



BRAND STYLE GUIDE

VISUAL IDENTITY USAGE & GUIDELINES





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HERMISTON™

O R E G O N

COMMUNITY BRAND

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THE HERMISTON COMMUNITY BRAND



Where Life is Sweet

The *Where Life is Sweet*[™] Hermiston community brand started by listening to the community. Through individual interviews and online and printed surveys, the people who live and/or work in and around Hermiston shared their perspectives and opinions about what makes Hermiston distinctive.

In early 2016, community members volunteered to serve on The Hermiston Futures Task Force, Branding and Community Promotion Committee to help develop brand elements to bring the essence of Hermiston to life.

Committee members, with the support of Focal Point Marketing & Multimedia and Prominence Public Relations, reviewed the community's feedback, past committee reports, meeting minutes, and other qualitative and quantitative data before brainstorming together to explore ideas for a Hermiston community brand. The goal was to develop unique brand elements that give Hermiston an identity and unify marketing and outreach efforts with a singular look and voice.

At the end of the development process, two logo designs and two taglines were presented to the community via broad surveys to ensure the committee's work honored the community's input and best represented this incredible community.

This document provides the directions, ideas, and tools for portraying and unifying the Hermiston community brand. The artwork, colors, examples and specifications provided in this guide will enable users to consistently implement the Hermiston Trademarks in alignment with the brand requirements.



HERMISTON IDENTITY



HERMISTON IS...

A Vibrant, Growing City

Offering the best of the American rural lifestyle in the heart of the Pacific Northwest. The most populous city in eastern Oregon, Hermiston is noted for its friendly, inclusive community.

A Wealth of Opportunity

Sits in a region that enjoys great weather, with mild winters and an extra-long growing season. Hermiston is the regional hub for agriculture, energy, education, medical services, and commercial transportation. We are well-positioned for business development and growth.

Where Life is Good

Outdoor recreation abounds in the rugged beauty of the Columbia River Basin. Hermiston features a top-tier school system that is not only academically strong, but is also recognized statewide as a sports power. We host the largest health care expo in eastern Oregon and showcase one of the largest county fairs in the state, including a first-class rodeo.



Where Life is Sweet



ABOUT HERMISTON



On July 10, 1907, the town of Hermiston was incorporated. From modest beginnings, Hermiston has grown into a modern, progressive city. The community enjoys a wealth of assets including people, land, climate, and logistics.

Hermiston is one of the fastest growing areas as well as the largest city, in eastern Oregon. The continued growth of the immediate vicinity has helped transform Hermiston into a regional retail and cultural hub at the center of a Regional Trade Area of nearly 76,000 people.

The Hermiston area has become a transportation and logistics hub due to the proximity of the I-82 and I-84 interstates, and its central location between the major Pacific Northwest metropolitan areas of Portland, Oregon, and Spokane and Seattle, Washington.

Hermiston is a city famous for high-quality produce, including its watermelons. The sweetness of Hermiston watermelons is second to none. The sweet, juicy secret lies in the region's unique desert climate with the combination of hot days and cool nights, which allow the fruit to retain higher sugar levels. The rich soil and long growing season also make Hermiston a hub for the agricultural industry.

When the residents of Hermiston were asked what the city's greatest strengths are, their top responses were its people, ideal location and diverse transportation options. The people of Hermiston, Oregon are welcoming and loyal to their community while being open to growth. Above all, Hermiston offers a sense of belonging.



BRAND ELEMENTS & STYLE





VISUAL IDENTITY

HERMISTON "SEAL" SIGNATURE



HERMISTON "HORIZON" SIGNATURE



HERMISTON "MELON" SIGNATURE



HERMISTON "TITLE" SIGNATURE



The Hermiston community brand visual identity is represented in these logo marks, called signatures. The Hermiston signatures combine unique visual identifiers – including the butte landscape and watermelon slice – with a modern logotype to make up a memorable visual identity system.

The identity system was developed with Hermiston community input and guidance, an end result which highlights the traits the community is most known for: its rich agriculture sector (represented by the famous Hermiston watermelon) and the beautiful natural landscapes, captured by the silhouette of the Hermiston Butte.

Versatility was key in development of the Hermiston visual identity. The intent was that this community brand could be adopted and used by a number of local businesses and industries, so the visual

identity needed to be flexible and adapt to a variety of community partners. The resulting Seal Signature was just that, a brand mark that could be broken up into a variety of subsequent signatures easily adopted by the Hermiston community.

