

# Explore Seattle Southside

Brand Guidelines  
2022



# Welcome to our guidelines

## Curiously Wonderful

Welcome to Seattle Southside. Well, welcome to our guidelines anyways. Like those trusty bumper rails at a bowling alley, use these to keep you pointed in the right direction as you explore the curiously wonderful world that is Seattle Southside.



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# Who we are



# Brand Platform

# Curiously Wonderful.



We all know that Seattle—with its Space Needle, Pike Place market and Original Starbucks—has world-famous things you can see.

But Southside has curiously wonderful things you can do. Down here we believe the bizarre-er the better. Whether you're into x-rated fish statues, UFOs, or the marvel of flight, Southside is where you'll uncover mysteries and discover things you can't find, or do, anywhere else.

So come as you are, but don't forget to bring your curious side to explore curiously wonderful Seattle Southside.

## PERSONALITY

**Creative. Eclectic. Obscure. Spirited.**

## HOW WE WANT VISITORS TO FEEL

**Intrigued. Surprised. Curious. Welcomed.**



# BRAND HOUSE

## PLATFORM

Curiously Wonderful

## POSITIONING

A one-of-a-kind place that's full of interesting & unexpected microadventures you can't find or do anywhere else.

## PERSONALITY

Creative. Spirited. Eclectic. Obscure.

## WHO WE'RE FOR

Seattle is for see-ers. Southside is for do-ers. The city can take the tourists because we want the weekenders, the shopaholics, the conference-goers, the event planners, and the I-Just-Went-On-A-Cruise-ers. We want the micro-adventurers who won't let a minute go to waste, and the mega-adventurers who need a convenient home base. If you're the curious & adventurous type, come explore Seattle Southside where your next adventure awaits.

## HOW WE WANT THEM TO FEEL

Intrigued. Surprised. Curious. Welcomed.



# How we look



# Logo suite

## OVERVIEW

Our logo consists of our icon and our wordmark. Always use the Primary logo unless there is a very tall dimension where the Secondary could be a better fit.

Primary  
Logo  
Horizontal



Secondary  
Logo  
Stacked







# Logo Suite

## PRIMARY

Refer to this chart to determine which version of our primary logo to use.

### Primary Navy BG

To be used when the background is our primary Seattle Southside Navy Blue.

### Primary White BG

To be used when the background is white/off-white.

### Primary K/O

To be used when the background is one of these five colors from our palette of primary and secondary colors.

### Primary Navy

To be used when the background is one of these four colors from our palette of primary and secondary colors

### Primary B&W

To be used when only black ink is available.

### PRIMARY NAVY BG



### PRIMARY K/O



### PRIMARY NAVY



### PRIMARY B&W



NOTE: Always test color combinations to ensure they meet accessibility guidelines.



# Logo Suite

## SECONDARY

Refer to this chart to determine which version of our secondary logo to use.

### Secondary Navy BG

To be used when the background is our primary Seattle Southside Navy Blue.

### Secondary White BG

To be used when the background is white/off-white.

### Secondary K/O

To be used when the background is one of these five colors from our palette of primary and secondary colors.

### Secondary Navy

To be used when the background is one of these four colors from our palette of primary and secondary colors

### Secondary B&W

To be used when only black ink is available.

### SECONDARY NAVY BG



### SECONDARY K/O



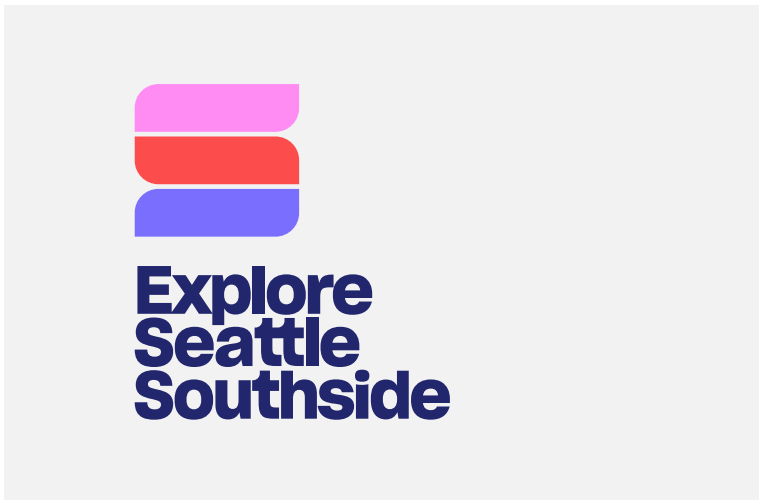
### SECONDARY NAVY



### SECONDARY B&W



### SECONDARY WHITE BG

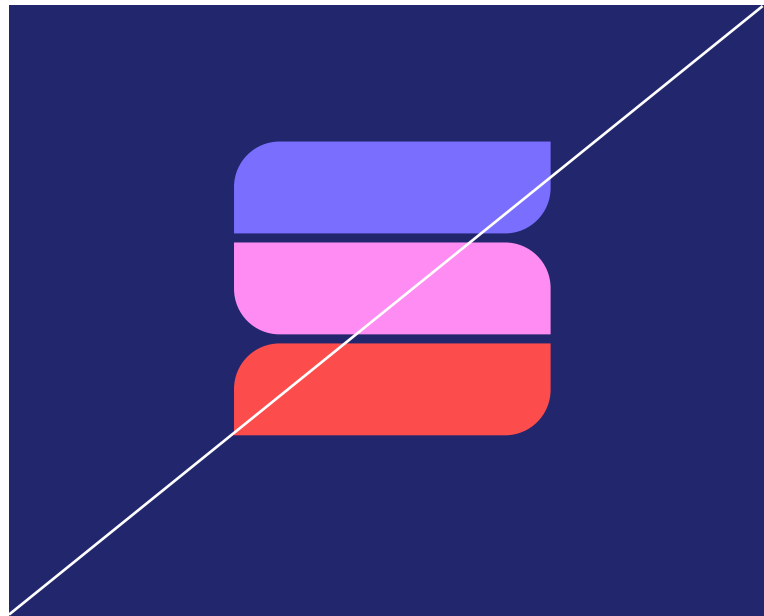


NOTE: Always test color combinations to ensure they meet accessibility guidelines.



# Logo Violations

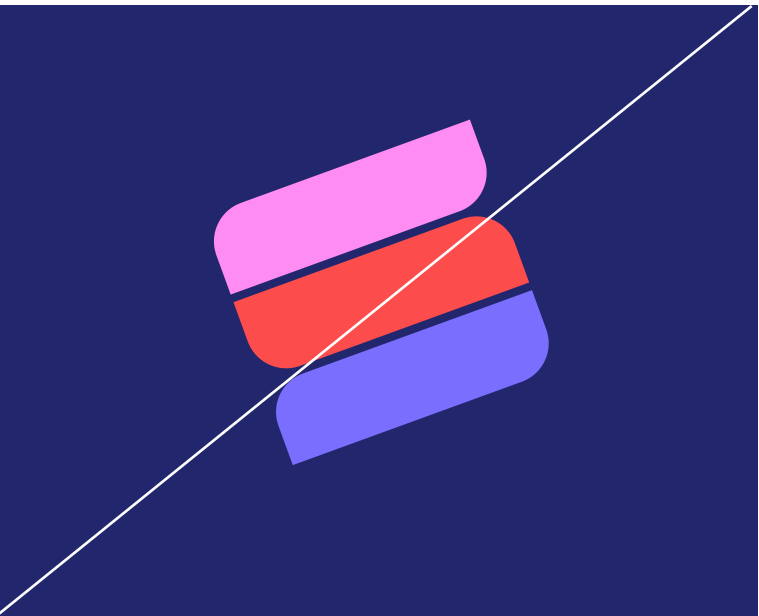
Consistent application of our logo is critical in ensuring we have a singular voice in our communication with our audience. Our logo should never be altered in any of the ways outlined on this page.



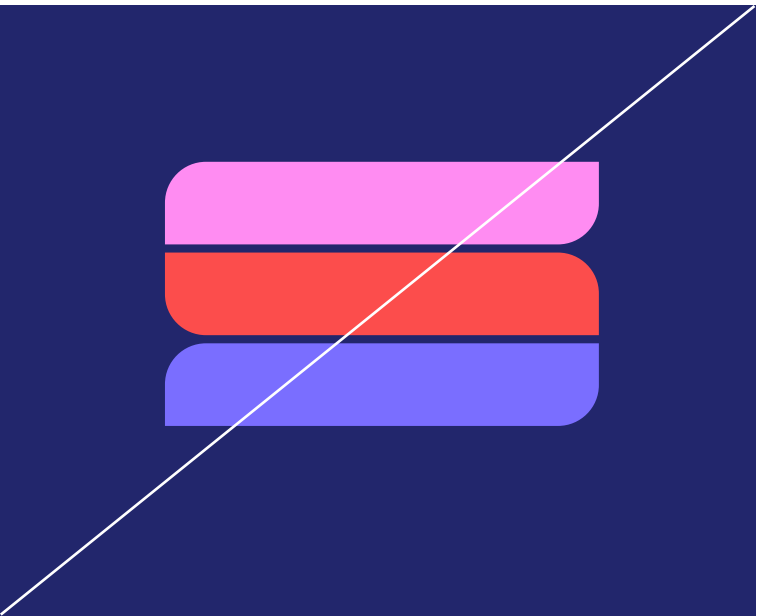
Do not change the order of colors in our icon.



