



EXPERIENCE
Olympia & Beyond
DECIDEDLY DIFFERENT



DESTINATION BRAND GUIDE

BROUGHT TO YOU BY OLYMPIA-LACEY-TUMWATER
VISITOR & CONVENTION BUREAU

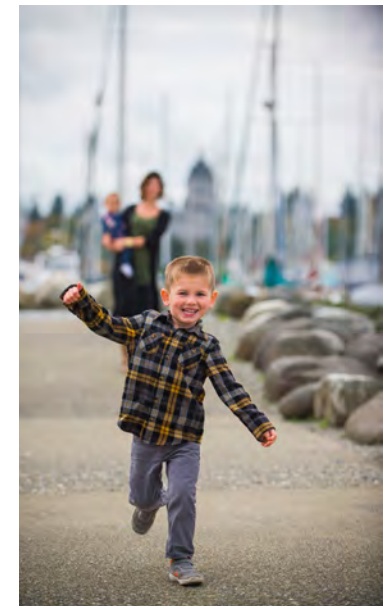


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The Experience Olympia & Beyond destination brand is made up of all communities in Thurston County including Bucoda, Grand Mound, Lacey, Littlerock, Olympia, Rainier, Rochester, Tenino, Tumwater, Yelm and unincorporated Thurston County.

WHY THIS GUIDE?

The Olympia-Lacey-Tumwater Visitor & Convention Bureau wants to partner with you to promote the many attractions and communities in our area to ultimately grow tourism in Thurston County.

This guide is meant to help us share our destination brand: Experience Olympia & Beyond.

By following this guide, together we will keep our brand intact, ensuring that everywhere we promote Thurston County—visitor guides, advertisements, maps, social media and websites—looks like it came from our region. Why is this important? This helps us build credibility, awareness and interest among visitors, businesses and residents.

HOW TO USE THIS GUIDE

Join us in a coordinated effort to establish a consistent identity for Experience Olympia & Beyond, and in doing so, create highly recognizable marketing targeted to potential visitors.

We encourage you to incorporate our destination brand messages into your own community or organization's branding efforts.

When we tell a unified story about the hand-crafted, one-of-a-kind experiences Thurston County offers, we will simply distinguish what makes our region different from other visitor destinations. **Really.**

We believe this new brand will help us achieve our goal to increase visibility and visitation to Thurston County with a simple, aspirational and iconic message.

WHAT IS DESTINATION BRANDING?

A brand isn't just our name, logo or tagline. A brand is what we say and do. It's what we stand for in the minds of visitors, businesses and residents. It reflects an experience throughout Thurston County and our ability to deliver on the promise of that experience.

In short, our destination brand creates an image at the mention of Experience Olympia & Beyond.

WHY IS DESTINATION BRANDING IMPORTANT?

Olympia-Lacey-Tumwater Visitor & Convention Bureau conducted many hours of research, all in an effort to better understand how we can best communicate what's unique and compelling about Thurston County. Taken from surveys and discussions of visitors, businesses and residents, the new Experience Olympia & Beyond brand is a true reflection of us.

Our Mission

We strengthen the region's economy by developing meaningful experiences and promoting travel to vibrant Thurston County.

Vision

Travel to Thurston County offers treasured moments that leave visitors and residents feeling inspired and fulfilled.

Our new Experience Olympia & Beyond brand is not only emotionally powerful, but true. True to the place, true to its people and true to the experience that visitors want to expect and find here.

We are excited to share our brand with you, and will provide ongoing updates as we further develop guidelines, resources and assets.

EXPERIENCE OLYMPIA & BEYOND

Our Destination Name

Every day Thurston County welcomes visitors from around the world to our destination. While Experience Olympia & Beyond is the external face of Thurston County, the Olympia-Lacey-Tumwater Visitor & Convention Bureau will remain the title of our official destination marketing organization. OLVCB will be the internal name, while Experience Olympia & Beyond will capture visitor's attention in external promotional and marketing materials for Thurston County.