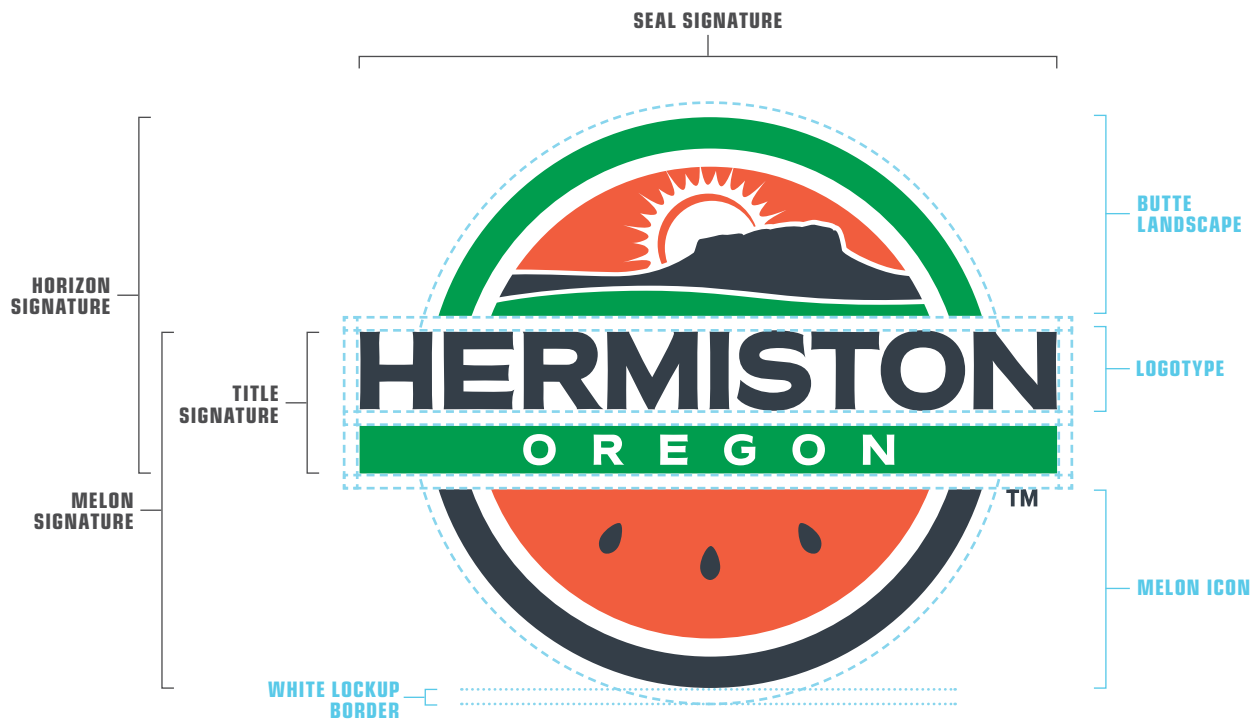
There are four signature options:

- **Title Signature** – featuring Hermiston logotype.
- **Melon Signature** – featuring the Hermiston logotype and watermelon icon.
- **Horizon Signature** – featuring the Hermiston logotype and Butte landscape icon.
- **Seal Signature** – featuring the Hermiston logotype, Butte landscape, AND watermelon icon.

The Seal Signature is the preferred logo signature, as it most representative of the Hermiston community. This should be the default and go-to logo signature used in community branding efforts.



SIGNATURE MECHANICS



SIGNATURE

The Hermiston community brand will come to be recognized by its visual identity, or signature. The signature is represented in four options, varying in shape and size, which offer flexibility for use in print, digital, and various media. This Hermiston visual identity, when used in compliance with these guidelines, will help to build brand awareness and recognition as a thriving and vibrant eastern Oregon community.

CONSTRUCTION

Knowing the make-up, or construction of the signature, helps to identify its components and how they each fit together like a puzzle. The signatures were built with intention, scale, and proximity in mind. This construction is identified above, showing the spatial relationships of each component and their proximity. Adhering to this construction will help to preserve the integrity of the Hermiston community brand.

Please do not attempt to recreate the signature in any way.



CLEAR SPACE



CLEAR SPACE

The protected area surrounding the logo (as indicated by the dotted perimeter margin) is referred to as clear space. This margin of negative space helps ensure that nothing interferes with the logo.

MARGIN

The size of this clear space is identified by the height of the Title Signature, identified as “A” (shown above).

MINIMUM SIZING

For best readability, the Hermiston signature should be sized no smaller than 1.25” on the shortest edge (90 pixels for web). If used on promotional products that require a smaller size, use the black or 1-color variation for best results.

LOCKUP BORDER

A white margin has been included on all “lockup” logo variations for optimal appearance on dark or photographic backgrounds (indicated by dotted line).



