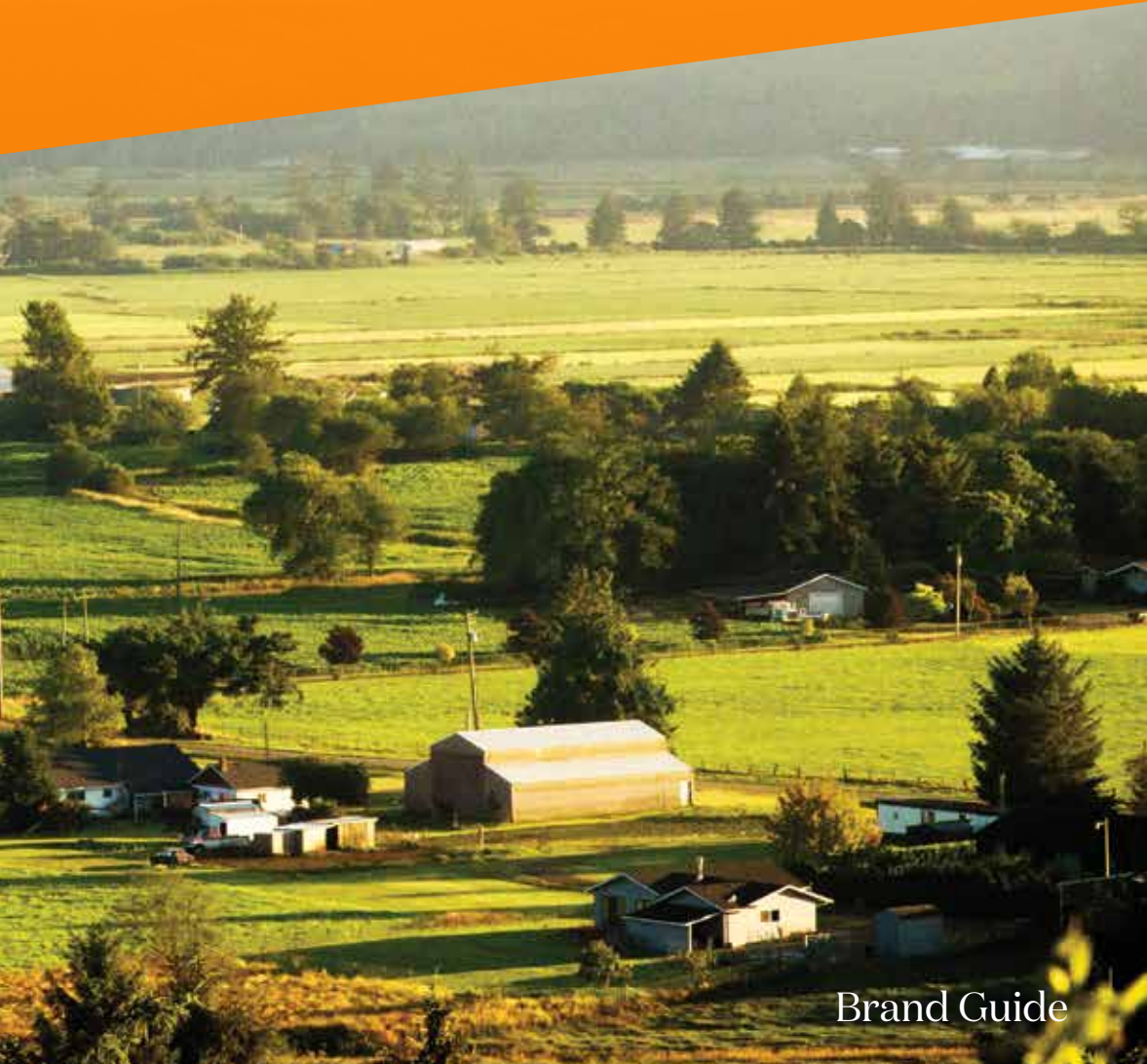


The Dairylands

Tillamook, OR



Brand Guide



About this brand book

In 2014, the City of Tillamook launched a multi-year initiative to revitalize its downtown area. As a tourist destination, Tillamook needs a way to position and differentiate itself from the many other towns that visitors can choose to visit along the Oregon Coast. This book helps convey the identity and differentiating qualities Tillamook can own to ensure it always stands out from the crowd.

In it you'll find a story that encapsulates everything from the town's history to a look into the people who visit, and a central positioning strategy for the City of Tillamook that separates it from other coastal towns. A positioning strategy is the framework against which all ideas, concepts, and plans are evaluated. It's the north star, if you will, that keeps everyone moving toward a unified vision for how Tillamook will communicate its marketing efforts. It serves as a communication tool for those who visit and an anthem for members of the community to rally behind.

