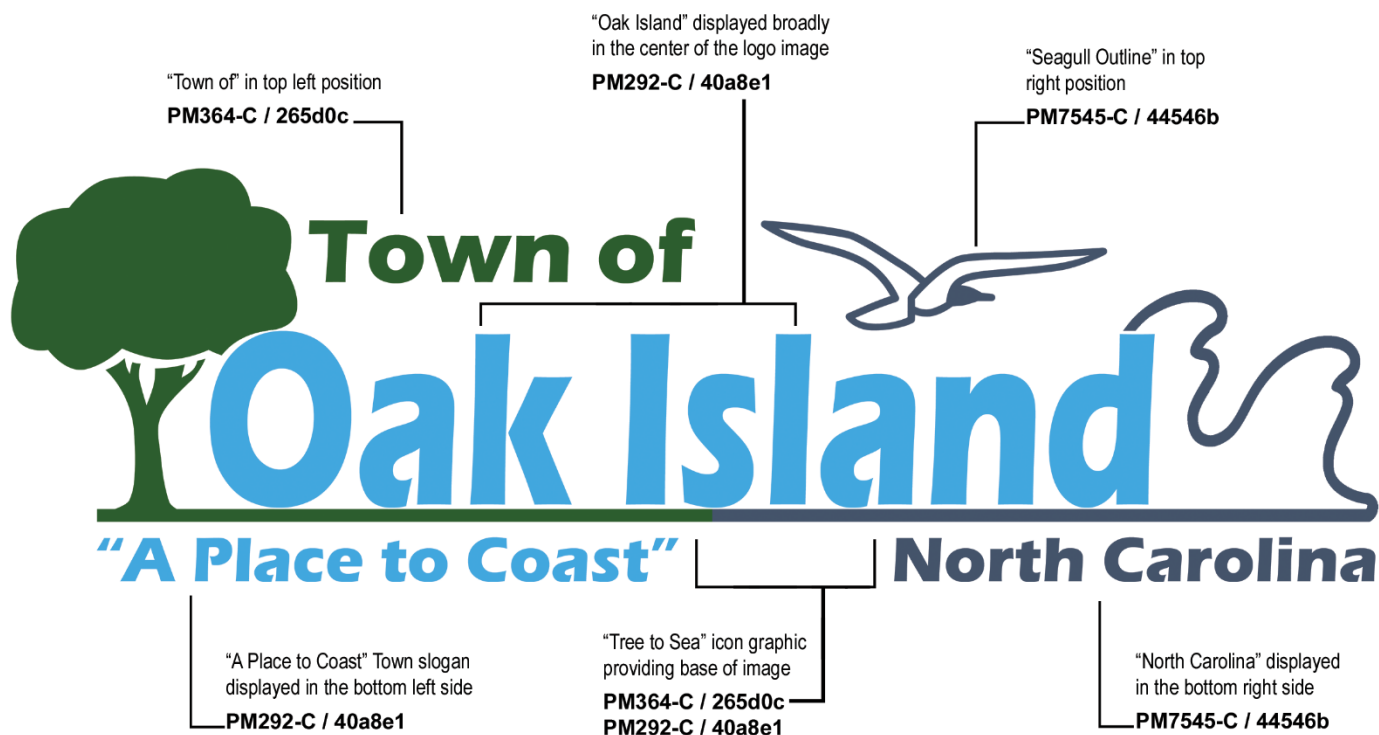
FULL COLOR

GRAYSCALE

Anatomy of the
Town of
Oak Island Logo

Expanded View

"Oak Island" displayed broadly in the center of the logo image
PM292-C / 40a8e1

"Seagull Outline" in top right position
PM7545-C / 44546b

"Town of" in top left position
PM364-C / 265d0c

"A Place to Coast" Town slogan displayed in the bottom left side
PM292-C / 40a8e1

"Tree to Sea" icon graphic providing base of image
PM364-C / 265d0c
PM292-C / 40a8e1

"North Carolina" displayed in the bottom right side
PM7545-C / 44546b

OVERVIEW: The Town of Oak Island Logo is a visual tool to allow for brand-recognition of the Town, along with its various departments, facilities, and services or programs offered. Appropriate for all public communication and commercial marketing applications, such as event promotion, clothing & apparel, vehicle branding, street signage, email correspondence, and multimedia production. It should not be used as the sole visual mark in legal documents or official recordings.

If the logo must be printed in a single color, ONLY a solid black (Hex # 000000) or a solid white (Hex # ffffff) is acceptable.

If printed on a background that is not black or white, the logo should always use either the black or white option that most directly contrasts to the color on which it is being applied.

When printed in COLOR, the Pantone PMS number and hexadecimal values for each of the colors used in the Town of Oak Island Logo are as follows:

PMS number 292-C
Hex # 40a8e1

PMS number 7545-C
Hex # 44546b

PMS number 364-C
Hex # 265d0c

Anatomy of the **Town of Oak Island Seal**

Expanded View

EXTERIOR

The Seal is in the shape of a circle, with a thinner, green ring on the outer edge
PM360-C / 58bd45

The outer green ring encompasses a thicker, white ring circle (all rings are stroked in default black)
White Hex # ffffff
Black Hex # 000000

In the white ring, the text "Town of Oak Island" are on the upper hemisphere and "North Carolina Chartered July 1, 1999" are on the lower hemisphere in default black
Black Hex # 000000

INTERIOR

"Sky" features a white to blue radial gradient, with the white shapes of two seagulls
PM2727-C / 0f8aeb
White Hex # ffffff

Two oak trees, featuring green foliage and brown trunks with texture lines to represent bark
PM360-C / 58db45
PM7530-C / 998473

Tan base representing sand, with lines representing sea oats and overlooking a blue background which represents the ocean
Cool Grey 1-C / sbs4de
PM2925-C / 47a7f3

OVERVIEW: The Seal for the Town of Oak Island is an official mark used to certify legal documents, publications, and visual productions as needed. Instances of approved use include resolutions, proclamations, ordinances, and printed correspondence (letterhead) as needed. The Seal should never be used by private entities for purposes of promotion or endorsement and should not be considered as a marketing or branding tool for the Town.

COLOR OPTIONS: The Town of Oak Island Seal should ONLY ever be reproduced in either full color or toned grayscale. When printed in COLOR, the Pantone PMS number and / or hexadecimal values for each of the colors used within the seal should match the following:

Pantone PMS 360-C / Hex # 58bd45
Pantone PMS 2727-C / Hex # 0f8aeb
Pantone PMS 2925-C / Hex # 47a7f3
Pantone PMS 7530-C / Hex # 998473
Pantone PMS Cool Grey 1-C / Hex # ebe4de