USAGE & GUIDELINES

SIZING/SCALING



✓ Preferred / acceptable scale



✗ Wrong scaling (unproportional)



✗ Wrong scaling (unproportional)

COLOR USAGE



✓ Preferred / acceptable color



✗ Wrong colors (not approved)



✗ Defacing/making derivative

GUIDELINES

For all permitted uses of our brand assets, you may not:

- alter our logos in any way
- place a logo in too close of proximity to other content that it is indistinguishable
- use our logos in a way that suggests any type of association or partnership with another entity without first an approval by the City of Hermiston
- use our logos in a way that is harmful, obscene or damaging to our brand
- use our logos in places containing content associated with hate speech, pornography, gambling or illegal activities

SCALING

The Hermiston community brand signatures should be scaled and sized proportionally. **DO NOT** attempt to stretch, expand, nudge, squeeze or misshape the logo assets. Inappropriate scaling negatively impacts the integrity of the brand.

COLORS

Approved signature color variations are outlined on page 14 of this document. Using colors other than the approved palette is prohibited.

DERIVATIVES

Assets outlined in this document were developed specifically for the Hermiston community brand. Derivatives and modifications of the Hermiston signatures and assets are prohibited.



TAGLINE



WHERE LIFE IS SWEET

The Hermiston community is best known for its world famous watermelons. In an effort to combine their juicy fruit with a message of the community's warm and welcoming lifestyle, ***Where Life is Sweet***[™] was born. The community selected this tagline for its positive message and feel-good tone. It sets the stage for all aspects of life in the community – business and commerce, education, manufacturing, agriculture – hinting that the community as a whole is a great place to live, work, play and explore.

When using the tagline in plain text, it is recommended to also include the [™] symbol in the first reference as this phrase is now the official tagline of the Hermiston community.

TAGLINE VARIATIONS

Because this tagline was created to support a variety of Hermiston area organizations, the ***Where Life is Sweet***[™] tagline can also be used as a vehicle for industry-specific messaging, substituting the word “Life” with the intended industry feature.

Examples:

- *Where Tourism is Sweet*
- *Where Agriculture is Sweet*
- *Where Business is Sweet*



LOGO VARIATIONS



BRAND SIGNATURES

The following brand logo variations were created for all four Hermiston signatures – including the Seal Signature, Horizon Signature, Melon Signature and Title Signature. Each signature is provided in the varieties listed to the right.

COLOR VARIETIES

CMYK Process Logos

Four-color logo options should be the primary variation used for most communication needs. This includes uses for all full-color printed materials.

1, 2 & 3-Color Spot Logos

Spot color logos should be used on materials utilizing individual Pantone-color printing. This applies to screenprinting or embroidery on apparel, as well as offset printing. Spot colors include Pantone® 432 (navy), 7482 (green) and 171 (red).

Black/Grayscale Logos

These logos should be used on documents that utilize black-only printing (copiers, faxing, etc.). Full color graphics do not fax or reproduce well, leading to poor brand consistency.

Negative/White Logos

These logos are best suited when being used on top of dark, solid colors or graphics. If there is question about when to use this variation, consult a City of Hermiston representative.

Lockup Logos

These logos are multi-functional, providing optimal results on any type of background.

