

TRAVEL TACOMA + PIERCE COUNTY

BRAND STYLE GUIDE



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MISSION + VISION

TO EXECUTE INITIATIVES THAT DELIVER TOURISM TO PIERCE COUNTY.

Travel Tacoma + Pierce County works to increase visitor expenditures and overnight stays through strategic sales, marketing and services to our customers, members and communities. We promote and package our destination to attract and meet the needs of meetings and conventions, group tours, special interest groups and leisure traveler.

TO BE THE RECOGNIZED REGIONAL LEADER IN EFFECTIVE DESTINATION MARKETING.

Travel Tacoma + Pierce County is the catalyst in community and tourism activities developing local and state partnerships, delivering effective sales and marketing programs, facilitating product development and enhancements. Our value results in increased resources for destination marketing.

BRAND PROMISE

DESTINATION'S HUMAN CHARACTERISTICS:

We are authentic, honest, genuine and we promise to always stay true to our roots. We are approachable and laid back.

WHAT VISITORS CAN EXPECT EVERY TIME:

HONEST EXPERIENCES.

BRAND PERSONALITY

TACOMA + PIERCE COUNTY'S HUMAN CHARACTERISTICS

AUTHENTIC

Unpretentious, unguarded, helpful, greeted with a smile, accessible people, inclusive culture. True to it's roots.

PROUD

Spirit of the underdog, unassuming, spirit of accomplishment, revitalized, able to leave your mark.

APPROACHABLE

We will always greet you with a warm smile and a firm handshake. We are proud, proud of our heritage and proud of our tough spirited nature.

BRAND POSITION

NORTHWEST UNFILTERED

TRAVEL TACOMA + PIERCE COUNTY MANIFESTO

We create honest experiences. We construct cities with color—murals, sculptures and glass art.

We get down to earth with mountains, lakes, land and sea.

We embrace the unknown and leap headfirst, fearlessly. We test new flavors, relish rhubarb, harness hops and make a splash with spirits.

We cultivate community. Our shared pride brings us together and sets us apart.

We celebrate culture over local brews, down the fairway and from the stage.

We live life with our arms open, welcoming others to be inspired by the natural beauty that invigorates us.

We mold playgrounds for all—from mountaineers to makers and those who pine for yesteryear.

We revere our industrial identity as we nod to the future.

We are true to our roots.

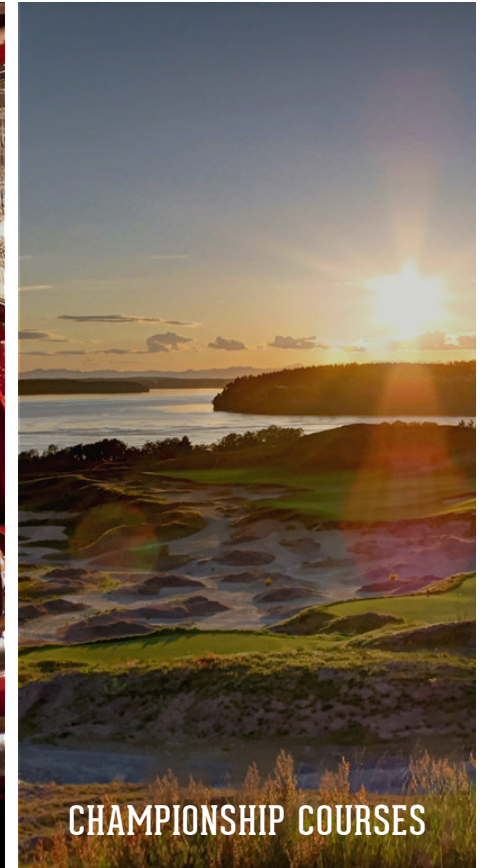
We are explorers. We are storytellers. We are artists.

We are the Northwest unfiltered.

INTERNATIONAL BRAND STANDOUTS [FLY MARKET]

In order to be memorable to our audience, and therefore competitive, we must hang our hats on a few specific messages that will capture the hearts and minds of our customers.

