FENTON

BRAND GUIDELINES

BRAND STRATEGY



THE MANIFESTO

Step into a world where luxury waits for you around every corner, and immerse yourself in an exquisite environment we've curated just for you.

At Fenton, you can escape into a portal of discovery and dreams—where a new adventure beckons you at every turn, and each moment is an introduction to our unique expression of sophistication.

Here, family feels like royalty, friends transform into kindred spirits and strangers become fellow explorers on a journey to uncover the only way to indulge your distinctive tastes in the Triangle.

We are Fenton.
And we are delighted to meet you.

MEET FENTON

THE CORE MESSAGE

Meet Fenton

To meet is to connect—to inspire being in the same place at the same time.

Fenton is the ultimate upscale shopping and dining destination in the Triangle, and the only place to meet unique stores, best-in-class restaurants and a campus full of delightful opportunities for fabulous fun.

THE DIFFERENTIATORS



Designed to be
curated and distinctive.

Carefully chosen, exclusive and high-end—the new breed of brands at Fenton is unlike anywhere else in the Triangle.



Where you come to play and
stay all day.

A playground for the senses, at Fenton there is a whole world to discover, eat, engage with and indulge in. Give yourself the day of your dreams at Fenton.



Discover the new
premium way to shop.

Where open-air, sparkling streets and bustling energy meet award-winning chefs. At Fenton, shopping becomes more than a to-do list—it's an encounter with luxury.

BRAND ELEMENTS

PRIMARY LOGO

The name Fenton connects to the establishment of the town of Cary, and its importance is illustrated in the knotted logo. Four Fs come together to create a singular icon that reflects our community, our history and our unique point of view. The clean, bold type of the written Fenton in the logo connects to the strong, linear nature of the knotted symbol.

The logo lockup includes four colors from the primary color palette. When implemented on a light or medium background, the Fenton Blue is used for the logotype, and when used on a dark color or photographic background, white is used for the logotype.





ONE-COLOR VARIATIONS

The Fenton logo in one color — either Fenton Blue or white — can be used in limited scope for more minimal color applications to complement colorful layouts and headlines, bold photography or patterns in surrounding creative.





LIMITED-USE LOGOS

A stacked version of the logo or a logotype only version can be used when horizontal space is too limited to fit the primary logo (stacked version) or within the Fenton space where other primary versions of the logo are also visible (logotype only).





LOGO CLEAR SPACE

Clear space is the uninterrupted space around a logo or symbol into which no other type or any element should overlap. To clearly define the clear space around the logo, use the F within the Fenton logotype as a point of measurement. The logo lockup shown at right showcases the necessary clear space and its measurements.



MINIMUM SIZE

Print

To maintain legibility and impact, the Fenton knotted symbol within any printed lockup should always be larger than 1/4" tall and wide.





Digital

To maintain legibility and impact, the Fenton knotted symbol within any digital lockup should always be larger than 18px tall and wide.





COLOR PALETTE

Primary Palette

Fenton Blue is the foundation of the entire color palette. The complete primary color palette uses fresh colors in complementary tones to create a sophisticated color story that feels both modern and welcoming across every touchpoint of the brand.

Secondary Palette

The secondary color palette is comprised of two colors that also complement the primary palette. These colors should be used more limitedly hierarchically and only when the primary colors are also present.

Fenton Blue
RGB: 3, 46, 61
HEX: #032E3D
CMYK: 96, 70, 52, 54
PMS 303 C

RGB: 99, 120, 107
HEX: #63786B
CMYK: 63, 40, 57, 15
PMS 4198 C

RGB: 224, 189, 161
HEX: #E0BDA1
CMYK: 11, 26, 36, 0
PMS 726 C

RGB: 209, 163, 66
HEX: #D1A342
CMYK: 18, 35, 87, 0
PMS 7407 C

RGB: 184, 181, 158
HEX: #B8B59E
CMYK: 30, 23, 39, 0
PMS 6200 C

RGB: 250, 237, 219
HEX: #FAEDDB
CMYK: 1, 6, 13, 0
PMS 25% of 7407 C

RGB: 227, 145, 102
HEX: #E39166
CMYK: 9, 50, 64, 0
PMS 472 C

RGB: 201, 212, 209
HEX: #C9D4D1
CMYK: 20, 10, 15, 0
PMS 70% of 441 C

PRINT TYPOGRAPHY

Headlines: DIN Condensed Bold, All Caps

STAY ALL DAY

Subheads and Body Copy: Semplicita Pro Bold and Regular

Surprise yourself with an exceptional experience.