Do not create extra space between the 3 strokes.



Do not rotate any part of our identity.



Do not stretch or pinch our icon in any way.



Do not swap position of our icon and wordmark.



Do not change the typeface of our wordmark.



Do not alter the size of either the icon or wordmark.



Do not create an outlined version of our wordmark.



Do not place our logo over a visually busy background.



Do not add gradient to any part of our logo.



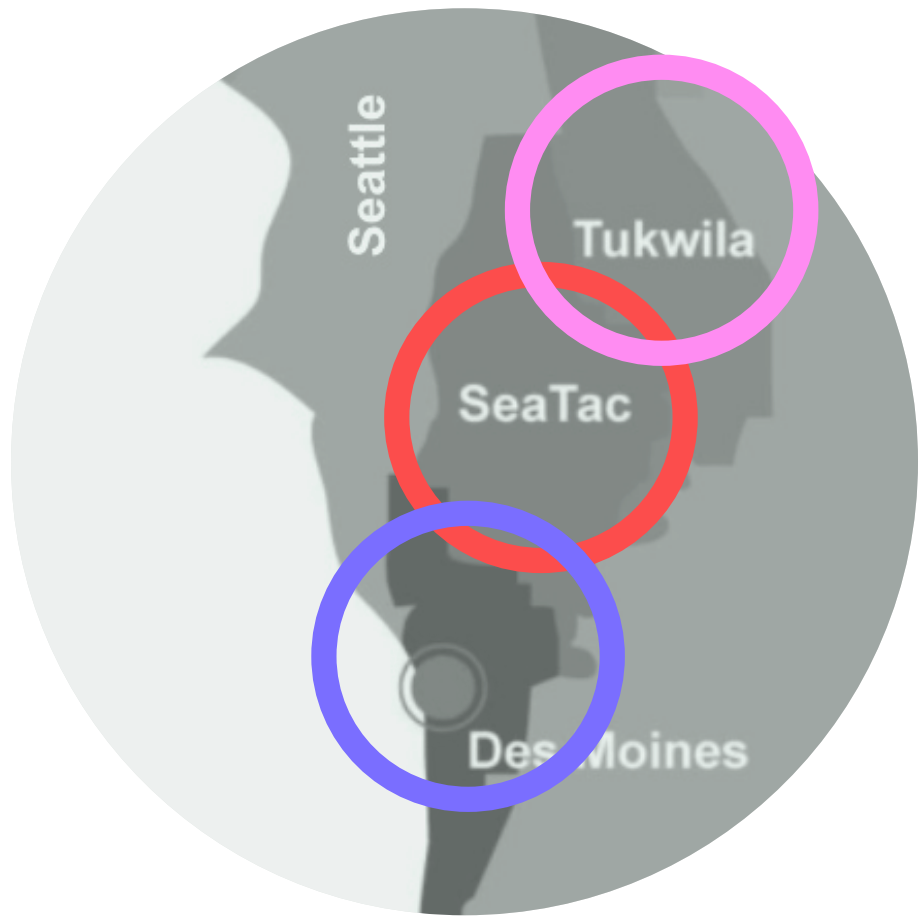
Do not add dropshadow to our logo.



Do not alter the colors of our wordmark.



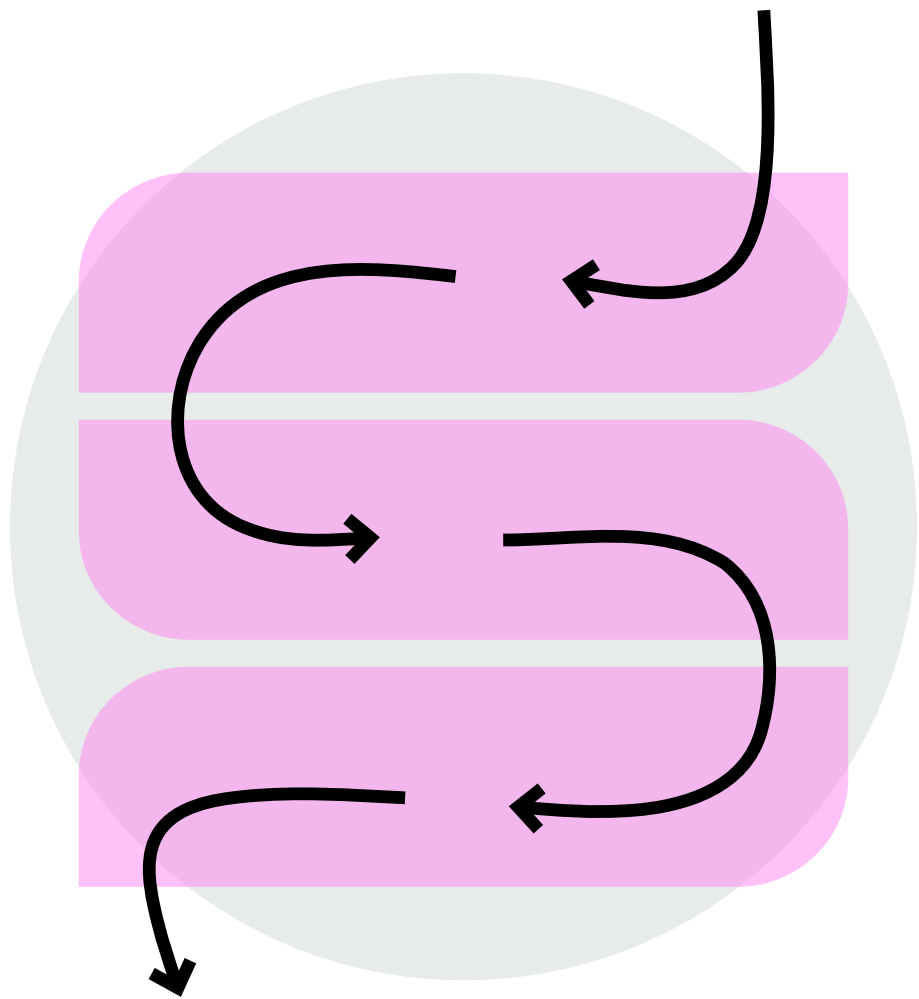
# Our Icon



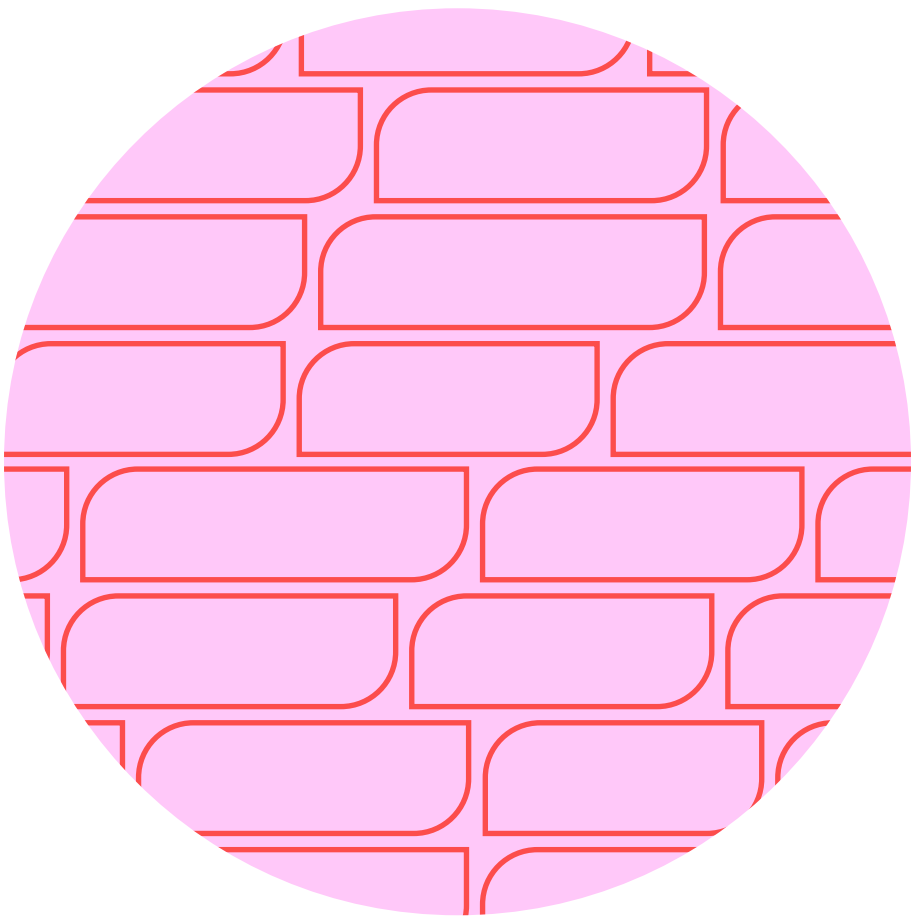
Three shapes represent the three zones of Southside.