The brand book also includes a brand identity for the town. The brand identity provides recommendations for visual communications, including logos, colors, icons, taglines, slogans, as well as several possible applications to be executed throughout. These applications are to be used as guidelines for business owners and key stakeholders when deciding on visual cues and messaging throughout the town.

These brand guidelines work as a tool to support further development and ensure all communications of the town are coming from a singular voice and a uniform look and feel.



Tillamook,

our pastoral land on the Oregon Coast, is home to some of the best the West has to offer. We have peacefully winding estuary rivers perfect for kayaking. Quilts of all colors and shapes adorn our barns and buildings. In labors of love, entrepreneurs craft wondrous products from our natural abundance while we gather fresh, delicious seafood from the nearby Pacific Ocean.

We also have something else. Something very special to the region. We have cows. Lots and lots of cows.

26,000 cows spread throughout hundreds of dairy farms, and cared for by more than 100 different families in the region.

We have so many cows that there are five for every person living in the city.



The History

In the mid 1800's, Tillamook was settled by Swiss and German dairy farmers. These pioneers were already master farmers in their homelands, and brought a rich heritage and wealth of experience with them. When they arrived in Tillamook, the first thing they noticed was that it rains an awful lot here, and that with rain comes nutritious grass, which is great for raising livestock.

So the transplanted farmers decided to dairy. In 1909, farmers discovered the strength of cooperation by creating the Tillamook County Creamery Association. They knew if they all worked together they could create something really great. And they did. They made some pretty amazing cheese. And butter. And ice cream.

It was dairy heaven, and a very successful business in the area. Everyone played their part in the dairy life. The bankers ensured that every man with manure on his boots qualified for a loan to pay for his farm. The fishermen provided the meals for the farmers and their families. The lumberjacks cut down the trees needed to create the ships to transport dairy through the waterways. There was support from every corner of the town to grow the industry that was putting Tillamook on the map. And that support lives on today, as every community member lends a hand to daily life in Oregon's dairylands.



The Dairylands

Just west of Portland, Oregon, there's a place on the coast where open pastures outnumber open roads. Where rustic weathered barns tuck into the landscape and towering spruce and fir canopy windblown grasses and saltwater bays.

Through misty sun breaks, kayakers celebrate each day's adventure over hoppy ales at nearby taverns. And the quilt-adorned buildings are quaintly reflected in the windows of local shops.

Linger longer in a place where for over 160 years bovines have been queen and cheese is still king.

A place in Oregon's heartland and the Pacific Northwest's heart.

Welcome to the Dairylands.
Welcome to Tillamook, Oregon.

The Dairylands

Tillamook, OR





Positioning

Tillamook grew as a city centered on dairy life and, a century later, this dairyland continues to thrive. So let's own that. Let's share the local pride with all who visit. It's our unique stories that both tourists and locals alike can celebrate.

Promise

Experience The Dairylands, Oregon's home of the dairy life.

Audience

Today the Tillamook name lives on as strong as ever. Over one million traveling families and road-trippers come to the city each year to visit the Tillamook Creamery. From dairy enthusiasts to outdoor adventurers to quilters, visitors are excited to get to know Tillamook, and the people and cows that call these Dairylands home.



Audience Profiles

The diverse group of people who make the choice to visit Tillamook every year can be easily identified by their shared set of values, beliefs, perceptions, and reasons for making the voyage to Oregon's dairy heartland.

Dairy Loyalists

Eager adventurers seeking out the Tillamook Cheese Factory, free samples of cheese, a self-guided tour of the facility, fun facts about the dairy industry, and a sneak peak at all the beloved cows.

Road-Trippers

Making the trek down Highway 101 always searching for interesting places to visit, things to see, and the opportunity to stretch their legs.

Families

Spending their vacations on the Oregon Coast or taking a day trip from the Portland area, these are families looking for experiences to share together, hands-on education, and entertainment activities for themselves and their children.

Outdoor Enthusiasts

Tourists visiting the Oregon Coast to explore local hikes, viewpoints, estuaries, kayaking, fishing, and all the other amenities the Dairylands has to offer.

A close-up photograph of a person's hand, wearing a ring, stitching a piece of fabric with a needle and thread. The fabric features a vibrant floral pattern in blue, yellow, and black on a white background. The hand is positioned in the lower-left foreground, with the needle pointing towards the center. The background is softly blurred, showing more of the quilt and a blue and white striped surface.

