

ABC PERMITTEE SOCIAL DISTRICT LOGO

The City of Marion has created a uniform logo for the Downtown Marion Social District pursuant to North Carolina House Bill 211 (HB211). The Bill requires the local government or their designee to design a unique logo for use by an ABC permittee within the District. An ABC permittee is required to use the logo on or as part of a state-approved container when selling alcoholic beverages that will be consumed off-premise within the District. The container must clearly display the unique logo in addition to the business name.

The logo has been uploaded to Canva and is being made publically available for use by ABC Permittees located within the Downtown Marion Social District. Canva is a third-party free online graphic design tool used to create and share images. The District's unique logo is shown below in Figure One in both color and black and white. The Logo is designed to be printed on no smaller than a three-inch diameter graphic (288 px x 288 px) to meet state standards on font size for the tag line "Drink Responsibly-Be 21" required on every container.



Figure One: Unique Social District Logos in Color and Black and White

The design of the container must also include the following:

- 1) The name of the ABC permittee from which the beverage was purchased.
- 2) Display, in no less than 12-point font, the statement "Drink Responsibly – Be 21."

The ABC permittee can share, download, copy or print the City's unique social district logo directly from Canva. The ABC permittee can use the graphics to print stickers that can be applied to a state-approved container or printed directly on state-approved containers. A link to the logo is provided below.

CLICK HERE TO ACCESS LOGO



The next several pages include step-by-step instructions on how to use Canva to copy, download and print the Downtown Marion Social District Logo.

For additional information and/or questions regarding Marion's Downtown Social District please contact Laddis Hollifield City Clerk/Public Information Officer at Marion City Hall at 828-652-3551 Ext. 303 or lhollifield@marionnc.org.



How to Copy and Prepare Social District Logo for ABC Permittee Use

1. Click the interactive link provided below to access the logo template (*internet access is required*).

[\(Click Here for Template\)](#)

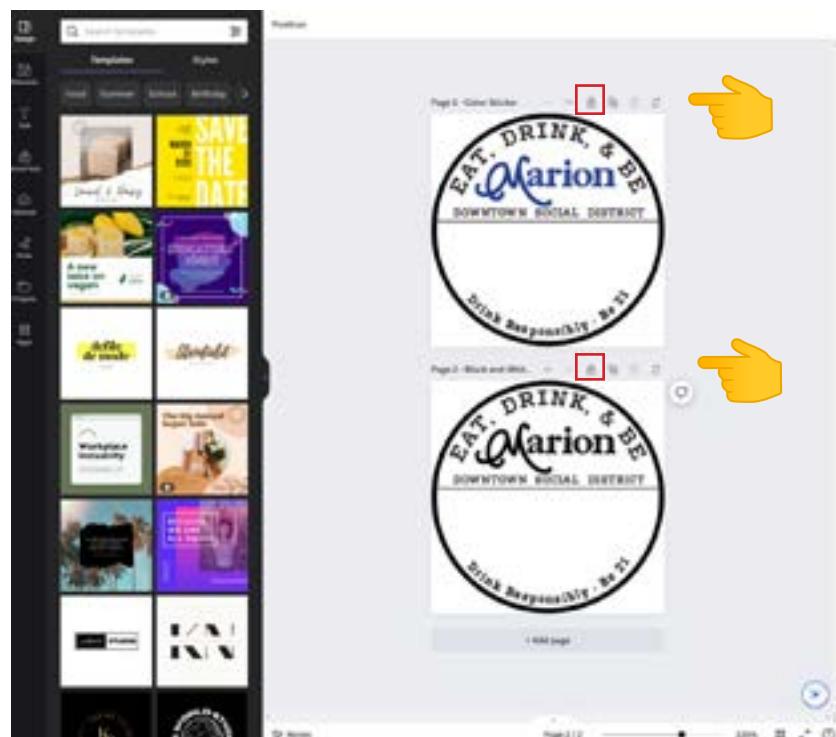
2. A Canva webpage will open with the following screen. Click “Use Template”

A template created by City of Marion was shared with you, start designing now



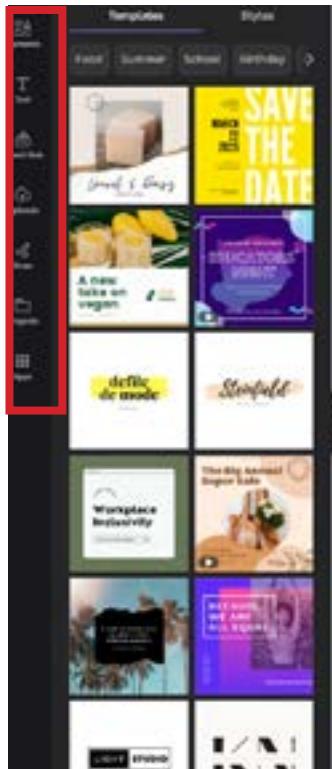
Use template

3. A screen will open showing the social district logos in both color and black and white. Click the lock icon to unlock the graphic.

