

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area



BRANDING THE DESTINATION

A Brand Blueprint Guide designed to assist you in better understanding the Brand

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



Table of Contents

One: Starting Point

- Introduction 1.0
- Defining a Brand 1.1
- Our Brand - Promise, Composition, Creation, Target, Visibility 1.2

Two: Brand Identity Guidelines

- Visual Identity Standards and Strategy 2.0
- Logotype Guidelines 2.1
- Color Guidelines 2.2
- Photography Guidelines 2.3
- Typography Guidelines 2.4
- Copywriting Guidelines 2.5
- Application Examples 2.6
- Social Media 2.7

Three: Destination Personality

- Key Character Traits: Tone & Manner 3.0
- Authentic 3.1
- Quaint 3.2
- Premier 3.3
- Time-Honored 3.4
- Service Oriented 3.5
- Relaxing 3.6
- Picturesque 3.7

Four: Questions & Answers / Forms & Logos

- Answers to Questions You May Have 4.0
- Logos 4.1
- Logo Usage Agreement 4.2

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



1.0 Introduction

Dear Marketing Partner/Community Leader:

We live in one of the most beautiful and authentic visitor destinations anywhere! Our destination, The Home of American Golf® provides superior products, services and amenities to visitors who travel here from around the world. And almost all our visitors return home very satisfied with their experience. These visitors, and other considering our destination, however, often find it difficult to accurately define what makes our destination unique. This is why we have created this guide (or blueprint) that completely explains our unique brand identity so it can be delivered in a united voice to DMOs, hospitality suppliers, local businesses, public officials and residents. Understanding how and why our brand works is paramount to the entire process and this guide goes into great detail to cover this.

We ask that you take the time to review the complete brand blueprint guide. It includes an important brand overview and key guidelines for your business to use in describing and identifying the Pinehurst, Southern Pines, Aberdeen region. These guidelines include logo type, color, photography, typography, copy writing, tone and sample application. By working collectively, we can strengthen our awareness and destination equity for both the region and individual businesses.

Now is an excellent time for you to (1) assess your businesses' brand relative to the destination; and (2) inventory your communication tools - brochures, letterhead, news releases, sales kits, web sites, social media tools and advertising materials. We encourage you to begin incorporating these guidelines into your marketing efforts because together we can make a difference.

In the end, these efforts will advance the brand in a thoughtful and creative way that will help our community grow through travel and tourism.

Thank you.

Caleb K. Miles
President & CEO

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



1.1 Defining A Brand

- The relationship between the customer and the product/service (destination).
- A singular idea or image that we created in the mind of our customer.
- The internalized sum of all impressions received by a customer resulting in a distinctive position in the mind's eye based on perceived emotional and functional benefits.
- A brand at its core is a promise to our customers
 - Offering specific benefits, quality and value
 - Possess a unique or proprietary quality
 - Develops an emotional attachment
- A destination is a genuine brand when visitors perceive it as one of a kind and truly unique.
- Brand equity provides credibility for future growth.
- Creating and developing a distinctive, long-lasting, one-of-a-kind destination brand is a process that comes from within. This works best with a collaborative approach in which the destination team and community is empowered with the skills, techniques and insight to manage and maintain the destination brand long term.

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



1.2 Our Brand - Promise, Composition, Creation, Target, Visibility

Brand Promise

- For more than 100 years, visitors have come to regard The Home of American Golf® as one of the premier golf and recreational destinations in the world.
- Our invitation: Visit The Home of American Golf® to relax, share and celebrate in our history, landmarks, events, culture, amenities and people. We promise to deliver an unforgettable experience in our quaint towns and villages, be it for a golf vacation, leisure travel, business travel, a meeting or other event.
- The Home of American Golf® will serve as the core of all our destination marketing applications, and will define this unique and authentic visitor experience.

Brand Composition

The Home of American Golf® and the unique geographic logo define and promote a very special visitor experience. The icon and slogan represents (1) tradition & quality; (2) the unique position the Pinehurst, Southern Pines, Aberdeen area holds (owns) in the world of golf; and (3) uses a warm welcoming historic shield with a tartan print as its symbol of special ambiance and exceptional hospitality. The brand is the rallying point for all of Moore County's destination marketing activities. The Home of American Golf® is a registered trademark of the CVB.

