SEATTLE

NORTHCOUNTRY

TRUE PNW

Welcome to *Seattle NorthCountry*

A good destination marketing organization is much like a good host. A good host doesn't ask things like 'how can I make sure my guest knows everything about me?' or 'how can I make myself look as cool as possible?' Instead, a good host asks, 'how can I ensure my guest has the best possible time here?' and 'how can I help my guest leave as a better person, feeling restored and rewarded, with a deeper understanding of the world?'

A good host is generous, providing opportunity for their guest to discover and participate in what makes their home unlike any other. They are a trusted guide, helping their guests follow their own heart in search of the wonder, relaxation, and connection they seek.

A good host also has expectations of their guest. They do not let their guests sleep anywhere they like, trash their home, or disregard the things they value. They set standards of behavior and stewardship, and their guests have respect for them. Their guests are comfortable knowing what their host values.

Brand Pillars

Our brand pillars are at the heart of who we are—representations of what we value, what we care about, and what we are working toward. Today's consumer sees through phoniness and seeks authenticity. They're looking for brands that share their ideals and take a stand on things that matter. Our pillars help shape and define not only our visitors' understanding of us, but our understanding of ourselves.

GENEROUS

We are generous—eager to share our abundant experiences, spaces, and sense of wonder. Opportunities of every kind can be found in any direction. It's why we live here, and it's why we welcome others to participate in it.

CURIOUS

We are curious—interested in forward movement, industriousness, and a drive to understand more about ourselves and our world. This spirit of discovery fuels and inspires us to create the next gourmet bite, craft the next Northwest IPA, or imagine the next stroke on the canvas.

ROBUST

We are robust—vigorous and 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 are careful stewards of the health of our land.

Brand Value Proposition

Time is a precious and limited resource. Our brand provides value to visitors because it respects their time and honors their need to fill it with experiences that restore and reward.

RESTORE

Whether wandering through antique shops, jumping out of an airplane, or exploring a hidden lake, guests really come to Seattle NorthCountry for one reason — restoration. Restoration is about wellness, the physical and emotional benefits of time spent in the natural world. It's about renewal, detoxing from the stresses of everyday life through experiences that stimulate the mind and the spirit. And it's about reconnecting — with nature, with others, and with ourselves.

REWARD

Those who choose to spend their time in Seattle NorthCountry are rewarded at every turn. Food never tastes better than it does after an alpine hike. A trip to the spa never feels better than it does after a snowboarding trip. It's not just that visitors will find good food and comfort here, rather it's those restorative activities that actually transform these experiences into something even more wonderful — even more rewarding.

Brand Differentiation

Many destinations offer a variety of amenities and activities. Some are based within urban environments. Others are rooted in the outdoors. Seattle NorthCountry is different from our competitors in that we provide easy access to a nearly infinite variety of experiences and surroundings. If you can dream it, you can reach it here.

ABUNDANT RECREATION

From fishing to rock climbing to sailing to simply taking a long walk in the woods, Seattle NorthCountry provides every outdoor opportunity under the sun. One day the mountains might be calling, the next day it could be sea. Wherever the spirit leads, it's all within reach here.

ACCESSIBLE EXPERIENCES

No other outdoor recreation destination offers the quality of food, beverage, entertainment, and attractions that Seattle NorthCountry provides. Where else can you spend the day whale watching with local, farm-fresh cheese in tow, and then see a Broadway-quality musical the same evening? Or visit a Korean spa or Russian bath house after a day of kayaking?
Or try your luck at a casino after catching a NASCAR race? It's all right at your fingertips.

PACIFIC NORTHWEST CULTURE

The Pacific Northwest is an increasingly popular travel destination. Visitors are attracted to the authentic culture offered in this corner of the country. From the outdoors to craft beer and coffee shops, Tribal history to farmers markets, historic downtowns to mountain peaks, beach communities to island escapes, Seattle NorthCountry provides easy access to the full PNW experience. And true to this Northwest spirit, we are stewards of these experiences as well as the land and water they take place upon.