Abstract representation of three S's for Seattle Southside all 'heading South.'



Contours of shape directs the eye South.



Using shapes as patterns to fill spaces speaks to many, many, awesome microadventures



# Tukwila

Flowering hazelnut branch seal



# SeaTac

Gateway to the skies



# Des Moines

Marina docks







# Minimum Size & Clear Space

The blank space around the logo should be at least equal to one of the shapes from our icon, around all edges of the logo.

Minimum size should be 1.5" width.

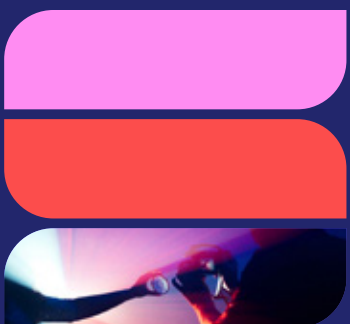
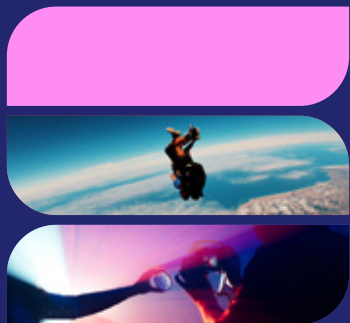




# Animation

With a simple animation, our logo can come to life and help amplify our call-to-action to our audience.

The sequence described here is flexible: The type of videos that are embedded into the icon can change to appeal to the different audiences and offerings.



Explore

Explore  
Seattle

Explore  
Seattle  
Southside

1

Animation sequence starts with videos of 3 microadventures inside our icon. These videos are spirited and evoke curiosity.

2

As the word ‘Explore’ comes up, the video inside the top horizontal shape disappears to reveal our brand color.

3

As the word ‘Seattle’ comes up, the video inside the middle horizontal shape disappears to reveal our brand color.

4

As the word ‘Southside’ comes up, the video inside the bottom horizontal shape disappears to reveal our third color. End of sequence.



# Colors

Here are our primary and secondary color palettes for the Seattle Southside brand.

Our secondary colors are only really used when we’re creating unique illustrations speaking to unique microadventures. Our masterbrand certainly lives in the primary color world. Try to stay true to the primary color palette as much as possible for recognition and consistency.

Note: Proceed with caution when printing in CMYK. You’ll want to stay away from the more vivid colors, such as pink, purple, orange, as they will appear more muted when in CMYK.

Always check color combinations with text for accessibility standards to ensure readability.

## PRIMARY COLORS

Seattle Southside Navy Blue	75% tint
	50% tint
	25% tint

HEX: # 22266c / PMS: 2370 C / CMYK: 99, 94, 0, 2 / RGB: 34, 38, 108

Seattle Southside Tukwila Pink	75% tint
	50% tint
	25% tint

HEX: # FF8CF2 / PMS: 223 C / CMYK: 4, 48, 0, 0 / RGB: 255, 140, 242

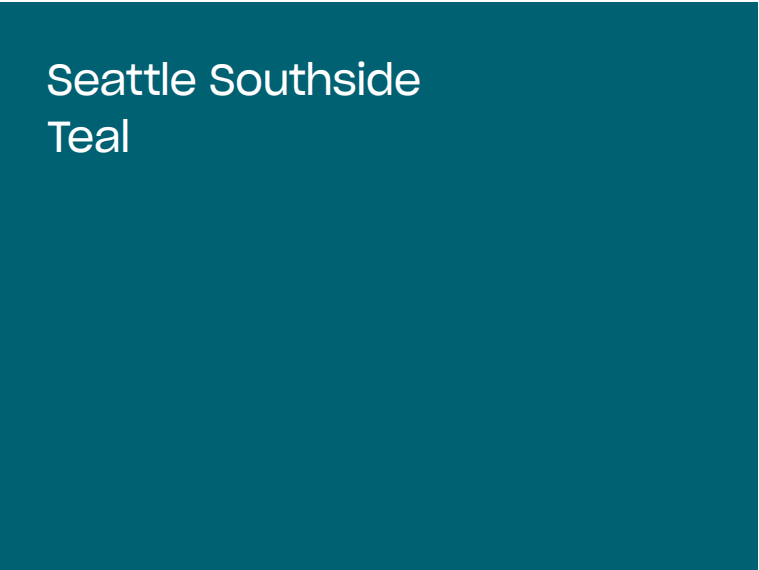
Seattle Southside SeaTac Red	75% tint
	50% tint
	25% tint

HEX: # FC4D4C / PMS: 1785 C / CMYK: 0, 82, 51, 0 / RGB: 252, 77, 76

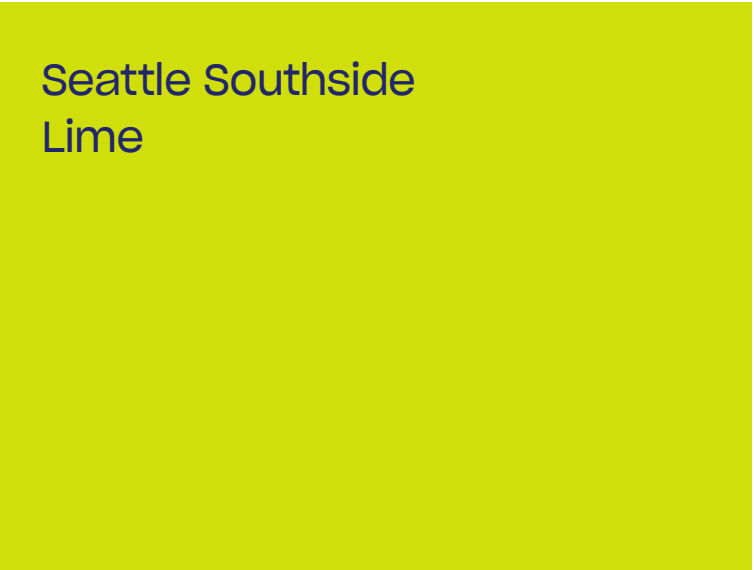
Seattle Southside Des Moines Indigo	75% tint
	50% tint
	25% tint

HEX: # 7A6EFF / PMS: 2366 C / CMYK: 67, 58, 0, 0 / RGB: 122, 110, 255

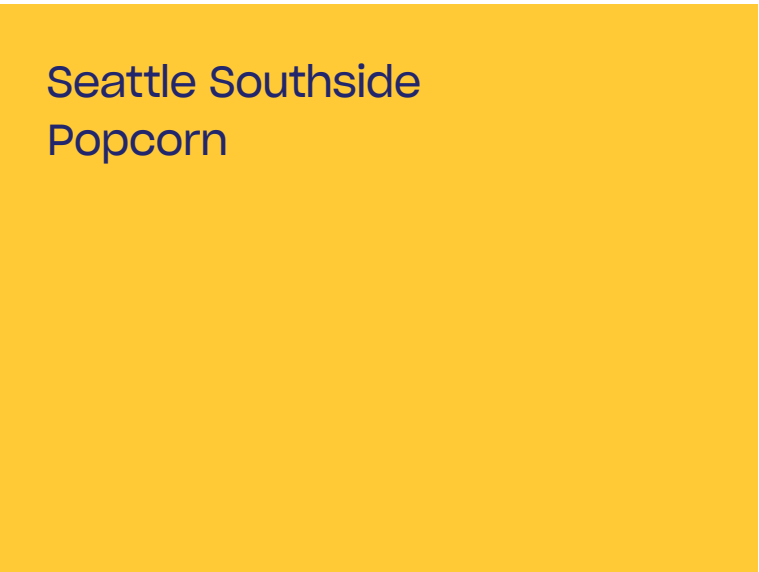
## SECONDARY COLORS



HEX: # 006173  
PMS: 2392 C  
CMYK: 85, 33, 15, 26  
RGB: 0, 97, 115



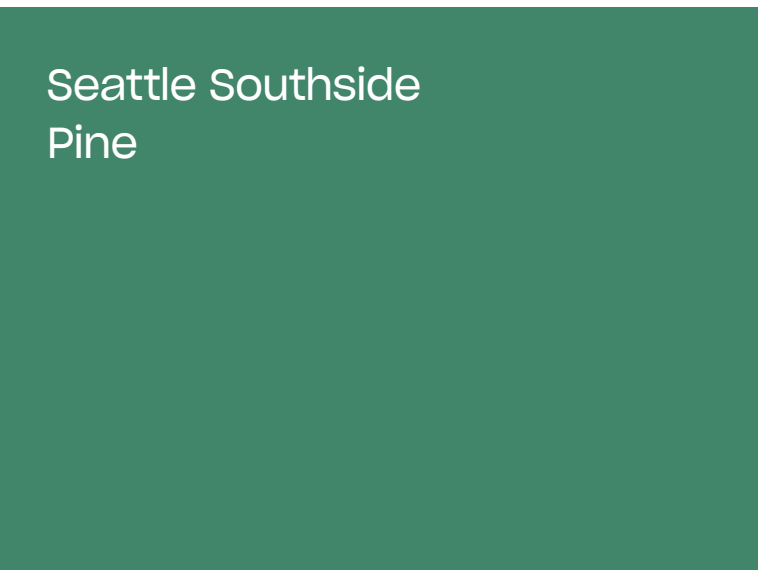
HEX: # D0DF09  
PMS: 382 C  
CMYK: 22, 0, 100, 0  
RGB: 208, 223, 9



