

HERMISTON

YOU CAN GROW HERE.

BRAND STANDARDS & IDENTITY GUIDELINES

VERSION 1 \ 2013

Developed by
The Hermiston Futures Task Force
& Limelight Design

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INTRODUCTION

This document is a collection of information, artwork, examples, and specifications that will enable individuals and entities to implement the Hermiston Trademarks with consistent branding. The Table of Contents will help you locate the information appropriate to your needs. It is important that all guidelines and specifications are followed as indicated in this document. Variations or interpretations of the design can result in an inconsistent execution and a diluted brand experience. Digital files of the documents herein can be requested from Limelight Design.

DEAR READER,

Over the past year, Hermiston Futures Task Force, Branding and Committee Promotion Committee and Limelight Design have worked together to develop a new brand identity for the Hermiston region. Our collective hope is that this identity will help give Hermiston a face, unify its communications with a singular voice that speaks to the wonderful uniqueness of why you can “grow” here.

To get here we’ ve brainstormed together as a team to understand what makes this area what it is. We’ ve also conducted research with a qualitative and quantitative data from ag producers and industries in the region, looked at our demographics, education system, healthcare, weather, recreational activities and determined that Hermiston is a place for growth.

With that said, we’d like to give you this brand book. We see it as both a catalog of work and a tool to help protect the integrity of the artwork. Inside you’ll find executions that in many situations could be used “as is.” We know, however, that there will be circumstances where this work will need to be customized by Limelight Design to meet your specific needs. We’re hoping the examples here can serve as guidelines for layout, font and color use as well as set the tone of Hermiston’s brand voice and how it should come to life across a spectrum of media. Thank you, and if you have any questions please contact the City of Hermiston or Limelight Design, brooke@limelight-design.com.

WHAT MAKES HERMISTON DIFFERENT?

HERMISTON IS DISTINCTIVE

Hermiston is distinctive. On the path to becoming the largest city in Eastern Oregon, Hermiston has experienced a few periods of explosive growth and long periods of steady growth. Seven thousand people arrived to build the Umatilla Army Depot in 1941, and 1,200 employees recently finished the depot's final mission of destroying its chemical weapons stockpile. With the coming of center pivot irrigation, Hermiston welcomed the potato processing industry in the 1970s, and has grown steadily since.

Physically, Hermiston sits in the center of the Northwest and enjoys the advantage of a transportation system rare for any small town. Specifically, two of the Northwest's major interstates intersect at Hermiston and the Union Pacific Railroad's largest rail yard in the Northwest is located in Hermiston at the intersection of its mainlines connecting Portland, OR; Boise, ID; and Spokane, WA. The Columbia River, the fourth largest in the U.S. and the greatest flow of any North American river draining into the Pacific, provides Hermiston with its bounty of hydropower, transportation, irrigation and recreation. Hunting, fishing, camping and hiking opportunities also can be found nearby in the Blue Mountains.

The Hermiston area's excellent climate, and well-drained soils, make it a world-class growing environment for a countless number of crops. While Hermiston will always be known for its extra-sweet watermelons, the Columbia Basin boasts more than 200 commercially grown crops, ranging from pumpkins and peaches to strawberries and squash. In addition to these specialty crops, industry leader, Lamb Weston, has two facilities in the area which take advantage of the region's potato yields, which can be more than double those found in Idaho. The world's largest grower, packer, shipper and processor of onions, River Point Farms, also capitalizes on Hermiston's immense onion growing base.

In energy, based on its proximity to the Northwest power grid, Hermiston is home to nearby McNary Dam, which provides enough power to light the city of Seattle; and several gas-fired electrical generating plants.

....continued

The Hermiston area's low power costs, provided by municipal and co-operative electric utilities, is attracting large-scale energy users and industrial development. Data centers –Amazon, Rackspace, and others are investing millions in this new business category to capitalize on the low energy costs.

Educationally, the Hermiston High School ranks among Oregon's top schools in the statewide Oregonian Cup, awarded annually to recognize overall school excellence in academics, activities, athletics and sportsmanship. Hermiston typically ranks first among schools east of the Cascades.