LOGO VARIATIONS

CONTINUED

SEAL SIGNATURE - VARIATIONS

4-COLOR POSITIVE



4-COLOR POSITIVE + TAG



3-COLOR POSITIVE



3-COLOR POSITIVE + TAG



1-COLOR NAVY POSITIVE



1-COLOR NAVY POSITIVE + TAG



1-COLOR GREEN POSITIVE



1-COLOR GREEN POSITIVE + TAG



1-COLOR RED POSITIVE



1-COLOR RED POSITIVE + TAG



GRAY POSITIVE



GRAY POSITIVE + TAG



BLACK POSITIVE



BLACK POSITIVE + TAG



3-COLOR LOCKUP



3-COLOR LOCKUP + TAG



WHITE NEGATIVE



WHITE NEGATIVE + TAG



LOGO VARIATIONS

CONTINUED

HORIZON SIGNATURE – VARIATIONS

4-COLOR POSITIVE



4-COLOR POSITIVE + TAG



3-COLOR POSITIVE



3-COLOR POSITIVE + TAG



1-COLOR NAVY POSITIVE



1-COLOR NAVY POSITIVE + TAG



1-COLOR GREEN POSITIVE



1-COLOR GREEN POSITIVE + TAG



1-COLOR RED POSITIVE



1-COLOR RED POSITIVE + TAG



GRAY POSITIVE



GRAY POSITIVE + TAG



BLACK POSITIVE



BLACK POSITIVE + TAG



3-COLOR LOCKUP



3-COLOR LOCKUP + TAG



WHITE NEGATIVE



WHITE NEGATIVE + TAG



LOGO VARIATIONS

CONTINUED

MELON SIGNATURE - VARIATIONS



Where Life is Sweet

Where Life is Sweet



Where Life is Sweet



Where Life is Sweet



Where Life is Sweet



Where Life is Sweet



Where Life is Sweet



Where Life is Sweet



Where Life is Sweet

LOGO VARIATIONS

CONTINUED

TITLE SIGNATURE - VARIATIONS

4-COLOR POSITIVE



4-COLOR POSITIVE + TAG



Where Life is Sweet

2-COLOR POSITIVE



3-COLOR POSITIVE + TAG



Where Life is Sweet

1-COLOR NAVY POSITIVE



1-COLOR NAVY POSITIVE + TAG



Where Life is Sweet

1-COLOR GREEN POSITIVE



1-COLOR GREEN POSITIVE + TAG



Where Life is Sweet

1-COLOR RED POSITIVE



1-COLOR RED POSITIVE + TAG



Where Life is Sweet

GRAY POSITIVE



GRAY POSITIVE + TAG



Where Life is Sweet

BLACK POSITIVE



BLACK POSITIVE + TAG



Where Life is Sweet

WHITE NEGATIVE



WHITE NEGATIVE + TAG



Where Life is Sweet

2-COLOR POSITIVE TEXT



1-COLOR NAVY POSITIVE TEXT



1-COLOR GREEN POSITIVE TEXT



1-COLOR RED POSITIVE TEXT



BLACK POSITIVE TEXT



WHITE NEGATIVE TEXT





OTHER VISUAL ASSETS

HERMISTON HORIZON

3-COLOR POSITIVE



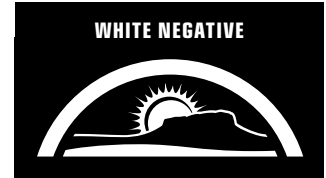
4-COLOR POSITIVE



BLACK POSITIVE



WHITE NEGATIVE



HERMISTON LOGOTYPE

1-COLOR NAVY

HERMISTON™

1-COLOR GREEN

HERMISTON™

1-COLOR RED

HERMISTON™

1-COLOR BLACK

HERMISTON™

1-COLOR WHITE



HERMISTON MELON

3-COLOR POSITIVE



4-COLOR POSITIVE



BLACK POSITIVE



WHITE NEGATIVE



WHERE LIFE IS SWEET™ TAGLINE

1-COLOR NAVY POSITIVE

Where Life is Sweet™

1-COLOR GREEN POSITIVE

Where Life is Sweet™

1-COLOR RED POSITIVE

Where Life is Sweet™

BLACK POSITIVE

Where Life is Sweet™

WHITE NEGATIVE



EST. 1907 INSIGNIA

2-COLOR POSITIVE



WHITE NEGATIVE



STATE SUNSET

1-COLOR GREEN POSITIVE



1-COLOR GREEN POSITIVE



1-COLOR RED POSITIVE



WHITE NEGATIVE



STATE OUTLINE

2-COLOR POSITIVE



VISIT HERMISTON

3-COLOR POSITIVE



WHITE NEGATIVE



2-COLOR POSITIVE



WORLD FAMOUS WATERMELONS

2-COLOR POSITIVE



1-COLOR RED POSITIVE



WHITE NEGATIVE





COLOR OUTPUT

UNDERSTANDING COLOR OUTPUT

Logo graphic files contain very specific information on how their colors are reproduced. This information is built into them in one of these common color “modes”:

- CMYK
- RGB

Both of these color modes are appropriate for a variety of specific output devices/techniques, though may not work well for others. The most common output devices are laser printers, ink-jet printers, professional printing presses, and computer monitors or mobile devices (website and email use). Be sure to use the correct logo file for the output you intend to use. The following is a brief explanation of each color mode and its primary uses.



CMYK

CMYK stands for Cyan, Magenta, Yellow, Keytone (black). CMYK printing is also known as process color printing. Computers or professional print shops digitally separate the artwork into these four different “layers” and print them on top of each other to composite the image or logo. These four inks mix on the paper in different ways to recreate almost any color. Process CMYK is the recommended way to create photos and illustrated artwork for printed reproduction. Unfortunately, there is a lot of room for variance in the way different printers output CMYK colors, so color consistency can be difficult.

Professional offset printing presses print using CMYK, as well as most color laser and ink-jet desktop printers.

RGB

RGB stands for Red Green Blue. This is a color mode that is specific to computers, TV screens, mobile devices and other digital displays. There are no exact equivalents in print. Logos that are used on-screen are built in RGB. An RGB logo file may not print very well on standard printers. It is not meant to be reproduced on paper. RGB is especially tricky because virtually all digital displays are calibrated differently. Your color may look perfect on your screen and terrible on another, or vice versa. RGB color should be considered variable and inconsistent as far as printing is concerned. This color mode is not recommended for print.