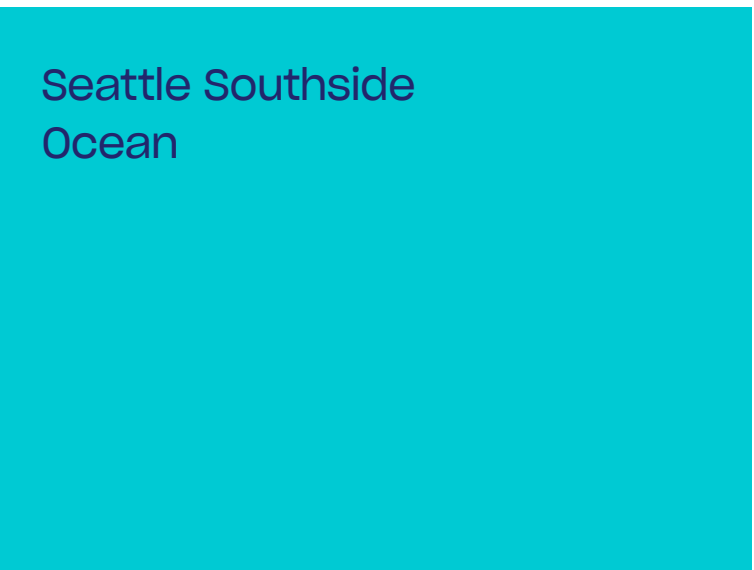
HEX: # FFCA36  
PMS: 135 C  
CMYK: 0, 18, 72, 0  
RGB: 255, 202, 54



HEX: # FF7441  
PMS: 2024 C  
CMYK: 0, 62, 68, 0  
RGB: 255, 116, 65



HEX: # 41856b  
PMS: 2456 C  
CMYK: 74, 6, 46, 8  
RGB: 65, 133, 107



HEX: # 00CAD3  
PMS: 310 C  
CMYK: 50, 0, 4, 0  
RGB: 0, 202, 211





# Primary Typography

We have three primary typefaces we use. Stay as true to using these as possible to ensure distinct visual identity.

- Sharp Bold 20
- Sharp Semi-bold 20
- Sharp Book 20

Do not veer from these weights, and always keep it within the “20” family weight.

**Note:** Font license can be purchased here: [www.sharptype.co/typefaces/sharp-grotesk](http://www.sharptype.co/typefaces/sharp-grotesk). Please ensure you’re buying the correct license for your needs.

## HEADLINES / Sharp Bold 20

AaBbCcDdEe  
0123456\* & : ; )

## LOGO & SUB-HEADERS / Sharp Semi-bold 20

AaBbCcDd123456\* &

## BODY COPY / Sharp Book 20

AaBbCcDdEeFfGgHhIiJjKk12345\* & \$ ↓ ♥



# Secondary Typography

If the Primary Typography fonts are not available to be used, some system default fonts may be used in their place.

Refrain from using these unless absolutely necessary, or the platform does not allow custom fonts.

- Archivo Black (Free Google Font)
- Helvetica Neue Bold
- Helvetica Neue Regular

## HEADLINES / Archivo Black (Free Google Font)

AaBbCcDdEe  
0123456\*8-:)

## LOGO & SUB-HEADERS / Helvetica Neue Bold

AaBbCcDd123456\*8

## BODY COPY / Helvetica Neue Regular

AaBbCcDdEeFfGgHhIiJjKk12345\*&\$



# Example of Web Typography H styles

Rough outline for H1-6 styles here, and  
body copy.

Sharp  
Bold 20

H1 Aa123

Sharp  
Semibold 20

H2 AaBb123

Sharp  
Semibold 20

H3 AaBb123

Helvetica  
Bold

H4 AaBbCc123

Helvetica  
Bold

H5 AaBbCc123

Helvetica  
Bold

H6 AaBbCc123

Helvetica  
Regular

Body Copy AaBbCcDdEeFfGgHhIiJjKk12345\*&\$



# How we talk



# Our Copy Tone

Seattle Southside is a curiously wonderful place, and our tone should be too. You can think of our brand voice as a whimsical storybook narrator who’s shining a light on all the interesting people, places and things you’ll find here. We want to kickstart a visitor’s curiosity by guiding them to places they never knew existed.

In practice this should come through as knowing, friendly and approachable, as well as eclectic, spirited and obscure at times. When we speak to airports, we might also mention UFOs. When we talk about business, we’ll be sure to mention happy hour. When we highlight a convention, we’ll always showcase something unconventional.

## What the heck is a microadventure?

If someone mentions adventure it probably sounds exciting, daring, even thrilling, but it also might sound difficult or challenging. Microadventures on the other hand, don’t have to be, and they’re all around us. Because they’re all the wonderful things in our own backyards that we’re sometimes too busy to notice.

Microadventures are also core to the Seattle Southside brand. We want people to be open, curious and step out of their comfort zones. It could be something as simple as enjoying a tasting flight, or it could be as daring as diving off the coast of Des Moines.



# Headlines Examples

**Come for the ‘yaks. Stay for the UFOs.**

**Stay curious. Stay Seattle Southside.**

**Take a trip before your trip.**

**Seaside. Seafood. See a UFO.**

**Stay and play. And play. And play.**



# Guardrails

**Do write in a friendly, conversational tone. Don't use formal or academic language.**

We always want to speak to our audience in a relatable and inviting way.

**YES**

WE'VE GOT ROOM FOR THE WHOOOOOLE FAMILY.

**NO**

SEATTLE SOUTHSIDE HAS SUFFICIENT ACCOMMODATIONS FOR YOUR WHOLE FAMILY.

**Do showcase the curiously wonderful. Don't showcase the obvious.**

When writing about Seattle Southside attractions it's best to grab people's attention with what they don't already know about our area.

**YES**

SEATTLE SOUTHSIDE, GET CLOSER TO UFOS, AND THE AIRPORT.

**NO**

SEATTLE SOUTHSIDE, STAY CLOSER TO THE AIRPORT.

**Do incite curiosity. Don't incite confusion.**

Always ensure we're able to properly resolve the interest we create in lead-in copy or headlines by highlighting a particular attraction or feature of Seattle Southside.

**YES**

SEASIDE. SEAFOOD. SEE A UFO.

**NO**

SEATTLE SOUTHSIDE. IT'S MORE THAN A PLACE.

**Do be cheeky. Don't be sarcastic.**

Feel free to have fun, but be sure to keep things light.

**YES**

SEATTLE SOUTHSIDE SENDS OUR APOLOGIES TO BIG CITY TRAFFIC.

**NO**

THE SEATTLE SOUTHSIDE GUIDE TO BIG CITIES: JUST DON'T.





## GUARDRAILS (CONTINUED)

**Do be provocative.  
Don't be political.**

Seattle Southside can and should have a POV, but it's best to avoid anything that could be perceived as political.

**YES**  
ADVENTURES HAVE NOTHING ON MICROADVENTURES.

**NO**  
MAKE MICROADVENTURES GREAT AGAIN.

**Do capitalize Southside.  
Don't call it south Seattle.**

As Seattle Southside gains recognition as a distinct place, be sure to always capitalize Southside and avoid identifying as other directional areas of Seattle.

**YES**  
DISCOVER A CURIOUSLY WONDERFUL WORLD IN SEATTLE SOUTHSIDE.

**NO**  
STOP FOR GAS IN SOUTH SEATTLE ON YOUR WAY TO THE AIRPORT.

**Do feel free to write in the first or third person.  
Don't use 'I' when speaking for the brand.**

Seattle Southside can be both singular and plural, depending on whether or not we're writing in the first or third person. However, if writing in the first person, avoid any singular pronouns that would make Seattle Southside a character rather than a place or group of people.

**YES**  
YOU BE CURIOUS, WE'LL BE WONDERFUL.

**NO**  
I'M READY WHEN YOU ARE.





# Our visual assets





# Photography Overview

As a curiously wonderful place, we want to make sure we capture breadth and depth of the people, places and things through our photography.