Messaging

There are many ways to describe the Dairylands. In order to ensure a consistent message and give visitors an idea of what to expect in Tillamook, here are some easy-to-remember phrases to use when talking about the Dairylands.

1. A community built by warm rains, rich soil and good people.
2. Where the dairy family extends beyond the farmer.
3. Tillamook, the pastoral land on the Oregon Coast, is home to some of the best the West has to offer.
4. Tillamook is dairy heaven, where everyone in the community has their part in the dairy life.
5. Tillamook is the city that people built around the dairy life and, a century later, the dairyland continues to thrive.



Values

Tillamook is rooted in and guided by a strong set of values, which define the culture and the people of the Dairylands. These values play a part in all aspects of daily life in Tillamook.

Tradition: honoring and preserving the timelessness of dairy farms and family-owned businesses for multiple generations and counting. A commitment to honoring the pioneers of the 19th century and building upon the way things have been done for over a hundred years.

Family & Community: from dairy farmers to local business owners to city officials, it is the camaraderie and support among neighbors that plays an unmistakable role in the Dairylands' success.

Pioneering Spirit: a mindset established early on by Swiss and German pioneers that is carried forward through innovation and versatility, and the community's determination for development and progress.

Dedication: sharing the art and expertise of dairy farming with tourists and community members alike, and enhancing the livability of the community.

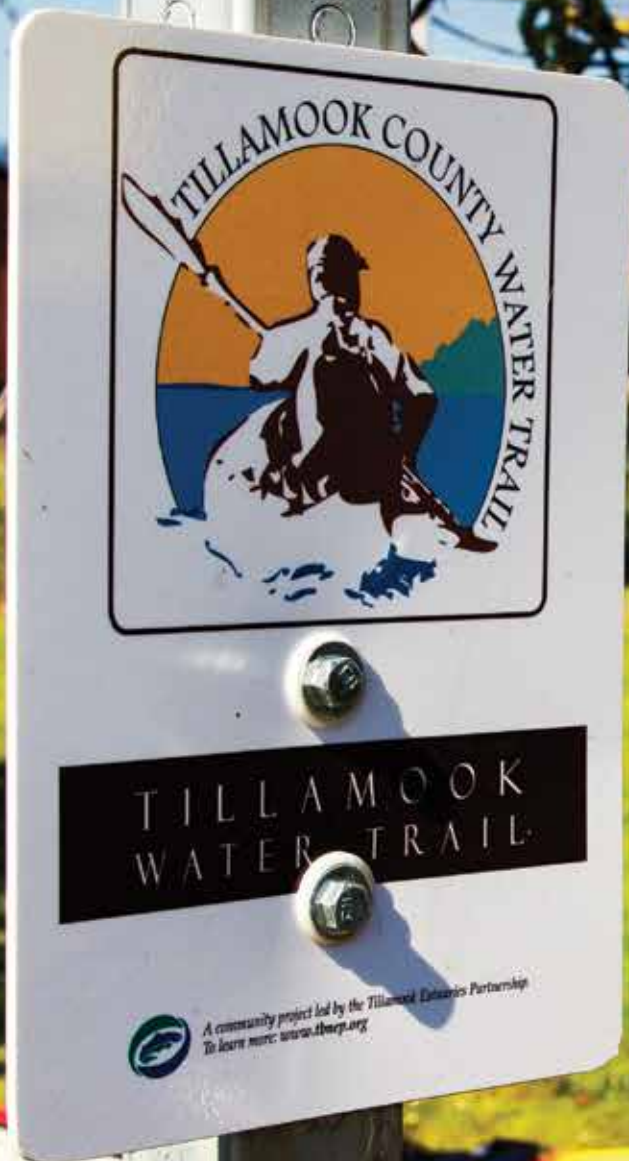
Quality: a commitment from local business owners to continue producing quality products and fueling the reputation and economy of the city; a commitment from the local people and government to help create a city that provides a superior quality of life for its citizens and visitors.

Stewardship: honoring the commitment made by the town's earliest settlers, to responsibly cultivate and respect the land, knowing that in return the land will take care of its people.

Personality

Values come to life through the people who embody them every day. Through this embodiment, Tillamook takes on a very distinct personality.

Tillamook is a city of warm, family-oriented, dedicated, and generous folk. It's a town that offers a sense of familiarity. A town that cares just as much about the land and the animals as it does the people. A town with generations of stories to tell and traditions to carry on. A town with something to teach. An opportunity to learn more and get hands-on. A town of relaxation and everyday moments to enjoy the fruits of its land and the labor of its people.



Key Attractions

While there are countless ways to enjoy the Dairylands, there are select activities that help attract the largest number of visitors and inspire those visitors to linger longer.