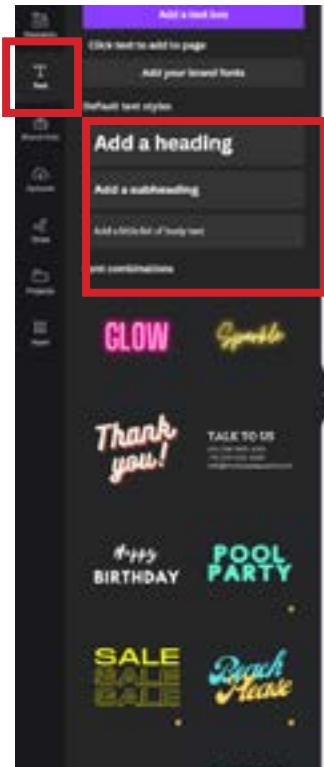


How to Copy and Prepare Social District Logo for ABC Permittee Use

4. Locate the tools found on the left hand side of the screen.

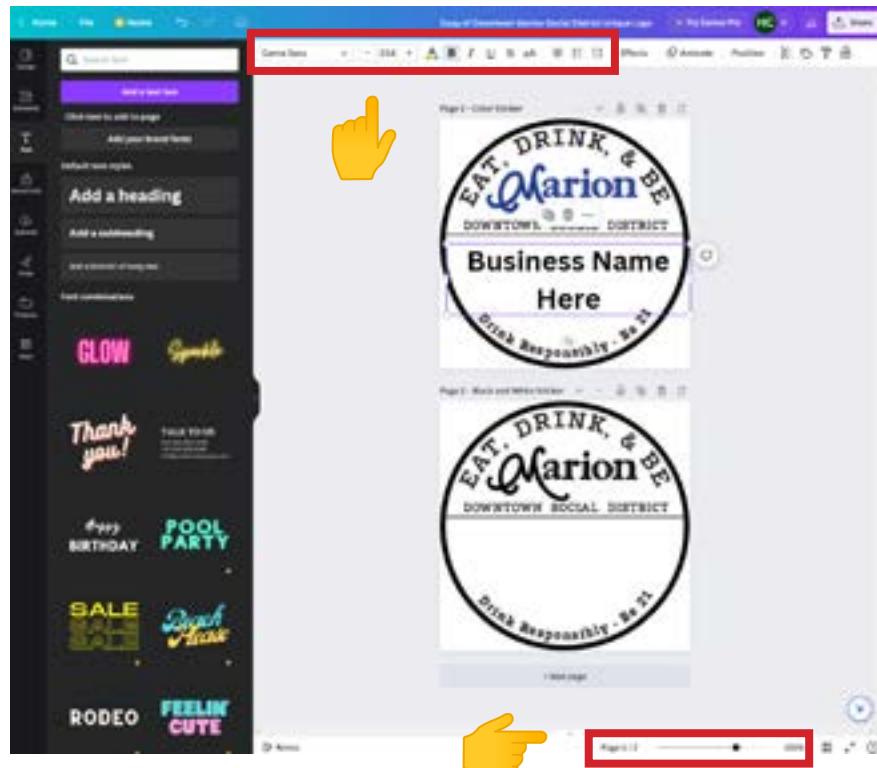


5. Select the “Text” Tool and then select the text style from the list and drag to the logo of choice click on the heading and type name.

