NCORR
NORTH CAROLINA OFFICE OF RECOVERY AND RESILIENCY

Identity and Creative Guidelines

DRAFT: DECEMBER 3, 2024

Introduction

Having a powerful brand illustrates the goals and objectives of the North Carolina Office of Recovery and Resiliency (NCORR). It unites and empowers our staff and focuses communications, decisions and actions.

Every day, scores of people see communications from NCORR. Each of these communications, through its content and presentation, represents the organization. These Identity and Creative Guidelines unify our communications and help them make a clear and strong impression. Consistency is the key to successful brand management.

Using the Guidelines

The Identity and Creative Guidelines provide an easy-to-use reference to our standards for communication. They present information about the appropriate use of our brand elements and illustrate acceptable and unacceptable versions of some of the most common brand elements we might encounter.

To ensure consistency across our communications, all applicant-facing or public-facing documents must have the written approval of the NCORR Communications Director before distribution or use. Contact us at **communications@rebuild.nc.gov**.

Brand Voice

NCORR brand content is made up of two components: voice and messaging. Voice is the unique way NCORR expresses the brand personality, and messaging is the information that we want audiences to know. A consistent voice increases the likelihood that audiences will understand and act on the information provided.

The NCORR Voice Is:

- **Credible:** Presents trustworthy information from a reliable, non-partisan source.
- **Professional:** Reinforces a high level of experience and expertise.
- **Informative:** Delivers necessary details to minimize confusion and questions.
- **Clear:** Favors easy-to-understand plain language instead of complicated jargon.
- **Straightforward:** Respects diverse literacy skills and recognizes that content may be translated into multiple languages.
- **Action-oriented:** Empowers audiences to affect desired behaviors.
- **Positive:** Presents messaging in an affirming way to highlight moving forward and rebuilding.
- **Authentic:** Adopts a peer-to-peer point of view. We are by and for the people of North Carolina.
- **Empathetic:** Chooses specific language and examples of familiar situations to connect with different audiences.

When speaking to audiences, use second person (you). When referring to NCORR, use third person as often as possible. The preferred writing style follows the Associated Press Stylebook.

Language

Consistent writing helps readers understand NCORR content and ensures communications deliver intended messages.

Using NCORR

On the first reference, the full name of North Carolina Office of Recovery and Resiliency should be used. On subsequent references the acronym NCORR should be used.

Capitalizing ReBuild NC

- The logo capitalizes all but one letter: ReBUILD NC.
- In all other instances, capitalize the name: ReBuild NC.

Hurricane Names

When referring to the specific hurricanes, follow plain language guidelines and avoid using "and/or" because the slash mark causes ambiguity for audiences. Instead, use either of these phrases:

- Hurricane Florence or Matthew
- Hurricanes Florence and Matthew

URLs

The proper way to display the website address on public-facing materials is **www.rebuild.nc.gov**. Do not use http:// or https://. However, for backend coding purposes, be sure that the actual link does go to a secure site, using https://.

Abbreviations

Avoid using the ampersand (&) and avoid using acronyms for program names on public-facing materials.

Language

Translations	
English	Spanish
The North Carolina Office of Recovery and Resiliency	Programa de la Oficina de Recuperación y Resiliencia de Carolina del Norte.
Homeowner Recovery Program	Programa de Recuperación para Propietarios de Viviendas
Strategic Buyout Program	Programa de Compra Total Estratégica
Affordable Housing Development Fund	Fondo de Desarrollo de Viviendas Asequibles
Multifamily Development	Desarrollo de Viviendas Multifamiliares
Public Housing Restoration Fund	Fondo de Restauración de Viviendas Públicas
Homeownership Assistance Program	Programa de Asistencia a Compradores de su Primera Vivienda
Infrastructure Recovery Program	Programa de Recuperación de Infraestructura
Resiliency	Resiliencia
The North Carolina Office of Recovery and Resiliency is a division of the NC Department of Public Safety.	La Oficina de Recuperación y Resiliencia de Carolina del Norte es una división del Departamento de Seguridad Pública de Carolina del Norte.
ReBuild NC is a program of the North Carolina Office of Recovery and Resiliency.	ReBuild NC es un programa de la Oficina de Recuperación y Resiliencia de Carolina del Norte.