Quilt Trail

A trail that takes participants along a journey of quilts telling the story of Tillamook's past and present.

Kayaking

Our waterways are nationally recognized. They wind through the countryside, providing visitors the opportunity to paddle through the Dairylands for a truly unique adventure.

Downtown

Quaint shops line the streets where there is bound to be something that catches the eye. Shoppers can come explore the unforgettable downtown area of a historical city.

Tillamook Cheese Factory

The factory that put Tillamook on the map! The Tillamook Cheese Factory brings nearly one million visitors a year to the city in hopes of getting their fingers on some squeaky cheese and their taste buds hoppin' on some delicious ice cream.

Farms Seen from the Road

To be found just off the edge of the highways that intersect in Tillamook are countless acres of farms, spotted with big, beautiful cows, all surrounded by majestic mountains. A beautiful countryside of amazing sights.



Usage Guidelines

Consistency is a key component to any brand. The branding for the City of Tillamook is no different. On the next few pages you will see the guides for how to use your new identity. They will inform best practices for the branding of the City of Tillamook and The Dairylands.

Logo

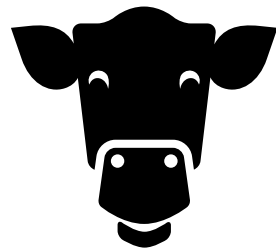
City of Tillamook

This is the logo for the City of Tillamook. This logo should be used for any city business.

Primary Logo



Secondary Logos



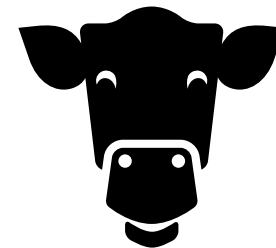
The Dairylands

This is the logo for The Dairylands. This logo should be used for any external or consumer communications.

Primary Logo



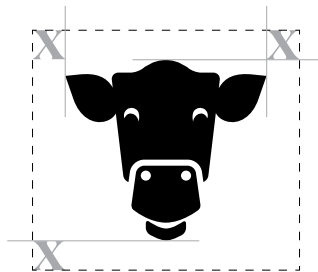
Secondary Logos



Logo Usage Guidelines

The next few pages show some correct and incorrect ways to use the logos. These apply to both City of Tillamook and The Dairylands logos.

Correct clear space around logo:



Correct logo usage:

Tillamook Orange



Black



Reversed/White



Reversed/White over a dark color or photo



Incorrect logo usage:

Do not combine different colors in the same logo

~~City of Tillamook~~
~~The Dairylands~~



Do not change the color of the logo

~~City of Tillamook~~
~~The Dairylands~~



Do not apply a gradient to the logo

~~City of Tillamook~~
~~The Dairylands~~



Do not place logo on an angle

~~City of Tillamook~~
~~The Dairylands~~



Do not change the position of the cow

~~City of Tillamook~~
~~The Dairylands~~



Do not use a drop shadow

~~City of Tillamook~~
~~The Dairylands~~



Do not change the size of the cow

~~City of Tillamook~~
~~The Dairylands~~



Do not manipulate the logo

~~City of Tillamook~~
~~The Dairylands~~



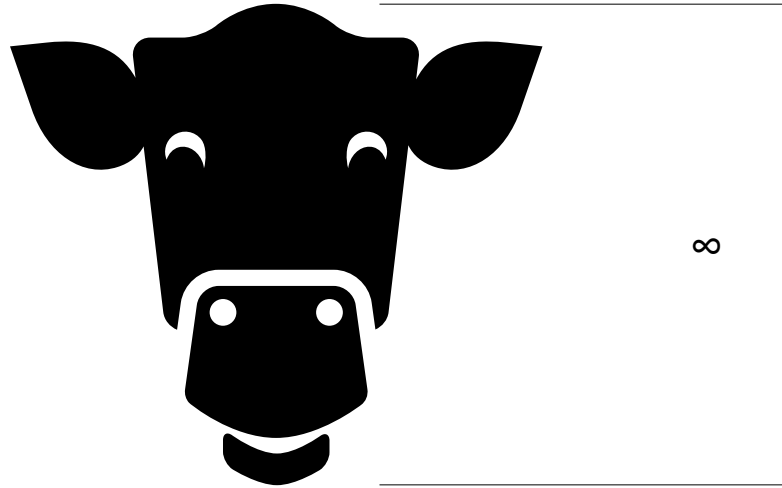
Do not use a reversed logo over light colors or photos

~~City of Tillamook~~
~~The Dairylands~~



Logo size:

In order to protect readability of the logo when printed, these size guidelines should be followed. A special logo with larger eyes on the cow has been created for when the logo needs to be printed smaller than .625 inches high. The logo should not be printed smaller than .375 inches high.



