

SEATTLE
NORTHCOUNTRY



BRAND STYLE GUIDE - MINI DRAFT

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BRAND VOICE



Brand Pillars

Brand pillars are the heart of a brand – representations of what the brand values. What does it care about? What is it working towards? The new consumer hates any kind of phoniness, they're looking for brands that share their values and take a stand on things that matter. These values inform all of our communications, helping shape and define not only our visitor's understanding of us but our understanding of ourselves.

GENEROUS

There's enough land, enough parking, enough mental and physical space to live, breathe and maneuver comfortably. The portions are bigger, the slices thicker, the drinks stronger. Visitors are welcome here and we intend to show them a good time.

ROBUST

We are robust – healthy, with ruddy cheeks rooted in fresh sea and mountain air, clean water and time spent wandering through the woods. We care about our physicality in the world and the health of our land, particularly in contrast to the digital, throw-away nature of modern urban life.

CURIOUS

We are curious – interested in forward movement and progression, industriousness, and a drive to understand more about ourselves and our world. Our curious spirit thrives in open spaces, inspiring us to create the next gourmet bite or imagine the strokes on the canvas. 'Different' is not a threat, in fact, it's a gift.

Brand Tone

The Snohomish County brand tone is that of a generous host who is well-acquainted with their home and knows the importance of protecting it. They are a wise and knowledgeable tour guide because they know all the best secrets and they're genuinely excited to share them with you. They love the place they live, but they're not trying to sell you on it.

GENEROUS

We address our audience with respect and hospitality. We are excited they are here. We understand that we are their hosts and stewards of their attention, time, and interest. We lean toward being candid and straightforward to build rapport and signal transparency and friendliness.

ROBUST

We use strong verbs and active voice sentences to show action and relate experiences to our readers. We use vivid imagery to stand out from bland jargon-y abstractions like "unique" or "fun." We like to place our readers in the environments of our stories.

CURIOUS

Our curiosity manifests itself in compelling story ideas executed with specific details. What do people get from goat yoga? Maybe Monte Cristo really is haunted—but by failed industrial practices, rather than ghosts. Often the conclusions surprise us, and our interest in the nuances helps us tell better stories.

We also know that curiosity at its best breeds invention. We're the region that pioneered commercial aviation—one questionable balsa wood prototype at a time. Our curiosity lets us playfully test the limits of what we know. That's where the interesting stuff is.

General Rules

TELL STORIES INSTEAD OF LISTING FEATURES AND BENEFITS

Features and benefits are not experiential, stories are. Use stories to help build an idea in the reader's mind about a place. Whenever possible, use a person as your source over a website or Google search.

USE FRIENDLY, SIMPLE LANGUAGE

Be concise and straightforward, like you would in speaking with a friend. Respect the reader's time and say what you mean in as few words as possible.

AVOID USING WORDS LIKE LOCAL, UNIQUE, OR AUTHENTIC

Instead of saying a place is local or unique, use vivid words that illustrate this. What makes a place special? The smell of fallen cedar? The fog rising from the morning lake as you struggle to light a campfire in the pre-dawn? Paint a picture in the reader's mind.

PLEASE DO

- Use simple, natural, friendly language
- Be concise
- Be fun and surprising
- Be enthusiastic – you love this place
- Be descriptive
- Tell stories
- Experiential Language
- Use people as your source

DON'T USE SUPERLATIVES

Chances are potential travelers are comparing travel websites. Do they think our mountains are better than Tennessee's mountains? Could be, but we must "show" them in a convincing fact-based way.

AVOID EXCLAMATION POINTS

Exclamation points are like atomic bombs: should rarely be used, if ever.

USE ACTIVE VERBS

Active verbs tell the story, and when paired with specific details they place the reader in the action.

PLEASE DON'T

- Use professional, boring language
- Be wordy
- Use puns and slang
- Rely on exclamation marks – you're not begging people to come
- Be overly emotional
- Rely on a website as a source (if possible)
- List facts

LOGO SYSTEM



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Primary Mark



Secondary Mark

In smaller applications, the icon should not be used.



COLOR PALETTE



Color
Palette



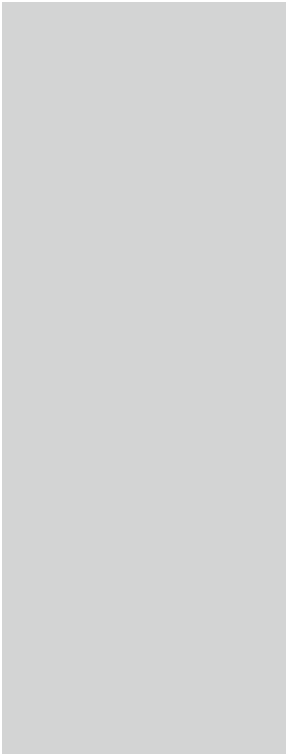
C: 80 M: 69 Y: 58 K: 70
R: 27 G: 33 B:40
PANTONE: 539C
HEX: #1B2128



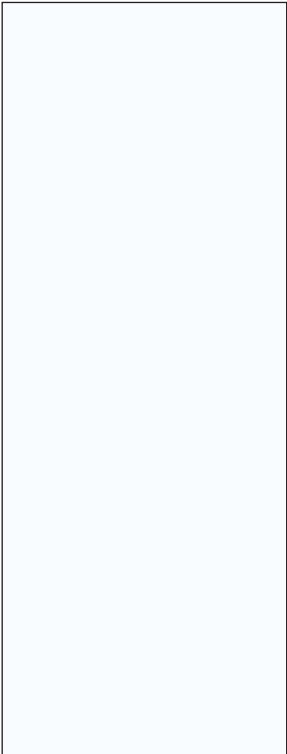
C: 58 M: 10 Y: 55 K: 0
R: 114 G: 180 B:143
PANTONE: 3375C
HEX: #72B48F



C: 20 M: 29 Y: 70 K: 0
R: 207 G: 174 B: 103
PANTONE: 141C
HEX: #CFAE67



C: 16 M: 12 Y: 12 K: 0
R: 27 G: 33 B:40
PANTONE: 427C
HEX: #D4D5D6



C: 2 M: 1 Y: 0 K: 0
R: 248 G: 250 B: 253
HEX: #F8FAFD

TYPOGRAPHY



Primary
Sans-Serif
Typeface

APERCU

APERCU BOLD AND BLACK MAY BE USED FOR HEADLINES

APERCU LIGHT SHOULD BE USED FOR SUBHEADS

Apercu works great for body text. Etiam porta sem malesuada magna mollis euismod. Cras mattis consectetur purus sit amet fermentum. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

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Primary
Serif
Typeface

Archer

ARCHER MAY BE USED FOR HEADLINES.

Archer may also be used for body type in both print and web applications. Etiam porta sem malesuada magna mollis euismod. Cras mattis consectetur purus sit amet fermentum. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

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Display Typeface

TT Tricks

TT Tricks may be used for display. It may also be used as a headline typeface paired with Apercu body text.

Tricks is beautiful set in italics.

Tricks Extrabold As Headline

Apercu as body text. Etiam porta sem malesuada magna mollis euismod. Cras mattis consectetur purus sit amet fermentum. Curabitur blandit tempus porttitor. Maecenas faucibus mollis interdum. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas sed diam eget risus varius blandit sit amet non magna. Curabitur blandit tempus porttitor.

Script Typeface

Shelby Script

Shelby Script may be used as an accent where applicable. Shelby should never be used for body copy or headlines, and should only be used for single words or short phrases.

THANK YOU

