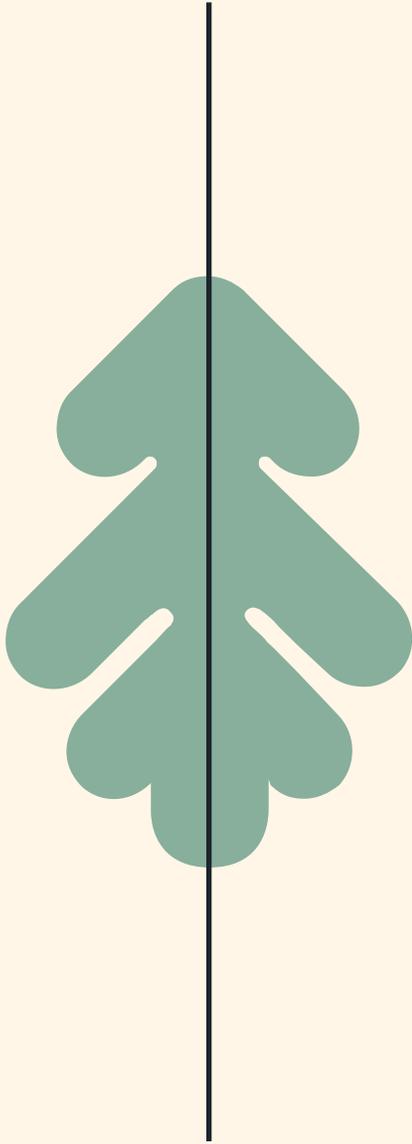




BRAND GUIDELINES
SUMMER 2020



HELLO.

This guide is a culmination of months of input, listening, brainstorming, teamwork and decision-making between the Forest Grove tourism advisory committee, the branding committee and Lookout Co. to give the community a unique and authentic brand to help inspire more visits and overnight tourism.

We are proud to introduce a new tagline, a new logo, a new voice and visual look and feel that should inform all our communication moving forward. Think of this guide as a toolkit, designed to show how the different elements work together so that everything from a print ad to a social media post to an e-newsletter all look, feel and sound like they are coming from the same great destination.

If you have any questions, please reach out to:

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CONTENTS

| | | | |
|----|----------------|-----------------------------|---|
| 01 | BRAND LANGUAGE | brand positioning & tagline | 5 |
| | | audience | 6 |
| | | voice | 7 |
| | | sample copy | 8 |
| | | | |

| | | | |
|----|-----------------|----------------|----|
| 02 | LOGO GUIDELINES | main logo | 11 |
| | | secondary logo | 14 |
| | | social avatars | 15 |
| | | logo usage | 16 |
| | | | |

| | | | |
|----|--------------------|--------------------|----|
| 03 | SECONDARY ELEMENTS | fonts | 19 |
| | | brand colors | 22 |
| | | secondary elements | 23 |
| | | photography | 24 |
| | | | |

| | | | |
|----|---------------------|-------------|----|
| 04 | CONTEXTUAL EXAMPLES | advertising | 26 |
| | | newsletter | 28 |
| | | website | 30 |
| | | | |

01

BRAND LANGUAGE

01

BRAND POSITIONING

There's a difference between vacationing and traveling. Sure there is plenty of overlap, but a vacation is really about relaxing—it might mean going to the family cabin or back to a favorite beach.

But traveling is about seeing and trying new things. Whereas vacationing is comforting and safe, traveling is romantic and expansive. It's how we grow as people, become more curious and expand our world view.

There are any number of often-crowded destinations within 2 hours of Portland that people typically consider. But Forest Grove isn't currently on most people's go-to "getaway" list. After being cooped up for so long, here's our chance to pique people's curiosity who are itching to get out to try something NEW. Not only is Forest Grove convenient, affordable, and a diverse and welcoming community, but it also offers up immersive experiences many people haven't ever had, or had in a long time.