Brand Creation

The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau created and administers this distinct brand working in partnership with hundreds of hospitality-based businesses and other stake holders (other businesses, municipalities, economic development agencies, residents and media) in Moore County. The brand was created to highlight the experience of visiting the Pinehurst, Southern Pines, Aberdeen Area. Aligning the destination marketing efforts and resources of the CVB with the area's unique character and persona, distinguishes it from all other travel, recreational and meeting destinations.

Brand Target

The CVB markets its promotional resources via the brand message to several important market segments of the tourism industry: Golf & Leisure Travelers, Travel, Golf & Feature Media Writers, Bloggers, Corporate Travel Offices, Web Marketing Portals/Content Writers, Meeting & Convention Planners, Group Travel Planners/Coordinators, Travel Agents, Tour Operators & Wholesalers and Strategic Marketing Partners.

Brand Visibility

Residents of Moore County are very proud of their community and are great ambassadors for the area's destination marketing efforts. Area marketing has been part of the history of these resort communities for more than 100 years. The creation and implementation of The Home of American Golf® brand and logo carries on this tradition, while unifying and enhancing these efforts. The brand is thus included in all CVB marketing materials and affixed to area hospitality businesses.

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.0 Visual Identity Standards and Strategy

The power of any brand lies in its focus and clarity. When the Bureau's brand is remembered, repeated and meaningful to our potential and repeat visitors, as well as the media, we all win. Everyone from the largest resorts and golf courses to the smallest fast food restaurants benefit because to our visitors, we are a single community.

We encourage everyone to display the Bureau's trademarked logo and the Home of American Golf® because when your brand is associated with it, some of the benefits that we have intentionally built are transferred to your brand. Likewise, the good feelings that your customer has toward your brand get transferred to ours. The more we are all noticed and remembered, the more valuable we all become.

We are careful to maintain our focus and clarity and to that end, we have certain standards and usage guidelines that need to be adhered to by everyone. These standards are not to be taken lightly because we have developed them with great care and purpose. The good news is that they are simple and easy to follow.

A consistent look and feel, carried out with a high level of design, is essential to communicate clearly and persuasively our brand position. The visual identity standards comprised in this section serve as the foundation for executing a wide variety of communications in a way that will maintain and enhance our message to our customers, partners, and local constituents, and thus ensure the integrity and equity of our brand.

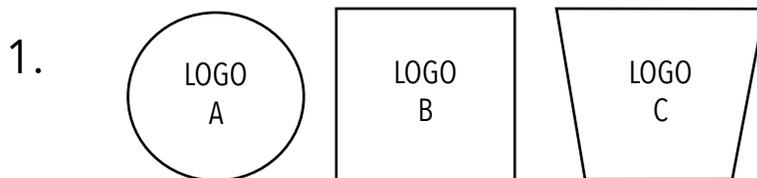
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Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



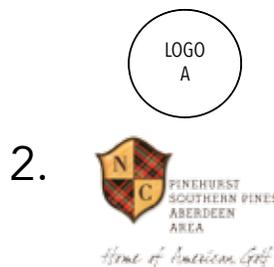
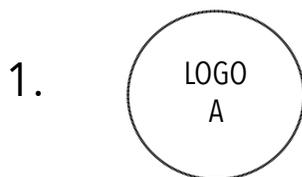
2.1 Logotype Guidelines

In some instances our logo will be required to coexist with the logo(s) of one or more entities belonging to our partners. An example would be co-op advertisement and direct mail. Though it's difficult to anticipate all potential combinations in which this will happen, most situations will require the Pinehurst, Southern Pines, Aberdeen area logo to either be dominant or subservient. The following are suggestions for both applications.

Dominant relationship



Subservient relationship



Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.1 Logotype Guidelines (cont.)

These brief guidelines for proper usage of the Bureau's logo are consistent with the design style that defines our visual identity. It is imperative they be adhered to by every person authorized to use our logo.