If the height of the cow portion of the logo is between .625 and .375 inches, the "small" logo should be used.



.375 inches is the minimum logo height allowed.



Partner co-branding

The branding for the City of Tillamook and The Dairylands will sometimes need to work with other logos and icons. On this page you will find examples of how to incorporate the branding for the City of Tillamook and The Dairylands with partner logos. It is important that the brands are viewed as equal in size.



Typography

The typography for the City of Tillamook and The Dairylands is very special. The main typeface is reminiscent of typefaces you will find in the dairy lands of Switzerland and Germany. The secondary type face is a classic sans serif font that is easy to use in any application.

Primary Typeface: Domaine Display

Domaine Display — Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Domaine Display — Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Domaine Display — Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Secondary Typeface: Century Gothic

Century Gothic — Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Century Gothic — Bold


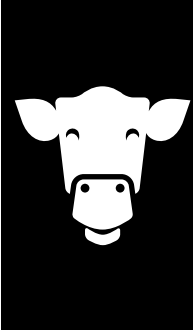

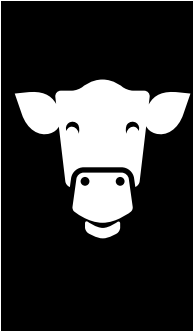

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Brand Colors

The brand colors for Tillamook are also very iconic. The orange color is from the Tillamook Creamery that is known around the world. More importantly orange is a strong contrast to the green landscape and blue skies that the City of Tillamook is known for.

	Tillamook Orange	Black
RGB		
	r255 g130 b0	r0 g0 b0
CMYK		
	c0 m60 y100 k0	c0 m0 y0 k100
Pantone		
	PMS 151C	

Photography Guidelines

Tillamook has beautiful vistas, a picturesque downtown, cows, and of course the people that make up the Dairylands. The photography for the Dairylands should capture the beauty of Tillamook. The landscape photography should be wide and show the great vistas of Tillamook — early mornings or sunsets have the best light. The images of people, cows, craftsmen's and craftswomen's hands should be close up to show off who they are and what they do.

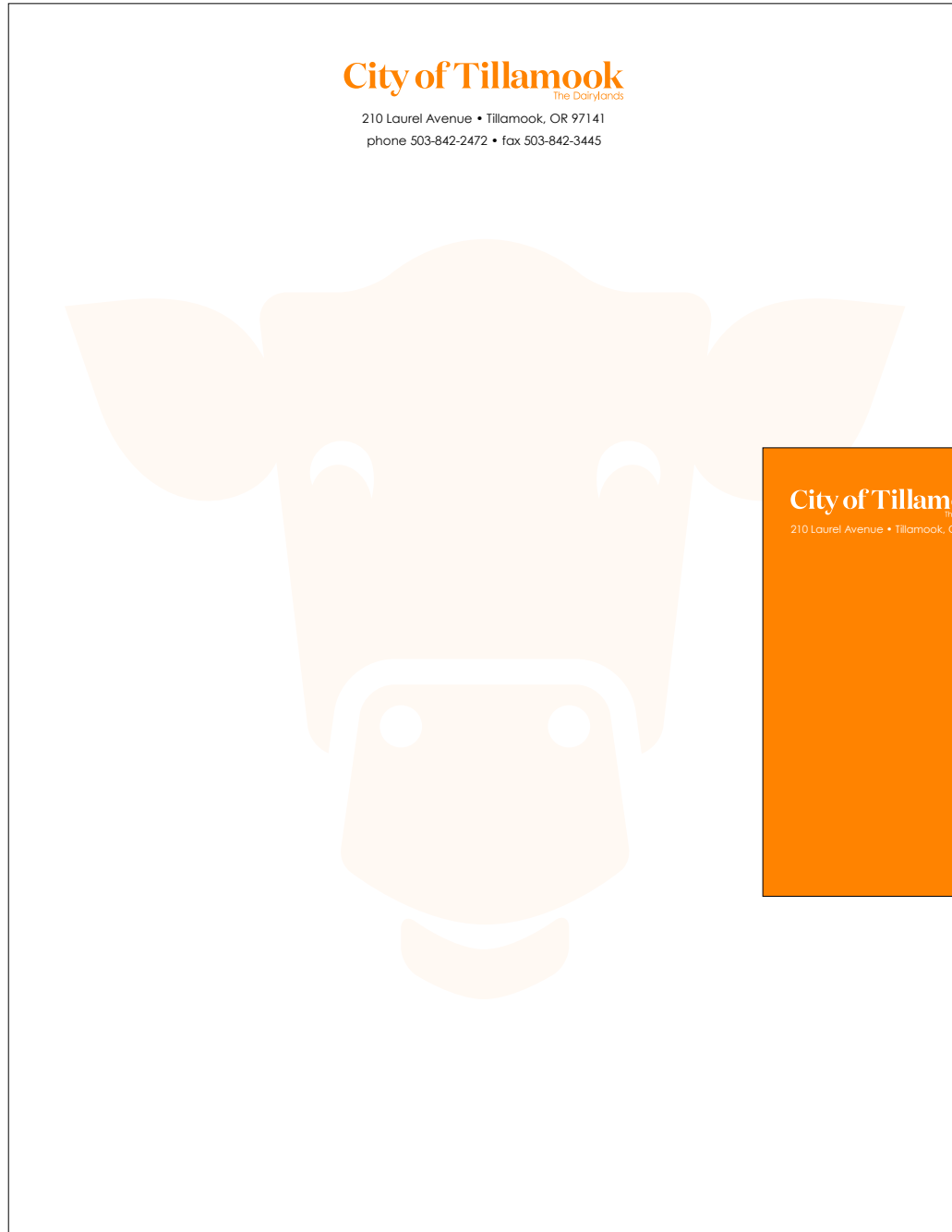
The colors in the retouching should be honest to the landscape with saturated green grass and blue skies. Each image should have an honesty to it. Don't be afraid to mix in some black and white photography to build up the romance of the Dairylands.