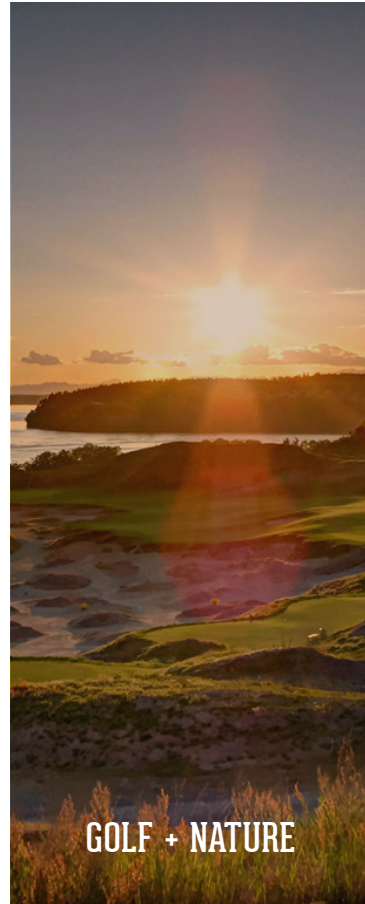
Focusing on these markets does not mean we are excluding niche markets such as golf, maritime and agritourism. It simply means we are able to more efficiently target people most likely to visit Tacoma + Pierce County.



REGIONAL BRAND STANDOUTS [DRIVE MARKET]

In order to be memorable to our audience, and therefore competitive, we must hang our hats on a few specific messages that will capture the hearts and minds of our customers.

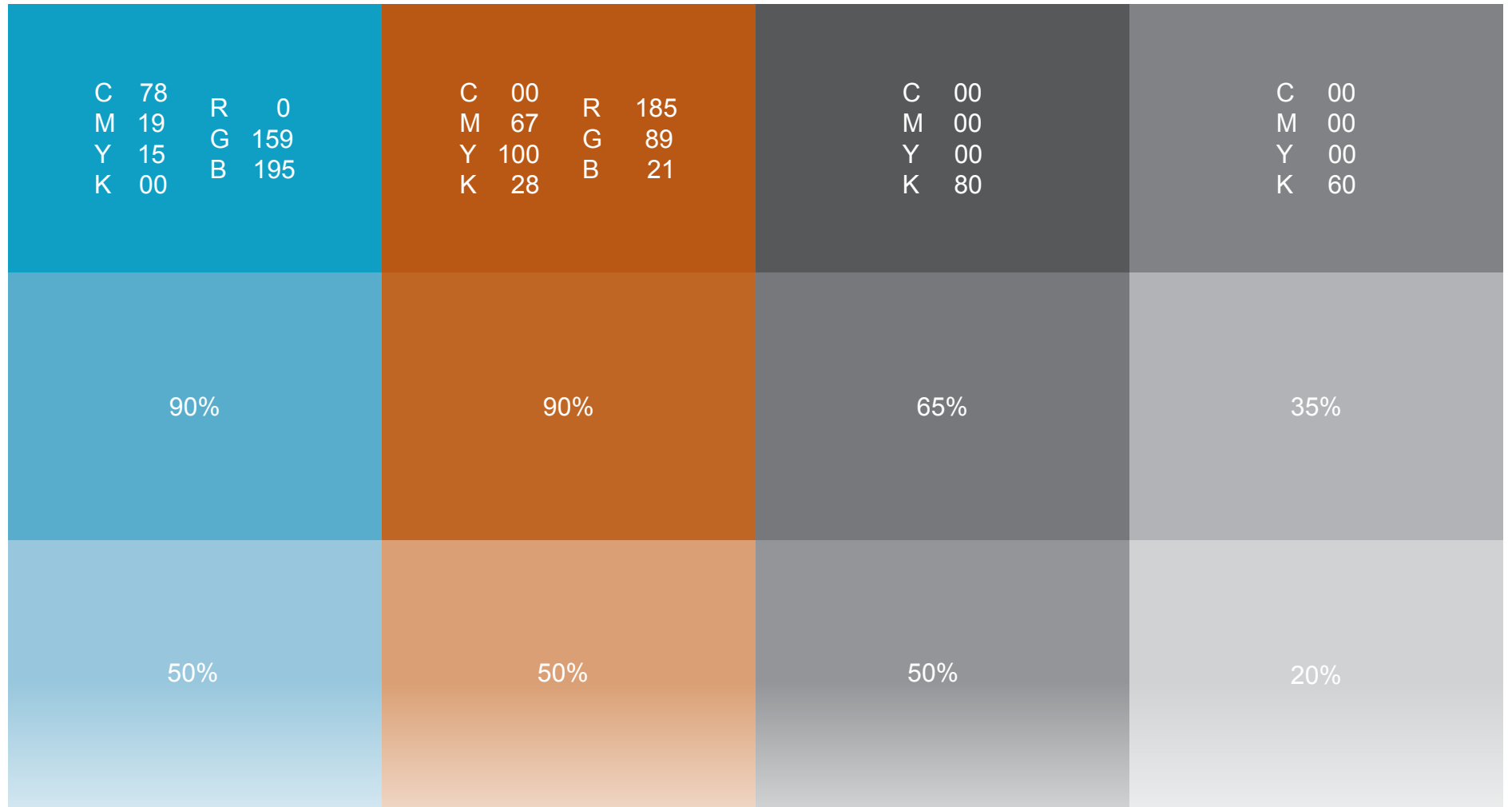
Focusing on these markets does not mean we are excluding niche markets such as golf, maritime and agritourism. It simply means we are able to more efficiently target people most likely to visit Tacoma + Pierce County. (Unique in the state/Northwest)



