



BRAND STYLE GUIDE

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# WELCOME

## OUR TIME TO SHINE

As destinations evolve and grow, so do the ways in which we talk about, market, and promote them. Once known as **Seattle NorthCountry** to leverage the recognition of our neighbor to the south, this 3,000-square-mile canvas we call home is now a bona fide global leader in its own right. It's time for Snohomish County to shine. To step out of the shadow, into the spotlight, and receive credit where credit is due. It's time to **Discover Snohomish County**.

## A NEW NAME, A NEW STANDARD

Discover Snohomish County is more than just a new name – it's a new standard. One that combines natural beauty, the arts, and more, with welcoming communities, cultural history, and economic prowess, encouraging exploration and sparking curiosity along the way. And as part of that standard, the official brand style guide for Discover Snohomish County allows us to present the destination in a precise fashion, across every platform, every time.

## CONSISTENCY BUILDS TRUST

To build and maintain a powerful and recognizable brand for Discover Snohomish County, we must speak with a unified voice and message, delivering consistently on our promise. This guide is our playbook for telling that story, reinforcing our identity at every turn.

## TOOLS FOR THE TRADE

Think of this style guide as Discover Snohomish County's toolkit. Inside, you'll find all the core components of the brand identity including but not limited to logo usage, color palettes, typography, tone of voice, ad templates, photo & video style, and more. Whether you are a community partner, a local business, a content creator, or a member of the Discover Snohomish County team, these guidelines will help you represent Discover Snohomish County accurately and effectively. Together, we will shape a clear and inviting identity for Discover Snohomish County, ensuring its story is always told with the passion and authenticity it deserves.



# 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 toward? Today's consumer can see right through insincerities, 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 is 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 environment 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.

## 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
- Use 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 or Chat GPT as your only source. Always check with the organization to make sure website content is current and accurate.



# LOGO SYSTEM







# Primary Mark



## USAGE

The primary Snohomish County logo mark is to be used in its entirety in any case where possible. This mark is the identifiable logo for the brand, and should be the mark for all branding applications.



## Secondary Mark



### USAGE

The secondary Snohomish County logo mark is to be used in its entirety in applications where the primary mark is unable to be used. Example instances of use are on the website, wide web banners, or other wide applications.

## Brand Icon



### USAGE

The Snohomish County brand icon should be used as a secondary branding element, where association with the “Snohomish County” name is not the primary objective. This mark is designed to supplement the primary mark, but never as a replacement.



## LOGO CLEAR SPACE

Always leave enough clear space around the logo. The clear space should be equal to the height of the word 'Snohomish' including the space above the word, up to the bottom of the mountains.

Clear Space



## LOGO COLOR

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



### ON WHITE:

Use brand blue, and green as shown.

### ON COLOR:

Use brand blue, green, and white as shown.





LOGO SCALE

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

PRIMARY LOGO MARK  
SMALLEST SIZE



1.5 IN.

SECONDARY LOGO MARK  
SMALLEST SIZE



1.5 IN.



BRAND ICON  
SMALLEST SIZE



.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.