Whether we're choosing images from a stock photography source or taking our own, our images should evoke an emotion to create a connection with our audience.







# Photography

## PEOPLE

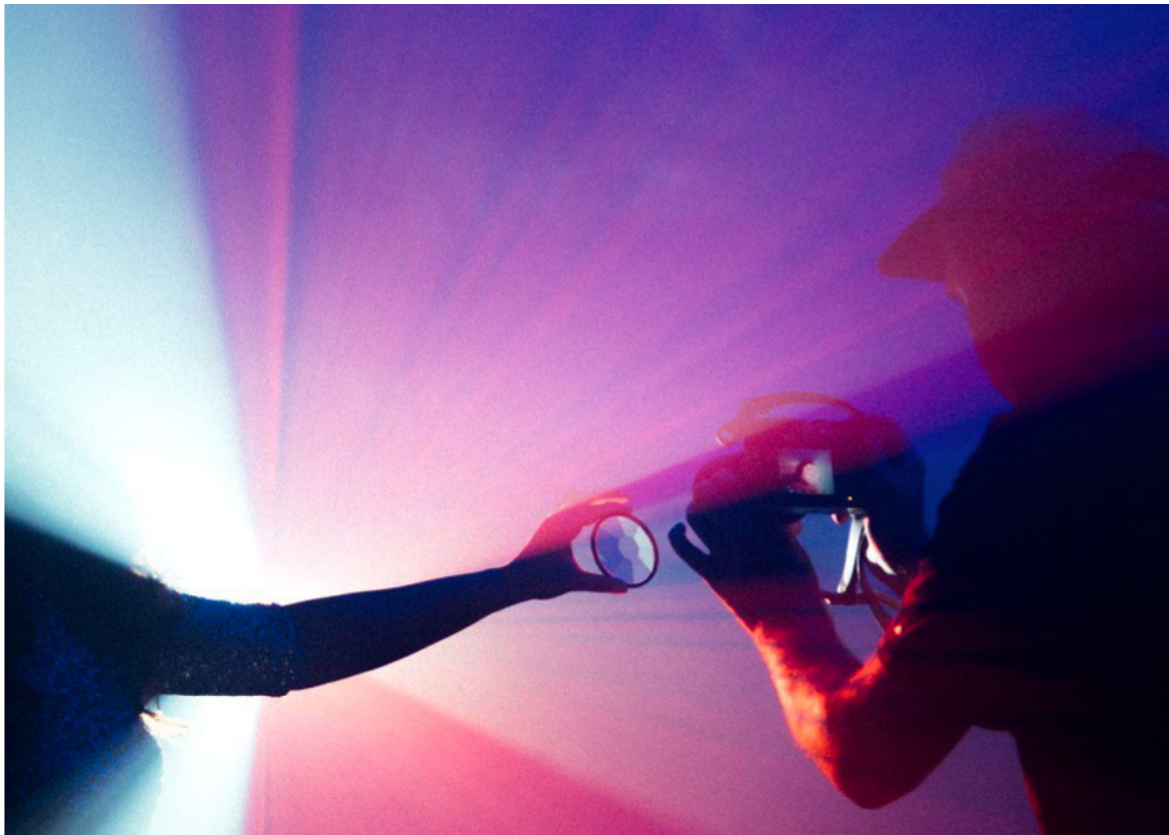
Here are a few things to consider when it comes to people photography.

It should feel intimate, with a strong focal point on the subject. A shallow depth-of-field can help achieve this.

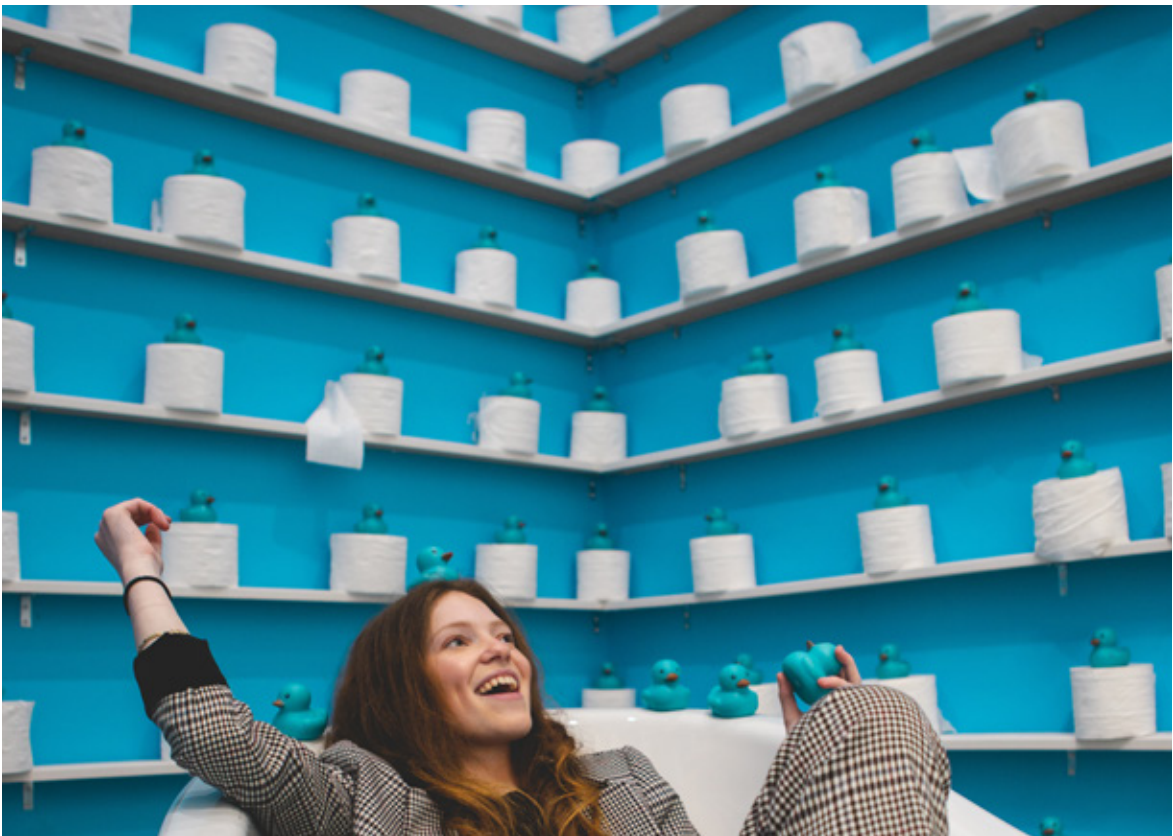
It should feel authentic to the subject’s personality and the moment.

It should evoke a sense of adventure, even if the person is static. This can come through in their wardrobe and their environment.

It should express diversity in our audience as well as the type of microadventure experiences Southside Seattle offers.



**Real.  
Creative.  
Oddly endearing.  
Active.**







# Photography

## TABLETOP & LOCATION

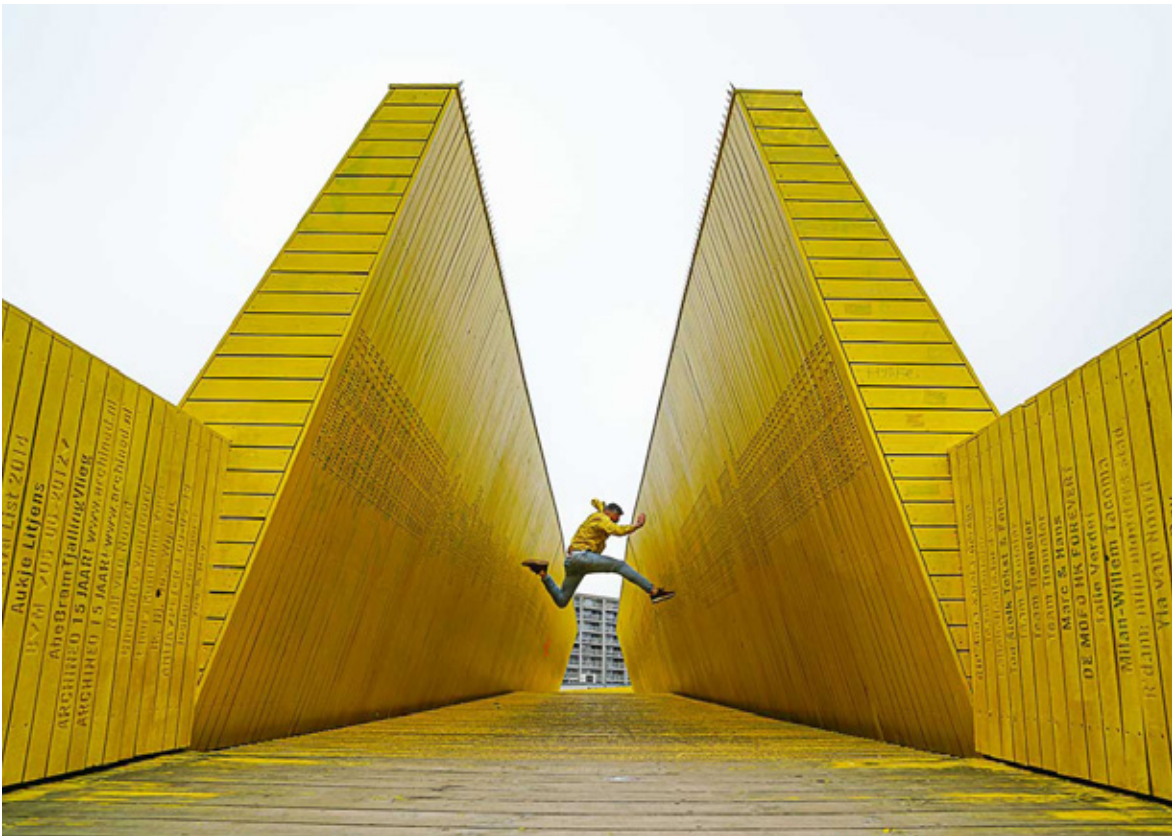
Here are a few things to consider when it comes to tabletop and location photography.