Brand Positioning

Seattle Northcountry

Informed by the value proposition and brand differentiators, Seattle NorthCountry's brand positioning statement puts our stakes in the ground and gives our messaging focus:

In a fast-moving world, where time is the greatest resource, Seattle NorthCountry restores and rewards visitors with a world of recreation, experiences, and culture all within reach.

Messaging Pillars

ABUNDANT RECREATION

Mountain Adventure
Forest Exploration
Air Activities
Water Recreation
Natural Beauty
Wellness

ACCESSIBLE EXPERIENCES

Locally-Sourced Food
Craft Beverage
Entertainment
Attractions
Spas
Shopping

PACIFIC NORTHWEST CULTURE

Rugged and Wild
Federally Recognized Tribes
Curious and Quirky
Place-Based Human-Interest
Stewards of Land and Water

What We Have

ABUNDANT RECREATION

662,000 Acres of national forest
560 Miles of trails
132 Summits
74 Miles of costline
10 Major mountains
44 Lakes
38 Campgrounds
19 Rivers and streams
7 Puget sound beaches

PACIFIC NORTHWEST CULTURE

6.8 Million migrating salmon
70,000 Acres of farmland
39 Inches of rain per year
30 Breweries
18 U-pick farms
13 Wineries
10 Historic downtowns
5 Haunted places
3 Federal recognized tribes
1 Meadery

ACCESSIBLE EXPERIENCES

100 Places to get coffee
82 Hotels
23 Museums
20 Waterfalls
18 Farmers markets
12 Gray whales that return each year
5 Distilleries
4 Aviation attractions
4 Casinos
3 Resident pods
1 Place to jump out of an airplane
1 Abandoned mining village
1 Kangaroo farm
1 Nascar track

BRAND VOICE

Brand Voice

The Seattle NorthCountry brand voice is that of a generous host who is well-acquainted with their home, loves all that it offers, and knows the importance of protecting it. This is the voice of a wise and knowledgeable tour guide who knows all the best secrets and is genuinely excited to share them.

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.

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.

ROBUST

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

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.

USE ACTIVE VERBS

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

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.

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.

✅ 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

❌ 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
- List facts
- Use a website as your only source. Always check with the organization to make sure website content is current and accurate.

General Rules

Seattle NorthCountry
Case + Typesetting

✅ **Seattle NorthCountry**

Please always type Seattle NorthCountry as two separate words. When displayed in title case, the 'C' in NorthCountry must always be capitalized.

✅ **SEATTLE NORTHCOUNTRY**

Seattle NorthCountry may also be displayed in all caps.

❌ **Seattle Northcountry**

Always capitalize the 'C' in NorthCountry.

❌ **seattle northcountry**

Do not set the name in lowercase.

❌ **SeattleNorthCountry**

Do not set the name as one word

❌ **Seattle North Country**

Do not separate the words 'North' and 'Country'

❌ **Seattle NorthCounty**

Note that the word is 'Country' and not 'County.'

LOGO
SYSTEM

SEATTLE

NORTHCOUNTRY

TRUE PNW

Primary Mark

SEATTLE
NORTHCOUNTRY
TRUE ◭ PNW

Secondary Mark

In applications smaller than 1.5 inches wide, the icon should not be used.

SEATTLE
NORTH COUNTRY
TRUE PNW

Logo Clear Space

Always leave enough clear space around the logo. In the primary mark, clear space should be equal to the height of the logo icon.

SEATTLE

NORTHCOUNTRY

TRUE PNW

Clear Space

Logo Clear Space

Always leave enough clear space around the logo. In the secondary mark, clear space should be equal to the height of the world 'North,' including the ligature on the letter 'R.'

Clear Space

SEATTLE

NORTH COUNTRY

TRUE PNW

Logo Color

When setting logo color, use only brand green, white, and black as shown. Do not re-color the logo.

ON LIGHT:
Use brand green and brand dark blue as shown.