## BRAND USAGE EXAMPLES

Team Apparel / Field Marketing Swag

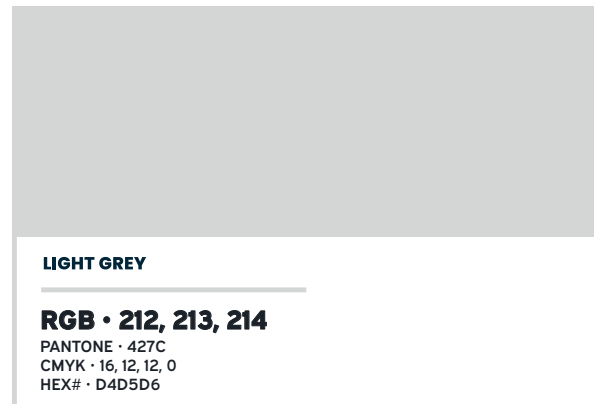
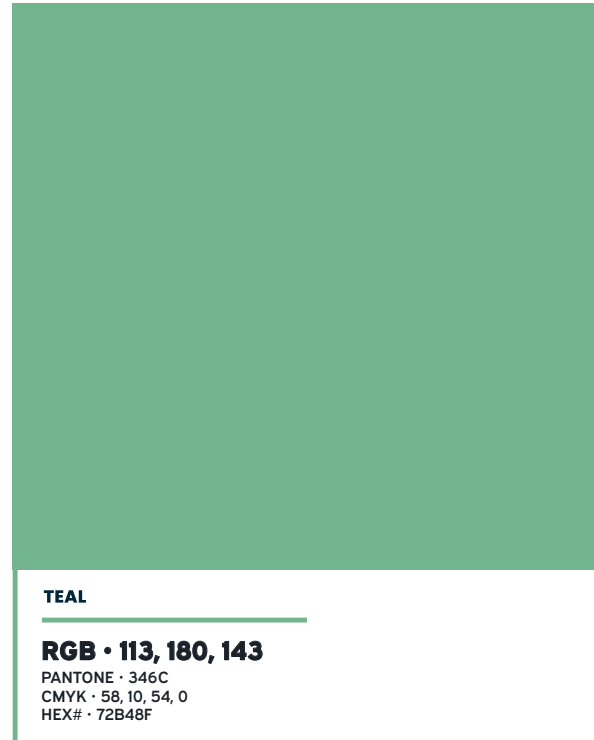
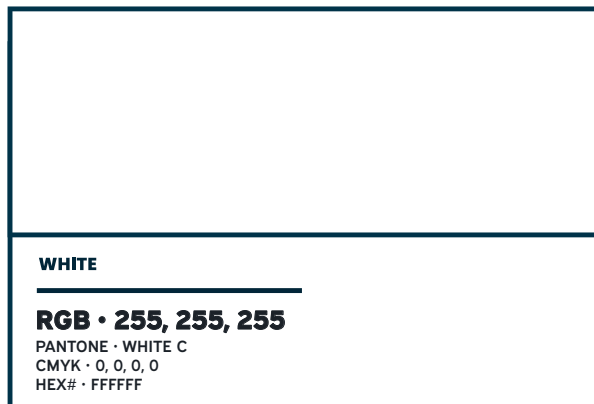
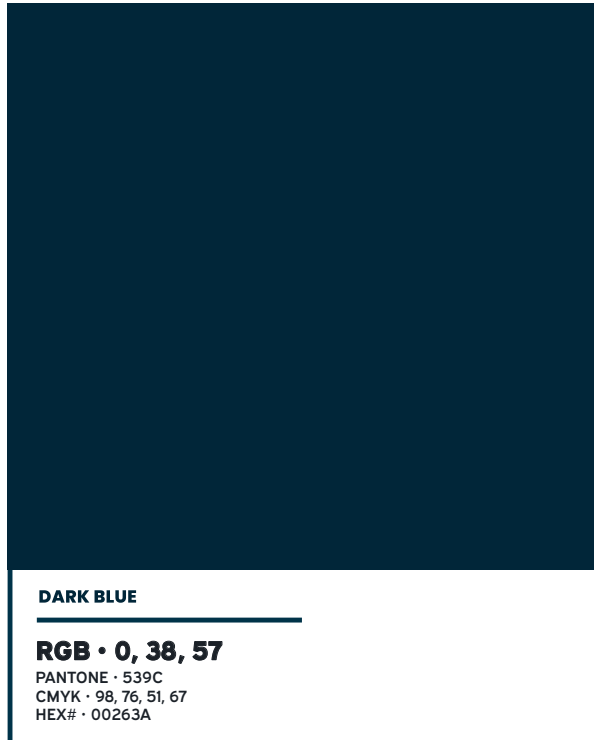




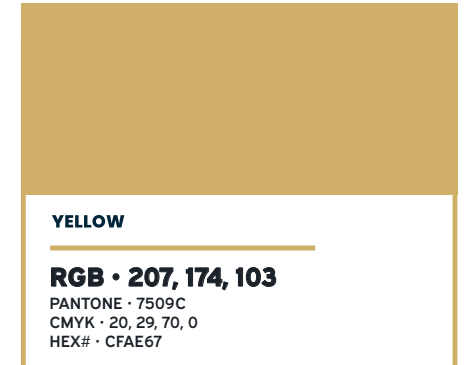
# COLOR PALETTE



## PRIMARY BRAND COLORS



## SECONDARY BRAND COLORS





# TYPOGRAPHY





## PRIMARY TYPEFACE

### SANS-SERIF

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

### USES:

Email  
Advertising  
Presentations  
Website copy  
Body copy  
Collateral

# EXPRESSWAY

## IS OUR PRIMARY TYPEFACE.

### HEADER COPY + STROKE

Expressway does not have a rounded font build by default, so a light rounded stroke (Round Join) can be added to text used as headers to emphasise impact and familiarity to the Snohomish County logo typeface. Headers should be set in **BOLD** if used in this way.