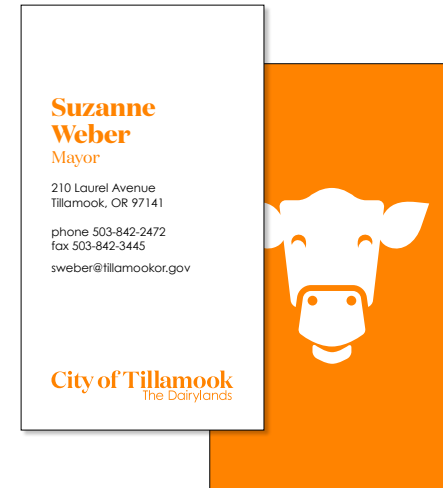
Letterhead

City of Tillamook

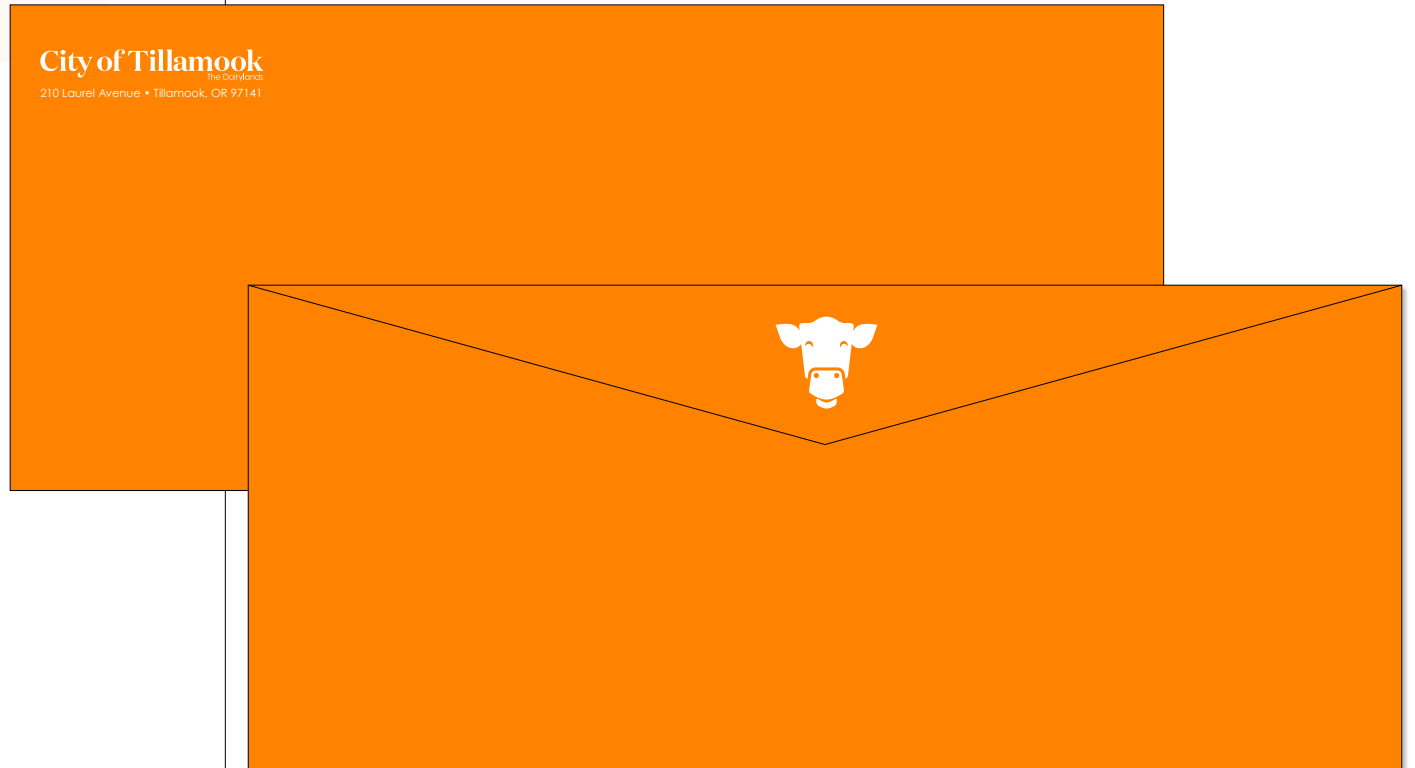
Letterhead



Business Card



Envelope



Appendix



Channel Strategy

A brand strategy and identity are more than just a logo. They have substance, weight. They are a mindset. And they come to life in several different ways.

Our channel strategy addresses how we ensure the right people see the right message at the right time. It is based on campaign goals where each recommended channel ties back to a specific objective.

Our goal: Build community pride and get people to linger longer.

Our objective: Get 1 out of every 10 people who visit the creamery to linger longer in the City of Tillamook.



Community-driven media

Objective: Get local and surrounding communities excited about going downtown (e.g. go downtown and sign up for tours) and experiencing Dairy Life.

Channels:

- Pacific NW bloggers - solicit blog and social posts about Tillamook downtown happenings
- School Newsletters - targeting local parents
- Travel review sites - encourage all local merchants/restaurant owners in Tillamook to create profiles on top travel review sites for Oregon residents including: Yelp (reaches 298K Oregon unique users; 141 site index for Oregon residents) and Trip Advisor (reaches 160K Oregon unique users; 128 site index for Oregon residents)
- Tillamook website
