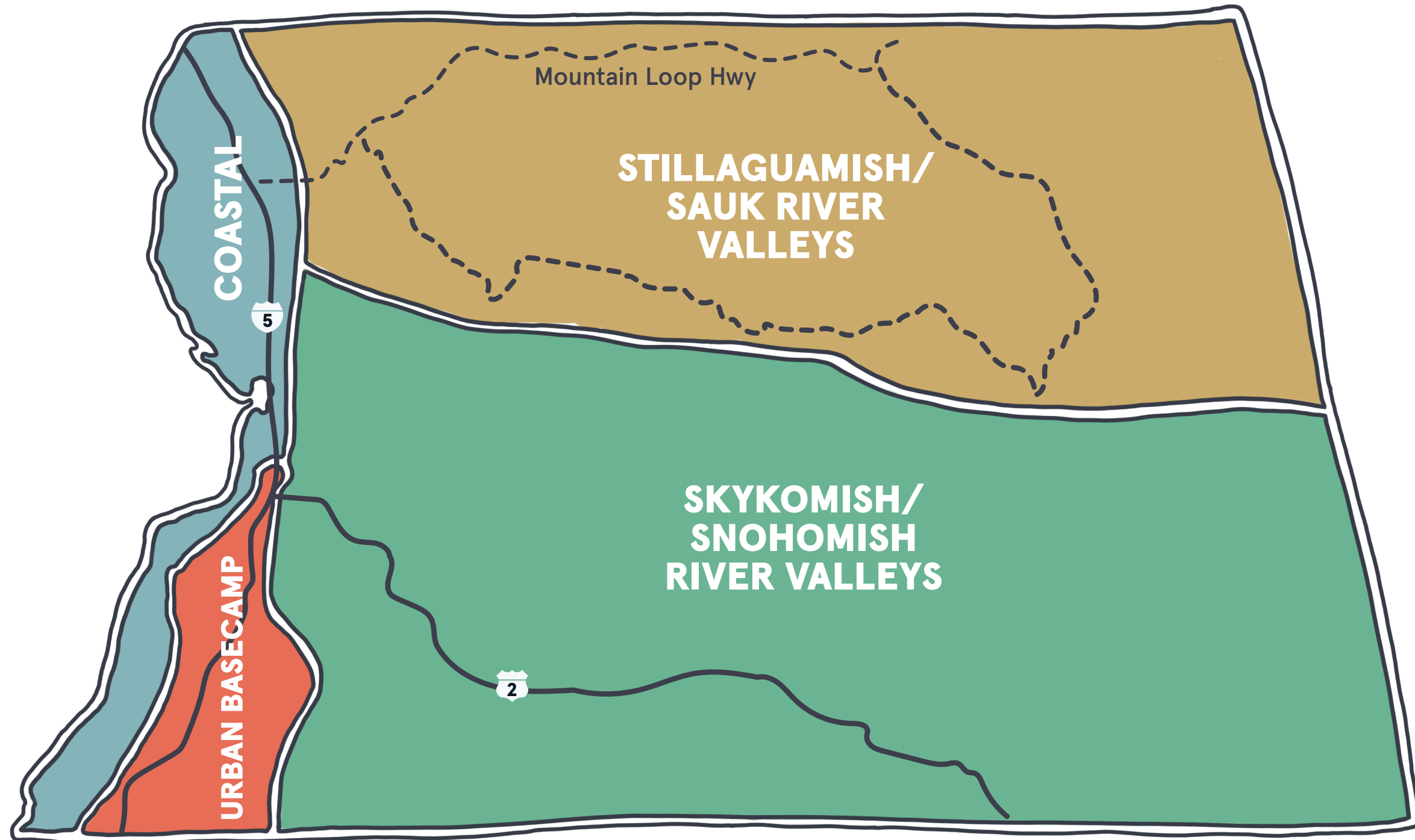


REGIONAL BRANDING

Visuals

DEVELOPING THE BRANDS FOR THE VISITOR REGIONS OF SEATTLE NORTHCOUNTRY

WHERE WE STARTED...