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### STANDARD HEADER COPY

Expressway Headers as standard text should be set in **EXTRABOLD** whenever possible.

---

### BODY COPY

Expressway may be used for body copy in both print and web applications. When used as body text, Expressway should be set in sentence case, and the font should be set in **REGULAR** whenever possible, but can vary based on application, size, and color used.

## SECONDARY TYPEFACE SERIF

Archer is our secondary typeface, providing great contrast with Expressway. Archer may be used for headlines, body, or display text.

### USES:

Website copy

Body copy

Collateral

# Archer

is our secondary typeface.

### HEADER COPY

Archer used as header copy should be set in **BOLD** whenever possible.

---

### BODY COPY

Archer can also be used for body copy in both print and web applications. When used as body text, Archer should be set in sentence case, and the font should be set as **MEDIUM** whenever possible.

## LEGACY TYPEFACE SANS-SERIF

Apercu is our legacy brand typeface. Apercu has transitioned from being the primary brand typeface, to one that is part of the brand, and used for supplementary purposes, where applicable. May be used for headlines, body, or display text.

### USES:

Website copy

Legacy marketing

# APERCU

## IS OUR LEGACY TYPEFACE

### HEADER COPY

Apercu used as header copy should be set in **BLACK** whenever possible.

---

### BODY COPY

Apercu can also be used for body copy in both print and web applications. When used as body text, Apercu should be set in sentence case, and the font should be set as **REGULAR** whenever possible.



# 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. In a county so vast, it's difficult to represent the spirit of the whole place in a concise and easy-to-understand way. To address this problem, 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 feel of the area.

These wordmarks are primarily for use when talking about Snohomish County'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 region
- 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.

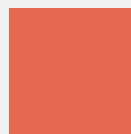
The shape of the 'A' is a nod to vintage aviation letterforms, so the wordmark feels right at home in the aviation district.

## Urban Basecamp Color Palette

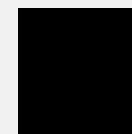
This group of color focuses on the energy of red. The black, cool grey, and urban grey act as accent colors that create a modern and sophisticated look and feel. These colors create a lot of contrast, reinforcing the modern feel.

# 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: 0 M: 0 Y: 0 K: 0  
R: 0 G: 0 B: 0  
PANTONE: Black 6U  
HEX: #000000



**COOL GREY**  
C: 16 M: 10 Y: 0 K: 0  
R: 209 G: 217 B: 239  
PANTONE: 2120U  
HEX: #D1D9EF



**URBAN GREY**  
C: 57 M: 48 Y: 48 K: 15  
R: 112 G: 112 B: 112  
PANTONE: 424U  
HEX: #707070



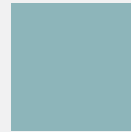
## Coastal Communities Wordmark

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



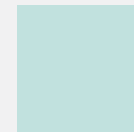
BRAND LIGHT BLUE  
C: 46 M: 17 Y: 24 K: 0  
R: 141 G: 181 B: 186  
PANTONE: 2219U  
HEX: #8DB5BA



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: #B5C7C4



COASTAL TEAL  
C: 23 M: 1 Y: 13 K: 0  
R: 193 G: 225 B: 222  
PANTONE: 317U  
HEX: #C1E1DE

## 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.

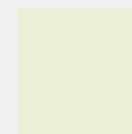
## Skykomish-Snohomish Color Palette

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

SKYKOMISH  
— RIVER VALLEYS —  
SNOHOMISH



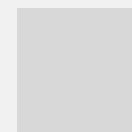
**BRAND BRIGHT GREEN**  
C: 58 M: 10 Y: 55 K: 0  
R: 113 G: 179 B: 142  
PANTONE: 2249U  
HEX: #71B38E



**SKY CREAM**  
C: 8 M: 1 Y: 17 K: 0  
R: 234 G: 239 B: 216  
PANTONE: 7401U  
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

## Stillaguamish-Sauk Wordmark

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

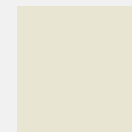
## Stillaguamish-Sauk Color Palette

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.