SEATTLE
NORTHCOUNTRY
TRUE ◇ PNW

ON DARK:
Use brand green and brand white as shown.

SEATTLE
NORTHCOUNTRY
TRUE ◇ PNW

ONE COLOR:
The logo may be displayed in brand dark blue, 70% black, brand white, or pure white as needed.

SEATTLE
NORTHCOUNTRY
TRUE ◇ PNW

USE CLEAR BACKGROUND
Please use the .png logo file on a transparent background whenever possible. Please do not place the logo in a box.

SEATTLE
NORTHCOUNTRY
TRUE ◇ PNW

Logo Scale

To ensure legibility, do not scale the logo smaller than the recommended size.

SEATTLE
NORTHCOUNTRY
TRUE PNW

**PRIMARY LOGO
SMALLEST SIZE**

SEATTLE
NORTHCOUNTRY
TRUE PNW

1.5 IN.

SEATTLE
**NORTH
COUNTRY**
TRUE PNW

**SECONDARY LOGO
SMALLEST SIZE**

SEATTLE
**NORTH
COUNTRY**
TRUE PNW

.75 IN.
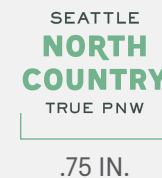
General Guidelines

To ensure consistency, please
adhere to the following guidelines.

Do not recolor the logo.

Do not add any effects to the logo.

Do not stretch or squeeze the logo.

Do not place the logo on
clashing color backgrounds.

Do not reconfigure or resize any
elements of the logo.

Do not change the logo's orientation.

COLOR
PALETTE

Primary Brand Colors

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

BRAND GREEN
C: 58 M: 10 Y: 55 K: 0
R: 114 G: 180 B:143
PANTONE: 2249U
HEX: #72B48F

Secondary Brand Colors
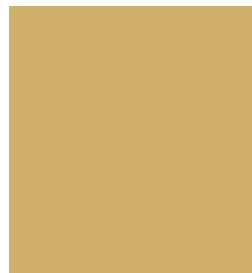
BRAND GOLD
C: 20 M: 29 Y: 70 K: 0
R: 207 G: 174 B: 103
PANTONE: 7751U
HEX: #CFAE67

BRAND RASPBERRY
C: 5 M: 73 Y: 71 K: 0
R: 229 G: 105 B:81
PANTONE: 7597U
HEX: #E56951

BRAND LIGHT BLUE
C: 46 M: 17 Y: 24 K: 0
R: 141 G: 181 B: 186
PANTONE: 2219U
HEX: #8DB5BA
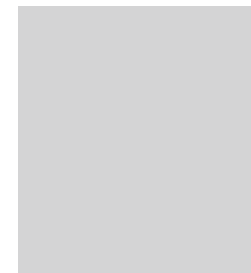
BRAND GREY
C: 16 M: 12 Y: 12 K: 0
R: 27 G: 33 B:40
PANTONE: 427U
HEX: #D4D5D6
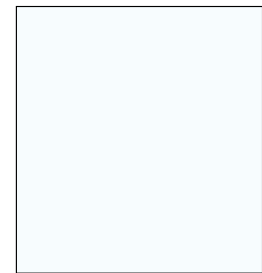
BRAND WHITE
C: 2 M: 1 Y: 0 K: 0
R: 248 G: 250 B: 253
HEX: #F9DFF

TYPOGRAPHY

**Primary
Sans-Serif
Typeface**

Apercu is our primary typeface. Bold and modern with a tiny bit of quirkiness, it represents the personality of Snohomish County. All weights of Apercu may be used as needed.

USES:

Email
Advertising
Collateral
Presentations

APERCU
IS OUR PRIMARY TYPEFACE

BODY TYPE

Apercu reads well large and small. When using as body type, set Apercu in sentence case.

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.

**Primary
Serif
Typeface**

Archer is our primary serif typeface, providing great contrast with Apercu. Archer may be used for headlines, body, or display text.