Logos

First impressions often are the basis for people's long-lasting attitudes and opinions. NCORR has its own dynamic logo along with sub-brand logos that offer distinct characteristics for unique and unmistakable first impressions.

Do not recreate or deconstruct logos in any applications. Do not distort the logos by applying drop shadows or effects, redesigning, scaling or stretching. Make sure all elements of the logos appear together.

NCORR Logo

Clear Space

No text, document edges, or additional graphics should enter into this space. The safety margin around the logo equals the height of one of the triangles in the vector graphic.

Preferred Size

The logo should be reproduced no smaller than 2" wide, when using the secondary text. When using only the acronym, it should be no smaller than 1.5" wide.

Blue version

Black version

Don't

- Stretch or distort the logo in any way.
- Allow the logo to touch the edge of the page or screen.
- Cut off at the edge of printed materials.

Reversed

Logos

Do not recreate or deconstruct the logo in any applications. Do not distort the logo by applying drop shadows or effects, redesigning, scaling or stretching. Make sure all elements of the logo appear together.
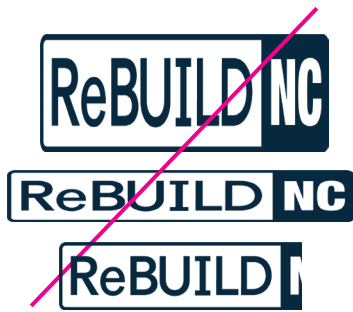
ReBuild NC Logo

Clear Space

The logo should be distinguishable from other visual elements and surrounded by a clear area that is at least the height of the "R" within the name.

Preferred Size

For maximum readability, use the logo at 2" wide and 190 pixels wide.

Blue version

Black version

Don't

- Stretch or distort the logo in any way.
- Allow the logo to touch the edge of the page or screen.
- Cut off at the edge of printed materials.

Reversed

Logos

North Carolina Department of Public Safety (DPS) Logo

The DPS logo must be included on all marketing materials and collateral. All DPS logo guidelines must be followed. They can be found **here**.

- The DPS logo should appear with the Equal Housing Opportunity logo, usually in a footer or at the lower edge of materials.

- The following line must be included to give attribution to DPS: **NCORR is a division of the NC Department of Public Safety**.

Equal Housing Opportunity Logo

This logo must be on all public-facing content, including social media graphics.

The Equal Housing Opportunity logo is a picture of a small house with an equal symbol inside. The words "EQUAL HOUSING OPPORTUNITY" appear directly beneath it. The small house graphic cannot be used without the words "EQUAL HOUSING OPPORTUNITY" beneath it. However, the words may be used without the house graphic in very small pieces where the logo may not be appropriate or possible, such as pieces that are fewer than four column inches long.

DPS and Equal Housing Opportunity logos may appear in black, white, or their preferred color versions. No other colors should be used. Logos should appear in the following hierarchy: DPS, NCORR/ReBuild, and Equal Housing Opportunity, with the DPS logo always appearing slightly larger than the others.

NCORR Colors

NCORR has a primary color palette that includes all approved colors for communications. Tints from the primary color palette may be used to create visual interest in text boxes, tables and other visual elements.

Primary Palette

Blue
CMYK   C100, M84, Y30, K6
RGB   R27, G62, B111
Hex   #1e4479

Yellow
CMYK   C0, M23, Y91, K0
RGB   R255, G198, B44
Hex   #ffc62c
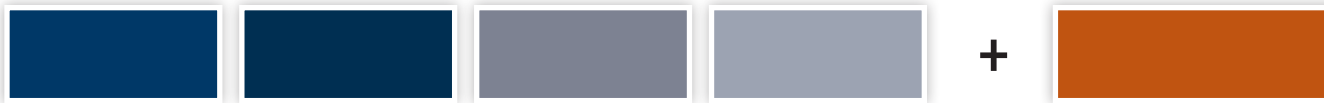
NCORR Colors

Program Colors

All of the NCORR program and focus areas have their own color palettes. These colors should be used when creating program specific materials.