Avoid traffic, park easily and see what happens. With stores you can't find anywhere else, take your time and explore everything Fenton has to offer. There's no other place you can end your shopping day with a meal prepared in the test kitchen of a Michelin-pedigree chef.

Special Events: DIN Condensed Bold and Romsey Script

MEET
FENTON
at light the square

WEB TYPOGRAPHY

Headlines: Barlow Condensed Medium, All Caps

STAY ALL DAY

Subheads and Body Copy: Century Gothic Bold and Regular

Surprise yourself with an exceptional experience.

Avoid traffic, park easily and see what happens. With stores you can't find anywhere else, take your time and explore everything Fenton has to offer. There's no other place you can end your shopping day with a meal prepared in the test kitchen of a Michelin-pedigree chef.

PATTERNS



A scaled-up, staggered version of the logo mark is the most common pattern used for Fenton. It can be used in full color or in one color.

An individual F piece of the logo mark staggered in rows. This pattern should be used in one color, but canbe used with any color from the palette.

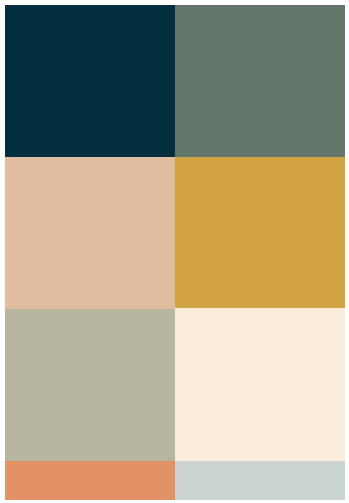
A smaller and tighter linear pattern of the full logo mark in one color. This can be used with any color from the palette.

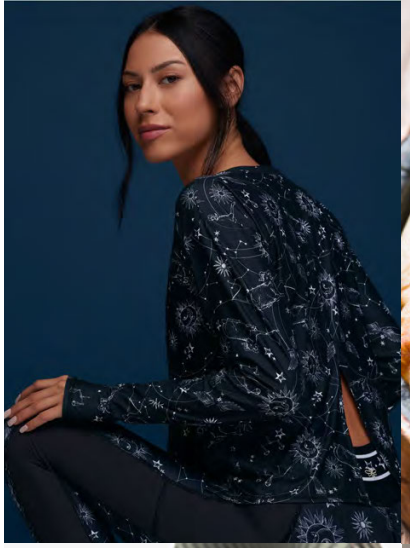
PHOTOGRAPHY AND ICONOGRAPHY

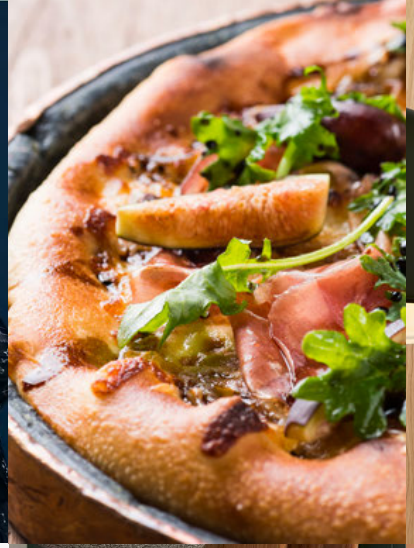
LIFESTYLE AND PRODUCT PHOTOGRAPHY

In social media and marketing, photography is used to showcase what's available at Fenton retailers and restaurants, and also represents emotions and experiences inherent to Fenton. These still life photos are modern and sophisticated with a sense of whimsy, all shot within spectrums of the color palette.

Please note: Not all photography in these guidelines has been purchased for use. They are for internal use as look-and-feel examples only.







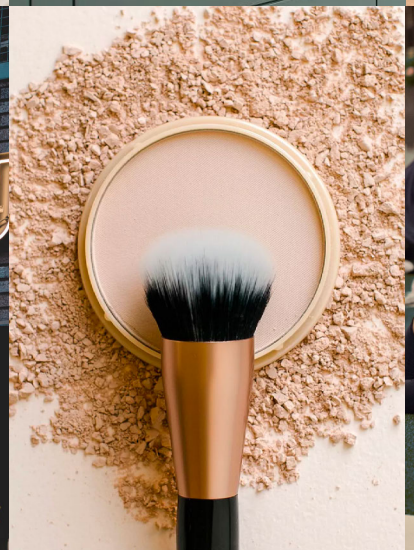














LOGO-FRAMING PHOTOGRAPHY

A largely scaled version of the logo can be used to highlight and bring brand colors to an image, as shown in the examples below. The center of the logo forms a diamond shape for the photography and the rest of the logo bleeds off the page.





