



Troutdale, Oregon BrandTouch™ Manual

Order comes from simplicity. Inside, you will find the simple rules that guide the Troutdale, Oregon Brand, and will help create equity as we tell others about Troutdale.

PREPARED BY



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The Brand Manual
is essentially a set
of rules that explain
how your
brand works.

Brand guidelines should be flexible enough for your community to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

1.0

Brand

2.0

Logo

3.0

Color

4.0

Typography

5.0

Expansion

6.0

Resources

1.1 Brand Statement

UNDERSTANDING VALUE

Too often, designers orient messaging around what THEY believe to be the most important features of their community, instead of looking into what's actually important to citizens. Take the time to understand your community and their values, then align your messaging accordingly.

The core values define the company's strengths and how it needs to behave to achieve its vision.

Brand Statement

We are shaped by powerful forces of water, wind, and land. It is here that the Sandy River carries rushing waters from the glaciers of Mount Hood to the mighty Columbia. It is here where flood and fire formed Broughton Bluff – standing sentinel as a stunning backdrop to our downtown. It is here that land rich with flora and fauna sustained Native Americans, early settlers, and a growing region.

We are rooted in history. It is here that the Chinookan Peoples hunted and fished the lands along the rivers and mountains. It is here that explorers like Vancouver, Lewis, and Clark charted a path for European settlement in the region. It is here where enterprising businesses launched to serve a growing region with food, timber, wool, and hides. It is here where aluminum provided for World War II. It is here that character is preserved in museums and homes.

We are transported over time. The Union Pacific Railroad crossed our continent and the station here gave birth to a town of commerce and industry. Decades later, the Columbia River Highway, the first planned scenic highway in the nation, brought cars through Troutdale to explore the iconic wonders of the Columbia River Gorge. To this day, Troutdale is a place where the movement of people and goods is evident all around us.

We are connected in dramatic ways. To our west is the metropolis of Portland a city that embodies the urban dynamics of the Pacific Northwest. To our east is the Gorge, a stunning reminder that this place is a product of natural forces far stronger than our own, forces we can feel as the wind blows. We embrace our exceptional role as the transition between nature and city.

We are grounded in community. We preserve and enhance our historic downtown, we embrace our natural setting, we envision a future that honors our past. We cherish our role as the Gateway to the Gorge. But we are more place than passage. We are a place for families, a place of friendships, a place of gatherings, a place of creativity, and a place of opportunity. We look to the future with bold vision.

We invite you to experience our place, feel the warmth of our people and the power of our surroundings.

We are Troutdale, Oregon – Our Nature Will Move You

1.2 Brand Message

The primary message used to express the brand promise. This reflects the desired position of the brand.

LOGLINE

Your logline should give people an idea of what you offer and provide some sort of hook to stimulate interest. For example, “a boutique PR agency that specializes in launching hot emerging tech companies” or “an accounting firm that deals exclusively with small-business audits.”

Once you’ve got your logline, go back through your marketing copy and make sure these simple messages come through loud and clear. You can also use the logline itself in your marketing materials, on your web site and social media properties, and in conversations with customers and prospects.

Troutdale,
Oregon:
Our Nature
will Move You

2.1 Logo

Your community already has a personality. The job of the brand is to preserve that personality while helping the community to realize its vision of its future.

A. LOGOMARK

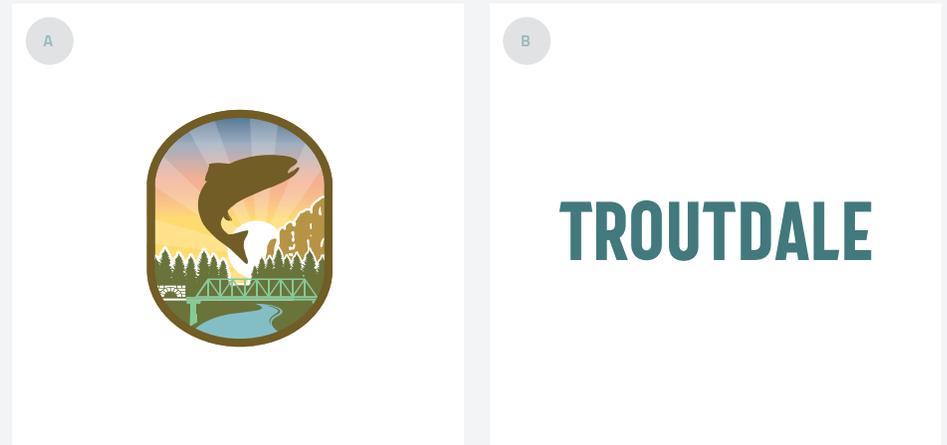
A logomark is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

B. WORDMARK

A wordmark refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

C. LOGO

The logo is the combination of the logomark and logotype along with the tagline to graphically convey the identity of the community.