COLOR PALETTE

PRIMARY PALETTE



PANTONE® 432
C-78, M-64, Y-53, K-44
R-51, G-62, B-72
HEX #333E47



PANTONE® 7482
C-85, M-12, Y-96, K-1
R-0, G-157, B-78
HEX #009D4D



PANTONE® 171
C-0, M-79, Y-83, K-0
R-241, G-93, B-59
HEX #F15C3B

BRAND ACCENT PALETTE



PANTONE® 3945
C-7, M-2, Y-100, K-0
R-244, G-229, B-1
HEX #F3E501



PANTONE® 130
C-2, M-38, Y-100, K-0
R-245, G-168, B-28
HEX #F4A71C



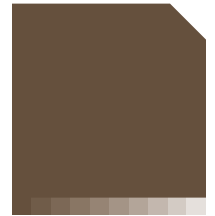
PANTONE® 305
C-57, M-0, Y-6, K-0
R-88, G-201, B-232
HEX #58C8E7



PANTONE® 7474
C-88, M-39, Y-43, K-10
R-4, G-118, B-129
HEX #047581



PANTONE® 4525
C-24, M-24, Y-56, K-0
R-198, G-182, B-130
HEX #C6B582



PANTONE® 7532
C-49, M-58, Y-73, K-37
R-101, G-80, B-61
HEX #65503C

Color can have an powerful emotional effect on consumers and it plays a big role in the success of brands today. Color has the ability to evoke feeling and emotional responses, and more importantly, can influence opinions. A brand's color palette should be a visual representation of its personality and when used consistently, it can root in the minds of consumers for positive brand recognition.

In this case, the foundation for which this palette was developed was that of the vibrant and eclectic Hermiston community. The colors were chosen to pay tribute to the agricultural impact of the eastern Oregon town, but also were taken from the region's natural landscape.



BODY COPY

PREFERRED BODY COPY TYPEFACE: PSEUDONYM REGULAR

- Pseudonym Narrow Light
- Pseudonym Narrow Light Italic*
- Pseudonym Narrow Regular
- Pseudonym Narrow Italic*
- Pseudonym Narrow Medium**
- Pseudonym Narrow Medium Italic***
- Pseudonym Narrow Bold**
- Pseudonym Narrow Bold Italic***
- Pseudonym Light
- Pseudonym Light Italic*
- ▶ Pseudonym Regular
- Pseudonym Italic*
- Pseudonym Medium**
- Pseudonym Medium Italic***
- Pseudonym Bold**
- Pseudonym Bold Italic***
- Pseudonym Wide Light
- Pseudonym Wide Light Italic*
- Pseudonym Wide Regular
- Pseudonym Wide Italic*
- Pseudonym Wide Medium**
- Pseudonym Wide Medium Italic***
- Pseudonym Wide Bold**
- Pseudonym Wide Bold Italic***

ALTERNATE BODY COPY: CAMBRIA

- Cambria Regular
- Cambria Italic*
- Cambria Bold**
- Cambria Bold Italic***

HEADLINES & CALLOUTS

PREFERRED HEADLINE + CALLOUT TYPEFACE: CERVO NEUE

- Cervo Neue Thin Neue
- Cervo Neue Thin Neue Italic*
- Cervo Neue ExtraLight Neue
- Cervo Neue ExtraLight Neue Italic*
- Cervo Neue Light Neue
- Cervo Neue Light Neue Italic*
- Cervo Neue Regular Neue
- Cervo Neue Regular Neue Italic*
- Cervo Neue Medium Neue
- Cervo Neue Medium Neue Italic*
- Cervo Neue SemiBold Neue
- Cervo Neue SemiBold Neue Italic*
- Cervo Neue Bold Neue
- Cervo Neue Bold Neue Italic***
- Cervo Neue ExtraBold Neue
- Cervo Neue ExtraBold Neue Italic***
- Cervo Neue Black Neue
- Cervo Neue Black Neue Italic***

FONT RECOMMENDATIONS

It is recommended that whenever possible, utilize these suggested font options for headlines, subheads, or body copy in all advertising and marketing collateral. From business documents to print ads and brochures, these fonts work best with the Hermiston community brand signatures.

