



BELLEVUE

WASHINGTON



EXPRESS

OUR LOGO | RATIONALE & SYMBOLISM

The new Visit Bellevue identity system is an expression of our community spirit, our long-range vision, and our love of nature. Our logo is a visual representation of the perfect balance we find in Bellevue, a unique duality that weaves both the natural and the built environment into the perfect Pacific Northwest destination—inside and out.

Mountains /Ascension/Aspiration

Transparency/Glass/Inside-Outside

Waterfront/Lake/Pacific Coast

Style/Creativity/Sophistication



BELLEVUE

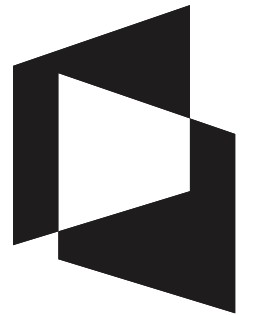
COLOR GRADIENT



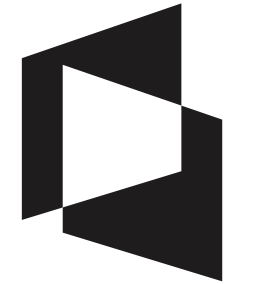




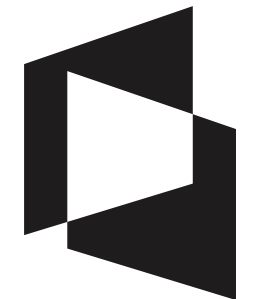
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BELLEVUE WA



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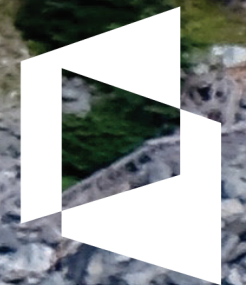

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HORIZONTAL VERSION SET

COLOR GRADIENT

SOLID COLOR

COLOR GRADIENT | REVERSED

SOLID COLOR | REVERSED

SOLID | BLACK

SOLID | REVERSED





Photo credit: Jasmine Alley

DE

DON'T MODIFY OUR LOGO

NEVER MODIFY OUR LOGO IN ANY WAY



pictogram distortion



nonuniform resizing



color substitution



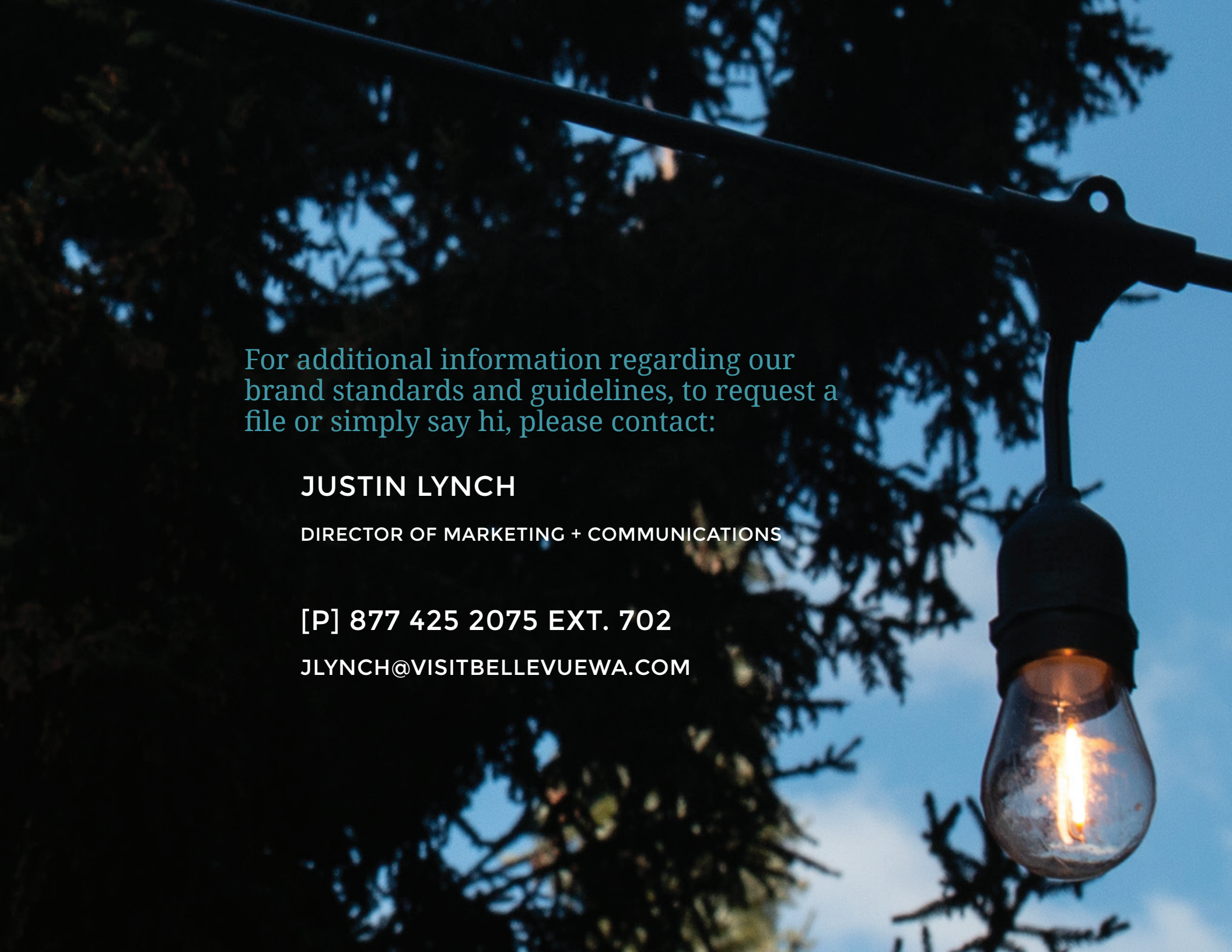
tilt / rotation



invasive cropping / bleeding



font substitution

A glowing string light bulb hangs from a black cord against a clear blue sky. The background is filled with the dark, out-of-focus silhouettes of evergreen trees. The light bulb is illuminated, casting a warm glow.

For additional information regarding our
brand standards and guidelines, to request a
file or simply say hi, please contact:

JUSTIN LYNCH

DIRECTOR OF MARKETING + COMMUNICATIONS

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