Do

1. High resolution gray scale applications
2. Low resolution black & white applications
3. In reverse situations, use black & white version of the logo

Don't

1. Substitute approved color palette
2. Place logotype on photographs
3. Place logotype on dark backgrounds

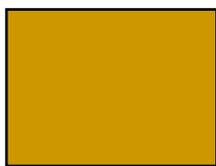
Clear Space

An area of no less than 1/4" should be maintained around the logo

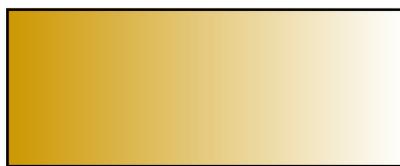


2.2 Color Guidelines

Color and brand are inextricably linked. Color specialists have long known that each color has a different impact on the human psyche. It sparks memories and can convey emotion. In marketing, color can determine which product or service a customer selects. The color palette shown below best represents our area's key character traits and invokes a sense of both vibrancy and relaxation. Different shades of the colors can be used by adjusting the percentage of color down.



PMS 117



100% - 0% Shading



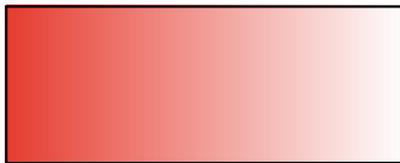
PMS 299



100% - 0% Shading



PMS 179



100% - 0% Shading



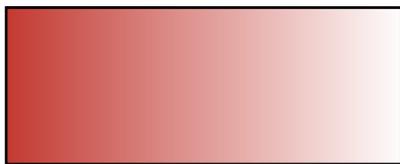
PMS 321



100% - 0% Shading



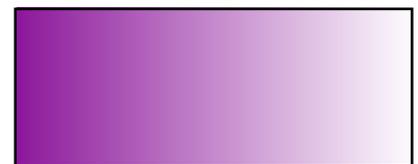
PMS 180



100% - 0% Shading



PMS 260



100% - 0% Shading



PMS 369



100% - 0% Shading



PMS 471



100% - 0% Shading

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.3 Photography Guidelines

It is through photography that we are best able to convey the unique personality of our region, not only in content, but in use of honest technique and fresh view-points. We prefer to use dramatic, high-quality, high-resolution photography in all our communications, always reinforcing our brand spirit. Our photography should be simple in composition, bold in color and inventive in cropping. The next several pages give some examples based on the specific guidelines listed below for photography of both places and people.

The use of any CVB photography must be credited to the CVB as follows:

Photos provided courtesy of The Pinehurst, Southern Pines, Aberdeen Area Convention & Visitors Bureau (CVB).

Photography Guidelines - People

- Use an unusual point of view
- Black & white photography or duo tones can enhance mood and emotional response
- Crop inventively

Photography Guidelines - Places

- Show dramatic atmosphere and lighting. Early morning, late afternoon
- Showcase deep, rich and natural colors
- Golf photography should use indigenous factors, including longleaf and loblolly pines, pine straw, pine cones and white sand bunkers
- Show people (visitors and residents) as often as possible, engaging with the destination in a wide variety of ways

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.3 Photography Guidelines - People

- Use an unusual point of view
- Black & white photography or duo tones can enhance mood and emotional response
- Crop inventively



Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.3 Photography Guidelines - Places

- Show dramatic atmosphere and lighting. Early morning, late afternoon
- Showcase deep, rich and natural colors
- Golf photography should use indigenous factors, including longleaf and loblolly pines, pine straw, pine cones and white sand bunkers





2.4 Typography Guidelines

A guiding principle of good design is consistency. It makes sense then, to create a short list of fonts to be used in any particular marketing effort. Below is our list of a handful of fonts to use in advertisements, collateral marketing materials and other design projects. Please read the notes next to each font for suggestions on how and when to use them.

Primary Fonts

Clarendon

Vendetta Medium

These fonts should be used in the vast majority of cases. Use Clarendon for headlines and sub-heads. In addition, the phrase "Home of American Golf®" should always be set in Clarendon. Use Vendetta Medium for body copy. Use the italic version of Vendetta for brief paragraphs requiring distinction and for photo captions. Type size for Vendetta should never fall below 10 points, nor go above 14 points.