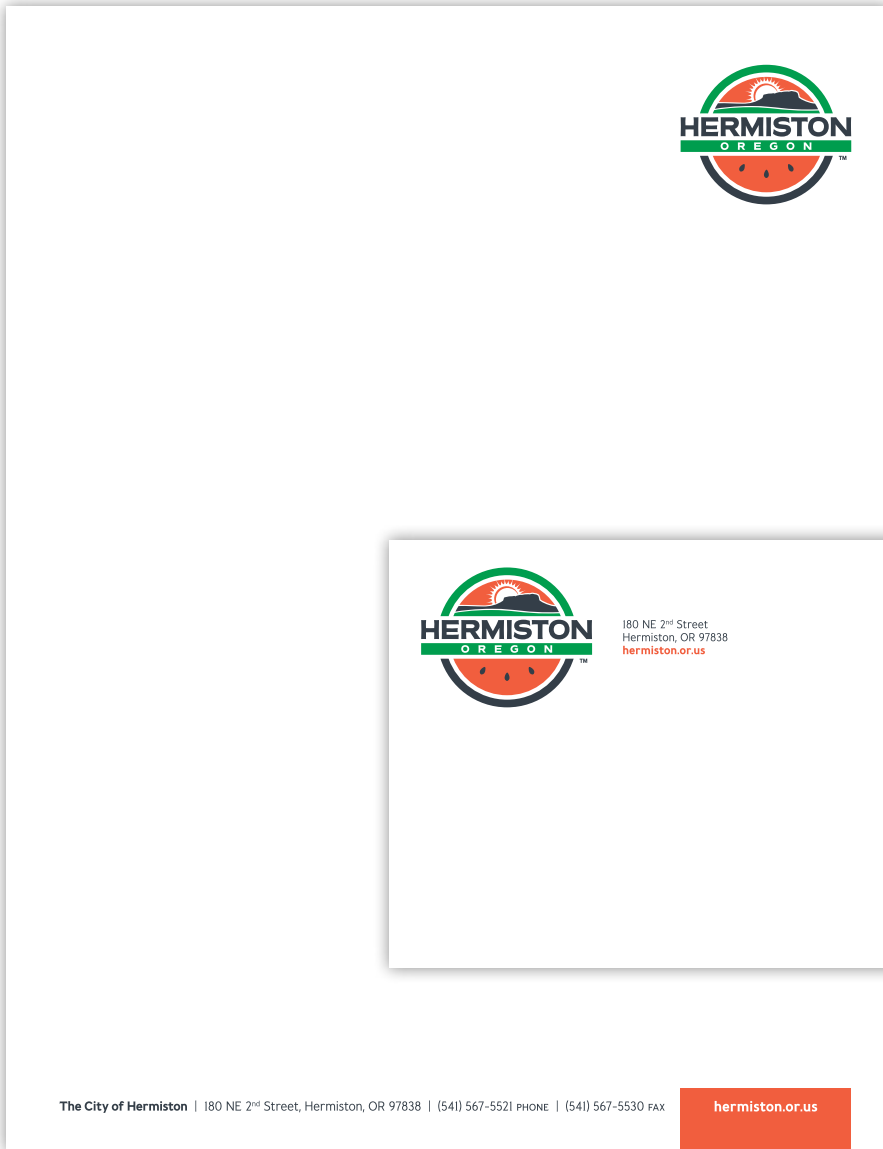
BRAND APPLICATION





STATIONARY

LETTERHEAD / STATIONARY



STANDARD NO.10 ENVELOPE

BUSINESS CARD (FRONT)



BUSINESS CARD (BACK)



HERMISTON STATIONARY

Stationery, including letterhead, business cards, and no.10 envelopes have been developed for the Hermiston community and its affiliates (shown on this page). Fonts used in each of the templates include the Pseudonym type set. All stationery materials are standard sizes: letterhead (8.5" x 11"), no.10 envelope (9.5" x 4.125") and business cards (3.5" x 2").



PRINT ADVERTISING

THE PERFECT BALANCE OF
**DISCOVERY, CURIOSITY,
AND RELAXATION.**

Welcome to Hermiston, Oregon.
Where Life is Sweet™

Offering the best of the American rural lifestyle, Hermiston sits in the heart of the Pacific Northwest. Among being the regional hub for agriculture, energy, education, medical services, and commercial transportation, Hermiston is also a great place to raise a family. For business, adventure, and everything in between visit Hermiston, Oregon – *Where Life is Sweet™*.

hermiston.or.us

THE PERFECT BALANCE OF
**BEAUTY, INDULGENCE,
AND RELAXATION.**

Welcome to Hermiston, Oregon.
Where Life is Sweet™

Offering the best of the American rural lifestyle, Hermiston sits in the heart of the Pacific Northwest. Among being the regional hub for agriculture, energy, education, medical services, and commercial transportation, Hermiston is also a great place to raise a family. For business, adventure, and everything in between visit Hermiston, Oregon – *Where Life is Sweet™*.

hermiston.or.us

THE PERFECT DESTINATION FOR
**ADVENTURE, FLAVOR,
AND EXPLORATION.**

Welcome to Hermiston, Oregon.
Where Life is Sweet™

Offering the best of the American rural lifestyle, Hermiston sits in the heart of the Pacific Northwest. Among being the regional hub for agriculture, energy, education, medical services, and commercial transportation, Hermiston is also a great place to raise a family. For business, adventure, and everything in between visit Hermiston, Oregon – *Where Life is Sweet™*.

