



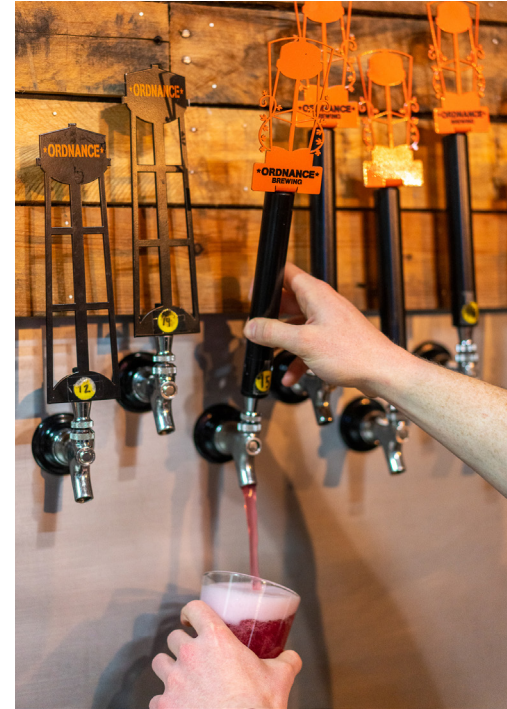
explore 
WILSONVILLE

VISUAL IDENTITY GUIDE



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ABOUT EXPLORE WILSONVILLE

Located in the northwest corner of Oregon, Wilsonville is the perfect place for families, adventure seekers and everyone in between. A hidden gem, Wilsonville offers outdoor adventure, rich cultural heritage, tax-free shopping and elevated dining experiences. Visitors will find an abundance of outdoor activities to enjoy, from hiking and fishing to kayaking and boating. Surrounded by lush forests, fields and wetlands, Wilsonville offers a welcome respite and a peaceful escape from a fast-paced world (without being too far away from the action). A thriving beer and wine scene, a packed events calendar and a culture of art only adds to Wilsonville's natural beauty. Discover the difference of being in the heart of it all.

DESTINATION MARKETING & TOURISM PROMOTION

The City of Wilsonville, dba Explore Wilsonville, is the destination marketing and tourism promotion program for Wilsonville, Oregon and operates through the Parks & Recreation Department.





PERSONALITY

Casual: We're laid-back and fun-loving. Escape the hustle and bustle of the city and unwind in Wilsonville.

Thoughtful: Centrally located and well designed, Wilsonville is nothing if not considerate.

Traditional: Community focused, family friendly. Find a more welcoming community, we dare you.

Fun: We're always up for trying new things. There's no limit of fun.

Outdoorsy: Here, hiking boots and fresh air are second nature.

POSITION

Plan for it all

VOICE

Fun-loving, enlightening, exuberant

TAGLINE

In the heart of it all

KEY MESSAGE THEMES

1. Explore Oregon the Wilsonville Way

A quality experience you can afford

Convenient proximity to Portland, but more laid-back

Local, tax-free shopping

2. Stay in the heart of it all

Make Wilsonville your basecamp to the Willamette Valley



LOGOS

STANDARD LOGO

This is the primary version of the logo and should be used in most instances.



OREGON LOGO

This version may be used when specifying Oregon is necessary, such as when advertising in a national publication.



TAGLINE LOGO

This version may be used when extra emphasis on the destination message is desired.



ALTERNATE LOGOS

Use the reversed version of the logo (a) against a dark color or high-contrast photo background. Ensure there is enough contrast between the logo and the background.

Use the one-color version of the logo (b) only when necessary, such as when required by the method of reproduction.

Use the black version of the logo (c) only when necessary, such as when required by the method of reproduction or when shown alongside other sponsor logos in black.



a)



b)



c)



LOGO TREATMENT

CLEAR SPACE

Leave a minimum white space of the size of the "O" in "Wilsonville" on all sides of the logo.



MINIMUM SIZE

Don't reproduce the standard or Oregon versions of the logo smaller than 1.25" wide. Don't reproduce the tagline version smaller than 1.75" wide.



INCORRECT LOGO TREATMENT

Don't alter colors (a) or reposition elements (b) within the logo.

Don't stretch (c), compress (d) or rotate (e) the logo.

Don't place the logo over a busy or low-contrast background (f).

Don't apply effects, such as stroke (g) or drop shadow (h), to the logo.



PARTNER BRAND LOGO TREATMENT

When pairing a partner brand logo with the Explore Wilsonville logo, size both logos similarly. Leave the minimum required white space on all sides of the logo specified on page 7. Align the logos horizontally or vertically.



BRAND EXTENSIONS

TAGLINE GRAPHIC

The tagline graphic is ideal for use as a decorative page element or over a hero image. The reversed version should be used only on a French Prairie (color specified on page 12) or high-contrast photo background.