- Tillamook Creamery Social Channels (post about upcoming events)

Creative thought-starters:

- Stories about local business owners/start-ups
- Promote upcoming festivals/events
- Top things to do in Tillamook
- Updates on new city development
- Life of a Dairy Cow
- Fun facts about Dairy Tech



In-town promotion

Objective: Create deep pride and sense of community

Channels:

- Street signs
- Point of sale within local businesses
- Local business owners promoting local events and festivals (e.g. “Run-a-Mook” marathon)
- Tillamook Creamery
- Bridges and thoroughfares

Creative thought-starters:

- Brochure (showcase at POS)
- Wayfinding (street sign design)
- Brand book (for local business owners)
- Icons (consider wallscapes painted by local artists depicting Dairy Life)
- Brand chamber building to reflect the brand identity
- Painting the Wilson River Bridge, Highway 6 bridge by Goodspeed Park, and Trask Bridge orange
- Paint the hydrants orange
- Placement of Cow Crossing signs and fun-facts signs scattered about
- Commissioning quilt murals that carry out the brand theme, briefing local artists to create public art pieces, hiring local florists to create consistent floral arrangements on the streets, and designing rotating art exhibits based on the theme.



Business to business

Objective: Attract entrepreneurs and make them want to start a business in Tillamook

Channels:

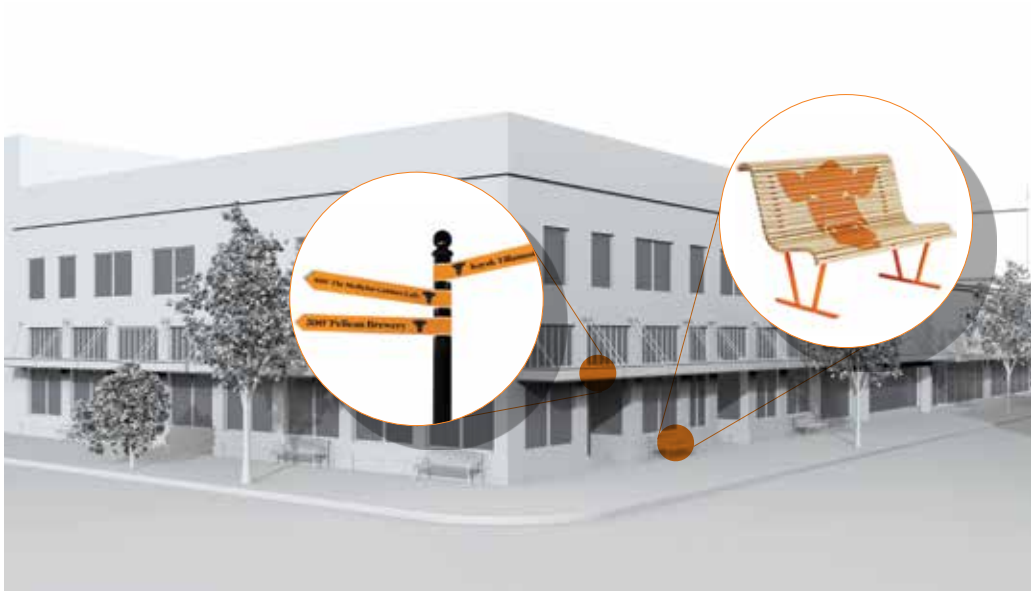
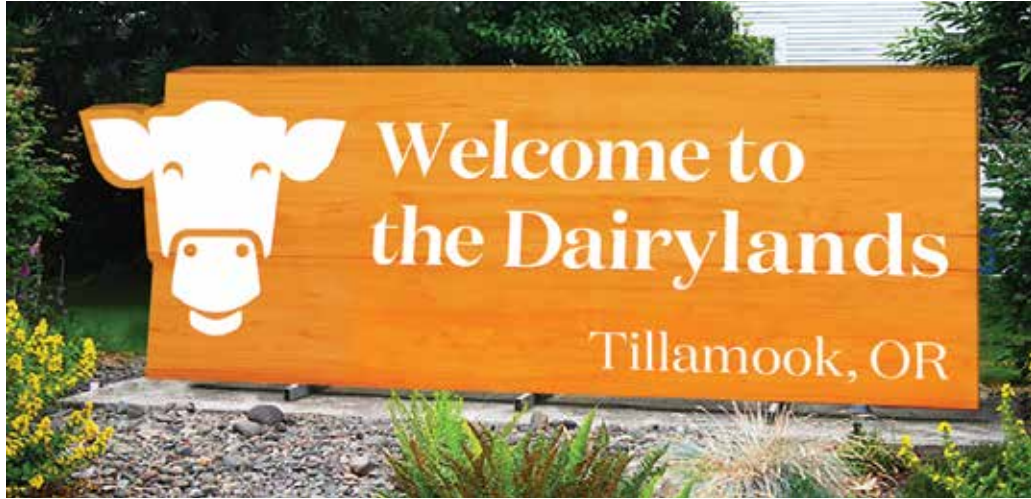
- Career fairs - hosted by local business owners for prospective entrepreneurs in Tillamook
- LinkedIn Company Page for Tillamook Chamber of Commerce (link to/from Tillamook website and ask members of the chamber of commerce to add their current position to their profile)
- Small Business Guide page on Chamber of Commerce site

Creative thought-starters:

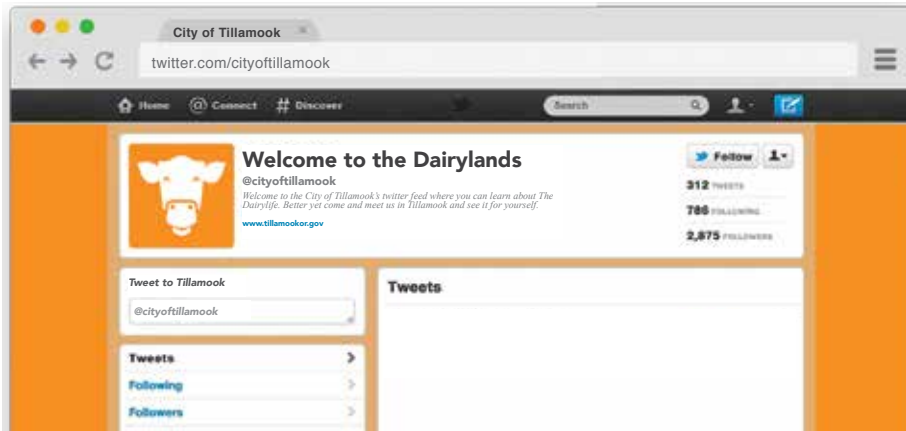
- Provide tips on how to start a business in Tillamook
- Speak to benefits and incentives of being a small-business owner in Tillamook - core value propositions of the City of Tillamook brand manifesto



Logo applications



Logo applications



Logo applications