For those who travel less often, it's an easy entry into incredible wine country, diverse, delicious-yet-approachable food, saké brewed on site and a chance to

meet and interact with the winemakers, chefs and saké experts. Not to mention incredible access to hiking, birding, biking and scenic drives.

For more experienced, urban travelers it's a chance to slow down and get your hands dirty on a farm, feel the exhilaration of water skiing Hagg Lake, explore the charms, history and unexpectedly quirky festivals of small town Oregon, all on top of wine country, cycling and more.

While we want to bring people to the town of Forest Grove itself and create a sense of destination, we also want people to travel the entire area, from the farms and vineyards to the lakes and forest and even to the Coast or Gorge, depending on from how far and for how long folks are coming. Or put another way, it's high time people branch out and try something new in Forest Grove.

Branch out in Forest Grove.

OUR TARGET AUDIENCE

Forest Grove welcomes all visitors from all walks of life to our town—we, ourselves, are a diverse community with roots that stretch back to the original Kalapuya people, to Oregon trail pioneers and European immigrants, to today's vibrant mix of Latino, Hawaiian, farm families, tech workers and students.

But we can't afford to market to everyone. Given our resources, our strongest market will be the regional drive market of middle to higher income travelers who have resources to spend the night, and spend money on our local businesses and attractions to grow our economy.

Depending on budget levels, we may be able to market as far as Boise or Seattle, however the biggest bang for your investment will come from the Southwest WA - Portland - I-5 south - Salem - Eugene - corridor, as well as Bend markets. We should also consider North Coast residents. After all, Forest Grove is the first wine country town they hit when they come over the coast range.

Because Forest Grove is smack-dab-in-the-middle of so many great things, you can message to a lot of different groups who will love what you have to offer.

- 🍷 Cyclists
- 🍷 Wine lovers
- 🍷 Culinary travelers
- 🍷 Family fun seekers
- 🍷 History buffs
- 🍷 Culture explorers
- 🍷 Small town lovers
- 🍷 Hikers, Nature lovers, Birdwatchers
- 🍷 Scenic byway wanderers
- 🍷 Agritourists
- 🍷 Fishing & water sports enthusiasts
- 🍷 Event goers
- 🍷 Pacific University visiting families, faculty and artists
- 🍷 Local business visitors (i.e., Intel)
- 🍷 McMenamins Grand Lodge guests

Well-Traveled Routes:

- 🍁 Back Route Travelers – People coming from Salem to the north coast usually head right through Forest Grove
- 🍁 Sunset Highway Travelers – People coming from Portland, even Pendleton and as far as Boise travel this route. Just a hop off 26, Forest Grove makes for a great stop en route to the coast. Get them there once, they'll be back!

Your overall sweet spot is Weekend Soft Adventurer/Weekend Explorers. Forest Grove is a diverse, easy, super accessible and affordable destination with so much to see and do both in town and out, but none of the pretense, crowds or high prices of other wine country destinations.

OUR VOICE

The Forest Grove brand voice is friendly, inspiring and down-to-earth. Or put another way, our brand voice is the authentic collective voice of the diverse peoples, businesses and activities welcoming folks who come to visit.

Let's always be warm and welcoming in our communication and find ways to be inclusive of all types of visitors. What makes Forest Grove particularly attractive is that there's fun for all ages, for both more ambitious as well as less experimental visitors.

Inspiring our audience is hugely important because there is so much more to the Forest Grove community than meets the eye. Our communication strategy is built on helping people imagine the ways they try new things or revisit beloved experiences. You'll see in our sample copy lines we can and should mention more than one activity or experience in a single line to help paint an evocative picture.

Down-to-earth is who we are and how we speak. We aren't glib, sassy, overly clever or highfalutin. Sure, we have very sophisticated offerings, but we want to make them feel accessible to everyone so they come back and bring their friends. Everything we write should feel like something someone who lives here might actually say.