When it’s appropriate/relevant, adding a human element to the image can help create a connection with the viewer. This can also just be implied.

Artful, unusual angles can help heighten the sense of adventure and evoke curiosity.

Food and other tabletop photography should feel vibrant without feeling overly propped or retouched.

Location photography should feel colorful and when possible convey a sense of human experience, not just the physical space.



**Immersive.  
Enticing.  
Vibrant.**







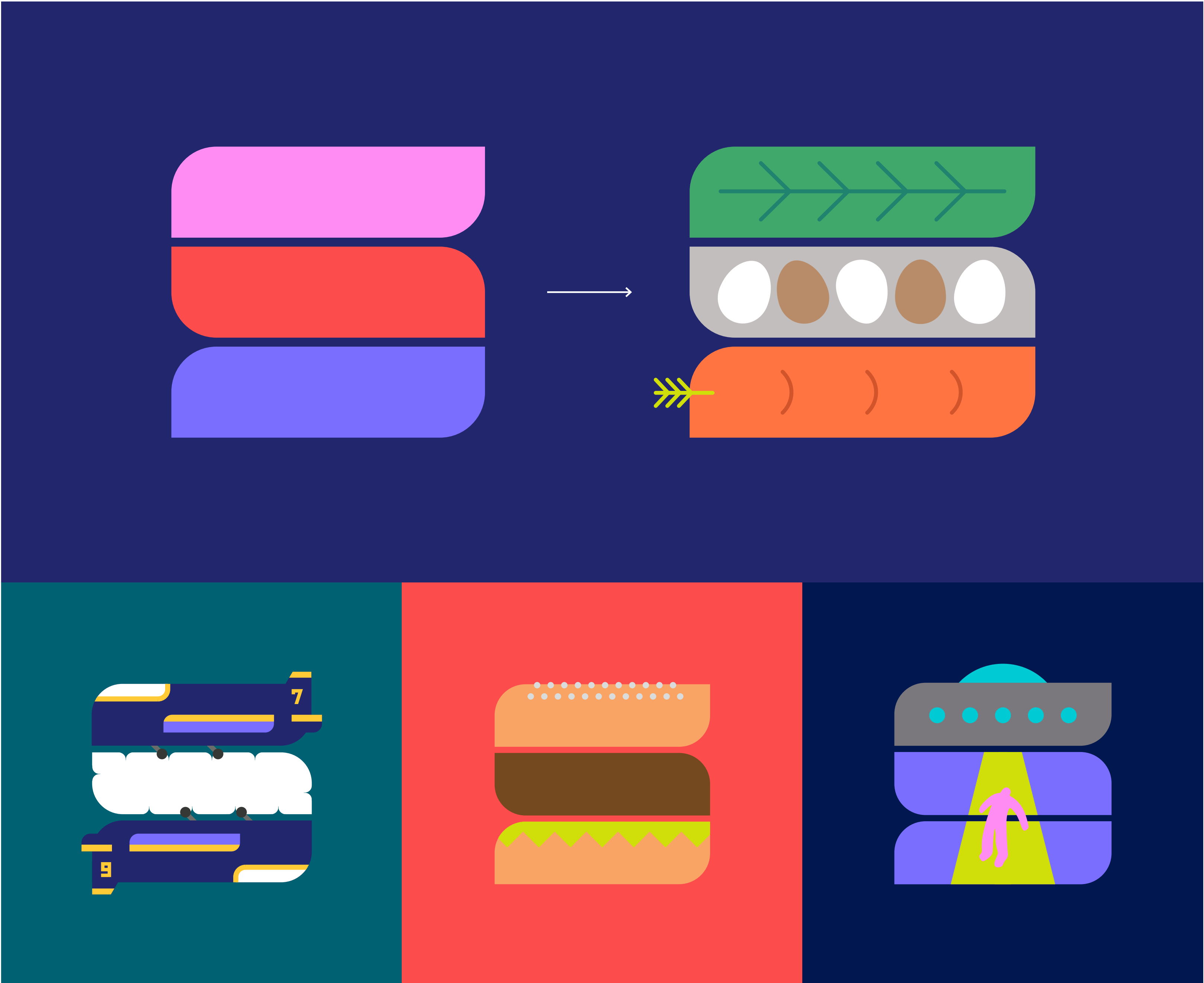
# Widget Illustrations

Our Widget Illustrations are derivative of our icon shapes.

We use them as a foundation to create unique themes and visuals which speak to the limitless adventures to be found in Seattle Southside.

Ensure background colors of these illustrations are from our primary and secondary color palette to ensure brand distinction.

When creating illustrations, ensure they're flat, simple, delightful and creative.





Set of Widget Illustrations



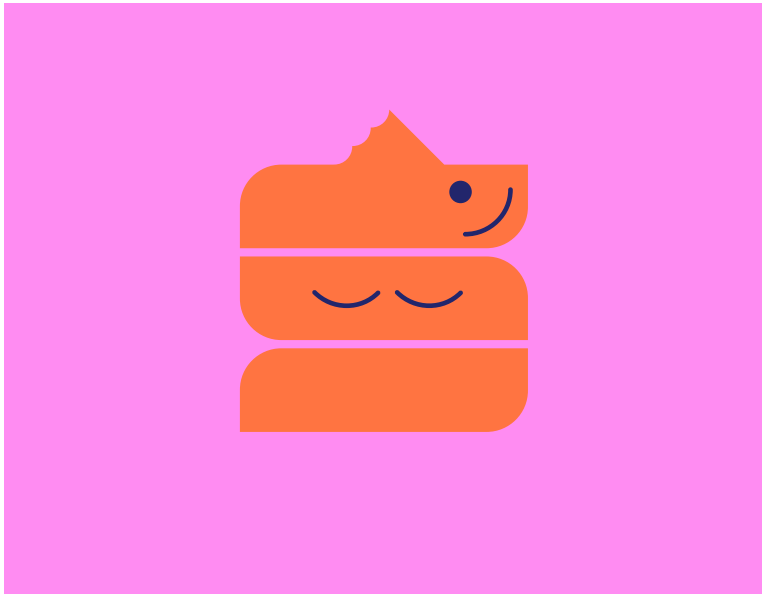
Pride



Popsicle



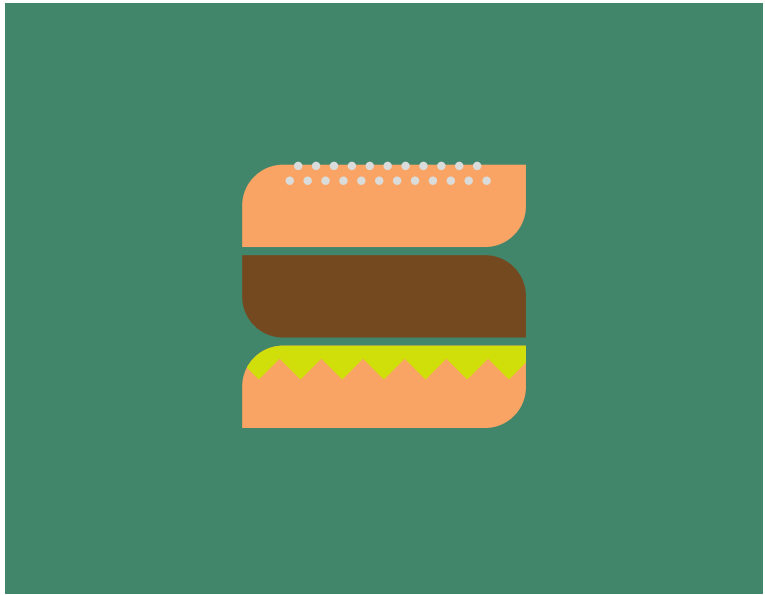
Honeybee



“Big Catch”



