



# *Style Guide*

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A graphic standards guide for  
the Economic Development  
Partnership logo



*A place where businesses and families thrive.*

## SYMBOLS

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The symbols representing the Forest Grove Economic Development Partnership are unique and proprietary graphic representations of the Partnership, people and economic development activities. Every time the symbols are reproduced, they signify not only from whom the communications came, but the very idea and integrity of the Partnership. Proper stewardship of these symbols is an integral part of the brand building process. Correct and disciplined use of the services and symbols is paramount to the proper development of Partnership identity. This guide provides the basics guidelines for the correct application of the symbols, colors and typefaces.

## NOMENCLATURE

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The Forest Grove Economic Development Partnership is represented by a symbol consisting of the words, “Forest Grove Oregon” and the tagline, “A place where businesses and families thrive.” Accompanying the typography in the symbol is a graphic depicting leaves in a circular arrangement.

Proper use of the Partnership name and its symbols should be maintained and used consistently within the copy of all promotional and educational materials.

Verbally:	Economic Development Partnership Forest Grove
First Mention in Printed Text:	Forest Grove Economic Development Partnership Forest Grove Oregon
Subsequent Mentions in Print:	(same as verbally)
Website:	<a href="http://www.ForestGroveOregon.org">www.ForestGroveOregon.org</a>

## APPROVED LOGO COLOR VARIATIONS

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2-COLOR  
(PREFERRED)



1-COLOR



BLACK



WHITE

## MINIMUM LOGO SIZE FOR PRINT

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It is critical that the logo be sized appropriately to maintain legibility on all print materials.

### LOGO WITH TAGLINE



### LOGO WITHOUT TAGLINE



## MINIMUM LOGO SIZE FOR WEB

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It is critical that the logo be sized appropriately to maintain legibility for online (72 dpi) use.

### LOGO WITH TAGLINE



### LOGO WITHOUT TAGLINE



## COLOR

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Consistent color usage is crucial in establishing branding for the Economic Development Partnership. Proper and consistent usage will help prospective businesses, site selectors, Partnership members, local groups and the press to easily identify your communications, promotions, advertising and messaging.

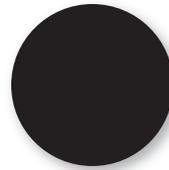
The primary palette is comprised of the logo colors. A selection of secondary colors is provided and can be used as accent colors in associated artwork.

### PRIMARY PALETTE

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Pantone: PMS 370  
CMYK: 56/0/100/27  
RGB/Web: 95/149/52



Pantone: PMS Process Black  
CMYK: 50/50/50/100  
RGB/Web: 41/36/36

### SECONDARY PALETTE

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Pantone: PMS 229  
CMYK: 0/100/15/60  
RGB/Web: 123/0/62



Pantone: PMS 138  
CMYK: 0/42/100/1  
RGB/Web: 246/158/28



Pantone: PMS 7500  
CMYK: 0/2/15/3  
RGB/Web: 247/237/211

## TYPOGRAPHY

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In order to create and maintain a consistent look throughout your identity system and all of your printed communications, same-style typography families should be used at all times. This helps ensure the unique and proprietary graphic representation of FOREST GROVE OREGON.

### PRIMARY TYPEFACE (for BODY COPY)

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ITC Galliard Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### SECONDARY TYPEFACE (for HEADLINES, TITLES, SUBHEADS and SOME BODY COPY)

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ITC Galliard Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

ITC Galliard Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 0123456789*

### TERTIARY TYPEFACE (for CAPTIONS and SMALL PRINT)

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Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

### ALTERNATE TYPEFACES (used for letterhead copy and when Galliard is not available)

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Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Times Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789**

Times Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789*

## GENERAL RULES and USAGE

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The following examples show what NOT to do when using the Economic Development Partnership logo.



DO NOT ROTATE



DO NOT SKEW



DO NOT STRETCH



DO NOT PLACE OVER A PHOTO OR BUSY BACKGROUND IMAGE

### CLEAR SPACE

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The logo should always have clear space of at least the width of the "O" in FOREST all around.

DETERMINES CLEAR SPACE



DETERMINES CLEAR SPACE



## OTHER RULES

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### USE OF YOUR BRAND WITH OTHER BRANDS

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If the proposed use of your brand with another is not in conformance with this style guide, a qualified graphic designer should be hired to maintain your branding standards. Your brand artwork must not be combined with other brand artwork/graphics, or incorporated into the design of any other logo or trademark. Clear space, color, size and all other usage rules laid out in this guide must be implemented.

### APPROVAL TO USE YOUR BRAND

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Your artwork should only be used for the specific purpose agreed upon between the Partnership and another entity. Subsequent use – for other reasons – should not be allowed without first obtaining permission from the Partnership.

### SOLE RIGHT OF USE

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This artwork was designed and developed solely for the Partnership. The Partnership has the right to use such artwork but cannot sell or give this artwork to anyone else.

### ALTERING THE ARTWORK

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The symbol artwork may not be altered in any way, by anyone.

## DIGITAL LETTERHEAD

The following are guidelines for formatting content on the digital letterhead. Please keep margins, text size and alignment consistent with this guide to maintain brand consistency.



January 23, 2007

TOP MARGIN  
2.5 inches

SIDE MARGINS  
1.5 inches

Dear Sir or Madam:

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Duis autem vel eum iriure dolor.

Dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Best regards,



BODY COPY  
Times Roman  
9 pt type size with  
14 pt line spacing

## PROVIDED ON CD

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On the CD provided, you will find the following items:

- DIGITAL LETTERHEAD TEMPLATE (Microsoft Word Document)
- DIGITAL MAILING LABEL TEMPLATE (Microsoft Word Document)
- LOGOS (supplied with and without tagline, in color and black)

### FILE TYPES

EPS: Best for printing; hi-rez vector art file

PDF: Alternative to EPS, may be more widely accepted, retains vector information

PNG: For use within Microsoft Word

JPEG : Rasterized art, hi-rez at supplied size but can't be scaled larger without loss of resolution

*\*NOTE: Other file type options and color versions for printing, web, email and PowerPoint presentations are available through Diversity Corporation, for a fee.*