USES:
Website copy
Advertising length copy
Collateral

Archer
is our primary serif typeface

BODY TYPE

Archer may also be used for body type in both print and web applications. When used as body text, Archer should be set in sentence case.

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.

Display
Typeface

Tricks is our display typeface. A display typeface adds interest and variation to a brand. Tricks can be used for large, bold headlines and subheads. Tricks feel modern and historic at the same time, and works well in both urban and natural settings.

All weights of Tricks may be used as needed.

USES:

Advertising headlines

Collateral

TT Tricks
is our display typeface

Script
Typeface

Shelby Script is our script typeface. It should be used sparingly, and only with single words or short phrases. Shelby should never be used as body text.

USES:

Shelby may be used in any collateral as an accent or design element alongside primary typefaces.

Shelby Script

is our script typeface

REGIONAL
BRANDS

What are
Regional Brands?

Snohomish County's tourism product varies widely from the north to the south, and from urban areas to the coast to the mountains. To be good hosts, we must guide our visitors around the county in a way that makes it easy for them to plan, navigate and understand the place they're visiting. To address this, we've divided our county into four experiential visitor regions.

Each region has a unique logo and color palette that reflect the culture, tourism product, and spirit of the area.

Regional Brands

These wordmarks are primarily for use when talking about Seattle NorthCountry's different regions. Each wordmark represents the unique tourism product offered in the region.

EXAMPLES OF USAGE:
- In a visitor guide.
- On regional web pages.
- On light pole flags in regions.
- Co-op marketing
- Advertising
- Collateral

URBAN
BASECAMP

SALISH SEA
COASTAL
COMMUNITIES

SKYKOMISH
— RIVER VALLEYS —
SNOHOMISH

STILLAGUAMISH
SAUK
RIVER VALLEYS

Urban Basecamp Wordmark

The Urban Basecamp wordmark is designed to feel modern and professional while remaining friendly and welcoming.
The shape of the 'A' is a nod to vintage aviation letterforms, so the wordmark feels right at home in the aviation district.
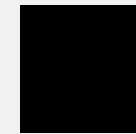
Urban Basecamp Color Palette

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.

URBAN BASECAMP
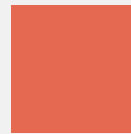
BRAND RASPBERRY
C: 5 M: 73 Y: 71 K: 0
R: 229 G: 105 B:81
PANTONE: 7597U
HEX: #E56951

TRUE BLACK
C: 5 M: 73 Y: 71 K: 0
R: 229 G: 105 B:81
PANTONE: 7597U
HEX: #E56951

COOL WHITE
C: 5 M: 73 Y: 71 K: 0
R: 229 G: 105 B:81
PANTONE: 7597U
HEX: #E56951

URBAN GREY
C: 5 M: 73 Y: 71 K: 0
R: 229 G: 105 B:81
PANTONE: 7597U
HEX: #E56951

Urban Basecamp Value Proposition

VALUE PROPOSITIONS
• Urban amenities/shopping
• International influence

ACCESSIBILITY
International dining and cultural centers. Access the world, right here.
Close to Seattle for Seattle's world-class experiences (bucket list items).

Urban Basecamp Community Connection

SUSTAINABILITY & NW CULTURE
• Focus on environmental conservation through green travel, especially with consideration to forthcoming light rail and Alderwood as a light rail hub. Sustainable travel includes:
  - reusable bags
  -public transportation/bikes/Uber
• "Sustainability" here refers to driving traffic to well-travelled urban areas, rather than rural outlying areas.

LANGUAGE
• Descriptors focus on 'urban' — refined, elegant, exquisite, metropolitan
• Not depicted as 'natural,' rather through architecture, design, heritage, industry, espresso machines and other tools of the trade

**Urban
Basecamp
Mood Board**

Coastal Communities Wordmark

The Coastal Communities wordmark is designed to evoke the feel of the Salish Sea. It feels nautical, rooted in history, and has an element of elegance. It looks like it could be painted on the back of a sailboat.

