



Design Standards

Brand Essence

It has been said that the only place a marketing brand exists is in the mind of the consumer. The goal of Visit Vancouver USA is to create a cohesive, enduring impression of our destination in the minds of our consumers through our brand, making sure our brand gets noticed, believed, and remembered. To do this, the brand identity, must be unique, consistent, and easily identifiable. One key to retaining our brand is maintaining a simple, consistent visual standard.

A successful destination brand clearly defines the community's unique and distinctive attributes that have both emotional and functional benefits to its visitors. Vancouver USA is a destination that has much to offer visitors yet is relatively undiscovered.

We have a rich history stemming from the early 19th century fur trading and establishment of Fort Vancouver here. We were the first city in Washington state incorporated nearly thirty years senior to Vancouver B.C., thus making us the "Original" Vancouver.

Through our brand we want to portray a destination with a blend of historical attractions and modern amenities. We are a part of the larger Portland metropolitan area, but we still have a desirable small town hospitality and charm. Our geographic location being so close to natural wonders like Mount St. Helens and the Columbia River Gorge provides visitors an abundance of outdoor recreational opportunities, scenic beauty, and sightseeing options.

Our brand should elicit the feeling that there is so much to discover in the original Vancouver, hence the tagline, "Discover the Original."

When creating marketing materials for the Visit Vancouver USA, please follow the guidelines set out in these Design Standards. Doing so will help build and maintain a lasting presence in the minds of consumers.

Our Logo

— VISIT —
V★NCOUVER
— USA —

Discover the Original[™]
Legacy Tagline

The icon of the star reflects the rich history of the region and reinforces the USA. The angles of the arms of the star are expanded, (rather than being a straight line from one tip to the next). This gives the star shape a “full” look and conveys an optimistic feeling of having so much to offer that it can hardly be contained. The color inside the star serves as a reminder that we are a fresh, growing city with great potential. The green also suggests nature and outdoor opportunities.

The fonts are modified versions of “Augustus” and “Dear Joe Four.” The classic Augustus font speaks to the history and solidity of the region where the handwritten Dear Joe Four was chosen to convey a sense of authenticity that comes from a personal connection. Together the fonts reinforce the ideals of the brand.

In 2019 the use of “Dear Joe Four” typeface and the tagline “Discover the Original” was retired and will no longer be incorporated in any new or future pieces. However, the legacy logo is grandfathered in and remains in use on some key established collateral pieces such as business cards.

Logo Formats

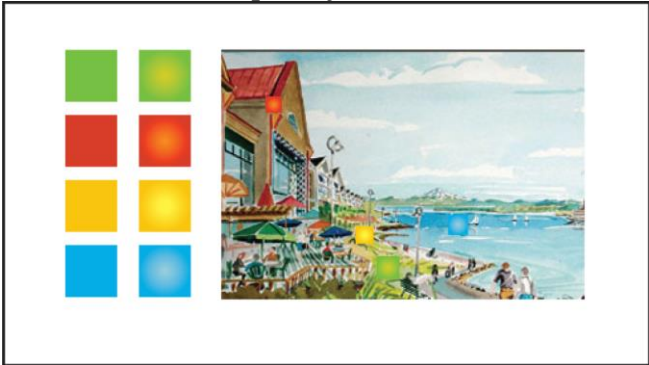
Formats: .jpg, .png, .eps

File Names:

	<p>VVU_Logo 2019</p>
	<p>VVU_Logo_OnBlack 2019</p>
	<p>VVU_Logo_Black 2019</p>
	<p>VVU_Logo_White 2019</p>
	<p><i>(legacy logo)</i> VVU_Logo</p>

Color Palette




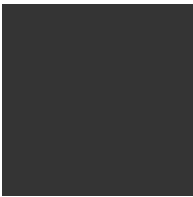

The legacy color palette was based on the strong use of black and white, with secondary accent colors that were pulled from the now retired illustrations.



The updated color palette pulls some of the legacy colors, but relies less on black and more on grey and white to soften the impact and better reflect contemporary Pacific Northwest colors. While black is still used, it should only be an accent color.