E-Communications Font

Garamond

For use in e-communications to ensure readability.

Accent Fonts

Trajan

Carpenter

These fonts should be used sparingly to provide occasional variety in designs. Trajan should be used for headlines to provide some variety from the predominant Clarendon. Use Carpenter for single words within a headline that is otherwise set in Trajan; or for initial caps (the first letter of the first word of the first sentence of a block of copy).

Clarendon

ABCDEFGHIJKLMN OPQRSTU-
VWXYZ

abcdefghijklmnopqrstuvwxy z
1234567890

Vendetta Medium

ABCDEFGHIJKLMN OPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxy z
1234567890

Vendetta Bold

ABCDEFGHIJKLMN OPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxy z
1234567890

Garamond

ABCDEFGHIJKLMN OPQRSTU VWXYZ
abcdefghijklmnopqrstuvwxy z
1234567890

TRAJAN

ABCDEFGHIJKLMN OPQRSTU VWXYZ
ABCDEFGHIJKLMN OPQRSTU VWXYZ
1234567890

Carpenter

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxy z
1234567890

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.5 Copy Writing Guidelines

The copy content and tone are key components to building an effective brand message. These words help shape the pictures and experiences we want the readers to create in their minds. For our branding efforts, the focus is on a distinctive and consistent description of the destination which builds identity and value for all our tourism products.

We'll break this guideline into 2 sections: What we say (the messaging) and How we say it (the demeanor).

Messaging

Creating a story that describes the experience of visiting The Home of American Golf®, being here in our region. This needs to be more than just an inventory of individual businesses and/or products. It should engage the senses.

Here is a list of some destination features that should be included in the messaging to deliver the brand essence:

- Authentic Carolina Sandhills experience
- Premier resort destination offering world-class golf
- Understated ambiance
- Moderate temperature offering an invigorating change of season
- Year-round destination
- Challenging, but enjoyable golf and other resort activities
- Exceptional Dining Options
- Lively entertainment
- Unique shops and boutiques
- Natural and Scenic Beauty
- Southern genteel hospitality
- Slower pace, tranquil surroundings
- Less formal, casual elegance
- Safe and comfortable

Demeanor

Communicating our message about the destination involves a combination of words, visuals and experiences.

Here are some guidelines on how to effectively implement our brand character:

- Start from the customer's perspective - speak what matters to them - relax, gateway, enjoyment
- Give a wider view to the visitor. Get outside the door of your business and reference these as part of the overall destination experience
- It's all about being there - what does it feel like
- Engage the senses - views, scents, sounds
- Use or contrast diversity to our advantage
- Provide them with "insider" experience - something they can go home and brag about
- Others in our destination are partners (not competitors) so speak of them in these terms in your marketing

Convention & Visitors Bureau
 Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.6 Application Examples

One of the best ways to tell our story is through co-op communications (both print and digital) where we have a unique opportunity to unify our voice as a destination. This branding synergy is created when we combine different properties/features where the sum is greater than a total of individual parts. Why? Because we can tell the whole story, enabling the reader to put themselves here. The end result is that each individual message is enhanced by being part of the overall destination umbrella brand.

The sample co-ops on the following pages show how by integrating all the visual and written elements, based on the guidelines established in this blueprint the delivery of the message is so much stronger and effective. In effect, we are able to better capture the spirit of the destination and connect with the customer on both an intellectual and emotional level.


 PINEHURST
 SOUTHERN PINES
 ABERDEEN
 AREA
Home of American Golf

INSTANT GRATIFICATION

We get it ... time is your most valuable commodity, so time on the golf course is highly valued. Simply put, The Home of American Golf gets you on the first tee faster, with the best deals, loads of primo dining, and throws in the heritage of the premier golf destination for free. Starting to get that warm and fuzzy feeling already? We're here for you - check us out at homeofgolf.com