Resiliency

+ Accent olive
CMYK C35, M52, Y100, K16
RGB R154, G111, B9
Hex #9a6f09

Strategic Buyout

+ Accent orange
CMYK C18, M78, Y100, K7
RGB R192, G84, B17
Hex #c05411

Grants and Loans
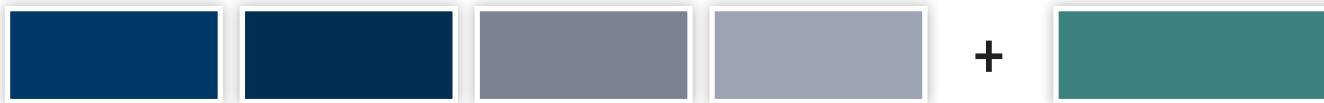
+ Accent turquoise
CMYK C77, M33, Y49, B9
RGB R61, G129, B126
Hex #3c807d

Community Development Office Colors

Affordable Housing Development Fund, Multifamily Development Fund, Public Housing Restoration Fund, Homeownership Assistance Program, Infrastructure Recovery Program

+ Accent green
CMYK C69, M30, Y100, B14
RGB R88, G128, B35
Hex #588023

ReBuild NC Colors

ReBuild NC has a primary color palette that includes all approved colors for communications. Tints from the primary color palette may be used to create visual interest in text boxes, tables and other visual elements. For any communication that is not specific to a program one secondary color can be used as an accent in small sections. Secondary colors should not stand out more than the primary colors.

Primary Palette

Primary blue
CMYK   C100, M50, Y0, K57
RGB   R0, G55, B109
Hex   #00376d

Primary dark blue
CMYK   C86, M36, Y0, K75
RGB   R9, G41, B64
Hex   #092940

Primary gray
CMYK   C17, M11, Y0, K48
RGB   R111, G119, B133
Hex   #6f7785

Primary light gray
CMYK   C14, M8, Y0, K32
RGB   R149, G160, B173
Hex   #95a0ad

Secondary Palette
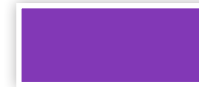
Secondary purple
CMYK C29, M69, Y0, K29
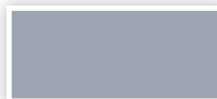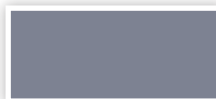RGB R130, G56, B182
Hex #8238b6

Secondary orange
CMYK C0, M62, Y83, K20
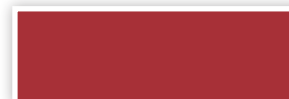RGB R203, G78, B34
Hex #cb4e22
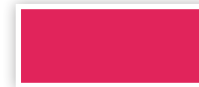
Secondary red
CMYK C0, M84, Y60, K12
RGB R225, G36, B91
Hex #e1245b

Program Colors

Homeowner Recovery

+

Accent red
CMYK C24, M92, Y79, K16
RGB R168, G51, B56
Hex #a83338

Typography

The primary fonts for marketing materials are Transport New Medium for headlines and Transport New Light for sub-headlines and body copy.

For PowerPoint and Word documents, use Helvetica Bold for headlines and Helvetica Regular for body copy. If Helvetica is not available, use Arial fonts.

- All text should be size 10 or larger.
- Text color should follow the NCORR style guide and can be black, primary blue or the program accent color.

Primary Fonts

Transport New Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

Transport New Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

PowerPoint and Word

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

Secondary Fonts

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789$%&!#?<>()@

Iconography

The following icons are approved for identifying NCORR programs and focus areas and should appear with their name.

NCORR Icons

Programs

Resiliency

Strategic Buyout Program

Grants and Loans

Community Development Office

Affordable Housing Development Fund

Multifamily Development

Public Housing Restoration Fund

Homeownership Assistance Program

Infrastructure Recovery Program

ReBuild NC Icons

Homeowner Recovery Program

NCORR Header and Footer Requirements

All documents should contain an approved header and footer.

Header Requirements

Style 1: This style should be used for public or internal documents that are not associated with a specific program or focus area.

Style 2: This style should be used for applicant-facing documents that are used across multiple programs.

NCORR Header and Footer Requirements

Footer Requirements

Style 1: NCORR documents that are not program-specific should include the following statement.