SAMPLE HEADLINES

- Sure we've got hiking and biking. And fishing and golfing. And kayaking. And water skiing. And zip-lining. Do you want us to keep going?
- If you've never heard a hundred Barbershop Quartets, danced in a Hawaiian Luau, or partaken in a Sidewalk Chalk Art Fest, we can help you fix that.
- Yes, we pour locally brewed IPA and nearby grown, award-winning Oregon Pinot Noir. Alongside dozens upon dozens of other beers, varietals and even locally crafted saké.
- Come for the charming downtown, stay for the easy access to incredible wine country, working farms, lakes, forests and cycling.
- If you've never gone saké tasting after a day of zip lining you're coming to the right place.
- Location, Location, Location. We're smack dab in the middle of Oregon wine country and a short drive from the Coast, Portland and the Gorge.
- If we didn't want you to come visit we wouldn't have built our town on the Oregon Trail next to Tillamook Forest hikes, 25 wineries for tasting or miles of scenic cycling.
- Surrounded by gorgeous vineyards like this one where you can bring a picnic, get married, stroll around, take pictures, bike, bird watch, enjoy the sunset and yes, even drink and bring home cases of wine.
- Calling all Picnic Lovers, Road Cyclists, Gallery Hoppers, Outdoor Enthusiasts, and oh, yeah, award-winning Wine Drinkers too.
- Small town Oregon charm served with a glass of locally made saké, Pinot or IPA.

SAMPLE BODY COPY

VERSION 1

The tree-lined town of Forest Grove is the perfect place to enjoy iconic Oregon experiences but also branch out and try some new things. Just 25 miles west of Portland but seemingly a world away, the easy-to-navigate downtown offers charming shops, the Pacific University campus, a packed calendar of unexpected festivals and some surprisingly sophisticated food and drink, including America's first craft saké brewery. No wonder, as the award-winning vineyards and farms of the Northern Willamette Valley are just a short drive or bike ride away. Outdoor opportunities abound in town and beyond, thanks to Henry Hagg Lake and the Tillamook State Forest, including—but certainly not limited to—swimming, birding, golfing, kayaking, water skiing and even zip-lining.

VERSION 2

The tree-lined town of Forest Grove is the perfect place to enjoy iconic Oregon experiences but also branch out and try something new. Just 25 miles west of Portland but seemingly a world away, our charming downtown offers unique shops, a packed calendar of unexpected festivals, breweries, a distillery and authentic, ethnic local eats. Go tasting at America's first craft saké brewery and vineyard-hop, cycle and hike in the gorgeous countryside. Outdoor opportunities abound thanks to Henry Hagg Lake and the Tillamook State Forest, so bring your binoculars, paddle, and fishing pole.

VERSION 3

Tree-lined Forest Grove is the perfect place to enjoy iconic Oregon experiences and try something new. The charming downtown has great food and drink plus a packed calendar of unexpected events and a craft saké brewery. It's also an ideal jumping off point for vineyard-hopping, cycling, hiking and even as water skiing and zip-lining.

02

LOGO GUIDELINES

02

PRIMARY LOGO

The primary Forest Grove logo consists of a folk-art tree centered within a circle of type reading “Branch out in” and “Forest Grove.” The town’s incorporation date, 1872, and “Ore.” are denoted on either side of the trunk. The logo can be used with or without its outer background circle.

The logo uses 3 colors and therefore will most often be printed in 4-color process (CMYK). Use color versions whenever possible. The logo is flexible in that it can sit on top of a light background or dark background. See the following page for other color variations which have been provided for you.





1-COLOR LOGO

There are instances when the logo can be knocked out (for example: when sitting on top of a photograph or on a dark colored background). The logo can be reproduced in any one color of the colors in the Forest Grove brand

color palette. However, when printing in a photocopy, please use the black or knocked out version of the logo.