Celebrating Hermiston's Western and agricultural roots, the Farm-City Pro Rodeo attracts cowboys and cowgirls with some of the nation's finest rodeo stock, announcers and entertainment. With 300 days of sunshine and relatively cool summer nights, Hermiston grows watermelons that are renowned in the West, and a winery nearby at Paterson, Wash., produced a cabernet that Wine Spectator magazine called the world's best wine in 2009.

Regionally, Hermiston serves the surrounding communities' need for medical service (Good Shepherd Medical Center), higher education (the newly built Eastern Oregon High Education Center) county and justice services (Stafford Hansell Government Center) and exhibition space (Umatilla County Fairgrounds). Its convention center, library, aquatic center, Butte Park and Riverfront Parks are either new or recently built or improved. The regional water system for the city is capable of handling growth to 50,000 people. Hermiston city-owned utility charges some of the Northwest's lowest rates.

Finally, one of Hermiston's most notable qualities may be the hardest to measure and describe. From its modest beginnings onward, Hermiston has welcomed new faces, ideas and business development, and has grown into a culturally diverse and progressive city with almost unlimited potential.

IN OTHER WORDS 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.

WITH A WEALTH OF OPPORTUNITY...

...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 in multiple areas.

WHERE LIFE IS GOOD...

...and 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—it's also a sports power recognized statewide. We host the largest healthcare expo in eastern Oregon, and showcase one of the largest county fairs in the state, including a first-class rodeo.

HERMISTON, YOU CAN GROW HERE.

A photograph of three young children playing in a grassy field. Two boys are sitting up, smiling, and a girl is lying on her stomach in front of them, also smiling. They are surrounded by lush green grass and trees in the background, with sunlight filtering through the leaves. The text "YOU CAN GROW HERE. HERMISTON" is overlaid on the right side of the image.

YOU CAN GROW HERE.
HERMISTON

BRAND STRATEGY & STANDARDS

OUR BRAND STRATEGY

It's no easy task to name the special attributes of a land so varied, with so many dimensions and reasons for attraction. After defining what Hermiston is, we determined it was nearly impossible to show everything there is to offer. Our reasearch confirmed that the our brand should speak to different audiences. Whether those audiences be future business owners, families, retirees; the purpose is to improve all facets of community development and give Hermiston a personality by rallying around the transparent yet dimensional message "You can grow here." Our brand is unique in many ways. Not only is versatile, it's sustainable enough to carry Hermiston through the next 20 years.

BRAND STANDARDS

Every brand has a unique set of visual and verbal assets that contribute to its overall brand identity. Consistency across all platforms is critical to delivering our message "You can grow here." and signaling the audiences we are speaking to.

These Brand Standards provide the foundation for using the identity and brand assets in marketing collateral, presentations and other materials to maintain the integrity of our brand.



YOU CAN GROW HERE.

IDENTITY & REQUIREMENTS

LOGO

Our logo is in the form of a wordmark. It's a serif typeface that bears timeless beauty and readability. By using just a font it allows for our logo to be simple and memorable. The arch of the letters visually imply growth by gradual increase in size. Some slight distressing has been applied to the letters to reference our rural, country lifestyle without being cheesy and over the top. Accompanying the Hermiston wordmark is our tagline, "You Can GROW Here." The logo, as shown, is in it's whole form. It may be broken apart to be just Hermiston or just You Can GROW Here.

HERMISTON
YOU CAN GROW HERE.

LOGO VARIATIONS

The primary Hermiston logo is composed of the the wordmark and our tagline "You Can GROW Here." The logo can be featured different ways and should always appear horizontal.

WHOLE LOGO

HERMISTON
YOU CAN GROW HERE.

WORDMARK

HERMISTON

REVERSED

YOU CAN GROW HERE.
HERMISTON

TAGLINE

YOU CAN GROW HERE.

CLEAR SPACE

Clear space is the area surrounding the identity that must be kept free of any text or graphic elements. It ensures that the identity stands out in any context. The clear space is measured by the cap height of the wordmark, shown as the value x in this exhibit. The minimum clear space must always be 1/2X on all sides of the identity, except where noted. The clear space area surrounding the identity must be kept free from any text or graphical elements. The clear space rules apply to all three variations of the identity.