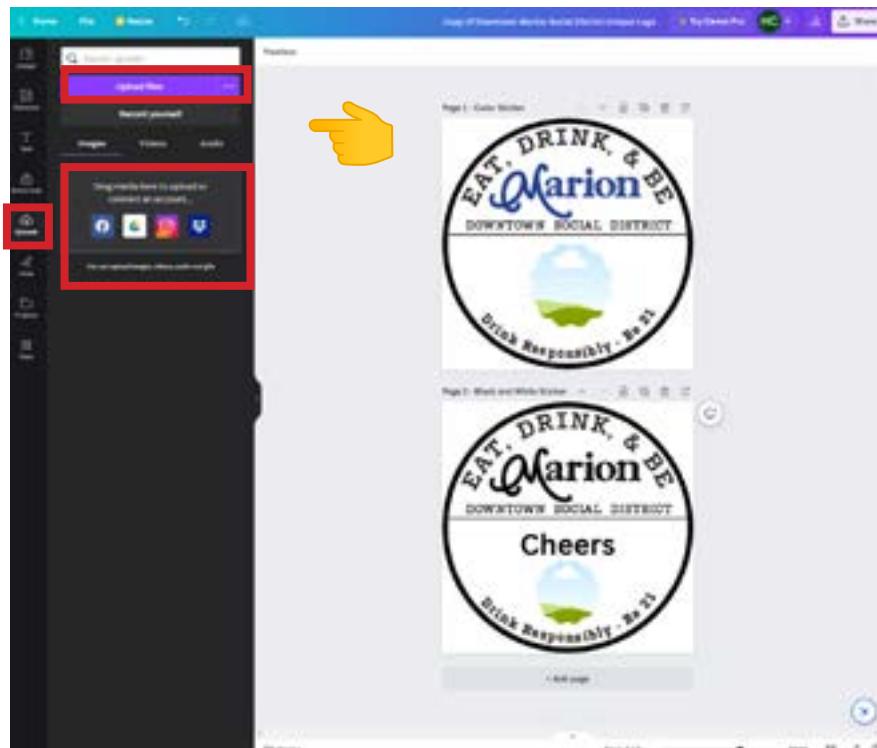


How to Copy and Prepare Social District Logo for ABC Permittee Use

6. With the text field selected, a tool bar appears on the top of the window. These tools allow you to adjust and style text. There is also a zoom tool at the bottom of the window that allows you to adjust the size of the entire logo.



7. The ABC Permittee can also add their business logo by clicking on the upload tool, uploading a graphic file of the logo, and clicking on the image to add it to the Social District graphic. This can be used with the text tool feature or it can be a stand-alone graphic.



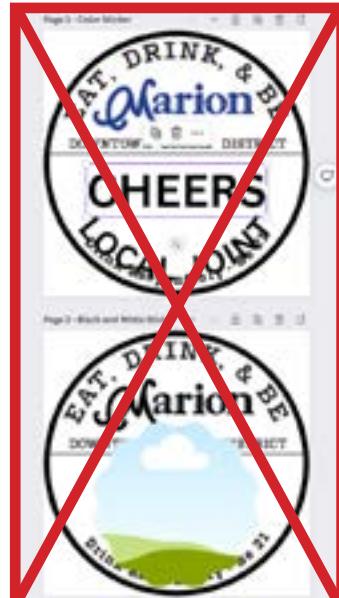
How to Copy and Prepare Social District Logo for ABC Permittee Use

Keep in Mind:

- a. The ABC Permittee's name must be clearly legible on the Logo; and
- b. The Social District Logo including the "Drink Responsibly – Be 21" is required under state law and cannot be covered up.



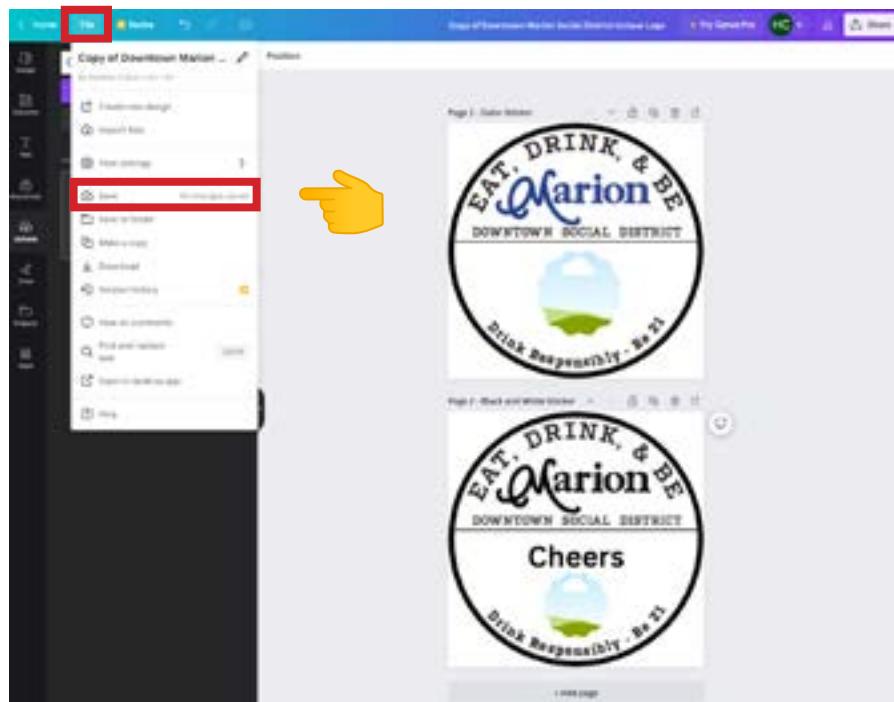
CORRECT



INCORRECT



8. Once satisfied with your design. Select "File" and "Save". This will allow you to save the graphics in your Canva account and keep them for future use.