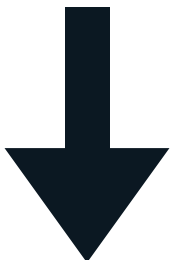


WHERE WE ARE TODAY



KEY POINTS

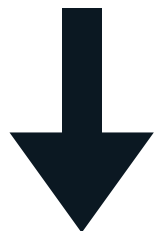
- A visitor is introduced to Snohomish County through Seattle NorthCountry
- Once they're in our network, Seattle NorthCountry fades out and the regions take center stage
- Snohomish County's tourism product is very diverse, regional brands allow us to be specific and authentic.



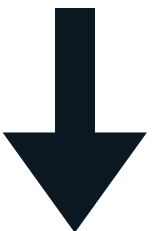
SEATTLE
NORTHCOUNTRY
TRUE  PNW



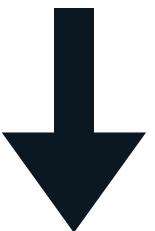
SALISH SEA
COASTAL
COMMUNITIES



URBAN
BASECAMP



SKYKOMISH
— RIVER VALLEYS —
SNOHOMISH



STILLAGUAMISH
— SAUK —
RIVER VALLEYS

THE PROCESS OF STRATEGY 2.1

2018: Regional Development Workshops

You established the regions

October 2018: Regional Branding Focus
Groups

You told us about your regions

February 2019: Results

*Focus Group Results, Marketing Copy,
Anchor Experiences & Messaging Pillars*

ANCHOR EXPERIENCES

- Specific, place-based, & can be shown on a numbered map
- Not typically a festival or event
- Has broad appeal and can be experienced by most visitors without special equipment (or the equipment is available to rent)
- External facing

ANCHOR EXPERIENCES



History



Funko

ANCHOR EXPERIENCES



Equestrian Center

*(where a visitor needs to bring
their own horse)*



Equestrian Center

*(where a visitor can go on a
guided ride)*

MESSAGING PILLARS

- Categories of strength for a region
- Used to guide content development (could be incorporated into a content planning calendar)
- Internal facing (for internal use—the visitor never sees this list)

MESSAGING PILLARS



History



Funko

VISUAL BRAND SYSTEM

**Logomark
System**

**Wordmark
System**

**Logotype
System**



**Logomark
System**

**Wordmark
System**

**Font
System**

Custom,
hand-drawn
typography

FINAL REGIONAL BRANDS

Anchor Experiences

Messaging Pillars

Marketing Copy

Region Wordmark

THE FOUR BROAD VISITOR REGIONS OF SEATTLE NORTHCOUNTRY

Stillaguamish–Sauk River Valleys

Including communities of Arlington (lower) Darrington, and Granite Falls (upper)

Skykomish–Snohomish River Valleys

Including communities of Snohomish, Lake Stevens, Monroe (lower) Sultan, Gold Bar, and Index (upper)

Coastal Communities of the Salish Sea

Including communities of Edmonds, Woodway, Mukilteo, Everett (lower) – Marysville, Tulalip/Quil Ceda Village, and Stanwood (upper)

Urban Basecamp

Including communities of Mountlake Terrace, Lynnwood, Everett, Bothell, and Mill Creek

URBAN BASECAMP

URBAN BASECAMP

Anchor Experiences

*(external facing, specific, could
appear on a numbered map)*

Aviation District Attractions

Alderwood

Historic Downtown Bothell

Mill Creek Town Center

Northwest Stream Center

Q & Olympus Spas

URBAN BASECAMP Messaging Pillars

*(internal facing, used to guide
content development)*

Meetings & Events

Aviation District

International Community/
Dining

Relax/Restore Assets

+ Shopping

+ Base for Outdoor Adventure

URBAN BASECAMP

One-Line Description

An urban hub with everything you need to launch (and relax after) your next PNW adventure.

URBAN BASECAMP

Short Marketing Copy

A culture-forward Urban Basecamp for northwest recreation. Visit the largest building in the world, learn about the history of flight, and take a soak in a sauna—an apt reward for your latest adventure.

URBAN BASECAMP

Long Marketing Copy

Tucked between the Cascade Mountains and the Salish Sea, this urban center is where the world's best airplanes are made. Here, you can take in the magnitude of flight at the Boeing Tour, see work in progress at the Boeing Museum of Flight Restoration Center or see what it feels like to fly at High Trek Adventures. Wander international markets and sample a spectrum of cuisine: tortas, fresh tortillas, rice noodles, sushi and Korean barbecue. Take day trips to the mountains or the sea, then soak away sore muscles in a Korean spa. Urban Basecamp is a hub for adventure in any direction.