The North Carolina Office of Recovery and Resiliency is a division of the NC Department of Public Safety.
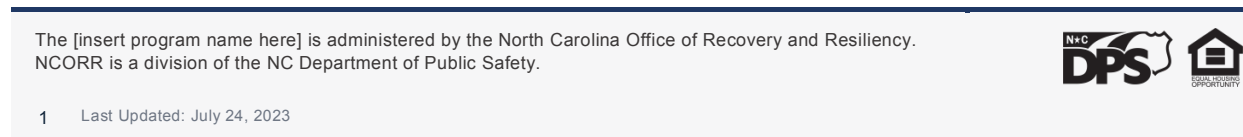
The footer must contain the DPS and fair housing logo (**pg 18**). Logos should be on the right side of the footer, all other information (page numbers, date, etc.) should be on the left.

The North Carolina Office of Recovery and Resiliency is a division of the NC Department of Public Safety.

1   Last Updated: July 24, 2023
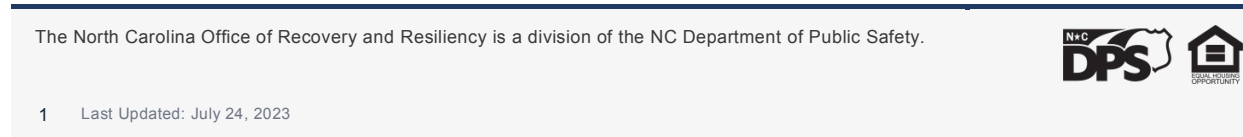
Style 2: NCORR Documents that are program-specific should include the following statement:

The [insert program name here] is administered by the North Carolina Office of Recovery and Resiliency. NCORR is a division of the NC Department of Public Safety.

The footer must contain the DPS and fair housing logo (**pg 8**). Logos should be on the right side of the footer, all other information (page numbers, date, etc.) should be on the left.

The [insert program name here] is administered by the North Carolina Office of Recovery and Resiliency. NCORR is a division of the NC Department of Public Safety.

1   Last Updated: July 24, 2023

ReBuild NC Header and Footer Requirements

All documents should contain an approved header and footer

Header Requirements

Include either the ReBuild NC header (below) or approved program headers (see **page 21**).

ReBUILD NC

Sub-header or Document Title

Footer Requirements

Documents should include the following statement:

ReBuild NC is a program of the North Carolina Office of Recovery and Resiliency. NCORR is a division of the NC Department of Public Safety.

The footer must contain the DPS and fair housing logo (**pg 8**). Logos should be on the right side of the footer, all other information (page numbers, date, etc.) should be on the left.

ReBuild NC is a program of the North Carolina Office of Recovery and Resiliency.
NCORR is a division of the NC Department of Public Safety.

Date Edited: December 3, 2024

1
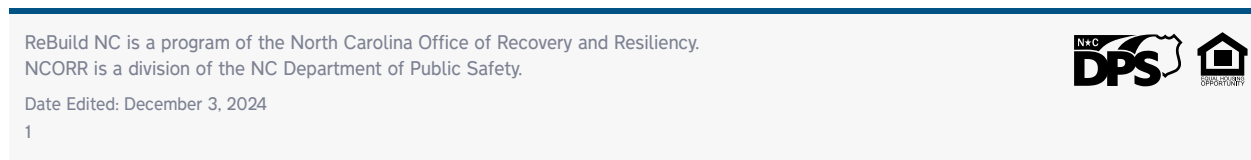
For convenience and to ensure consistency, the following pages include templates for Word documents and PowerPoint presentations. These templates feature the required header and program statement.
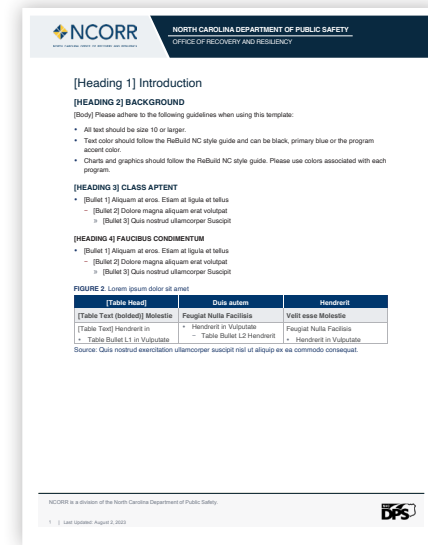
NCORR Templates