Contact us at (800) 346-5362 or visit homeofgolf.com



TALAMORE GOLF RESORT
 800.552.6292
talamoregolfresort.com



GOLF ESCAPES OF THE SANDHILLS
 877.205.7775
gollescapesinc.com

**One Great Round
 Deserves Another**


 PINEHURST
 SOUTHERN PINES
 ABERDEEN
 AREA
Home of American Golf



TALAMORE GOLF RESORT
 800.552.6292
talamoregolfresort.com



GOLF ESCAPES OF THE SANDHILLS
 877.205.7775
gollescapesinc.com

Come to the Pinehurst, Southern Pines, Aberdeen Area where celebrated history and tradition greet you on and off the fairways. From storied classics to modern masterpieces, our world-renowned greens reward you with an unrivaled golf experience that's second to none. Of course, your day doesn't have to end after conquering the eighteenth hole. Our popular pubs and gathering spots ensure the rounds keep coming even when you're not on the course. So go on. Reward yourself and indulge in the full legacy and tradition of the Pinehurst, Southern Pines, Aberdeen area. The Home of American Golf®—and much more.

Contact us at (800) 346-5362 or visit homeofgolf.com

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



We're Just Down The Road

Accents from every country mingle on the golf courses and in the resorts of the Pinehurst, Southern Pines, Aberdeen Area. But, for you, it's just a short drive to this legendary North Carolina resort area. Quaint villages and unique stores tempt shoppers in search of one-of-a-kind treasures. Diners return to their homelands singing the praises of our restaurants. Stressed-out travelers unwind in our spas. And forty-three championship courses beckon to golfers from around the globe. Imagine trading all the time it takes to get to an exotic destination, for more time to be there. Experience the many sides and great values of the nearby Pinehurst, Southern Pines, Aberdeen Area.

Contact us at (800) 346-5362
or visit our website at www.HomeOfGolf.com



PINEHURST RESORT
800.ITS.GOLF • pinehurst.com



Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



If there's a special gathering in your future, perhaps it deserves to be held in a place like no other. The Pinehurst, Southern Pines, Aberdeen Area was created for such moments. Our gracious hotels, cozy inns and intimate cottages are perfect for weddings, reunions and business conferences. Our restaurants invite conversation & friendship over memorable meals. And then there are our forty three world-class courses which energize and relax at the same time. Come and enjoy the legendary North Carolina hospitality of the Pinehurst, Southern Pines, Aberdeen Area.

Contact Beverly Stewart at (800) 346-5362 (Ext.237)
Email: bstewart@homeofgolf.com
or visit homeofgolf.com/meetings-groups



**Pine Needles Lodge
& Golf Club**

800-747-7272
pineneedles-midpines.com

Talamore Golf Resort

800-552-6292
talamoregolfresort.com

Hampton Inn & Suites

910-693-4330
hamptoninn.com

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



2.7 Social Media

When using the CVB logo to represent our presence on Facebook, Twitter (or other social media) either alone or alongside social icons, make sure to use only our current logo in four color or grayscale and in proportion to other alongside icons/logos. Doing so does not require prior approval.

To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate the logo. Never remove the verbiage "Home of American Golf[®], nor omit the ® symbol.

Do:

- Use the approved branding fonts when displaying the CVB logo
- Refrain from using the CVB logo in a manner that suggests sponsorship or endorsement by the CVB
- Use the approved branding colors when displaying the CVB logo
- Encourage conversation about attractions and authentic experiences that the destinations provides to both residents and visitors.

Don't:

- Use speech bubbles or words around the logo
- Rotate or change the direction of the logo
- Animate the logo
- Surround the logo with other images
- Change the color of the logo
- Anthropomorphize the logo
- Add special effects to the logo
- Use older versions of the logo, previous logos, or any marks that may be confused with the brand



Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.0 Key Character Traits for Tone and Manner of Communications

Our brand character sets the destination apart in everything we say and do. It's our unique calling card. It gives us the personality that unified our brand communication. But our character can only be strong if we are consistent with our communication tone and manner.

Below are the seven key character traits with guidelines that follow (3.1 to 3.7) on how the tone and manner of our communication should be delivered.