VISUAL BRAND

URBAN BASECAMP

Design Considerations

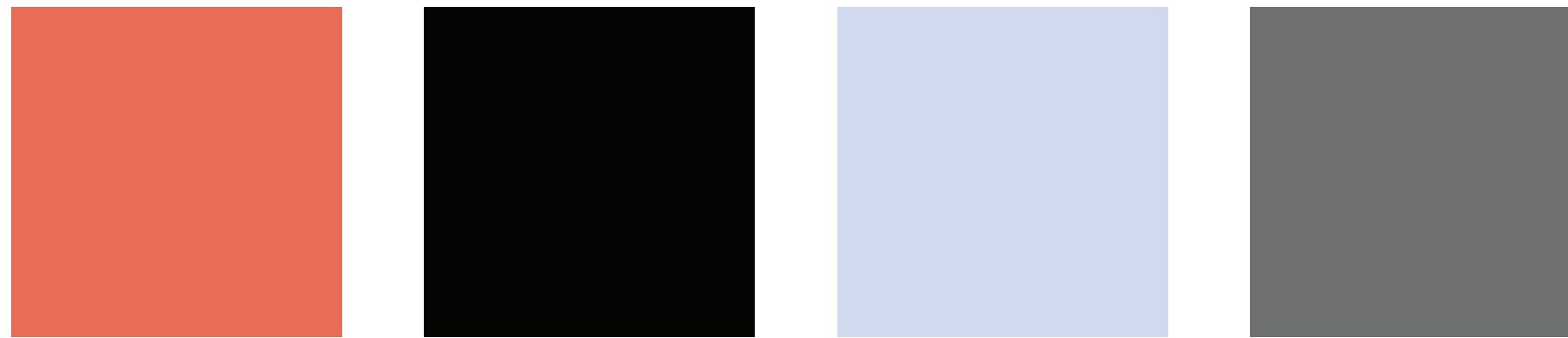
Modern & Professional
Friendly & Welcoming
Aviation Inspired (vintage)

URBAN

BASECAMP

URBAN BASECAMP

Color Palette



This group of color focuses on the energy of red. The black, cool gray and charcoal gray act as accent colors that create a modern and sophisticated look and feel. These colors create a lot of contrast, reinforcing the modern feel.

COASTAL COMMUNITIES

COASTAL COMMUNITIES

Anchor Experiences

*(external facing, specific, could
appear on a numbered map)*

Seaside Road Trip

Whale Watching

Hilbulb Cultural Center

Jetty Island

Funko

Seattle Premium Outlets

Ferry System

Kayak Point

COASTAL COMMUNITIES Messaging Pillars

*(internal facing, used to guide
content development)*

Water/front Recreation

*(paddleboarding, kiteboarding,
kayaking, sailing, fishing, crabbing)*

Arts

Coast Salish Heritage

+ Dining (farm-to-table)

COASTAL COMMUNITIES

One-Line Description

**Ferry rides, whale watching, and mountains floating
in mist—the essential PNW seaside experience.**

COASTAL COMMUNITIES

Short Marketing Copy

The invigorating salt air of the Salish Sea permeates the coast here. Take a ferry ride, wander bustling waterfront cities, and feast on fresh-caught seafood. Fall asleep to the sound of waves along the shore.

COASTAL COMMUNITIES

Long Marketing Copy

Soak in the salty smell of the air while you kayak to a tiny sandy island. Explore rocky beaches, tuck into a cozy coffee shop, and catch your own Dungeness Crab. Wander bustling seaside towns where you can try your hand at glassblowing or create a custom Funko Pop! Visit the Hibulb Cultural Center and learn about the history of the first people to care for this land. Everything in the Coastal Communities is inspired and informed by the Salish Sea—the atmospheric visual art, the fresh-from-the-boat salmon dinners, and the sweeping views of the Olympic Mountains.

VISUAL BRAND

COASTAL COMMUNITIES

Design
Considerations

Seaside/Nautical

Elegance

Rooted in History

SALISH SEA
COASTAL
COMMUNITIES

COASTAL COMMUNITIES

Color Palette



This group of colors highlights the water and misty weather along the coast. The colors mimic the sea and have a very PNW feel to them.