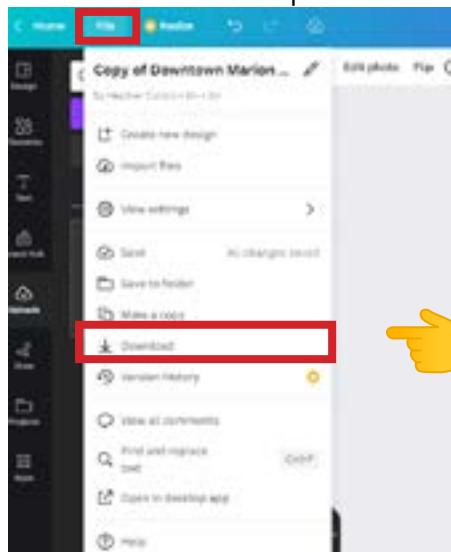


Canva

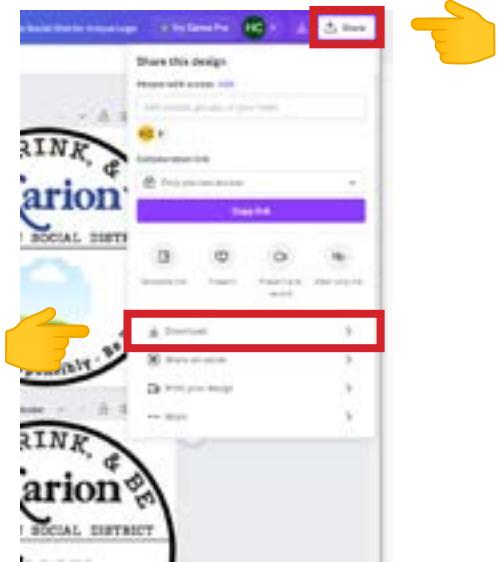
Downloading Social District Graphics

1

There are two ways to download graphics on Canva. Select “File” or select “Share” on the top of the screen.

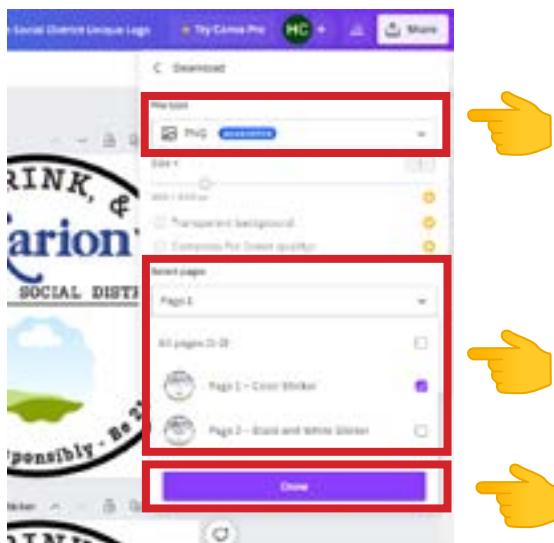


OR



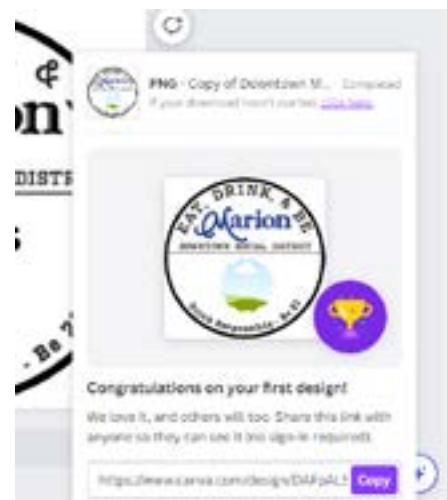
2

The Download dropdown menu will appear. Select the file type and page or pages to download then select “Done”.



3

Your design should automatically download and you will receive a completed message from Canva. Canva also provides a link to your design to share with others.