WHOLE LOGO

1/2X	1/2X	1/2X
X	HERMISTON	X
	YOU CAN GROW HERE.	
1/2X	1/2X	1/2X

LOGO ONLY

1/2X	1/2X	1/2X
X	HERMISTON	X
1/2X	1/2X	1/2X

TAGLINE ONLY

1/2X	1/2X	1/2X
X	YOU CAN GROW HERE.	X
1/2X	1/2X	1/2X

SIZE REQUIREMENTS

To maintain readability, logo size is important. The logo should never be printed smaller than the sizes listed below. For digital viewing or large format materials such as signage and billboards, use your best judgment for the size of the logo, or consult Limelight Design, but be sure to leave adequate clear space around the mark so the logo remains easy to find and read.

WHOLE LOGO

1.5"



LOGO ONLY

1"



TAGLINE ONLY

.75"



BRAND TYPOGRAPHY

Typography is an important component of our design system and creates a distinctive style for our communications. Our supporting typefaces are contemporary, modern, and are highly legible in print. When applied consistently across the entire range of marketing material, this typography unifies the appearance of all touchpoints and helps our audiences recognize and become familiar with our brand. The Hermiston, You Can GROW Here style consists of two supporting typefaces; Univers & Zurich. For digital and web viewing or were Zurich and Univers are unavailable the suggested typeface is Arial Narrow.

PRIMARY FONTS

Zurich Bold Condensed is the primary font used for headlines and headers. We recommend all caps. Univers Light is the primary font used for body copy. We recommend using light or, in cases of subcopy or smaller blocks of copy, oblique and bold is also an option. Uppercase and lowercase letters are used. In cases where these fonts are not available (web or electronic communications) Arial is the alternate typeface that is acceptable. Arial is similar in its sans-serif letterforms and legibility and has typefaces for narrow, bold and italics.

ZURICH

LIGHT CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ARIAL NARROW

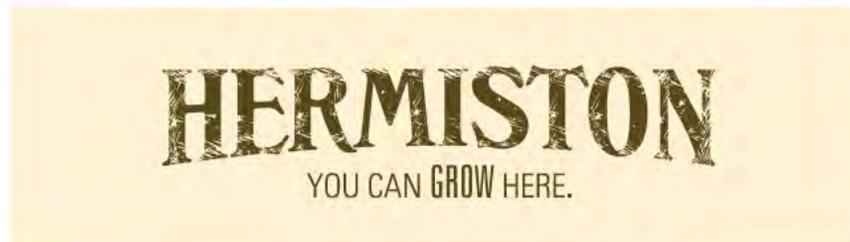
REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND COLOR

Color plays a prominent role in brand and is one of the cornerstones of our visual vocabulary. Our colors will eventually be used in a variety of ways help identity our brand. Our color palette is unique to the word “growth” in that the colors we use are fresh, warm, inviting and can also be associated with agriculture to pay homage to our rural country lifestyle. We allow a variety of colors to be used so that it provides a flexible range for all our communications. The preferred color for the Hermiston, You Can GROW Here logo is dark when placed on a lighter background and light when placed on a darker background.

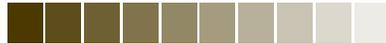


PANTONE COLORS

To maintain color consistency on printed material we recommend using PMS (Pantone Matching System) colors, or a CMYK build of the PMS color. Our primary Pantone colors are 462 and 7401. These two colors support our choice to use can be associated with the meaning of the word growth and speak to our country heritage. Versus white and black they add warmth to whatever photo they are placed on and are interchangeable to be legible on a light or dark background. Our secondary Pantone colors may be used as supporting colors.

PANTONE 462

HERMISTON
YOU CAN GROW HERE.



PANTONE 7401

HERMISTON
YOU CAN GROW HERE.



PANTONE 1807

HERMISTON
YOU CAN GROW HERE.



PANTONE 5767

HERMISTON
YOU CAN GROW HERE.





HERMISTON

YOU CAN GROW HERE.