HEART ICON

The heart icon is ideal for use as a decorative page element, a favicon or an end mark. The reversed version should be used only on a French Prairie (color specified on page 12) or high-contrast photo background.



BADGE

The badge is ideal for use as a decorative page element or over a hero image, such as on the front page of this guide. It is also ideal for branded merchandise such as apparel or reusable tote bags.

For all brand extensions, avoid the incorrect logo treatment examples laid out on page 7.



DESIGN FONTS

All design fonts are available through Adobe Fonts and should be used whenever possible, including on the website.

TITLES AND HEADINGS FONT

Use Filson Soft for most titles and headings. It should be only be used in all caps.

HEADINGS AND BODY COPY FONT

Use Effra for sentence case or title case headings and for body copy.

ACCENT FONT

Use Shelby Bold as a decorative accent font. It should only be used in sentence or title case, for letter characters only, and very sparingly.

FILSON SOFT

FILSON SOFT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FILSON SOFT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FILSON SOFT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FILSON SOFT REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FILSON SOFT MEDIUM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FILSON SOFT BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Effra

Effra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Effra Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Effra Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Effra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Effra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Effra Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Shelby Bold

SYSTEM FONTS

When design fonts are not available, such as in email or Microsoft Office programs, system fonts may be used instead.

TITLES AND HEADINGS FONT

Use Congenial for most titles and headings. It should be only be used in all caps.

CONGENIAL

CONGENIAL THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CONGENIAL HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

HEADINGS AND BODY COPY FONT

Use Arial Nova for sentence case or title case headings and for body copy.

Arial Nova

Arial Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Nova Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

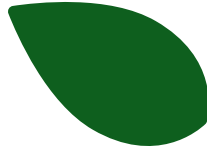
Arial Nova Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND COLORS

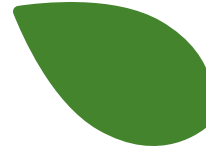
PRIMARY COLORS

These are the core colors of the brand, pulled from the Explore Wilsonville logo.



French Prairie

Pantone P 153-16 C
#145f1f
C = 71 R = 20
M = 0 G = 95
Y = 100 B = 31
K = 60



Graham Oaks

Pantone P 155-16 C
#45842e
C = 62 R = 69
M = 0 G = 132
Y = 100 B = 46
K = 37



Fresh Hops

Pantone P 154-16 C
#5da73c
C = 62 R = 93
M = 0 G = 167
Y = 100 B = 60
K = 14

ACCENT COLORS

These provide a pop of contrasting color with both a warm and cool option.



Aurora Antique

Pantone P 30-8 C
#f37121
C = 0 R = 243
M = 69 G = 113
Y = 100 B = 33
K = 0



Willamette River

Pantone P 124-6 C
#00babc
C = 74 R = 0
M = 0 G = 186
Y = 31 B = 188
K = 0

NEUTRAL COLORS

These ground the color palette and provide depth and versatility with both warm and cool, and light and dark options.



Pinot Noir Blanc

Pantone P 166-9 C
#e9e8af
C = 4 R = 233
M = 0 G = 232
Y = 35 B = 175
K = 5



Vineyard Vine

Pantone P 168-14 C
#959542
C = 8 R = 149
M = 0 G = 149
Y = 73 B = 66
K = 44



White Dahlia

Pantone P 179-2 C
#e4e5e6
C = 0 R = 228
M = 0 G = 229
Y = 0 B = 230
K = 11



Rainy Day Gray

Pantone P 179-8 C
#8c8e90
C = 0 R = 140
M = 0 G = 142
Y = 0 B = 144
K = 54

PHOTOGRAPHY RECOMMENDATIONS

COMMIT TO QUALITY

When possible, work with professional photographers to capture imagery produced with high-quality equipment and technical understanding. Maintaining consistency and professionalism for the Explore Wilsonville brand will require an ongoing commitment to excellent communication.

SUBJECT MATTER

Visuals that inspire, inform and showcase “why Wilsonville” are a key ingredient in excellent content. Imagery should reflect the destination in a way that conveys a sense of place – that this photo couldn't have been taken anywhere else.





DO:

1. Use high-quality images where subject is in clear focus
2. Use images that show action
3. Use images that feature diversity (of the subject/activity)
4. Use a consistent photo filter on images

DON'T:

1. Use images that are blurry
2. Use images that are too small. Photo pixel minimums:
Instagram: 1080 x 566 pixels
Facebook: 600 x 315 pixels
3. Show a photo that isn't relevant to copy
E.g. Oregon beaches when talking about Oregon's Wine Country
4. Use the same image for many different posts
5. Show the same type of image back-to-back on Instagram
E.g. 3 images of beer in a row on Instagram