ICONOGRAPHY

Iconography for Fenton is simplistic and made up of two elements: a solid shape in Fenton Blue and additional details in a stroked color from the primary logo. Lines end sharply to match the Fenton logo.



Community



Dogs of Fenton



Shopping



Food and Beverage



Events

IMPLEMENTING THE BRAND

The answer to "Where should we go?" is always:

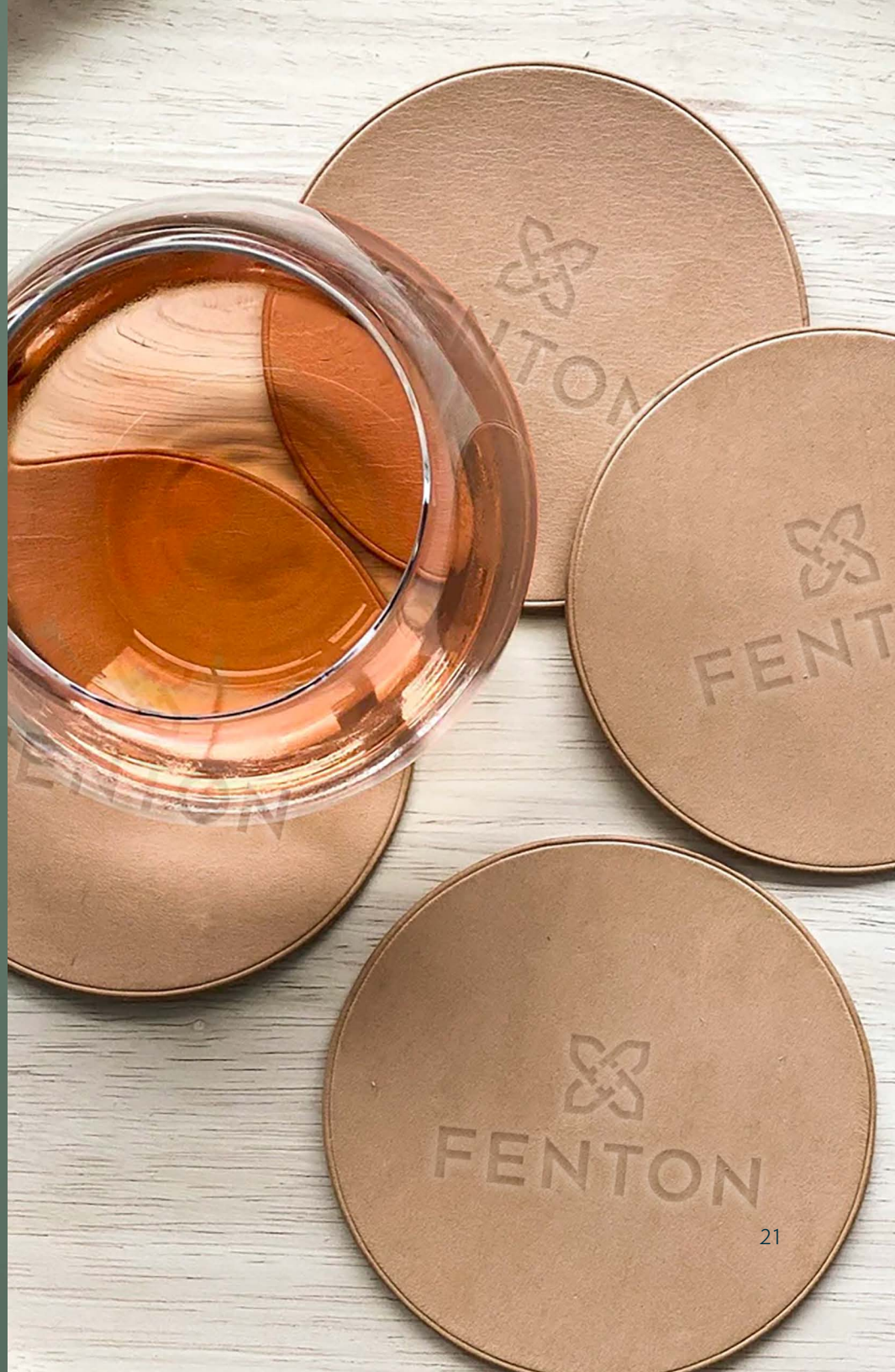
"MEET ME AT FENTON"