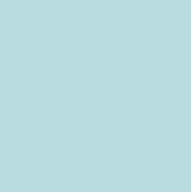
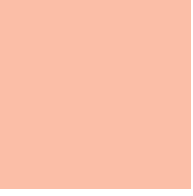
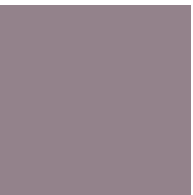
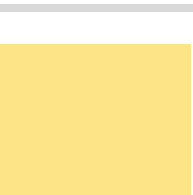
Color Palette

	Print	Web
	C = 57 M = 0 Y = 100 K = 0 PMS: 368 C	R = 122 G = 193 B = 63 Hex: #7AC143
	C = 74 M = 0 Y = 40 K = 0 PMS: 3262 C	R = 0 G = 185 B = 173 Hex: #00BAAD
	C = 0 M = 75 Y = 75 K = 0 PMS: 7417 C	R = 242 G = 102 B = 73 Hex: #F26649
	C = 69 M = 62 Y = 61 K = 57 PMS: 447 C	R = 52 G = 52 B = 52 Hex: #343434
	C = 59 M = 51 Y = 50 K = 19 PMS: Cool Gray 10 C	R = 104 G = 104 B = 104 Hex: #696969

Secondary Color Palette

Print

Web

	<p><i>C</i> = 23 <i>M</i> = 0 <i>Y</i> = 99 <i>K</i> = 0</p> <p><i>PMS: 388 C</i></p>	<p>R = 207 G = 221 B = 42</p> <p>Hex: #CFDD2A</p>
	<p><i>C</i> = 80 <i>M</i> = 23 <i>Y</i> = 19 <i>K</i> = 0</p> <p><i>PMS: 7703 C</i></p>	<p>R = 0 G = 153 B = 186</p> <p>Hex: #0099BA</p>
	<p><i>C</i> = 27 <i>M</i> = 3 <i>Y</i> = 10 <i>K</i> = 0</p> <p><i>PMS: 628 C</i></p>	<p>R = 184 G = 220 B = 224</p> <p>Hex: #B8DCE0</p>
	<p>C = 0 M = 30 Y = 31 K = 0</p> <p>PMS: 162 C</p>	<p><i>R</i> = 251 <i>G</i> = 190 <i>B</i> = 167</p> <p><i>Hex: #FBBEA7</i></p>
	<p>C = 44 M = 47 Y = 36 K = 4</p> <p>PMS: 7653 C</p>	<p><i>R</i> = 147 <i>G</i> = 130 <i>B</i> = 139</p> <p><i>Hex: #93828B</i></p>
	<p>C = 2 M = 7 Y = 58 K = 0</p> <p>PMS: 1205 C</p>	<p><i>R</i> = 253 <i>G</i> = 228 <i>B</i> = 134</p> <p><i>Hex: #FDE486</i></p>

Fonts

<p>Logo</p>	<p>AUgustus ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 <i>This font was modified for the logo by increasing the line height to invoke the feeling of growth and stature. The font when enlarged has imperfections so when used in large formats such as signage, Trajan Pro may be substituted.</i></p>
<p>Marketing/ Collateral <small>(uppercase only)</small></p>	<p>TRUE NORTH TEXTURES BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</p>
<p>Marketing/ Collateral <small>(lowercase only)</small></p>	<p><i>scriptorama</i> JF <i>abcdefghijklmnopqrstuvwxy</i> 0123456789</p>
<p>Body Copy</p>	<p>Univers Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>
<p>Letters</p>	<p>Garamound ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>
<p>E-Newsletters</p>	<p>Tahoma ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</p>

Key Information

Web: www.VisitVancouverUSA.com

The V in Visit and Vancouver is capitalized along with USA and www is always included, except in some cases such as advertising where, for simplicity sake, dropping the www makes sense.

E-mail: example@VisitVancouverUSA.com

The domain name is treated like the web address. The person's name should be lowercase.

*Address: 1220 Main Street, Suite 220
Vancouver, Washington 98660*

Spell out Street, Suite and Washington when space is available.

Phone: toll-free 877.600.0800 / 360.750.1553

The toll-free number should be used if possible. Do not use dashes or spaces to separate the numbers.

Fax: 360.750.1933

Similar treatment as the phone number.

Name: Visit Vancouver USA

When necessary to shorten the name, it can be referred to as just Visit Vancouver.

Location: Vancouver USA

In general, do not use a comma between Vancouver and USA.