BRAND PLATFORM

1. Position: How We're Distinct

Never conventional

2. Promise: What We Make True Every Day

Always a handcrafted escape

3. Personality: Our Face, Tone and Human Qualities

Genuine, relaxed, approachable, free-spirited, expressive, nature-loving

Brand Position

NEVER CONVENTIONAL

Thurston County, located in the beautiful, ever green Washington state, is unlike other destinations. Visitors and locals alike are encouraged to be themselves. It's a place where people come to do something remarkable and aim for the extraordinary. Those that live here are fueled by determination to follow their passions. It's in our culture. And it's the very heart of our people that makes Experience Olympia & Beyond an exciting and unique destination for visitors.

Brand Promise

ALWAYS A HANDCRAFTED ESCAPE

Here, "handcrafted" is a way of life. People are intentional and passionate for their craft. Local makers create one-of-a-kind experiences for visitors to enjoy from artisan cheese and fresh apple cider to handmade soaps and intricate illustrations. And must not forget, the talented chefs as well as skilled roasters of fair trade coffee, brewers of handcrafted ales and makers of some very fine wine. A getaway to Thurston County nurtures your creative side, giving you full permission to explore something new.

Brand Personality

Visitors and residents describe Thurston County using a combination of these unique characteristics:

GENUINE

We're proud to be honest, candid, natural and open-hearted.

RELAXED

We're definitely laid-back and welcome you to come kick off your shoes.

APPROACHABLE

Find a destination that's more approachable, we dare you. Our open-minded, greeted with a smile, warm spirit makes for an inclusive culture.

FREE-SPIRITED

We're independent, easy going and overall our stress level is pretty low. Go-with-the-flow: that's our motto.

EXPRESSIVE

We have a creative mindset and are known to have an opinion or two. Always forward thinking, intentionally creating and eager to put ourselves out there.

NATURE-LOVING

It's true, we're ecofriendly at heart and rejuvenated by nature.

KEY MESSAGES

Experience Olympia & Beyond has four key messages that we want our visitors to remember. Lead with these messages when you invite someone to our destination.

1. MINDFULLY CRAFTED

Local, one-of-a-kind experiences you can't get anywhere else.

2. A PLACE TO FEEL REJUVENATED

Go at your own pace, relax and be inspired.

3. BEAUTIFUL AND ICONIC

Washington's capital community, well-known for its water.

4. NEAR IT ALL

A basecamp for multi-day discovery.





OUR LOGO

EXPERIENCE OLYMPIA & BEYOND



PRIMARY LOGO



PRIMARY LOGO REVERSED

The Experience Olympia & Beyond logo cleverly highlights our desirable Washington state location close to water, mountains and beaches. Using the state icon strengthens our Pacific Northwest identity in both national and international markets. A star symbolizes our state capital community. Hand-drawn lettering provides an authentically crafted feel.



PRIMARY LOGO B/W

OUR LOGO

EXPERIENCE OLYMPIA & BEYOND

LOGO SIZE

The minimum size for the horizontal logo the minimum width is 2".

LOGO ORIENTATION

Only a horizontal logo may be used. It should not be rotated to any angle (including 90 degrees), distorted or modified (i.e. no change in colors, added shadows, outlines, 3-D, stretching).

LOGO CLEAR SPACE

Always leave an area of clear space around the logo, as shown at right. The minimum clear space is equal to the width of the word "EXPERIENCE" in the logotype. A more generous use of clear space surrounding the logo should be used whenever possible.

LOGO USE ON A COLORED BACKGROUND

Only the reverse (white) logo should be used on a colored background. Background colors should be from the color palette (see page 13).



OUR TAGLINE

EXPERIENCE OLYMPIA & BEYOND



DECIDEDLY DIFFERENT

Our tagline aligns with our brand position: Never Conventional. This is how we differentiate Thurston County from other destinations. Decidedly Different also reflects our intentional and creative culture that invites visitors to have a local, handcrafted escape. It is intended to sound confident and invoke curiosity.

TAGLINE USE

The logo may be used with or without the tagline. Never use the version of the logo with the tagline if the logo is smaller than 2" in width, as the tagline will be too small to read.

The tagline may be used apart from the logo as well, but do not duplicate the tagline by using it in the logo and as a headline at the same time.

ANY USE LESS THAN 2"



This version is also good for use in email signatures and does not use the orange.

OUR COLOR PALETTE

EXPERIENCE OLYMPIA & BEYOND

The Experience Olympia & Beyond color palette was designed to help us stand out from the crowd. Colors are creative and lively, not the typical blue and green you'd expect to see from the Pacific Northwest.

