

**RESOLUTION NO. 2020-79**

**RESOLUTION ACCEPTING CITY OF FOREST GROVE TOURISM  
BRAND GUIDELINES AND AUTHORIZING THE CITY MANAGER  
TO TRADEMARK THE TOURISM BRAND GUIDELINES**

**WHEREAS**, the City Council passed Ordinance 2017-13 authorizing the establishment of a 2.5% transient lodging tax with the purpose of growing the tourism sector and increasing overnight stays in Forest Grove; and

**WHEREAS**, City Council Objective 3.15 calls for the development of a Tourism Plan, including a revamp of the tourism brand guidelines; and

**WHEREAS**, the City entered into a Professional Services Agreement in 2019 with Carrier Consulting to develop and implement a Tourism Plan, including a revamp of the tourism brand guidelines; and

**WHEREAS**, the Tourism Advisory Committee, composed of cultural, economic, and tourism interests, has reviewed and unanimously approved the proposed tourism brand guidelines; and

**WHEREAS**, Carrier Consulting presented the draft tourism brand guidelines to the City Council in June, 2020, and incorporated Council's feedback into the messaging and advertisements; and

**WHEREAS**, the tourism brand guidelines consist only of a logo, font, color palette, and tagline "Branch Out in Forest Grove"; and

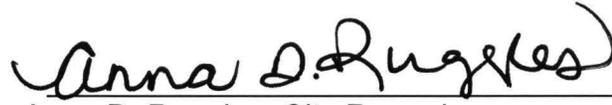
**WHEREAS**, City staff seeks to trademark the tourism brand guidelines to assure they remain available for consistent and thematic usage in tourism messaging and advertising in the foreseeable future.

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY OF FOREST GROVE  
AS FOLLOWS:**

**Section 1.** The City Council hereby accepts the City of Forest Grove Tourism Brand Guidelines, attached in Exhibit A, and authorizes the City Manager to trademark the Tourism Brand Guidelines, including the tourism logo, font, color palette, and tagline "Branch Out in Forest Grove".

**Section 2.** This resolution is effective immediately upon its enactment by the City Council.

**PRESENTED AND PASSED** this 10<sup>th</sup> day of August, 2020.



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Anna D. Ruggles, City Recorder

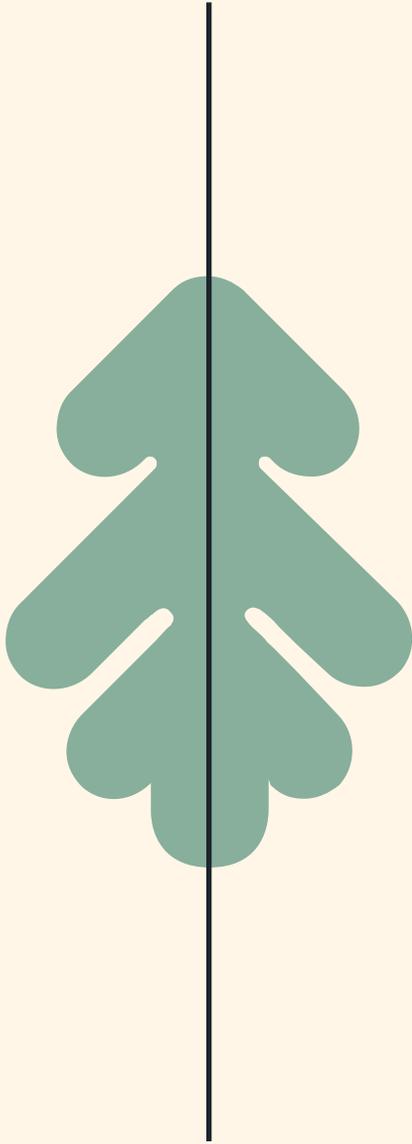
**APPROVED** by the Mayor this 10<sup>th</sup> day of August, 2020.