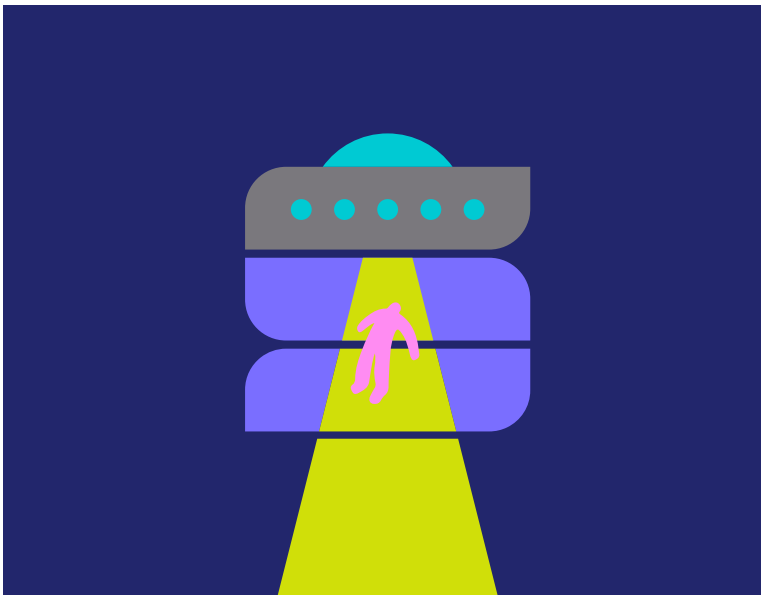
Chatty



Burger



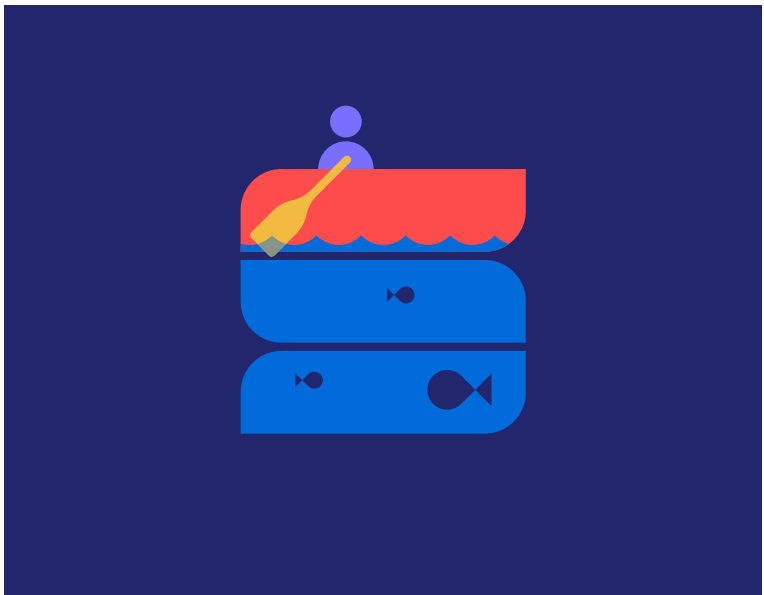
Wine



U.F.O.