COLORS

STANDARD BRAND COLORS

To preserve our brand's unique look, a consistent use of colors is very important.

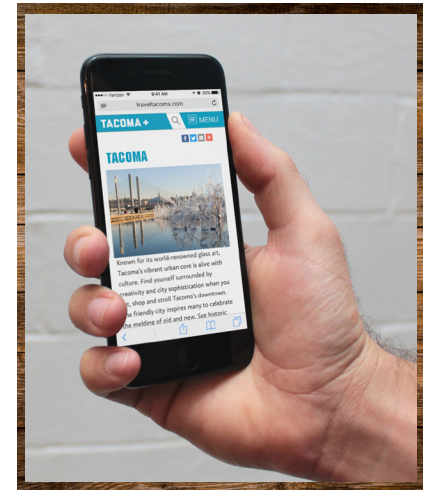
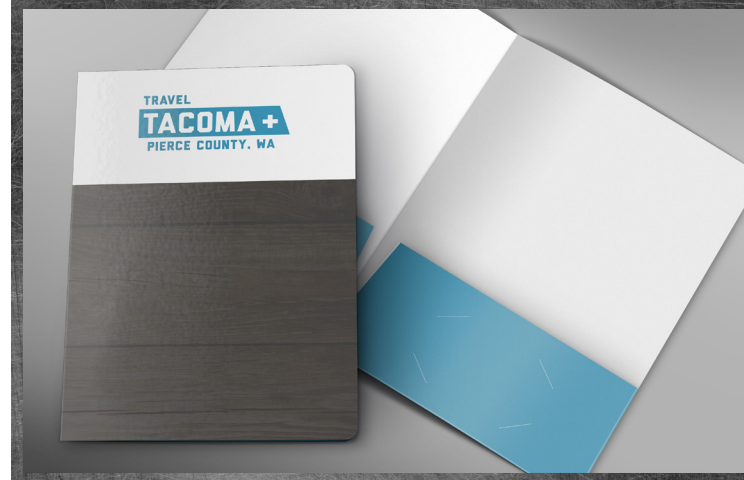
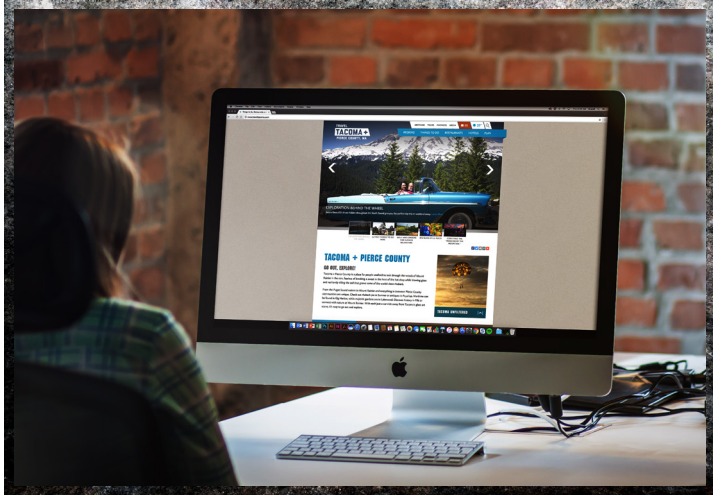


TEXTURES

ORGANIC + INDUSTRIAL + CRAFT



VISUAL IDENTITY



TYPOGRAPHY

LIBERATOR

Liberator is an industrial-inspired font, when our grandparents fought for the freedom we enjoy today. Can provide a durable feeling.