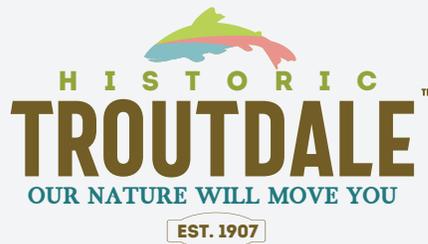


2.2 Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and signage.

LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

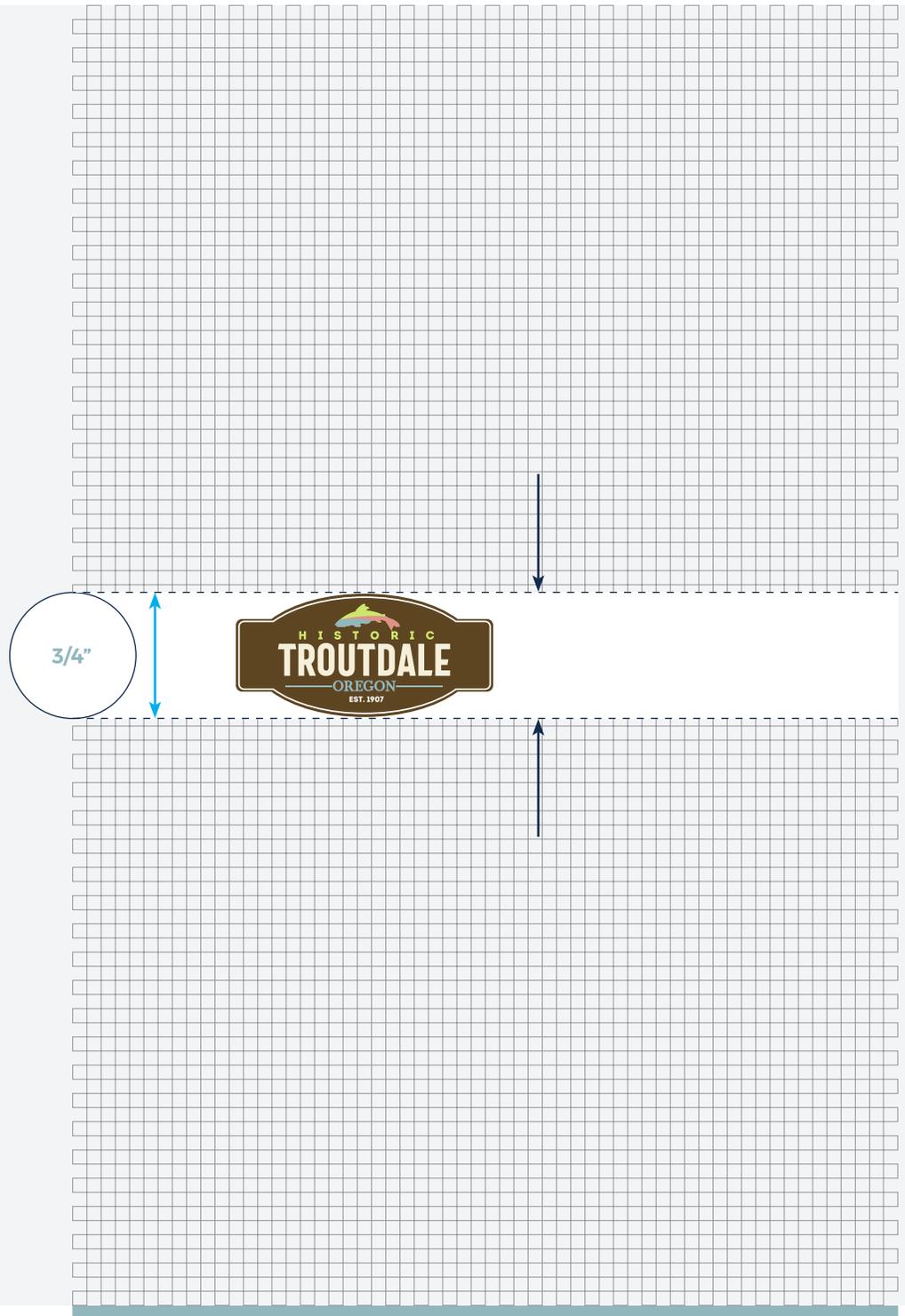


2.3 Logo Sizing

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype).

A. MINIMUM SIZE

Smaller than about 3/4 of an inch, and most logos become ineffective. It doesn't mean you can't make them smaller, you just have to know the rule before you break the rule.