COLOR GUIDE

This detailed color guide shows the Pantone, CMYK, RGB and HTML (web) color conversions for all of our brand colors.

MAIN COLORS



PMS 7421
C38 M93 Y62 K45
R105 G28 B51
Hex: 691c33



PMS 158
C2 M66 Y99 K0
R238 G118 B36
Hex: ee7624



PMS Cool Gray 9
C56 M46 Y44 K10
R118 G119 B123
Hex: 76777b



WHITE

65% black is an equivalent single color

SECONDARY COLORS



PMS 7761
C51 M42 Y93 K21
R117 G113 B54
Hex: 757136



PMS 1205
C3 M9 Y53 K0
R249 G224 B142
Hex: f9e08e



PMS 7584
C19 M77 Y100 K7
R192 G87 B39
Hex: c05727



PMS 7493
C28 M14 Y50 K0
R188 G196 B147
Hex: bcc493



PMS Cool Gray 3
C21 M16 Y17 K0
R200 G200 B200
Hex: c8c8c8

25% black is an equivalent single color

OUR FONTS

Easy for the reader—that’s the goal. Keep it consistent by sticking to the brand fonts.

Design fonts are Wicked Grit and Avenir and should be used most often. System fonts are Arial (use when design fonts aren’t available).

WICKED GRIT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SYSTEM FONTS

For Word Documents & Website

For documents created by non-professional graphic designers and on the web use Arial.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

CANVA FONTS

Headlines on images are acceptable for social media and should be created in Canva. Use League Spartan and Archivo Narrow.

LEAGUE SPARTAN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Archivo Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photos help tell our story and visually communicate the core values of our brand. Be sure to choose the best photos that represent Experience Olympia & Beyond.



PHOTOS THAT LOOK LIKE US

Photography communicates at a glance—a sense of style, mood, energy and perspective and creates an emotional connection with visitors. Guidelines to capture our look and feel:

- Choose photos that provide a sense of exploration and opportunity, showcasing a variety of Thurston County’s communities and experiences
- Show a mixture of photos when possible to reflect Experience Olympia & Beyond from all perspectives—close-up shots of quirky products from local businesses, photos of candid group settings and beautiful wide-angle landscapes
- Incorporate interaction between people (sense of laidback atmosphere and scenery)
- Gestures should be candid and dynamic— showing a live-like-the-locals experience
- Natural poses provide a friendly quality
- Capture age, gender and diversity of your target audience for an authentic feel
- Sincere photos create a sense of freedom and adventure
- A softened background, slightly out of focus, will bring a sharp focus and attention to the subject

OUR PHOTOGRAPHY

EXPERIENCE OLYMPIA & BEYOND



OUR PHOTOGRAPHY

EXPERIENCE OLYMPIA & BEYOND

PHOTOS THAT DON'T LOOK LIKE US

Avoid this style of photography (shown right).

- Overly-staged or studio settings
- Excess lighting that creates glaring and/or bright reflections
- Insufficient or flat lighting schemes
- Traditional portrait "yearbook" appearance
- Unnecessary props or clutter
- A forced, formally posed stance rather than natural, relaxed gestures
- Negative facial expressions or experience



Consistent and proper uses of brand materials help build trust in the community and look more professional. Be sure to use our logo files and branded collateral to unify our destination.

CHOOSING THE RIGHT FILE

For all print applications—from magazine ads to brochures to signage—use vector artwork (EPS file extension). Vector art has a sharp edge and can be enlarged to any degree without losing visual quality.

A PNG file is a common choice for use on the web. PNG is a good choice for storing line drawings (vectors), text and iconic graphics at a small file size. Unlike the JPG, a PNG doesn't have a white background and is ideal to use when there is a color or texture behind the logo.

JPG and PNG versions of the logo will not reproduce cleanly if enlarged. They are only to be used online, in email or for laser printing.

Use this file type	Available in these forms	For these applications
EPS	Grayscale or Color	Commercial Printing (Adobe Programs, Publisher)
JPG	Grayscale or Color	Laser Printing & Web (Word/Office)
PNG	Grayscale or Color	Laser Printing & Web (Word/Office)