Use: Display/Headline Type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.,:;-!?!+

EXAMPLES OF HOW LIBERATOR SHOULD BE USED:



DESTINATION OVERVIEW

CONTACT:

CHELENE POTVIN-BIRD

Vice President of Sales + Servicing
1516 Commerce St | Tacoma, WA 98402
chelene@traveltacoma.com | [253] 830-6615

TRAVEL

TACOMA +

PIERCE COUNTY, WA

TRAVELTACOMA.COM

WHAT'S INSIDE?

Learn what Tacoma + Pierce County can do to make your next meeting a success.

- Destination Overview
- Transportation Guide
- Conference Services
- Dining Guide

TYPOGRAPHY

GEARED SLAB (ALL CAPS)

Geared Slab is influenced by classic, and vintage aesthetics mixed with an industrial edge.

Use: Headline/Pull-quote type.

GEARED SLAB THIN

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 [. , : ; _ - !] ? +

GEARED SLAB REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 [. , : ; _ - !] ? +

EXAMPLES OF HOW GEARED SLAB SHOULD BE USED:



TYPOGRAPHY

AVENIR NEXT CONDENSED REGULAR

Avenir Next Condensed is influenced its legibility and eminent flexibility. Great for its excellent readability and crisp clean lines.

Use: Body Copy/Demi and Bold Headers.

AVENIR NEXT CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 [.,:;_ -!]?+

AVENIR NEXT CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 [.,:;_ -!]?+

AVENIR NEXT CONDENSED DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 [.,:;_ -!]?+

AVENIR NEXT CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 [.,:;_ -!]?+

AVENIR NEXT CONDENSED HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 [.,:;_ -!]?+

DASHBOARD REPORT

MISSION: TO DELIVER TOURISM TO PIERCE COUNTY

MARKETING

In January we launched our regional advertising campaign, promoting Golf + Gardens (Lakewood + DuPont) Americana adventures (Puyallup + Sumner) and Mt. Rainier (Among others) in the South Sound Magazine's Newsletter. We've also launched some exciting partnerships with Golf North West and The Ranger that will help market our destination to these key niche markets throughout 2017.

In January we learned that the instagram project was a finalist for the coveted Totem Award. This is a Public Relations Award that celebrates the best outreach efforts among Puget Sound PR Professionals. This was honoring the Pierce County tour we held with four Instagram Influencers from Oregon and California last summer.

SALES

The sales department started working with STR, Inc. this month to develop a compression study for Tacoma + Pierce County. Which will be completed in the next few months. Compression studies are statistical analyses utilizing a combination of CVB room block and event data alongside STR's extensive hotel data.

We are examining the revenue per available room variance between low-booking days and days when large events are planned. One of the key findings that a compression study reveals is at what level of room-night bookings does more revenue per available room generate the most revenue.

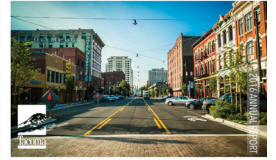
The report will help our organization to target sales efforts toward the right business. There's an old adage that states, "A rising tide lifts all boats." But exactly how much is that lift? A compression study assists in helping us learn this and exactly how room-night demand changes effect a region. The best part about compression studies is you define when, where, and who feels compression impact - and by how much.



Marketing & Communications Manager
WHITNEY DALBALCON
Northwest Fork

At Northwest Fork Wildlife Park, our mission is to inspire people to care about and protect wildlife that is native to the Pacific Northwest. So we're clearly invested in this region as an extraordinary place to live and visit.

In 2016, we smashed our annual attendance record again and saw the value of tourism to Pierce County in a very direct way. With Northwest Fork located on the way to Mount Rainier, we experienced some of the momentum of the National Park Service Centennial. Nearly a quarter of our summer visitors in 2016 lived outside the state - up from about 15 percent in 2015. We attribute a lot of that increase to the Centennial and the marketing and public relations campaigns executed by Travel Tacoma + Pierce County, in partnership with Visit Rainier.