Letterhead

This letterhead should be used only for official government and administrative correspondence sent on behalf of the entire agency. It can be downloaded **here**.
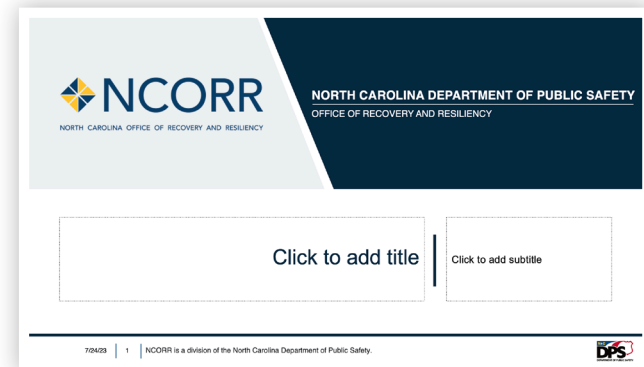
NCORR Templates

Word

This template should be used for public or internal documents that are not associated with a specific program or focus area. It can be downloaded **here**.
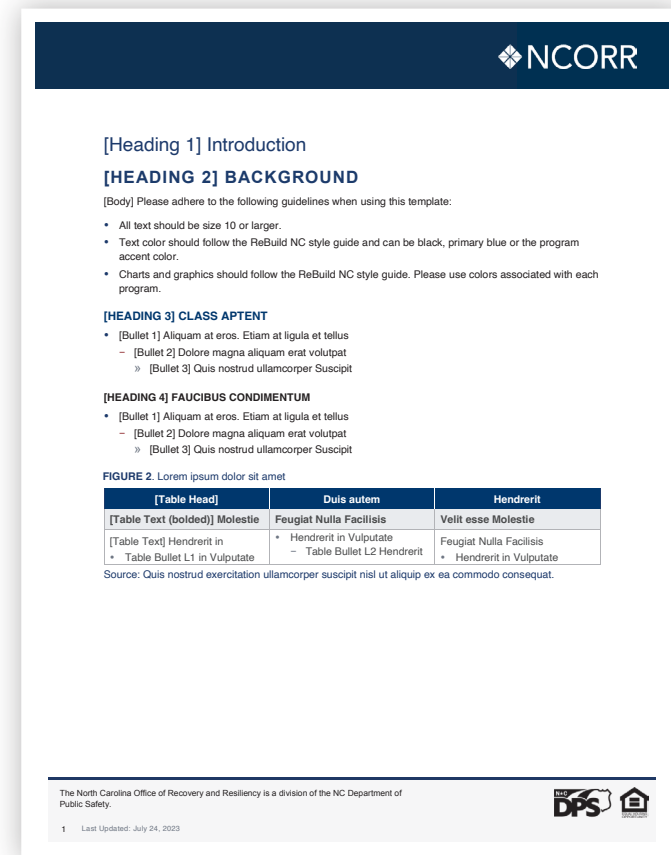
PowerPoint

When presenting on behalf of NCORR, use this PowerPoint template to create your deck. Download the template **here**.

NCORR Templates

Multi-Program

This template should be used for public-facing program materials that are used in multiple programs, such as Uniform Relocation Assistance or Appeals Policy documents. You can download the template **here**.

NCORR Templates

Program Specific

Use the following templates for public-facing program materials to ensure consistency. Do not adjust the position of any template components. Multiple Word and PowerPoint templates are available to download.