hermiston.or.us

THE PERFECT DESTINATION FOR
**BUSINESS, FAMILY,
AND RECREATION.**

Welcome to Hermiston, Oregon.
Where Life is Sweet™

Offering the best of the American rural lifestyle, Hermiston sits in the heart of the Pacific Northwest. Among being the regional hub for agriculture, energy, education, medical services, and commercial transportation, Hermiston is also a great place to raise a family. For business, adventure, and everything in between visit Hermiston, Oregon – *Where Life is Sweet™*.

hermiston.or.us

PRINT ADVERTISING FOR NEWSPAPER, MAGAZINE & OUTDOOR

On average, advertisers have approximately 5 seconds to get the attention of print publication consumers, and even less time for drivers passing by outdoor billboards. For this reason, these ad layouts were developed to capture viewers' attention with a balance of powerful visuals and compelling headlines. Whether for use in tourism, business, or general publicity, these templates were created to compliment and enhance the Hermiston community brand.

(See the next page for print ad template mechanics.)

Select high-quality photography depicting the "best" of Hermiston.

Prominent headline, using a combination of Pseudonym Wide Medium and Cervo Neue Bold Neue. Suggested headlines include: "The perfect balance of...(choose three descriptive words)." or "The perfect destination for...(choose three descriptive words)."

White, 90% opaque box on top of imagery for body copy, logo and contact info

Message body copy, in Pseudonym Medium font using color Pantone® 432

Social media and web address (or other contact info)

Appropriate Hermiston signature, sized no smaller than 1.25" in height

3/8"

3/8"

2"

5/8"

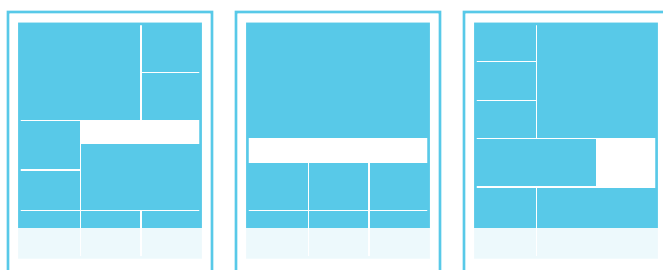
THE PERFECT BALANCE OF
**DISCOVERY, CURIOSITY,
AND RELAXATION.**

Welcome to Hermiston, Oregon.
Where Life is Sweet™

Offering the best of the American rural lifestyle, Hermiston sits in the heart of the Pacific Northwest. Among being the regional hub for agriculture, energy, education, medical services, and commercial transportation, Hermiston is also a great place to raise a family. For business, adventure, and everything in between visit Hermiston, Oregon - *Where Life is Sweet™*.

HERMISTON OREGON

facebook | hermiston.or.us



TEMPLATE RECOMMENDATIONS

This layout was created to be both visually captivating and versatile. The 3-column grid-style layout makes any configuration possible. Whether the ad space is vertical or horizontal in orientation, apply this 3-column grid with margins and spacing suggestions in mind.