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.
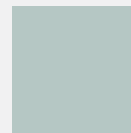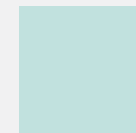
SALISH SEA
COASTAL
COMMUNITIES
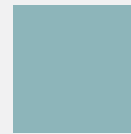
BRAND LIGHT BLUE
C: 46 M: 17 Y: 24 K: 0
R: 141 G: 181 B: 186
PANTONE: 2219U
HEX: #8DB5BA

COASTAL NAVY
C: 93 M: 71 Y: 40 K: 28
R: 32 G: 68 B: 96
PANTONE: 2955U
HEX: #204460

COASTAL GREY
C: 29 M: 13 Y: 21 K: 0
R: 181 G: 191 B: 196
PANTONE: 5455U
HEX: #E56951

COASTAL TEAL
C: 23 M: 1 Y: 13 K: 0
R: 193 G: 225 B: 222
PANTONE: 317U
HEX: #E56951

Coastal Communities Value Proposition

VALUE PROPOSITIONS
• Art and culture (Edmonds, Everett, Tulalip, Stanwood)
• Waterfront access
• Saltwater (appeals to saltwater sportsmen, recreating families i.e. Jetty Island, general recreation)

ACCESSIBILITY
• "Touch" the waterfront
• PAE nearby
• Hotels/lodging near waterfront

Coastal Communities Community Connection

SUSTAINABILITY & NW CULTURE
• Whales and whale watching as education
• Salmon preservation
• Artistic heritage (Hibulb, Chuck Close, Dale Chihuly, Carol Kaye, etc.)
• Indigenous/tribal rights. Fisheries.

LANGUAGE
• Copy focuses on 'maritime' motif - most every story in some way could likely be tied to the water. This is a big selling point for landlocked areas/fly markets.
• Depicted as an inherently artistic place, through extensive imagery of blown glass, packed music venues in downtown Everett, tattoo parlors, latte art, art galleries in Edmonds, Hibulb tribal art, dance/performance, etc.

Coastal
Communities
Mood Board

Skykomish- Snohomish Wordmark

The Skykomish–Snohomish River Valleys logo is designed to feel tied to the area's indigenous history. The shape of the 'S' evokes a sense of the river. This wordmark would feel at home as an outdoor recreation brand or on a cute downtown boutique window.
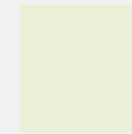
Skykomish- Snohomish Color Palette

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

SKYKOMISH
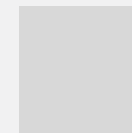— RIVER VALLEYS —
SNOHOMISH
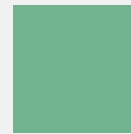
BRAND BRIGHT GREEN
C: 58 M: 10 Y: 55 K: 0
R: 114 G: 180 B:143
PANTONE: 2249U
HEX: #72B48F

SKY CREAM
C: 8 M: 1 Y: 17 K: 0
R: 234 G: 239 B:216
HEX: #EAEFD8

SKY DARK GREEN
C: 78 M: 43 Y: 77 K: 38
R: 49 G: 86 B: 64
PANTONE: 3435U
HEX: #315640

SKY GREY
C: 14 M: 11 Y: 11 K: 0
R: 216 G: 216 B:216
PANTONE: Warm Grey 1
HEX: #D8D8D8

Skykomish– Snohomish Value Proposition

VALUE PROPOSITIONS
- Rural recreation

ACCESSIBILITY
- Smaller recreational activities add up to a whole that's greater than the sum of its parts.
  - state fair
  - speedway
  - pumpkin farms/corn mazes
  - sky diving
  - hot air balloons
  - rock climbing/river rafting in the upper valley

Skykomish– Snohomish Community Connection

SUSTAINABILITY & NW CULTURE
- Environmental stewardship through mindful recreation in rural areas
- Changing practices in agriculture, especially as it relates to agritourism.
  Eating "close to the land."