- **Strategic Buyout Program Word Document**

- **Strategic Buyout Program PowerPoint Template**

- **Resiliency Program Word Document**

- **Resiliency Program PowerPoint**

Community Development Office

- **Affordable Housing Development Fund Word Document**

- **Affordable Housing Development Fund PowerPoint**

- **Homeownership Assistance Program Word Document**

- **Homeownership Assistance Program PowerPoint**

- **Multi-Family Development Fund Word Document**

- **Multi-Family Development Fund PowerPoint**

- **Public Housing Restoration Fund Word Document**

- **Public Housing Restoration Fund PowerPoint**

- **Infrastructure Recovery Program Word Document**

- **Infrastructure Recovery Program PowerPoint**

- **Haywood County Affordable Housing Programs Word Document**

- **Haywood County Affordable Housing Programs PowerPoint**
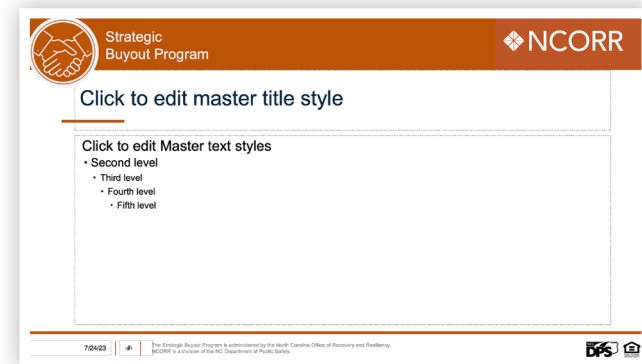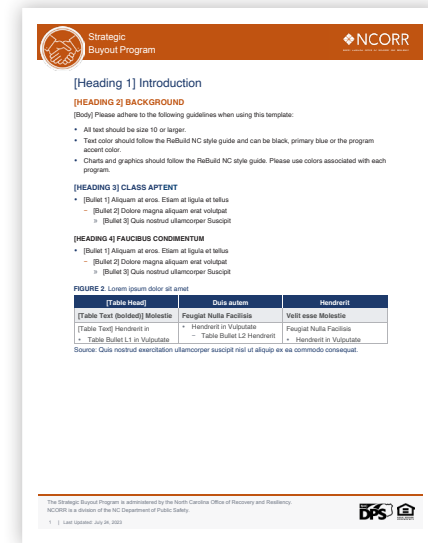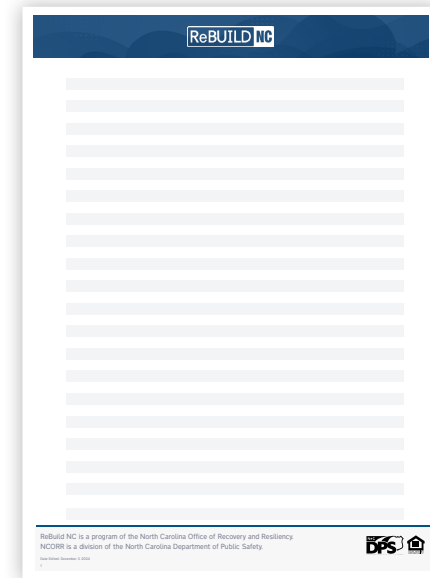
ReBuild NC Templates

The following templates should be used for non-applicant-facing materials that are not program specific.

Letterhead

ReBuild NC letterhead can be used for internal and applicant facing documents such as fact sheets, talking points and memos. It can be used when a program specific template isn't appropriate. ReBuild NC branding should only be associated with the Homeowner Recovery Program.
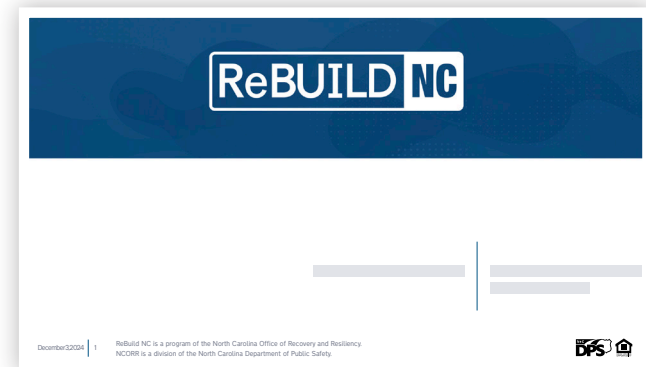
Letterhead Without Address

Letterhead With Address

PowerPoint

The ReBuild NC PowerPoint template includes a variety of slide formats to suit your needs. Download the template **here**.
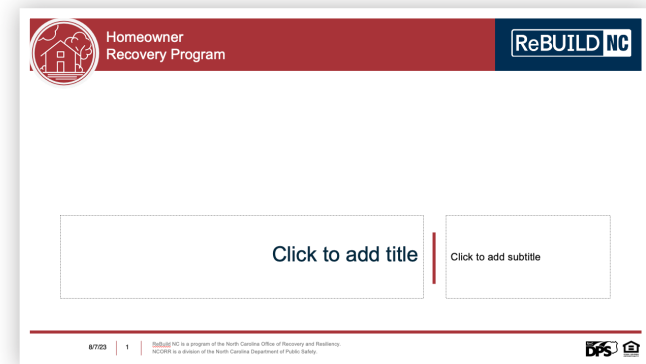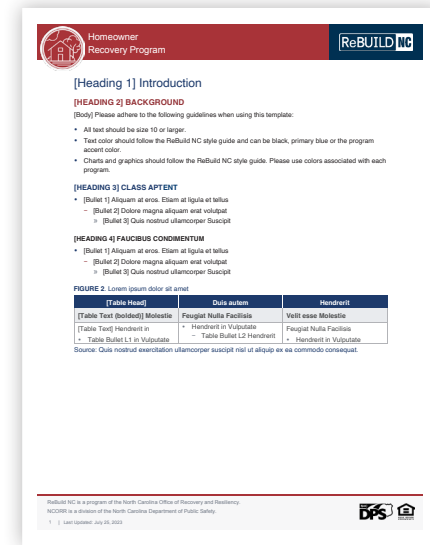
ReBuild NC Templates