SECONDARY LOGO

The secondary logo is very similar to the primary logo, except “Forest Grove” is not written on a curve. Additionally, “Oregon” is spelled out, and 1872, the town’s incorporation date, is not present.

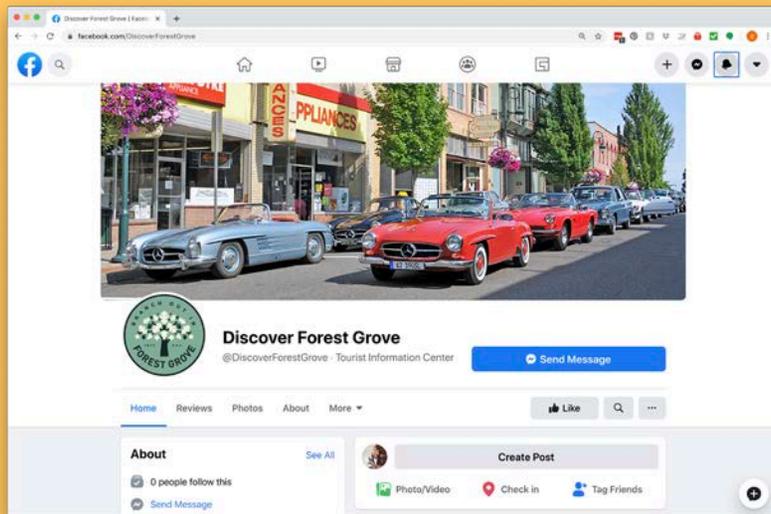
Please see page 16 for minimum and maximum size usage rules.



SOCIAL AVATARS

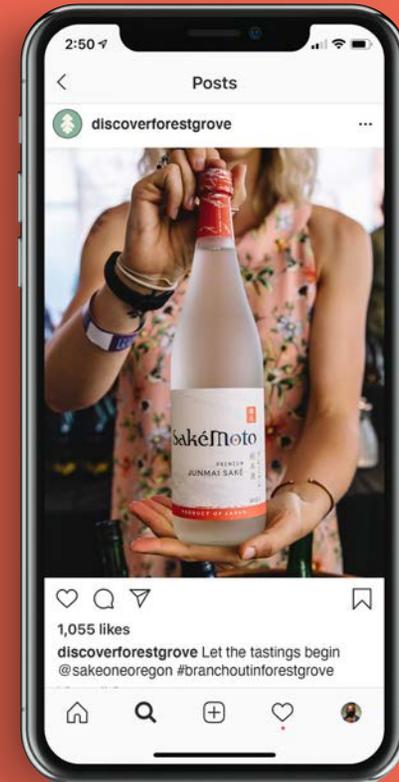
FACEBOOK

The logo should become your new Facebook profile photo. Cover photos can change seasonally or monthly to keep your page fresh and interesting. You should use them to focus on seasonal activities or events that draw visitors.



INSTAGRAM

Instagram has a very small, round avatar, but since your brand name is always right next to it, it's okay to use the whole logo within that space and not worry too much about legibility.



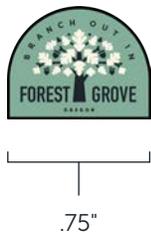
LOGO USAGE

MINIMUM SIZE

To maintain legibility, the logo is best shown at 1.25" diameter or larger. Please do not reproduce the logos any smaller than the guides shown below. There is no maximum size that the logo can be reproduced.

MINIMUM CLEAR SPACE

Please allow room for the logo to breathe and maintain clear, even spacing in all directions. At a minimum, use the height of the center leaf in the logo as a measurement of clearance around the logo in all directions.



THE RULES

PLEASE DO NOT use the logo as part of a sentence, phrase or headline. Do not add words or images to the logo within the clear space area.

DO NOT use colors on the logo outside of the approved color palette (see page 20).

DO NOT modify the logo with drop shadows, or any other filters or treatments. **DO NOT** stretch, squish, skew, crop or distort the logo in any way.