TO INDULGE
TO DINE
TO CHEERS
TO RELAX
TO EXPLORE




FENTON

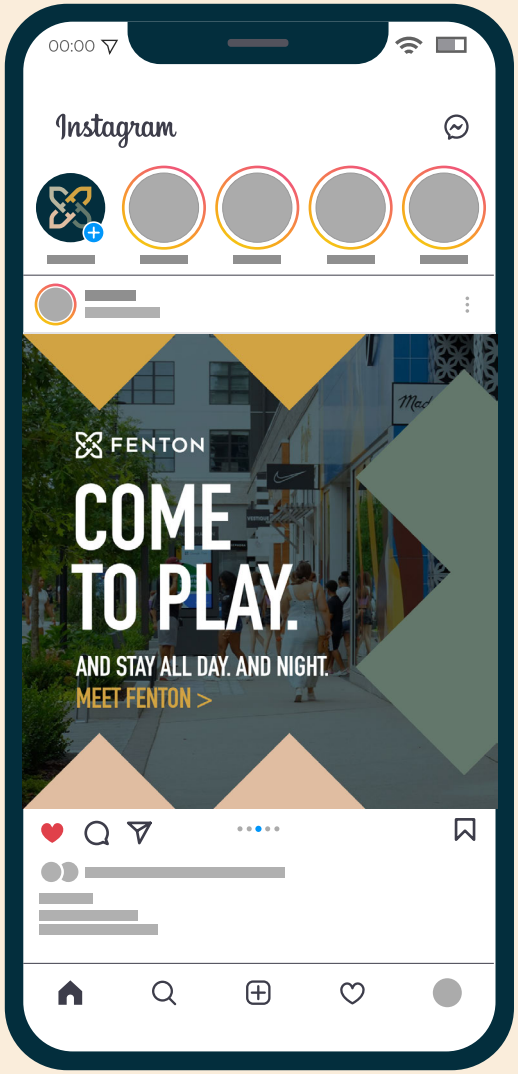

FENTON

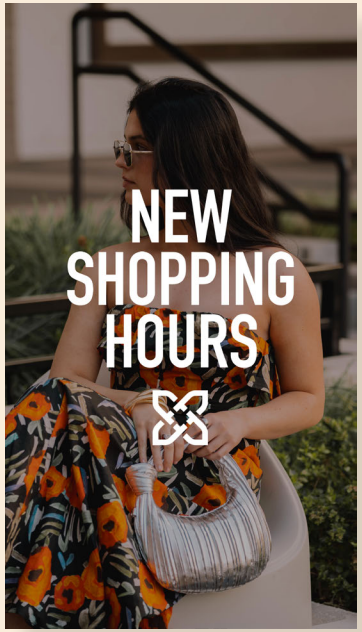

FENTON


FENTON
MEET CURIOSITY
MEET INSPIRATION
MEET RELAXATION
MEET SPORT
MEET PLAY
MEET FLAVOR
MEET FENTON
VIEW OUR DIRECTORY


FAHERTY
MEET
FAHERTY
MEET
REJUVENA


COME TO PLAY
AND STAY ALL DAY
(AND NIGHT)
FENTON
FENTONNC.COM


00:00
Instagram
FENTON
COME TO PLAY.
AND STAY ALL DAY. AND NIGHT.
MEET FENTON >

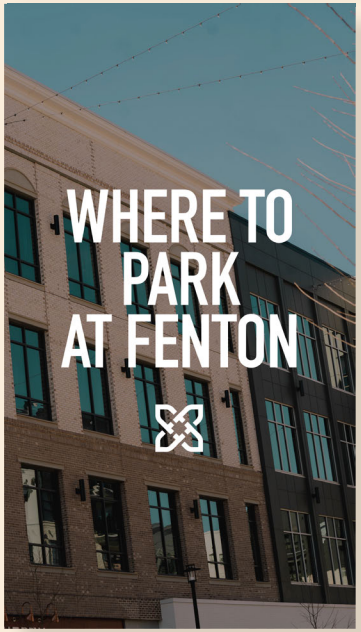

NEW SHOPPING HOURS


WARBY PARKER
MEET YOUR SPRING FRAMES


APRIL 6
American Cancer Society's Relay for Life
8:30AM - 12PM
APRIL 12
Kidokinetics SportsPlay Classes for Little Fentonians
10AM and 11AM at Fenton's Square
APRIL 13
CorePower Outdoor Yoga Class
1PM at Fenton's Square
APRIL 20
Triangle Pop-Up Maker's Market
11AM - 4PM at Fenton's Square


FENTON
Maker's Market
GIVEAWAY


FENTON MAKER'S MARKET
EVERY 3RD SAT


WHERE TO PARK AT FENTON


FENTON