Program Specific

These templates should be used for all applicant-facing materials associated with the Homeowner Recovery Program.

- **Homeowner Recovery Program Word Document**
- **Homeowner Recovery Program PowerPoint**

Photography

Strong and positive visuals, used consistently across communications, are vital to reflecting the NCORR brand. NCORR often uses photography for visual expression.

Custom or stock images for marketing and other materials should portray:

- Rebuilding and recovery

- Actual NCORR repair or reconstruction projects

- North Carolina geography and housing types

- Natural disasters or damaged homes (selectively, geographically appropriate and only when necessary)

- Inclusion and diversity (age, race/ethnicity, housing type)

Website Image Specifications

Pixels for website images are sufficiently high to support retina display and a better visual experience. Below are some of the most common image sizes used on the ReBuild NC website.

For additional information visit **digitalcommons.nc.gov/guide/help-topics**

Full Width Hero Image: Landing Page
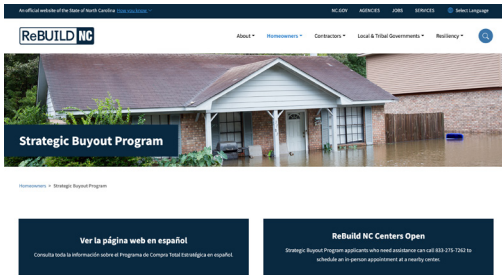
The main image appears at the top of a site page. It is automatically resized to fit when you upload it. The main image is also responsive, which means that it adapts to the diffrent widths of mobile and desktop screens. Each site page can have only on main image.

- Maximum image size: 256 MB
- Allowed image types: png, gif, jpg, jpeg, and svg

Main images can be added in two ways: uploaded directly or selected from the media library.

Carousel Slide Image
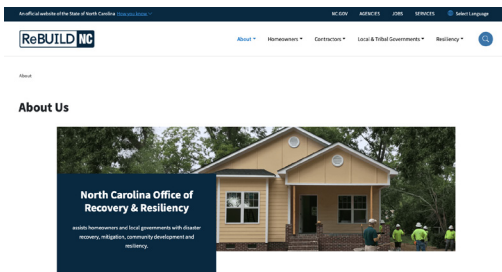
Container letterbox: The image must be at least 686 x 450 pixels

Container, widescreen: The images must be at least 1140x40

Container full width: The images must be 1440 x 550 pixels. This option looks like container, widescreen except that the image extends to the ends of the screen (like the main menu).

Website Image Specifications

Article Card Image
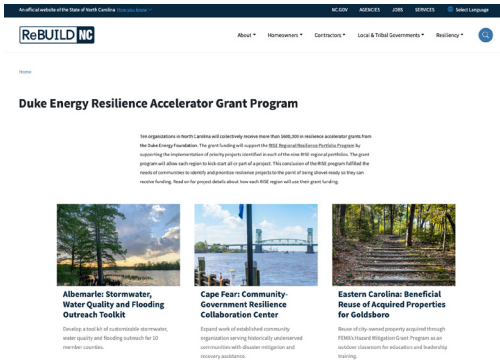
Article Card Image: 1000 x 750
Full width band: 3840 x 1000
Two column full width band*: 1760x1000
Three column full width*: 1140 x 860
Three column constrained width*: 800 850

*If the Article Card uses a background image, then the height should be double the selected card height (540 or 600). Minimum recommended resolution is double the desktop view size for clearer, better-looking images on high-resolution screens.