\_\_\_\_\_  
Peter B. Truax, Mayor



**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:

**Court Carrier**  
**Contract Consultant/Tourism Director**  
**City of Forest Grove**  
**971.404.7864, ccarrieriv@gmail.com**

# 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.

# 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.



# 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).



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# 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.

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### 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

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## 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/](http://www.myfonts.com/fonts/adobe/garamond/)

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

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### 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

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## 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](http://www.myfonts.com/fonts/fontfont/ff-din)

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

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### DIN PRO

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

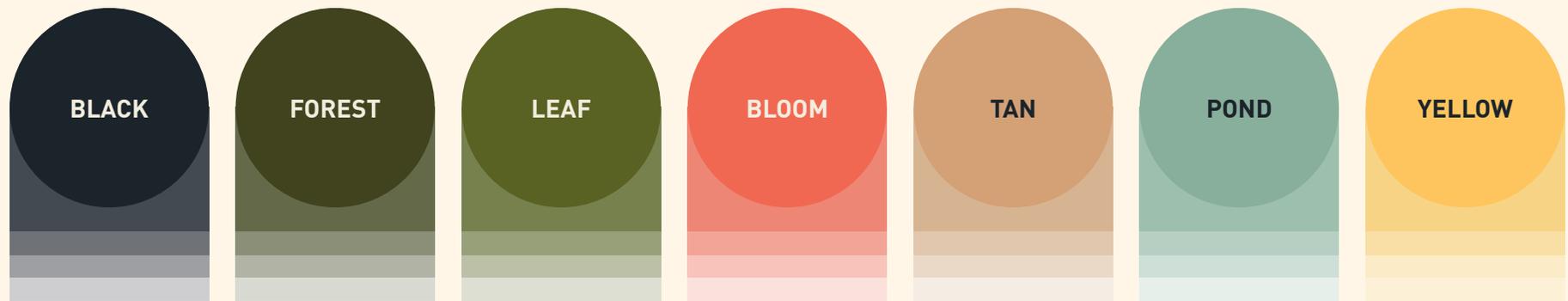
Rr Ss Tt Uu Vv Ww Xx Yy Zz

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
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PMS	433 C
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C	50
M	27
Y	98
K	76

R	61
G	68
B	30

#	3D441E
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PMS	5747 C
-----	--------

C	50
M	9
Y	98
K	61

R	84
G	98
B	35

#	546223
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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
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PMS	728 C
-----	-------

C	44
M	4
Y	37
K	10

R	133
G	176
B	154

#	85B09A
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PMS	557 C
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C	0
M	16
Y	65
K	0

R	242
G	199
B	92

#	F2C75C
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PMS	141 C
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## 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.



ALL IMAGES SHOWN ARE FOR PROOF OF CONCEPT ONLY. PHOTOS ON THESE PAGES ARE SOURCED FROM THE FOREST GROVE PHOTO LIBRARY, UNLESS OTHERWISE NOTED. TO USE ANY OF THESE IMAGES, PLEASE CONTACT THE PHOTOGRAPHER OR STOCK HOUSE FOR USAGE RIGHTS.

THANK YOU.

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*Lookout*

Holly Macfee  
Dani Guralnick  
Andrew Dickson



*A place where families and businesses thrive.*

<i>CITY RECORDER USE ONLY:</i>	
AGENDA ITEM #:	<u>7.</u>
MEETING DATE:	<u>08/10/2020</u>
FINAL ACTION:	<u>RESO 2020-79</u>

**CITY COUNCIL STAFF MEMORANDUM**

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**TO:** *City Council*

**FROM:** *Jesse VanderZanden, City Manager*

**PROJECT TEAM:** *Paul Downey, Director, Administrative Services  
Jeff King, Economic Development Manager*

**MEETING DATE:** *August 10, 2020*

**SUBJECT TITLE:** *Tourism Brand Guidelines*

<b>ACTION REQUESTED:</b>	<b>Ordinance</b>	<b>Order</b>	X	<b>Resolution</b>	<b>Motion</b>	<b>Informational</b>
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**BACKGROUND:**

In 2007, the City Council accepted the then-proposed tourism brand guidelines, consisting of a maple leaf and grapes, font, color palette, and the tagline “Home of Pinot Noir.” These tourism brand guidelines were used to build the *Savor Forest Grove* website, messaging, and advertising. They were later trademarked in Oregon by the City to protect their use from other cities with similar tourism marketing strategies. These brand guidelines have been in use for over a decade and can still be seen in all the City’s collateral materials and signs around town.