- Authentic
- Quaint
- Premier
- Time-Honored
- Service Oriented
- Relaxing
- Picturesque

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.1 Au-then-tic/adj.

being fully trustworthy as according with fact or actuality;
genuine

All of our communications should guide people in discovering what is authentic for them. Therefore, it's imperative that our manner is genuine and honest. Of course, our authenticity is anchored by a respect for the heritage and tradition of the region.

Our manner is honest and genuine; therefore, our communications must guide people in discovering what is authentic for them. Authenticity comes from the knowledge and respect we have for the heritage and traditions that came before us. It cannot be constructed or fabricated.

Communicating the Message:

- Assist our customers so they receive the information they need and gain confidence to discover the destination on their own
- Weave a sense of relaxation into all our communication
- "Tell the story" of our culture, people and traditions of the region, both past and present. How these blend together to embrace the spirit and energy of the region
- What sets us apart has to be delivered to visitors so they sense a true, authentic experience, not the dreaded tourist trap. All guest contact associates at the hundreds of hospitality-based businesses are the key ambassadors of this message, as are the initial marketing materials that bring visitors here. The two must "match up"
- Use indigenous products, features and references in marketing copy

Branding Examples of this Character Trait:

- Historic points of interest: farms, churches, town/village centers, battlefields, houses, Southern and Cape Cod architectural mixture
- Nature/Environment: towering pine trees, pine cones, red cocaded woodpecker, gardens
- Entertainment: quaint pubs and cafes, spirited theater, local musicians
- Agriculture: peaches, dewberries, cotton, tobacco
- Shopping: unique browser-friendly, small-town shops
- Golf: The Home of American Golf® is where golf grew and flourished into a national pasttime unlike any other. Donald Ross, Richard Tufts and Peggy Kirk Bell are golf icons whose stories represent the history and tradition of the Pinehurst, Southern Pines, Aberdeen Area. The sheer abundance of courses weaves a blanket of green throughout the area.

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.2 Quaint/adj.

1. marked by beauty or elegance; 2. unusual or different in character or appearance; 3. pleasingly or strikingly old-fashioned

Many of our visitors seek refuge from their everyday hectic schedules to get away from the process associated with work, family life and other time-sensitive activities. A destination that offers beauty and elegance combined with an old-fashioned appeal provides the sanctuary many seek to remove themselves from the stress in their lives. Quaint can be both a physical and visual attribute, as well as an emotional respite to ones surroundings.

Communicating the Message:

- Demonstrate places, times, mindsets in photography and copy
- Showcase the mood of "small town" architectural features that are pleasant such as porches, shingles, dormers, railings, pine straw and brick sidewalks
- Emphasize small gatherings of people vs. large groups in social settings
- Avoid promoting based on sales price.
- Distinguish between a traditional golf/leisure experience, and the more time-honored Home of American Golf® experience.
- Independent, local and non-franchised businesses better depict this characteristic

Branding Examples of this Character Trait:

- Small and inviting downtown villages and towns
- Rockers on porches
- Unique shopping including pottery and antiques
- Historic architecture and points of interest
- Horticultural Gardens, walking trails

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.3 Pre-mier/adj.

first in rank, position or importance; 2. first in time

The Pinehurst, Southern Pines, Aberdeen Area is one of the world's premier golf destinations, validated by numerous national golf publication rankings, including Golf Digest: Top 3 Golf Destinations in the World, 2000, and the area has hosted (and will again host) the most prestigious golf championships in the world, including the U.S. OPEN Championship (1999 and 2005) and the U.S. Women's Open Championship (1996, 2001 and 2007). The top names in golf course architecture have been compelled to design a course in the area.

Communicating the Message:

- Denote a benefit that is personal and experienced based
- Imply the quality message rather than state it obviously
- Understated, sophisticated and casual elegance are reflective of the experience we are promising.
- Avoid promoting primarily based on price
- Distinguish between a traditional golf/leisure experience, and the more time-honored Home of American Golf® experience.
- Demonstrate quality in the occupancy, production and finish of our marketing materials.

Brand Examples:

- World-class, time-honored championship golf and recreational amenities
- Championship Tennis Tournaments, Olympic -level cycling and Equestrian events
- Renowned authors and artists
- Designer fashions and artistic products are found at our local boutiques and golf pro shops.
- The quality of life, beauty, quaint villages offer memorable and rewarding experiences.