4

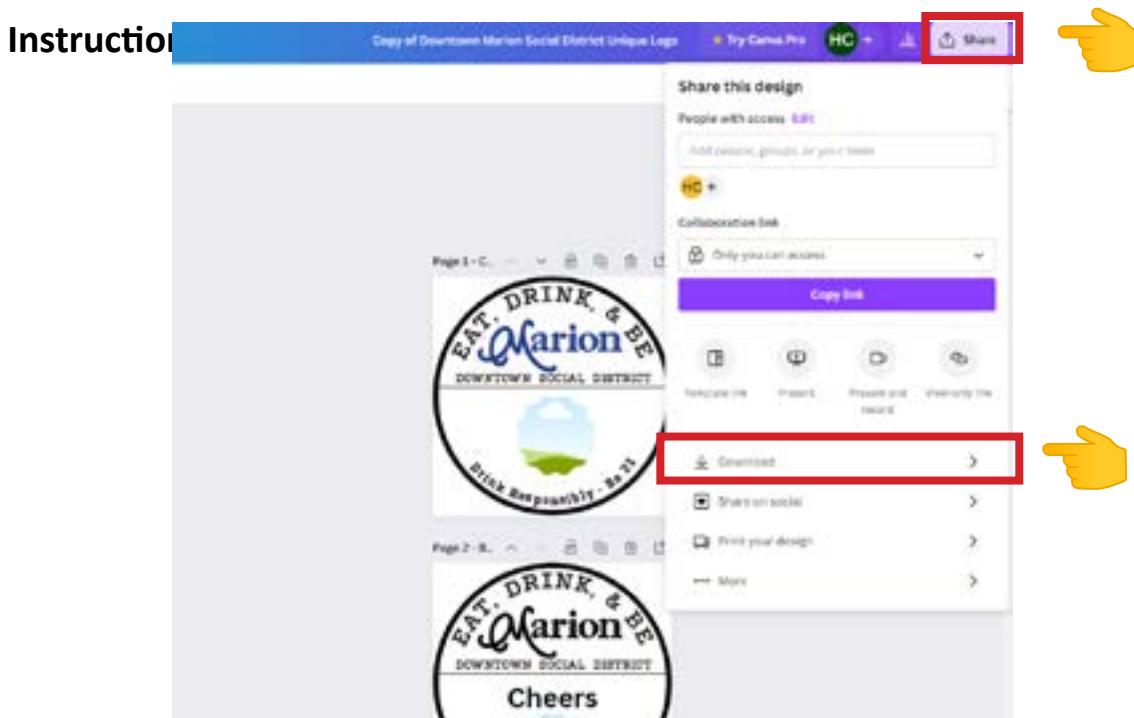
Share your design(s) with a local print shop to have stickers or containers made.

Canva

Printing Social District Graphics

Canva is a free third-party graphic design tool that also allows you to have your designs printed and drop-shipped directly to your door. The City of Marion has no affiliation with this company and cannot guarantee the quality of work provided. This is a tutorial on how to print 3-inch diameter stickers from Canva for adhering to state-authorized containers. As an alternative, the City of Marion recommends downloading your graphic and working with your local print shop. Please remember the Marion Social District Logo is designed to be printed as a three-inch diameter circle to meet state requirements for using 12-point font size on the tagline "Drink Responsibility – Be Social".

- 1 Open Canva Social District Unique Logo and select "Share" on the top right-hand side of the screen then select "Print your design".

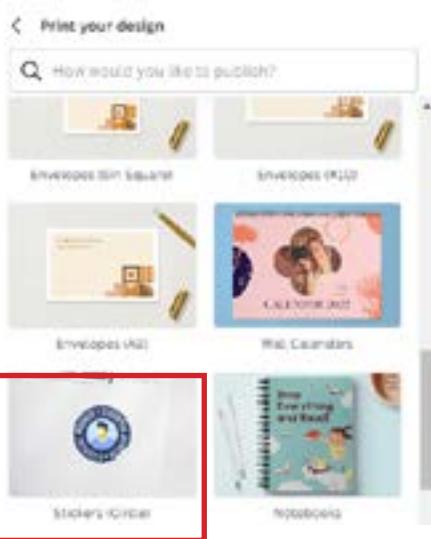


- 2 A "print your design" drop down window will appear. Scroll to the type of media you wish to have printed. The City of Marion designed the unique Downtown Marion Social District Logo to print on three-inch diameter stickers consistent with the Medium Size Stickers (Circle) print option.

Printing Social District Graphics

3

Select “Stickers (Circle)”



4

Click “Resize design”



5

5. Select the page you want printed. (The page corresponds to whether you want color or black and white). Only one type of logo can be selected at a time.

6

6. Select “Medium” (3” X 3”) size.

7

7. Select the image at the top to preview the sticker

8

8. Select how many stickers you wish to have printed.

9

9. Click “Add to cart” or “Check out” to order the quantity of stickers you have designed.