LANGUAGE
- Copy rarely focuses on any one place, but "points out" (through linked content) to other novel experiences in the region - every story in some way is tied to another story.
- Imagery is depicted as timeless Americana-flavored activities: biplane flight, ferris wheels, racecars, food trucks, small town bakeries and antique stores

Skykomish–Snohomish Mood Board

Stillaguamish–Sauk Wordmark

The Stillaguamish—Sauk wordmark feels both rugged at rooted in history, evoking a sense of outdoor recreation and the rich logging and mining history of our most off-the-grid region.

STILLAGUAMISH SAUK
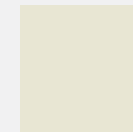— RIVER VALLEYS —

Stillaguamish–Sauk Color Palette

This group of colors highlights the rugged environment and culture of this area. The gold creates a 'pioneering' feel and the supporting colors provide great contrast.
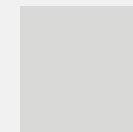
BRAND GOLD
C: 20 M: 29 Y: 70 K: 0
R: 207 G: 174 B: 103
PANTONE: 7751U
HEX: #CFAE67

STILLY CREAM
C: 9 M: 5 Y: 17 K: 0
R: 232 G: 230 B:211
HEX: #E8E6D3

STILLY DARK BLUE
C: 78 M: 68 Y: 51 K: 46
R: 51 G: 57 B: 69
PANTONE: 539U
HEX: #333945

STILLY GREY
C: 14 M: 11 Y: 11 K: 0
R: 216 G: 216 B:216
PANTONE: Warm Grey 1
HEX: #D8D8D8

Stillaguamish–Sauk Value Proposition

VALUE PROPOSITIONS

• Folkways—where older traditions meet modern iterations of PNW culture

ACCESSIBILITY

• "Deep mountain" experience within an hour of Seattle. "Deep mountain" here refers to lumberjack/bluegrass culture as well as remote outdoor rec experiences. This as an antidote to the urban grind as well as an opportunity for "digital detox."

Stillaguamish–Sauk Community Connection

SUSTAINABILITY & NW CULTURE

• Celebrating folkways, past and present
  - local history (logging, indigenous tribes) and music traditions, also horse/equestrian culture
• Protecting natural resources, incl. Mtn. Loop Highway and Glacier Peak Wilderness

LANGUAGE

• Descriptors focus on 'rugged' - unrefined, self-reliant, proud, strong, etc. Could be particularly effective when elevating lesser-known tales of pioneering women.
• Most stories should focus on the relatively unspoiled nature of this region. Connect the self-reliance and musical spirit of the past to the present. How does this spirit inform the future of the region?

Stillaguamish–Sauk
Mood Board

Regional Brand Usage Examples

GUIDELINES

- For a marketing piece connected to a single region that a visitor will primarily recieve in the county, use the regional wordmark as the primary logo.

- For a marketing piece connected to multiple regions or a piece that a visitor will primarily recieve outside of the county, please use the Seattle NorthCountry logo as the primary logo.

FOR OUTSIDE ORGANIZATIONS

Please do not include more than three logos (including your own) on a marketing piece. If using one of the tourism logos makes the cover of a piece feel crowded, please consider moving it elsewhere (such as inside cover or back).

When marketing a regional experience, please use the regional wordmark. If space allows, include the Seattle NorthCountry logo (as shown, left).

When marketing a city experience, please use the regional wordmark and the city logo (as shown, right).

Example brochure cover—regional branding

Example brochure cover—city branding

Regional Brand
Usage Examples

Example lightpost flags, city and region wayfinding

Example lightpost flags, city emphasis

Example lightpost flags, region emphasis

Regional Brands—
General Guidelines

PLEASE DO:

✅ Use the native vector wordmarks provided.

✅ Keep each wordmark in its respective color palette.

✅ Keep legibility in mind when scaling down a wordmark.

✅ If pairing regions or cities with regions, make sure the logos are scaled proportionally, so they look visually equal.

PLEASE DON'T:

❌ Change to a different typeface for any region.

❌ Swap colors between regions or use a tint in their place.

❌ Make any changes to the wordmark provided.

THANK
YOU