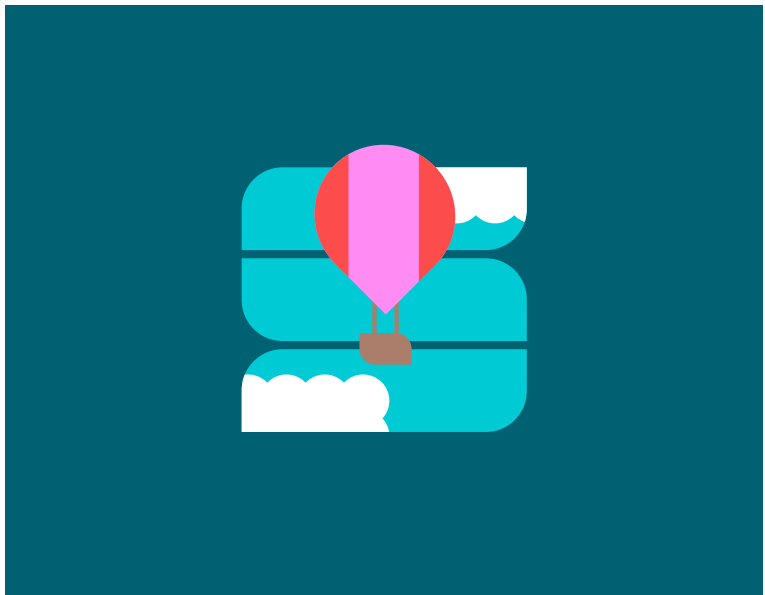
Farmers Market



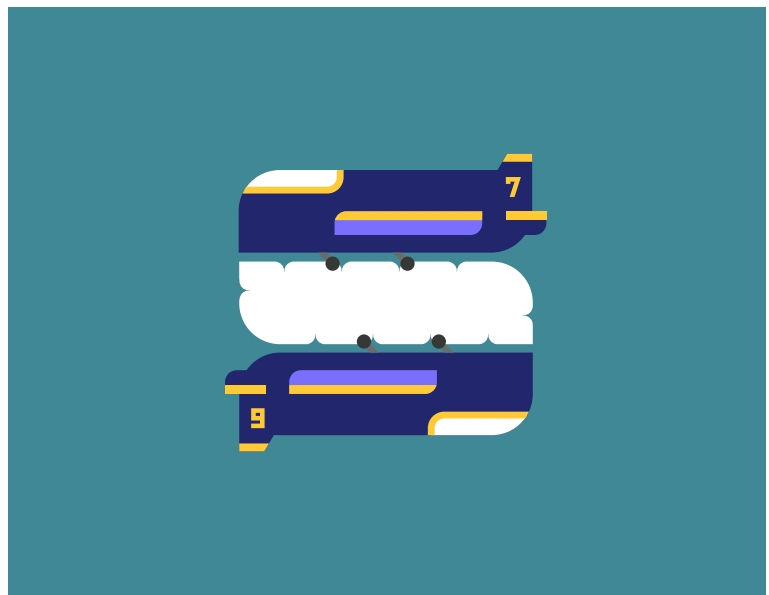
Canoe/Kayak



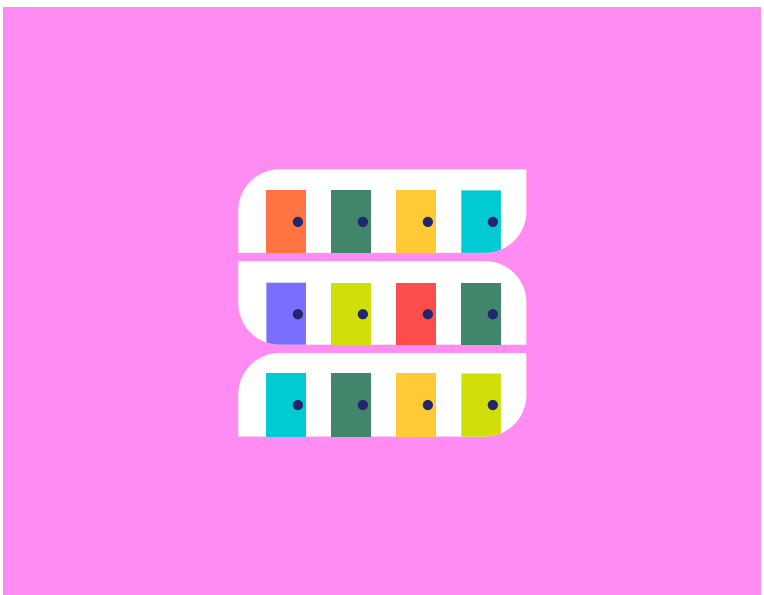
Coffee



Air Balloon



Blue Angels



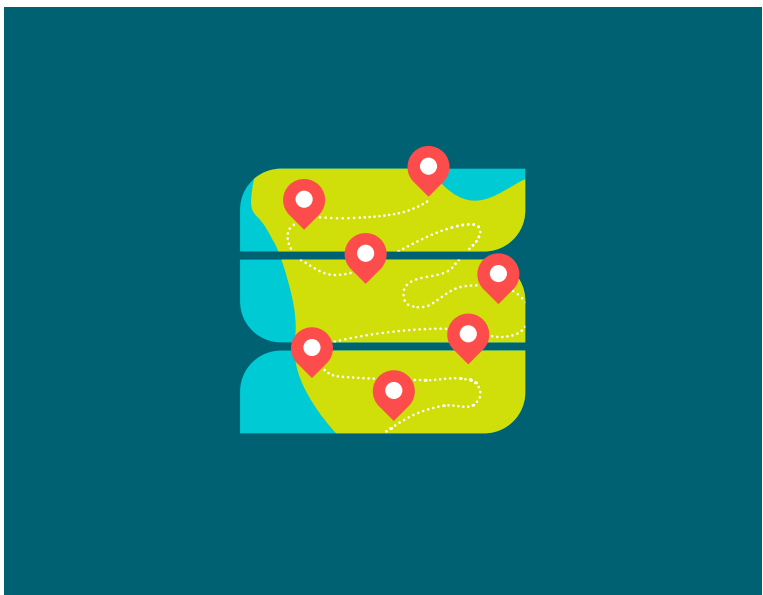
Stays



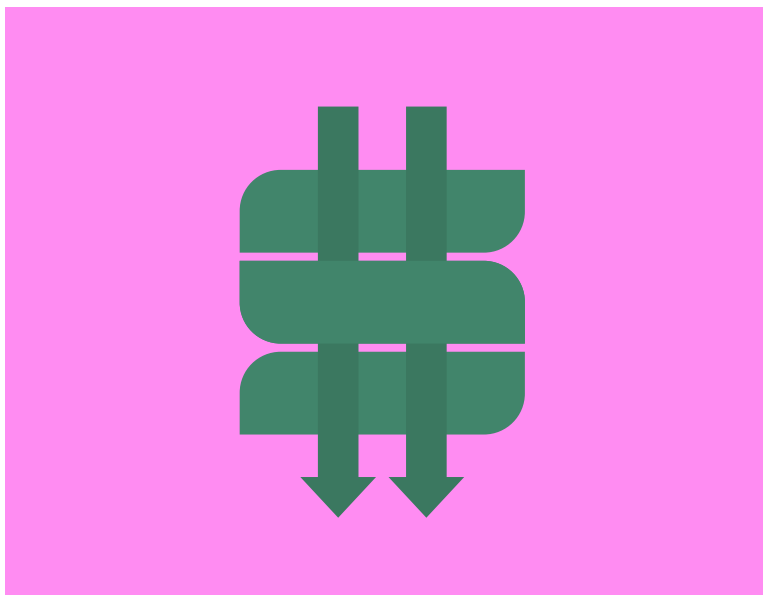
Sports



Little Africa



Trip Planning



Deals



# Our identity in action





# OOH

These illustrations show how our widget illustrations can be used as a branding device to highlight the major attractions in each city.








# Social

Our social presence will play in an important role in establishing our brand proposition and building equity around our identity, photography, illustrations and tone of voice.

INSTAGRAM



4:24

seattlesouthside

1,740 Posts4,968 Followers594 Following

Seattle Southside  
Tourist Information Center  
Welcome to #SeattleSouthside! Discover all the best in Tukwila, SeaTac, Des Moines, and beyond!  
www.seattlesouthside.com/instagram  
3100 S 176th St, Seattle, Washington

Follow

Message

Contact

+8


PLAYEATEXPLOREDEALSMENTIONS

4:25

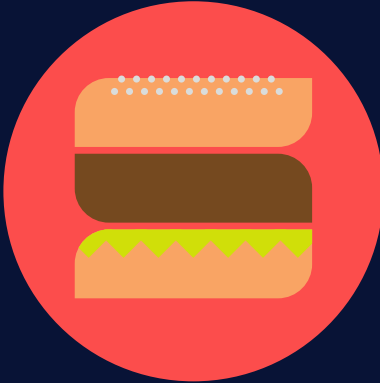
SEATTLESOUTHSIDE PostsFollow

Liked by wanderlustmyway and others  
seattlesouthside #HappyHoli from all of us at #SeattleSouthside 🌈  
Holi – “the festival of color” or “the festival of... more  
seattlesouthside #holiday #holi #happyholi #holifestival #celebrateholi #seattleevents #eventsnearme #seattlesouth #southseattle


HIGHLIGHTS  
ICONS



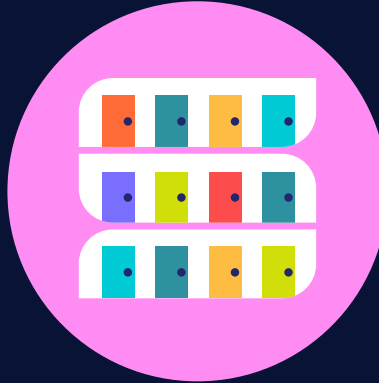
PLAY




EAT



EXPLORE



STAY



MENTIONS

33

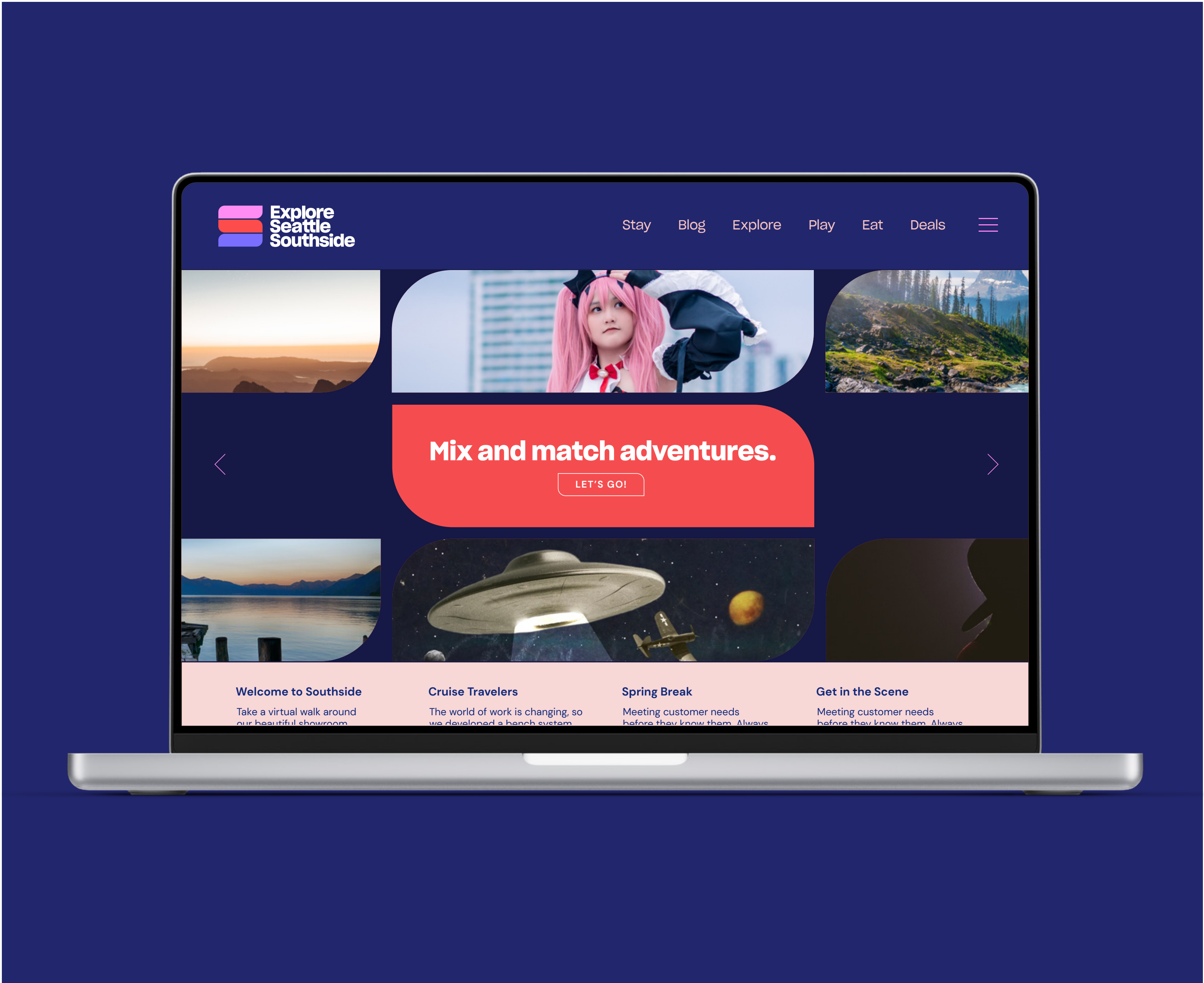
Seattle Southside Digital Style Guide 2022





# Landing Page

As one of the first touchpoints in our consumers’ journey, we’ll use our website to create a bold call-to-action and invite visitors to explore Seattle Southside.





# Swag

Using humor and bold graphics, we'll establish Seattle Southside as a curiously adventurous destination for everyone.







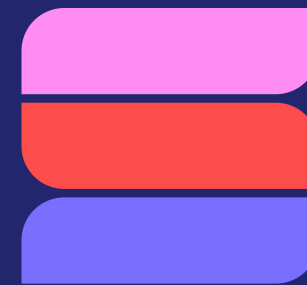
# B2B Ads



These illustrations show how our widget illustrations can be used differently but maintain a consistent look in print.







**Stay Curiously Wonderful.**