Cary Post-Branding
Digital Execution Opportunities
We know that the big conversation right now revolves around the branding of Cary, North Carolina, and where the town versus city designation fits into that process. However, what happens after the branding process is worth talking about. Bigfish has lots of experience not only in the branding process, but also in the strategic effort required to take a new brand to market. It’s what we do.

The execution formats and channels at our disposal are vast. That said, within this document we have chosen to focus on some of the tactical, digital executions that Bigfish Creative Group can deliver on behalf of the new Cary brand. Specifically, this document covers a general website wireframe to highlight key features that will be applicable to your audiences, as well as an online marketing guidelines and materials resource hub designed to serve as a digital portal into the newly defined Cary, NC.

So you have this fresh brand. Now what?
Throughout the digital examples in this document, we will be using FPO colors and photography. Meaning that they are simply here as examples.

These are actually a few colors from our Bigfish palette. If you really like them we suppose you could use them too. Otherwise, we’re looking forward to building a brand palette and imagery styles of your very own throughout the branding process, and we are certainly not claiming to have those answers just yet.

For the sake of wireframing up some of the ideas we have for the new Cary brand online, we are using this CaryNC mark as a visual place holder for the future branding to come.
Welcome to Cary.

What makes Cary so great

Cary is open for business
- Resources to start a business
- Forming a corporation
- Licensing & permits
- Business Development Centers
- Doing business in Cary

Useful links
- Bill Pay
- Garbage & recycling
- Careers
- Youth sports
- Register for a class

What’s happening in Cary

15 MAR
Annual Health Fair 9:30 AM

15 MAR
Films@TheCary: I, T onya 2:00 PM

16 MAR
Family Wilderness Survival 5:00 PM

17 MAR
Cary Ballet Company “Spring Wor... 2:00 PM

21 MAR
Public Art Advisory Board 6:15 PM

Website: A living, evolving digital representation of a brand.

Your post-brand initiative conversations will absolutely include a new and improved website. A successful website is no longer merely a digital billboard featuring your logo and mission statement. It’s a connection to the digital space where audiences choose to engage on a daily basis.

Beyond a stunning and compelling user-interface, Bigfish delivers web experiences that are carefully planned around your audiences and their pathways to finding what they need quickly. Features like easy searching, readily accessible information for local or new businesses, community links like online utility bill payments, as well as simple connections to the life and times of Cary are just a click or two away.

You’ll even notice that people log in just to surf around for the ambience—and then find cool things to love about Cary in the process.

Are we saying we’re going to build Cary one of the best city websites ever? We pretty much just did.
Prediction: Residents are going to bookmark the Cary website homepage.

Search chat bot

Millennials will gravitate to your chat bot, who knows them by name, answers questions about Cary, and helps them find activities tailored to them.

Weather Integration

Give users a look into current weather, while also allowing the dynamic views of a full seven day forecast with one click.
Responsive search

Even with a streamlined navigation and page organization, some users would prefer to just tell us what they need. With a responsive search bar leading our homepage, we provide an experience that accommodates all web styles.

How can we help you?

Q: I'm just moving to Cary
A: Welcome to Cary! Here's a lot of information to help new residents.
WHAT MAKES CARY SO GREAT

#1 BOOMTOWN IN THE US
-Smart Asset, 2017

#1 SAFEST CITY IN AMERICA
-24/7 WallSt, September 2016

#4 BEST CITY FOR QUALITY OF LIFE
-The Nerd Wallet, October 2017

#6 BEST CITY FOR YOUNG PROFESSIONALS
-Forbes

News and Blogs

Feature recent posts that highlight businesses, residents and events in Cary. Easy backend interfaces will let you give your users relevant content in a timely manner, no headaches.

Community Calendar

Celebrate and invite people into the brand called Cary, NC. Users will always be in the loop and able to find an upcoming event that speaks to their lifestyle from any webpage they visit.

Social Integration

A crucial part of a successful brand roll-out is putting your brand where audiences will find you, and right now that means social media. Integrated with social, your content will travel further.
The Brand of Cary marketing materials and guidelines online resource.

Download all materials Cary. Copy, photography, video, facts, and figures all directly downloadable and royalty-free.

Specific materials are available for each target group.
Quickly navigate to the assets you need.

01. WELCOME TO CARY
Heart of The Triangle
The best of City Life
Livability
A Progressive Community
Leading Businesses and Institutions
Sports

02. CARY BY THE NUMBERS
The history of Cary

03. THE BRAND OF CARY
Logo
Footage
Typography

04. BUSINESSES

05. TOURISTS

06. CONFERENCES

07. YOUNG PROFESSIONALS

08. STUDENTS

09. ORGANIZATIONS

10. INVESTORS
THE BEST OF CITY LIFE


THE BEST OF CITY LIFE material downloads page

Download approved Cary City Life copy in Microsoft® Word format for use in press releases or promotional marketing materials or events.

Browse and download approved Cary City Life imagery.

Preview and download approved Cary City Life footage.
Thank you!

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