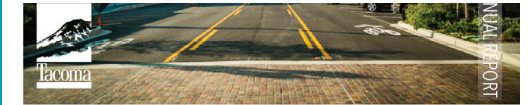
Director of Community and Economic Development
RICARDO NOGUERA
City of Tacoma

Tourism goes hand in hand with economic development. When we attract more visitors, they stay in the hotels, they eat in the restaurants, they visit the museums and attractions, they boost revenue to the city.

I've been with the city for four and a half years, and I've worked with Travel Tacoma + Pierce County nearly the entire time. They've been champions for drawing tourism and investment to Tacoma and Pierce County.

I've watched as Travel Tacoma built those relationships that move tourism forward. They opened the doors at SeaTac Airport, particularly with respect to the U.S. Open, and now people who arrive here know that there's not one, but two big cities they can visit. More and more people are hearing the buzz about Tacoma.

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TRAVEL TACOMA LOGO

MAIN LOGO

The Travel Tacoma + Pierce County logo was designed to embody the tough spirits of Pierce County. The industrial-inspired font pays tribute to the hard working class of the past and the industrial arts of the present. The angle pays homage to several regional icons including the railroad, the hot shop cone, the light rail, the Tacoma Narrows Bridge as well as Mount Rainier.

BRANDED SYMBOLS

Branding of Travel Tacoma + Pierce County requires the use of brackets in place of parenthesis, [] not () and the plus symbol instead of the ampersand, + not & .

ORGANIZATION NAME

Travel Tacoma + Pierce County may be shortened to read just Travel Tacoma

TRAVEL TACOMA LOGO

Travel Tacoma + Pierce County logo is the primary element of our brand for external audiences. Consistent application of the brand signature strengthens the Travel Tacoma identity throughout all of our communication materials. The Travel Tacoma logo should be used for all marketing collateral [both print and online].

WEB LINKS

All links used online should be shown in the standard Travel Tacoma orange. [Pantone 1675; RGB: 185,89,21] This applies to any link that may appear in e-mails, press releases, or on the Travel Tacoma website.



LOGOS

TRAVEL TACOMA LOGO

To optimize recognition of the brand, it is important that our brand mark is used in a visible and appropriate size. Therefore, the preferred minimum size of text logo is 1.7 inches wide. Exceptions may be granted in some cases.

To properly resize the logo hold down the “shift” key, while dragging the corner of the logo. This will keep the logo proportionately accurate, without distorting the brand.

TRAVEL TACOMA LOGO



No less than 1.7 in

ACCEPTABLE USE

COMBINATION WITH OTHER BRANDS

When our brand mark appears on documents in combination with other brands, it is essential that it is shown in a way that cannot harm or 'diminish' our name and reputation. Please ensure that Travel Tacoma's standard brand mark is equally visible and at least equivalent in size to [and no smaller than] other brand marks. It should also be positioned in a way which represents the brand mark, with a minimum of .25 inches of space between the Travel Tacoma logo and other logos.

THE BLUE LOGO SHOULD ALWAYS BE SHOWN WITH TRANSPARENT TACOMA LETTERS

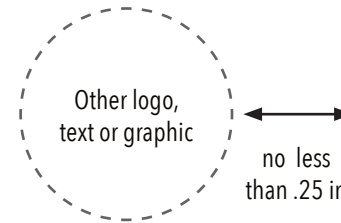
REVERSE LOGO ON DARK BACKGROUND

LOGO FORMATS

The Travel Tacoma logo is available in multiple file formats. General use is as follows:

jpeg,gif, png: Web [electronic use only]

tif, eps: Print [transparent background, highest quality]



INCORRECT USE

EXAMPLES OF WHAT NOT TO DO

Do not recreate the logo and never alter the logo or any brand marks. Do not use colors other than those in the Travel Tacoma color palette. Do not cut, crop or fade the logos.

DO NOT ROTATE OR PLACE THE LOGO AND AND ANGLE OR PLACE VERTICALLY

DO NOT "SQUEEZE" OR "STRETCH" THE LOGO

DO NOT PLACE THE LOGO ON TOP OF A SINGLE IMAGE

IF THE REVERSE LOGO IS SHOWN, DO NOT PLACE OVER A BUSY BACKGROUND

DO NOT PLACE THE TRAVEL TACOMA LOGO OVER BUSY BACKGROUNDS.