In 2017, the City Council passed a 2.5% Tourism Lodging Tax (TLT) that became effective January 1, 2018. No programs were implemented for one year to allow budget reserves to accumulate in the newly created TLT Fund. Please recall that according to state law, at least 70% of all TLT revenues must be spent on tourism related activities, commonly defined as those operational or capital activities that attract visitors from 50 miles away or more and result in an overnight stay.

In an effort to accomplish City Council Objective 3.19 and 3.15 to increase tourism to Forest Grove, in 2018, the City advertised a Request for Proposals (RFP) to develop a Tourism Plan to guide the use of TLT revenues. The Tourism Plan consists of two parts, in order: 1) Updating the existing tourism brand guidelines, which consist of the logo, font, color palette and tagline; and 2) Composing a Marketing Plan to increase overnight stays. The City selected Carrier Consulting for a two year contract to deliver both.

The City, with Court Carrier acting as the contract administrator, contracted with the Lookout Company to review the existing tourism brand guidelines and make recommendations for new tourism brand guidelines. This effort was guided by the Tourism Advisory Committee (TAC), composed of local cultural, tourism, and economic interests. Lookout recommended a wholesale replacement of

the tourism brand guidelines. The draft tourism brand guidelines were presented to the City Council on June 22, 2020.

There was broad support for the logo, font, and tagline, however, there was concern that the draft messages, advertisements and photographs were not inclusive or representative of the City. Councilors requested the consultant broaden the message, include more diverse and inclusive photos, and assure that any advertisements better reflect the City's demographics. Since the Council meeting, the consultant team took this message to heart. They reached out to various groups to increase and diversify the photo library's ethnicity; they have broadened the messaging to include more events such as the Farmers' Market, and they are making active efforts to assure advertisements are more reflective of the community. The Tourism Brand Guidelines were unanimously approved by the Tourism Advisory Committee whom also recommended City Council accept and trademark them.

**CURRENT STATUS:**

This resolution proposes Council accept the tourism brand guidelines and authorize City staff to trademark the tourism brand guidelines in Oregon. It is important to note the tourism brand guidelines *only* include the logo, font, color palette and tagline; they *do not* include messaging, photo library, and advertisements. The messaging, photo library, and advertisements are routinely reviewed, updated, and tailored to different markets for different events; whereas the tourism brand guidelines, including the logo, font, color, and tagline, remain the same throughout all messaging and advertisements.

If the tourism brand guidelines are approved by City Council, the next steps would be to finalize a draft Marketing Plan, including an activation strategy for the new brand. Likely venues for the new brand would include a new website, social media campaign, and print advertisements in Travel Oregon. The Council authorized \$30,000/year in advertising, however, advertising has been significantly reduced due to lower TLT revenues resulting from COVID. Lastly, the existing *Savor Forest Grove* website would be deactivated once the new website is complete. This is expected to be complete and fully activated by the end of the year.

**FISCAL IMPACT:**

If approved, there would be no additional impact to the existing budget. The cost to trademark in Oregon is approximately \$1,000 and would be part of the existing marketing budget.

**STAFF RECOMMENDATION:**

Staff recommends the Council consider and approve the resolution.

**ATTACHMENTS:**

Resolution

Exhibit A: Tourism Brand Guidelines Summer 2020

Existing Tourism Logo:



Proposed New Tourism Logo (one of several colors that could be used):