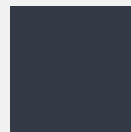
STILLAGUAMISH  
— SAUK —  
RIVER VALLEYS



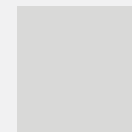
**BRAND GOLD**  
C: 20 M: 29 Y: 70 K: 0  
R: 207 G: 174 B: 103  
PANTONE: 7751U  
HEX: #CFAE67



**STILLY CREAM**  
C: 9 M: 5 Y: 17 K: 0  
R: 232 G: 230 B: 211  
PANTONE: 7401U  
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: 217 G: 217 B: 216  
PANTONE: Warm Grey 1  
HEX: #D9D9D8

# REGIONAL BRAND USAGE EXAMPLES

## GUIDELINES

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

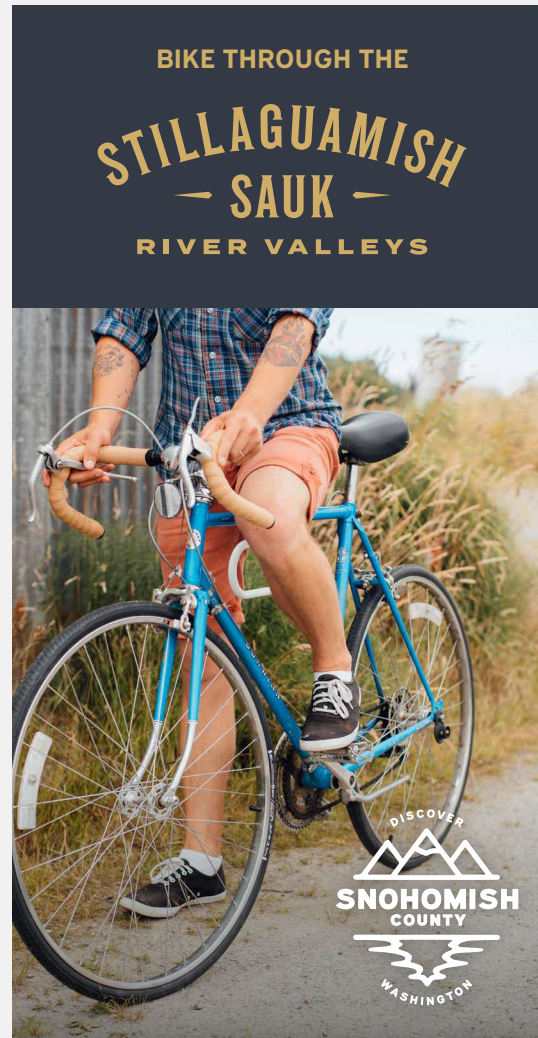
For a marketing piece connected to multiple regions or a piece that a visitor will primarily receive outside of the county, please use the Seattle NorthCountry logo as the primary logo.

## FOR OUTSIDE ORGANIZATIONS

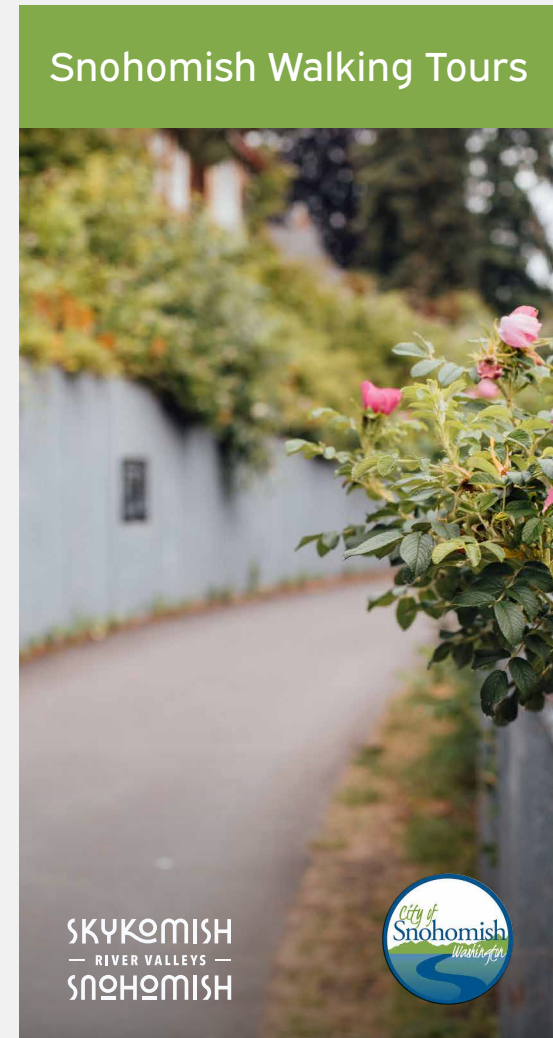
Please do not include more than three logos (including your own) on a marketing piece. If using one of the tourism logos makes the cover of a piece feel crowded, please consider moving it elsewhere (such as inside cover or back).

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**