THE LOGO SHOULD NEVER be grouped with another logo or butted up against it; always observe minimum clear space (shown on pg 16).



03 SECONDARY ELEMENTS

03

PRIMARY FONTS

Please use the type family Filson Pro for headlines and special call-out-copy.

Filson Pro is available for purchase here:

<https://www.myfonts.com/fonts/mostardesign/filson-pro/>

Please use the web-safe font Century Gothic or Arial Black (when bold is needed) when Filson Pro is not an option.

FILSON PRO

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

PRIMARY FONTS

Please use the type family Adobe Garamond Pro for body copy, captions and any incidental type. Adobe Garamond Pro is available for purchase here:

www.myfonts.com/fonts/adobe/garamond/

Please use the web-safe font Times New Roman when Adobe Garamond is not an option.

ADOBE GARAMOND PRO

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

SECONDARY FONT

Though it is used for “FOREST GROVE” in the logo, the type family FF DIN is a secondary font, to be used for call-out copy, URLs and occasionally headlines. FF DIN is available here:

www.myfonts.com/fonts/fontfont/ff-din

Please use the web-safe font Trebuchet when DIN is not an option.

DIN PRO

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

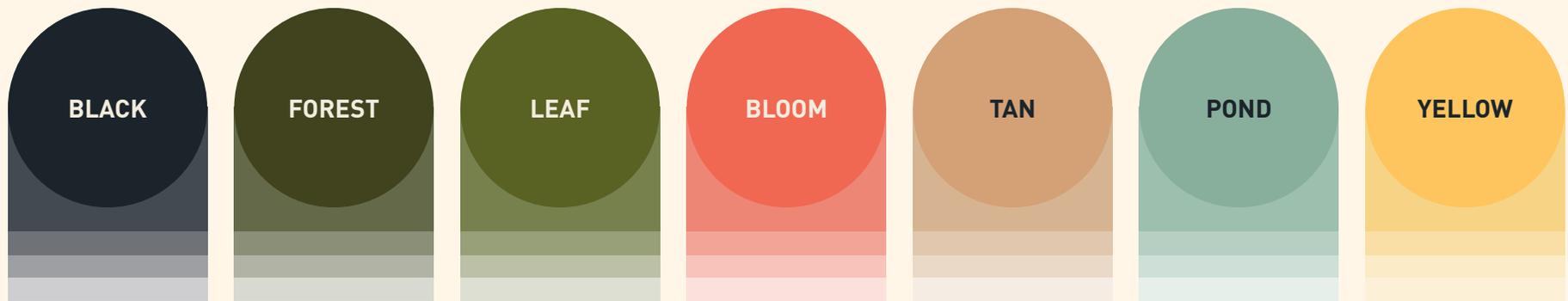
Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

BRAND COLORS

The forest grove color palette consists of the 7 colors listed below and their tints. Yellow can be used at 15% as a subtle light background color, as seen on this page.

For typography in layout, please use 100% black 433. White can also be used over the top of dark photos or any of our brand colors.