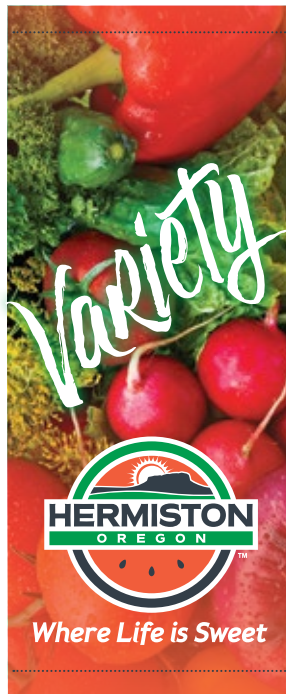
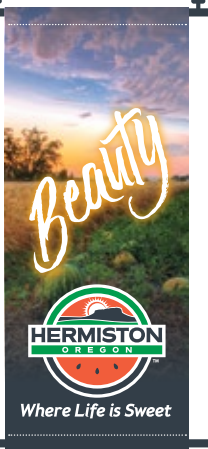
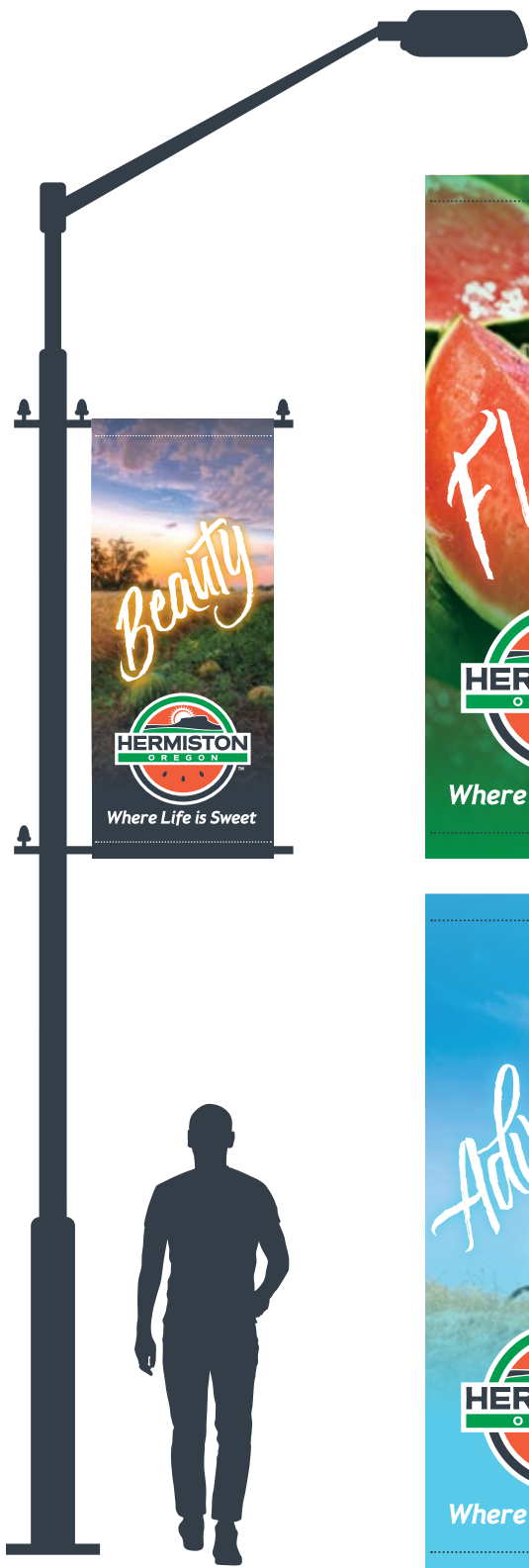
◀ ADDITIONAL GRID LAYOUT SAMPLES



SIGNAGE

STREET BANNERS

Street banners and exterior brand signage are a great way to carry out a brand's visual identity. In smaller communities like Hermiston, these street banners can help identify a given district, providing visitors a convenient brand interaction and giving locals a sense of community.



Fade at top and bottom to the best suited Hermiston brand color to match the photo background.

Descriptive word that pairs with the photo to tell viewers what they can expect from Hermiston

High impact photo background showcasing something truly "Hermiston"

Hermiston Lock-Up signature with tagline



PROMOTIONAL & APPAREL

APPLYING THE HERMISTON BRAND TO PROMOTIONAL ITEMS, APPAREL & MERCHANDISE

Naturally, one of the easiest ways to introduce the Hermiston visual brand identity is to wear it! When applying the signature to apparel and other promotional items such as water bottles, coffee mugs and pens, remember to use the best signature and variation for the job.

The samples provided below illustrate various promotional gear and an appropriate Hermiston signature option for each. These are for reference only, they are meant as suggested usage options. For questions or concerns, refer to page 29 for Hermiston community brand contact information.

EMBROIDERED LS COLLARED SHIRT



Title 1-color logo

EMBROIDERED FITTED HAT



Seal Lock-Up logo



Seal negative (white) logo

SCREEN-PRINTED WATER BOTTLE

EMBROIDERED SS POLO



Melon Lock-Up logo

Seal Lock-Up logo

SCREEN-PRINTED SS GRAPHIC TEE



Horizon Lock-Up logo

BALL POINT PEN



Title negative (white) logo





CONSISTENCY



CONSISTENCY IS

Consistency plays a critical role in establishing and maintaining the Hermiston community brand. Today, there are more platforms and channels to convey our brand than ever before – making it even more difficult to remain consistent.

When our audience sees a consistent visual identity, it reinforces our unique brand story in their minds. By knowing what they can expect from our brand, as well as seeing it multiple times, they will begin to assign a higher value and trust in our community.

This brand style guide should serve as a consistency rule book for all intents and purposes. It's a resource for individuals responsible for carrying out visual executions of the brand. Being consistent doesn't mean that all advertisements, campaigns, or marketing materials have to look the same. But while our brand's visual identity and messaging should be consistent, our advertising and marketing campaigns can be more flexible. The key is to find a happy middle ground where the visual identity isn't compromised as a result.



QUESTIONS, TERMS & CONDITIONS

HERMISTON BRAND CONTACTS

For any questions or concerns regarding the Hermiston Community brand signatures or visual identity, including usage of brand assets, colors or fonts, please contact:

City of Hermiston

Byron Smith
City Manager
180 NE 2nd Street
Hermiston, OR 97838
(541) 567-5521 PHONE
bsmith@hermiston.or.us

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BRAND STYLE GUIDE