SKYKOMISH—SNOHOMISH RIVER VALLEYS

SKYKOMISH— SNOHOMISH Anchor Experiences

*(external facing, specific, could
appear on a numbered map)*

**Sea to Sky Road Trip
Hot Air Balloon Rides
Heybrook Lookout
Bridal Veil Falls
Guided Rafting
Climbing in Index
Historic Downtowns
Camping
Pumpkin Farms**

SKYKOMISH— SNOHOMISH Messaging Pillars

*(internal facing, used to guide
content development)*

Guided Recreation

*(rock climbing, white water rafting,
off-road vehicles, hiking, mountain
biking, waterfalls)*

Agriculture

Recreational Flight

*(hot air balloons, skydiving,
airplanes)*

Boutique/Antiquing

SKYKOMISH-SNOHOMISH

One-Line Description

**Green farms stretch into snow-topped mountains
in this bustling river valley.**

SKYKOMISH-SNOHOMISH

Short Marketing Copy

Eighty-eight miles of mountain riverways nourish the local culture here. Explore farm-to-table restaurants, seven historic lumber towns, and a burgeoning agritourism community. Kayak, hike, or learn about the forests of the Cascades.

SKYKOMISH-SNOHOMISH

Long Marketing Copy

Visiting the towns of the Skykomish-Snohomish River Valleys feels like a trip back in time. Here, you can linger in bakeries, boutiques, and vintage shops, sip local coffee alongside some of the friendliest folks around, and hop from farmstand to farmstand, feasting on berries in the summer and picking pumpkins in the fall. Relax in small town diners after a day of skiing or hiking. Book a white-water rafting trip from a historic mining village. Then, take in the lush river landscapes and rural vistas from a hot air balloon.

VISUAL BRAND

SKYKOMISH SNOHOMISH RIVER VALLEYS

**Design
Considerations**

Coast Salish Heritage

Life along the Rivers

Responsible Recreation

Boutiques

SKYKOMISH

— RIVER VALLEYS —

SNOWHOMISH

SKYKOMISH—SNOHOMISH

Color Palette



The rich green and bright green pay tribute to agriculture
and the lush feeling of the river valleys.

STILLAGUAMISH-SAUK RIVER VALLEYS

STILLAGUAMISH— SAUK

Anchor Experiences

*(external facing, specific, could
appear on a numbered map)*

Historic Downtown Arlington
Whitehorse Trail & Camping
North Mountain Bike Park
Mountain Loop Road Trip and
App
Historic Granite Falls & Museum

STILLAGUAMISH— SAUK Messaging Pillars

*(internal facing, used to guide
content development)*

Wilderness Recreation

*(camping, hiking, backpacking,
mountain biking, waterfalls)*

Mountain Loop Highway

Music Festivals

Fly Fishing

Whitehorse Mountain

+History (rail, logging, mining)

STILLAGUAMISH—SAUK

One-Line Description

Historic Valleys joined the Mountain Loop – a stunning 60-mile roadway winding through the Cascade Mountains.

STILLAGUAMISH—SAUK

Short Marketing Copy

**Unplug from modern life in a place that's truly wild.
Venture from downtown to bike the trails, stop at a
waterfall, and fly fish for dinner right from camp.**

STILLAGUAMISH—SAUK

Long Marketing Copy

The Stillaguamish—Sauk River Valleys are the doorstep of the Central Cascades. Here, you can see glaciers reflected in alpine lakes, take in the night sky from a fire lookout, camp in the woods at a music festival, and learn about the history of lumber & farming towns set in the shadow of towering snow-topped mountains. This verdant valley is a destination for river rafters, hikers, van campers, mountain bikers, and anyone else who likes to roam places that are still truly wild.

VISUAL BRAND

STILLAGUAMISH- SAUK

Design Considerations

Rugged (Outdoor Adventure)
Historic

STILLAGUAMISH
— SAUK —
RIVER VALLEYS

STILLAGUAMISH—SAUK

Color Palette



This group of colors highlights the rugged environment and culture of this area. The gold creates a 'frontier' feel and the supporting colors provide great contrast.

URBAN

BASECAMP

SKYKOMISH

— RIVER VALLEYS —

SNOHOMISH

SALISH SEA

COASTAL

COMMUNITIES

STILLAGUAMISH

— SAUK —

RIVER VALLEYS