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.4 Time-Honored/adj.

honored because of age or long usage (- tradition)

The competitive nature of leisure travel and specifically the golf sector mandates that our brand is truly differentiated. The Home of American Golf® is one of the true monikers that set the destination apart from many other newcomers to the golf destination marketplace. By establishing a rich golf heritage at the foundation of our destination character, the goal is for the visitor to gain an instant appreciation via a look into the past, including those played critical roles in the foundation and growth of the game of golf.

Communicating the Message:

- Provide links to the past through references to key or relevant historic events and prominent historic figures.
- Give the visitor examples of where they can soak up history
- Showcase the mood of “small town” historical architectural features that are pleasant such as porches, shingles, dormers, railings, pine straw and rustic brick sidewalks

Brand Examples of this Character Trait:

- Donald Ross – considered the father of American golf architecture Richard Tufts – family founded Pinehurst, the resort and community in the late 1890’s
- Ben Hogan – won his first professional tournament in 1940
- Peggy Kirk Bell – lady patriarch of golf, family owns and operates Pine Needles and Mid Pines
- First Golf Driving Range
- First Miniature Golf Course
- Towns, Villages and buildings on the Historic Registry
- Early Innovation (pre 1930s) as a golf destination.
- Payne Stewart’s dramatic victory on the 72nd hole of the 1999 U.S. Open Championship

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.5 Service-Oriented -Ser-vice/vb

to furnish or supply with something needed or desired
Oriented/adj.
intellectually or emotionally directed

We see that a customer-centric approach is fundamental to the success of the brand. The friendliness and spirit of our people play a critical job in the impression our customers have of our region.

Communicating the Message:

- Provide service as you would want to receive service. The focus is on the visitor's experience.
- Shape our customer's experience by the locals that service them. Employees may be the only locals our visitors see and speak with.
- Build trust by communicating fairness and good organization.
- We must keep guest contact emphasis – (be it front desk, concierge, tour guides, etc.) on being knowledgeable about the entire region. They are the ambassadors and communicate its diversity, variety and authenticity.
- Active listening demonstrates a sense of caring that extends beyond basic service.

Branding Examples:

- Use examples of service excellence, where visitors are treated like family – sharing an interest in their satisfaction.
- Remember a customer's face and name.
- Tourism service providers are well informed and proud of the area in which they live. They know what the destination has to offer and have an "I'll find that for you" attitude that leaves a lasting impression.
- Use of stories that demonstrate how the destination "goes the extra mile" through its people.
- Link the unique destination attractions, activities such as pottery to the special people that provide them

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Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.6 Re-lax-ing/vb to seek rest or recreation

An experience is enhanced when people are relaxed and are comfortable to be themselves. We act to put people at ease and bring out their best and ours. This does not mean over-serving or affectation, but appropriate and honest actions which put people at ease.

Communicating the Message:

- Treat our visitors with intelligence and respectfully, avoid a superior tone
- Use a voice that speaks plainly and personally
- Avoid overstatements and a self-congratulatory approach. Remember that the focus is on the visitor's experience

Branding Examples:

- Be available, interested and approachable
- Emphasize our beauty and elegance and position the area as a sanctuary from everyday life
- Share the variety of amenities in the area which evoke relaxation, including golf, unique dining, spa treatments

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Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



3.7 Pic-tur-esque/adj.

1. charming or quaint in appearance; 2. evoking mental images

We are fortunate to enjoy a setting that is naturally picturesque, from our Carolina blue skies to our stately pine forests to our quaint villages and towns. These things connect and define the overall visual experience of a visit to our area. This is something special that the visitor will remember long after he has departed the region.