| | |
|---|----|
| C | 90 |
| M | 68 |
| Y | 41 |
| K | 90 |

| | |
|---|----|
| R | 29 |
| G | 37 |
| B | 45 |

| | |
|---|--------|
| # | 1D252D |
|---|--------|

| | |
|-----|-------|
| PMS | 433 C |
|-----|-------|

| | |
|---|----|
| C | 50 |
| M | 27 |
| Y | 98 |
| K | 76 |

| | |
|---|----|
| R | 61 |
| G | 68 |
| B | 30 |

| | |
|---|--------|
| # | 3D441E |
|---|--------|

| | |
|-----|--------|
| PMS | 5747 C |
|-----|--------|

| | |
|---|----|
| C | 50 |
| M | 9 |
| Y | 98 |
| K | 61 |

| | |
|---|----|
| R | 84 |
| G | 98 |
| B | 35 |

| | |
|---|--------|
| # | 546223 |
|---|--------|

| | |
|-----|-------|
| PMS | 371 C |
|-----|-------|

| | |
|---|----|
| C | 0 |
| M | 72 |
| Y | 70 |
| K | 0 |

| | |
|---|-----|
| R | 229 |
| G | 106 |
| B | 84 |

| | |
|---|--------|
| # | E56A54 |
|---|--------|

| | |
|-----|--------|
| PMS | 7416 C |
|-----|--------|

| | |
|---|----|
| C | 5 |
| M | 32 |
| Y | 46 |
| K | 10 |

| | |
|---|-----|
| R | 205 |
| G | 160 |
| B | 119 |

| | |
|---|--------|
| # | CDA177 |
|---|--------|

| | |
|-----|-------|
| PMS | 728 C |
|-----|-------|

| | |
|---|----|
| C | 44 |
| M | 4 |
| Y | 37 |
| K | 10 |

| | |
|---|-----|
| R | 133 |
| G | 176 |
| B | 154 |

| | |
|---|--------|
| # | 85B09A |
|---|--------|

| | |
|-----|-------|
| PMS | 557 C |
|-----|-------|

| | |
|---|----|
| C | 0 |
| M | 16 |
| Y | 65 |
| K | 0 |

| | |
|---|-----|
| R | 242 |
| G | 199 |
| B | 92 |

| | |
|---|--------|
| # | F2C75C |
|---|--------|

| | |
|-----|-------|
| PMS | 141 C |
|-----|-------|

SECONDARY ELEMENTS

Sometimes there will be space for other brand elements to be added into the mix. We have isolated a few items from the logo for use as secondary elements: the oak leaf, the acorn, the baby leaf, and the pointy leaf (which can also be used as a pinecone). You can use these items for extra emphasis in layouts, for

iconography, as bullets for lists, or as simple accents. They can be rotated from the orientation you see here and used in any of the brand colors. **Please use these items sparingly and judiciously.**



PHOTOGRAPHY

Photography for Forest Grove should reinforce a warm, inviting and welcoming atmosphere. Subject matter can range from beautiful vistas to small, quirky details or moments which show the character of the town and surrounding attractions. When featuring people, photos should show them in candid snapshots, never staged or posed.

Color images are shown in full intensity. Images should be colorful and bright with warm overtones. Avoid images that are moody or suggest solitude, as well as black and white photography.



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04 CONTEXTUAL EXAMPLES

04

ADVERTISING

At right, you see a sampling of what Forest Grove ads look like. Below is the copy. Each ad has the discoverforestgrove.com URL and the logo.

SMALL SPACE ADS

discoverforestgrove.org

Calling all Picnic Lovers, Road Cyclists, Wedding Parties, Outdoor Enthusiasts, and oh, yeah, award-winning Wine Drinkers too.



discoverforestgrove.org

Sure we've got hiking and biking. And fishing and golfing. And water skiing. And kayaking. And zip-lining. Do you want us to keep going?



discoverforestgrove.org

Come for the charming downtown, stay for the easy access to incredible wine country, working farms, lakes, forests and cycling.



discoverforestgrove.org

Yes, we pour locally brewed IPA and nearby grown, award-winning Oregon Pinot Noir. Alongside dozens upon dozens of other beers, varietals and even locally crafted sake.



DIGITAL AD EXAMPLE

300X250 PIXELS

Below is a storyboard example of an animated digital ad. The copy lines build on the bright background, ending with a pop of the large Forest Grove logo.



E-NEWS

July-August 2025 VIEW AS WEBSITE




The Latest

A Farmer's Market con Corazón

Baskets brimming with greens and berries are ubiquitous during high season at NW Farmer's markets. Add to that tasty Horchata, LatinX music and steaming tamales—plus the chance to do good while eating...