IMPROPER IDENTITY USAGE

IMPROPER USAGE

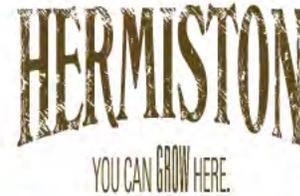
We want you to use the new Hermiston logo and to preserve the integrity of the the Hermiston, You Can GROW Here brand, the usage must be consistent across all platforms. Altering, distorting or redrawing the logo in any way weakens the power of the brand and it's recognition. Every design decision, from typography to color was strategically decided on to support our brand message and strengthen it's power. For questions or clarifications on mis-usage please contact Limelight Design at info@limelight-design.com. Some common mis-uses are shown on the next page.

IMPROPER USAGE EXAMPLES



HERMISTON
YOU CAN GROW HERE.

Please do not tilt or angle.



HERMISTON
YOU CAN GROW HERE.

Please do not improperly stretch or skew, horizontally or vertically.



HERMISTON
YOU CAN GROW HERE.

Please do not use colors outside of the color palette unless approved by Limelight Design.



YOU CAN
GROW HERE.

Please do not break apart the tagline.



HERMISTON
YOU CAN GROW HERE.

Please do not place on top of patterned backgrounds.



HERMISTON
YOU CAN GROW HERE.

Please do not add extra graphic elements.



HERMISTON
YOU CAN GROW HERE.

Please do not use gradient or shading effects.



HERMISTON
YOU CAN GROW HERE.

Please do not use drop shadows on the logo.

A close-up, low-angle shot of a field of golden wheat. The stalks are in sharp focus in the foreground, showing individual grains and awns. The background is a soft, out-of-focus expanse of more wheat, creating a sense of depth. The overall color palette is warm and monochromatic, dominated by shades of gold and yellow.

YOU CAN GROW HERE.
HERMISTON

IMAGE STYLE

OUR BRAND IMAGE STYLE

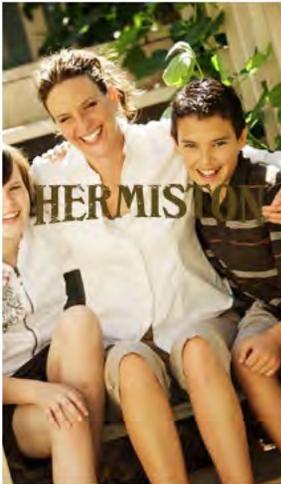
NATURAL EXPRESSION

Our unique image style of the brand is another key tool to communicate the You Can GROW Here message. One of the key differentiators of the images we use is that our subjects are caught in expressive and slightly candid moments, creating a much more engaging and honest image for our audience to connect with.

USING PHOTOGRAPHS

Photographs are provided by fotoNovella and are available for download through the City of Hermiston website. By downloading and using the photographs users agree to those terms and conditions set forth on the website and agree use them appropriately in conjunction with the Hermiston; You Can GROW Here wordmark.

IMPROPER PHOTO USAGE EXAMPLES



Please do not place the logo over faces or poorly crop the image.



Please choose a fill color with enough contrast to stand out.

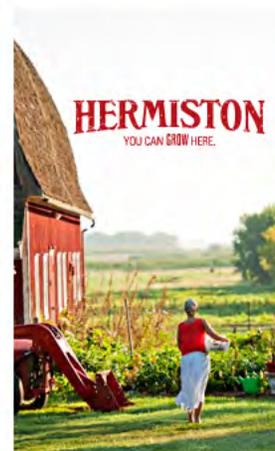


Please do not place the logo in a busy part of the photo. Choose the best negative space.



Please do not use photo effects or change the colorization.

PROPER PHOTO USAGE EXAMPLES





YOU CAN GROW HERE.
HERMISTON

QUESTIONS, COMMENTS & CONTACT INFO

NOT FINDING THE INFORMATION YOU NEED?

No problem. If you have questions about using the logo or if you are seeking approval for a special circumstance not outlined in these standards, please contact us. We will be happy to assist you.

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YOU CAN GROW HERE.
IS A REGISTERED TRADEMARK OF THE CITY OF HERMISTON.

THANK YOU.

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