GRAPHIC ELEMENT

ORANGE STRIPES

The orange stripes, like the logo are an embodiment of the tough spirits of Tacoma + Pierce County. Additionally, they are at the same angle as the slant in the Travel Tacoma logo.

SAMPLES OF CORRECT USAGE

A. The orange stripes, if used on one line of text must be the same height as the font. **This is generally used for side notes and footnotes.**



INCORRECT USE

SAMPLES OF INCORRECT USAGE

A. Orange stripes should always lean to the right, not the left.

B. Stripes should not be stretched, or the angle changed.

C. For a heading, the stripes should never be directly behind the text, creating too much contrast. This looks too busy. The heading with the stripes should not appear in blue.

D. There should never be one or two stripes. There should only be the standard five.

E. Never use the stripes and the plus in the same headline or element.



IMAGE USE

IMAGE STYLE

For general image use, images should represent one of the four icons [Glass Art, Collector Vehicles, and Mount Rainier and Championship Golf]. Marketing collateral must represent the Pierce County region as a whole.

CREDITS

Photos used in print and Web must credit the photographer if requested. The Travel Tacoma Image Library contains a plethora of images. Verify that images have been released for all uses before publishing.

PHOTO RELEASE

Travel Tacoma + Pierce County requires photo release from subjects in photos [especially if less than five people are in the photo]. If a photo is taken at a public event space, permission is not necessary. However, best practice is to get photo permission.

See Travel Tacoma Photo Release form.

PHOTO RESOLUTION

Print: 300 dpi

Web: 96 dpi

BUSINESS CARDS

TRAVEL TACOMA BRANDED BUSINESS CARDS

All employees and board members of Travel Tacoma + Pierce County have business cards. Business cards are representative of the Travel Tacoma brand mark. Standard contact info must be included as shown below. Business cards are available in multiple formats for the team at 1516 Commerce St. Individuals who are on the Convention Center team will receive the Convention Center business card.

MOUNT RAINIER

PAUL SPRINKMANN
SALES MANAGER

paul@traveltacoma.com
[253] 284-3277
traveltacoma.com



COLLECTOR VEHICLES

BENNISH BROWN
PRESIDENT + CEO

bennish@traveltacoma.com
[253] 284-3250
traveltacoma.com



GREATER TACOMA CONVENTION CENTER

CHELENE POTVIN-BIRD
DIRECTOR OF SALES

chelene@traveltacoma.com
[253] 830-6615
traveltacoma.com



GLASS ART

MARCUS CARNEY
DIRECTOR OF VISITOR EXPERIENCE

marcus@traveltacoma.com
[253] 284-3255
traveltacoma.com



EMAIL SIGNATURE

TRAVEL TACOMA BRANDED BUSINESS CARDS

All employees of Travel Tacoma + Pierce County should have the same e-mail signature. This is your contact information located at the bottom of each e-mail. Signatures reflect the Travel Tacoma brand mark and keep messaging consistent. E-mail/Web font used is Arial [most people who will read your e-mail will have this font]. E-mail signatures should be formatted as follows:

- AVENIR NEXT CONDENSED DEMI BOLD 9; ANC DEMI BOLD 8 → **john smith** **MARKETING MANAGER**
- AVENIR NEXT CONDENSED MEDIUM 8; ANC MEDIUM 9 → **TRAVEL STYLE:** [photo geek](#)
- AVENIR NEXT CONDENSED BOLD 8; ANC MEDIUM 9 → -----
- AVENIR NEXT CONDENSED BOLD 8; ANC MEDIUM 9 → **TRAVEL TACOMA + PIERCE COUNTY**
- AVENIR NEXT CONDENSED BOLD 8; ANC MEDIUM 9 → 253284-5555 [TRAVELTACOMA.COM](#) | [LINKEDIN](#)
- AVENIR NEXT CONDENSED BOLD 8; ANC MEDIUM 9 → **Celebrating the tailwinds that propel Pierce County tourism forward:**
[Festival of Sail, AAA All-Star Game, and the Ft. Lewis Centennial.](#)

CONTACT

BRAND QUESTIONS

For further information, advice and guidance on using the guidelines for our brand identity please contact:

TRAVEL TACOMA + PIERCE COUNTY

Marketing Manager - Brandi LaPointe

1516 Commerce St

Tacoma, WA 98402

[253] 284-3267