[GOOD EATS](#)





Pioneering Wine Families Now and Then

In 1974, Joe and Pat Campbell fell in love with an overgrown homestead at the base of the Coast Range...

[GO TASTING](#)



Branch
Out in
Forest
Grove





Lu'au Like You Mean It

Few people are aware of the rich Pacific island heritage that thrives in Forest Grove. Home to a diverse Hawaiian population, Forest Grove boasts one of the West's finest Ho'ike...

[HULA NOW](#)

Get In Touch

info@discoverforestgrove.com

City of Forest Grove
1924 Council Street
Forest Grove, OR, 97116
(503) 293-3393

Order a Guide

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(ENLARGED VIEW)



JULY-AUGUST 2020

VIEW AS WEBPAGE

The Latest

A Farmer's Market con Corazón

Baskets brimming with greens and berries are ubiquitous during high season at NW farmer's markets. Add to that tasty Horchata, LatinX music and steaming tamales—plus the chance to do good while eating...

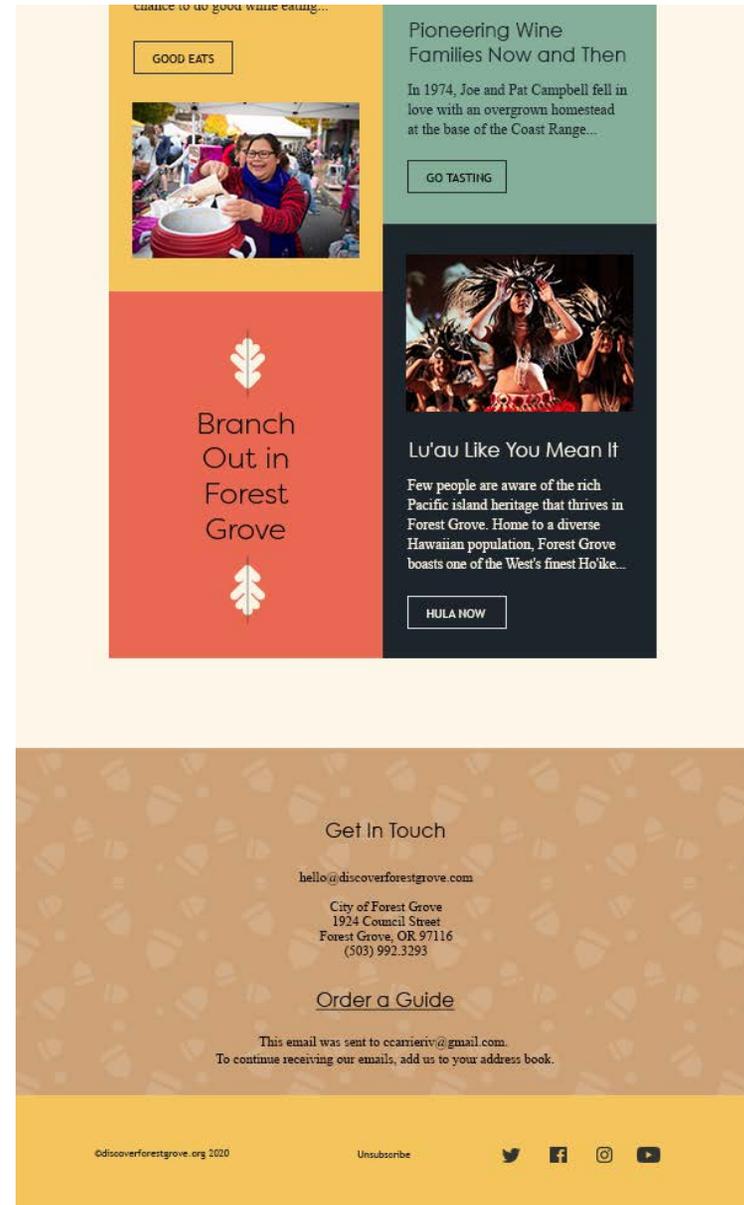
GOOD EATS



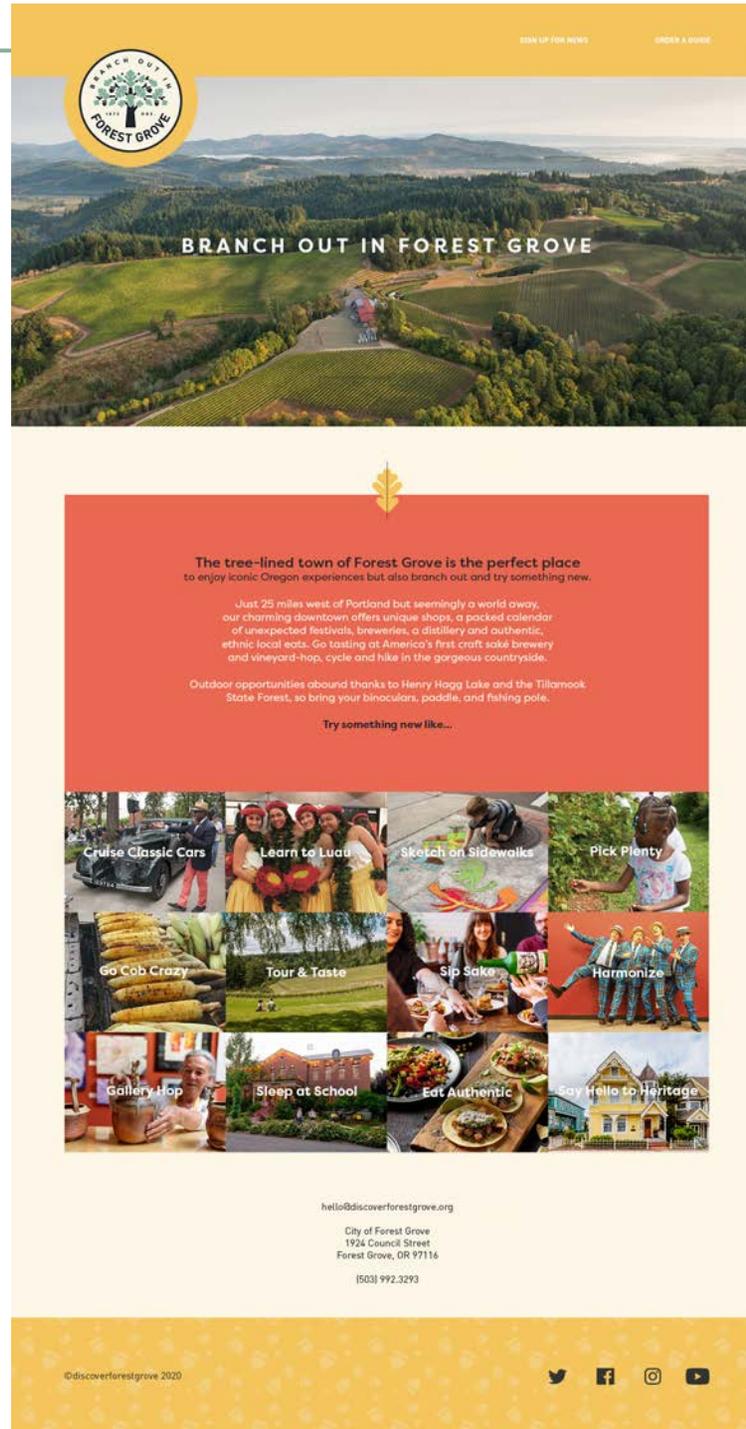
Pioneering Wine Families Now and Then

In 1974, Joe and Pat Campbell fell in love with an overgrown homestead at the base of the Coast Range...

GO TASTING



WEBSITE



THANK YOU.

Lookout

Holly Macfee
Dani Guralnick
Andrew Dickson