Communicating the Message:

- Include photography that depicts the natural beauty and quaint surroundings of the region
- Demonstrate places, times mindsets in photography and copy
- Showcase the small town activities and architecture that are unique and charming

Branding Examples:

- Unique beauty of area golf courses
- Inviting villages and towns
- State forest and other pine forests, endangered and other natural habitat indigenous to the area
- Stunning plant life in the area including dogwoods, azaleas, magnolias and others
- Historic architecture and points of interest
- Horticultural gardens, walking trails
- Rolling hills showing elevation change and contrasting topography

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Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



4.0 Answers to Questions You May Have

- Q:** How does the Home of American Golf® brand compliment my individual business brand?
- A:** You elevate the profile/position of your business by the products/amenities and services you provide. As a geographic region, we will elevate the Pinehurst, Southern Pines, Aberdeen Area's profile by increasing awareness and identify it as a premier destination. When these are combined, the promotion of your business with a highly desired region/destination, greater brand equity will be achieved through increased value and consumer demand.
- Q:** How can we use Home of American Golf® brand in our marketing materials?
- A:** The CVB created and obtained a service mark (®) for Home of American Golf® to protect its usage. If this was not done, other destinations or companies could potentially lay claim to the brand. The CVB encourages hospitality businesses to use the brand – the only two requirements are (1) use type style and service mark (®), and (2) complete a one-page logo usage agreement form. (4.2)
- Q:** What are the benefits to my business for using the destination brand?
- A:** By combining individual businesses efforts to maximize impressions, the entire region/destination will build a stronger identity as a preferred leisure golf and travel destination. By its geographic region affiliation, your individual business demand and value will grow, increasing its occupancy, sales and profits.
- Q:** Who else will be using the Home of American Golf® brand?
- A:** We encourage all hospitality businesses to incorporate the brand into their sales and marketing efforts. We also encourage other businesses and organizations that may not be directly included in the hospitality industry but understand the value of positive brand equity to use the brand message as well.
- Q:** How can I get more information on all this branding information, as well as specific brand research on the Home of American Golf®?
- A:** The CVB utilizes many resources on the brand management process, including Destination Marketing International's BrandScience® Guide, N.C. State University and numerous research instruments. All this data is available at the CVB, so we suggest you make an appointment with our marketing team to get the most out of your investment.

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



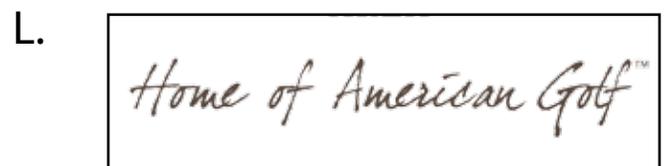
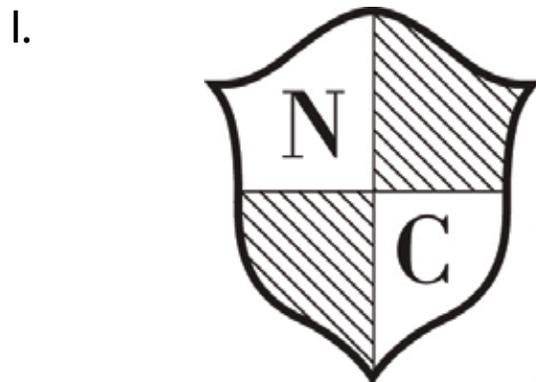
4.1 Logos



Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



4.1 Logos



Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area
BRANDING THE DESTINATION



4.2 Logo Usage Agreement

Name of Organization: _____

Address: _____

City: _____ State: _____

Zip: _____ Telephone: _____

Applicant's Name/Title: _____

Please briefly describe below the publication/marketing material in which the Convention & Visitors Bureau Logo will be used (attach mock-up or other examples) and which logo will be utilized, A B or C:

Conditions:

I understand that this Logo is trademarked, and the property of the Convention & Visitors Bureau for the Pinehurst, Southern Pines, Aberdeen Area and use is contingent upon review by the Convention & Visitors Bureau which has authority to deny use of logo as it sees fit.

I agree that I will only use the Convention & Visitors Bureau Logo in the approved locations described herein.

I understand that the Convention & Visitors Bureau is a destination identification and may not be used as the primary identification on the marketing material.

Agreed:

Applicant

Date

Approved:

Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area

Caleb K. Miles
President & CEO
Convention & Visitors Bureau
Pinehurst, Southern Pines, Aberdeen Area