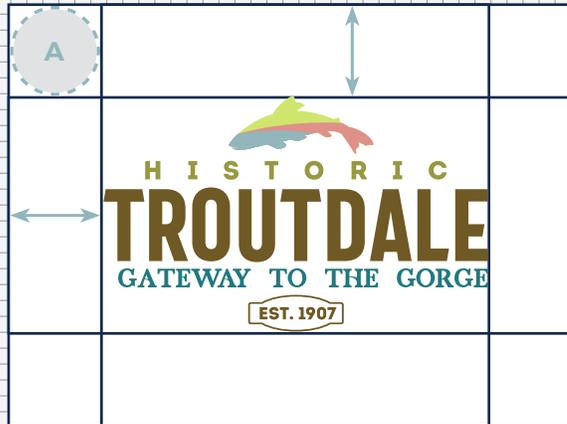


2.4 Logo Spacing

The area that surrounds the logo known as “clear space” is as important as the logo itself.

WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of A, known as “clear space,” provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility - thereby diminishing the effectiveness of the logo.



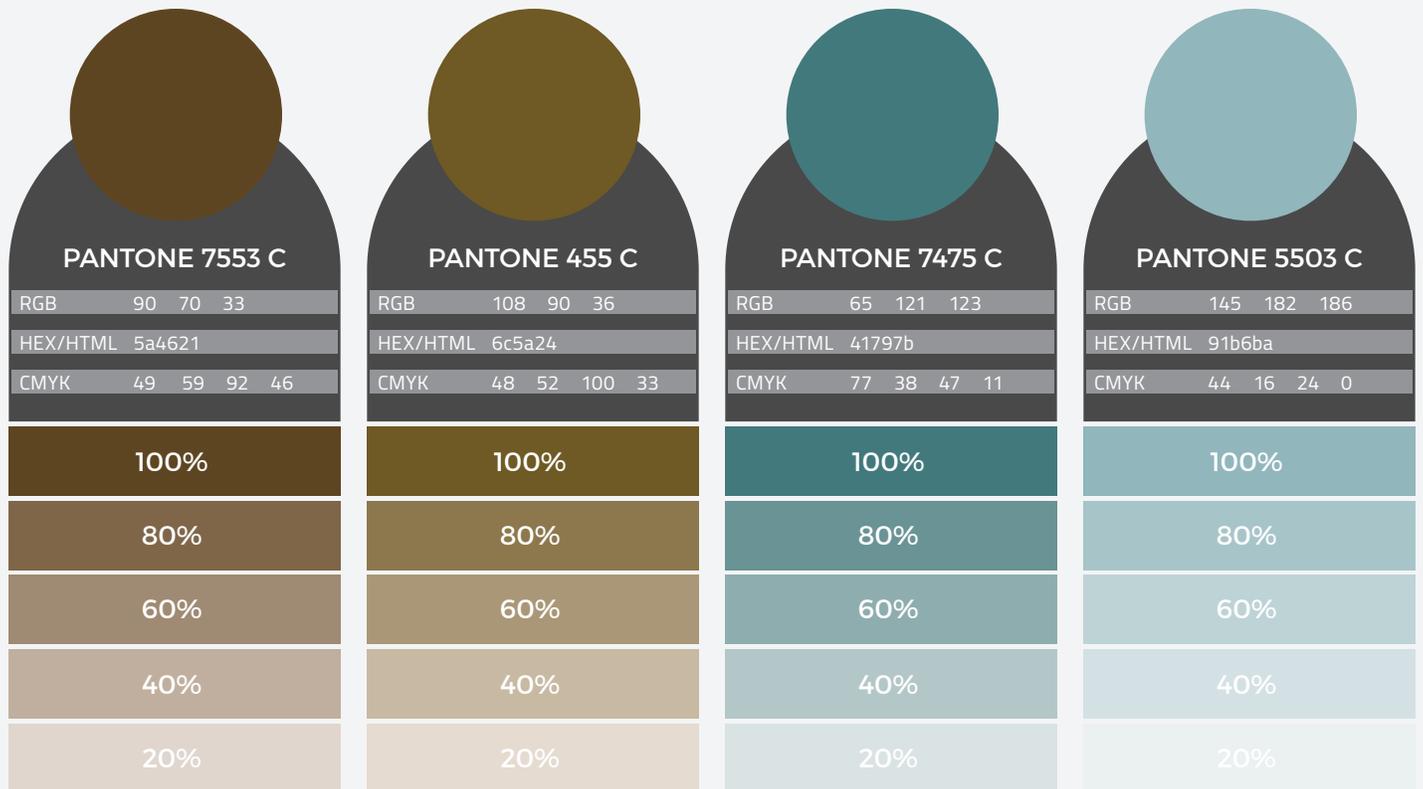
3.1 Color Palette

Color choices are used to differentiate items, create depth, add emphasis, and help organize information.

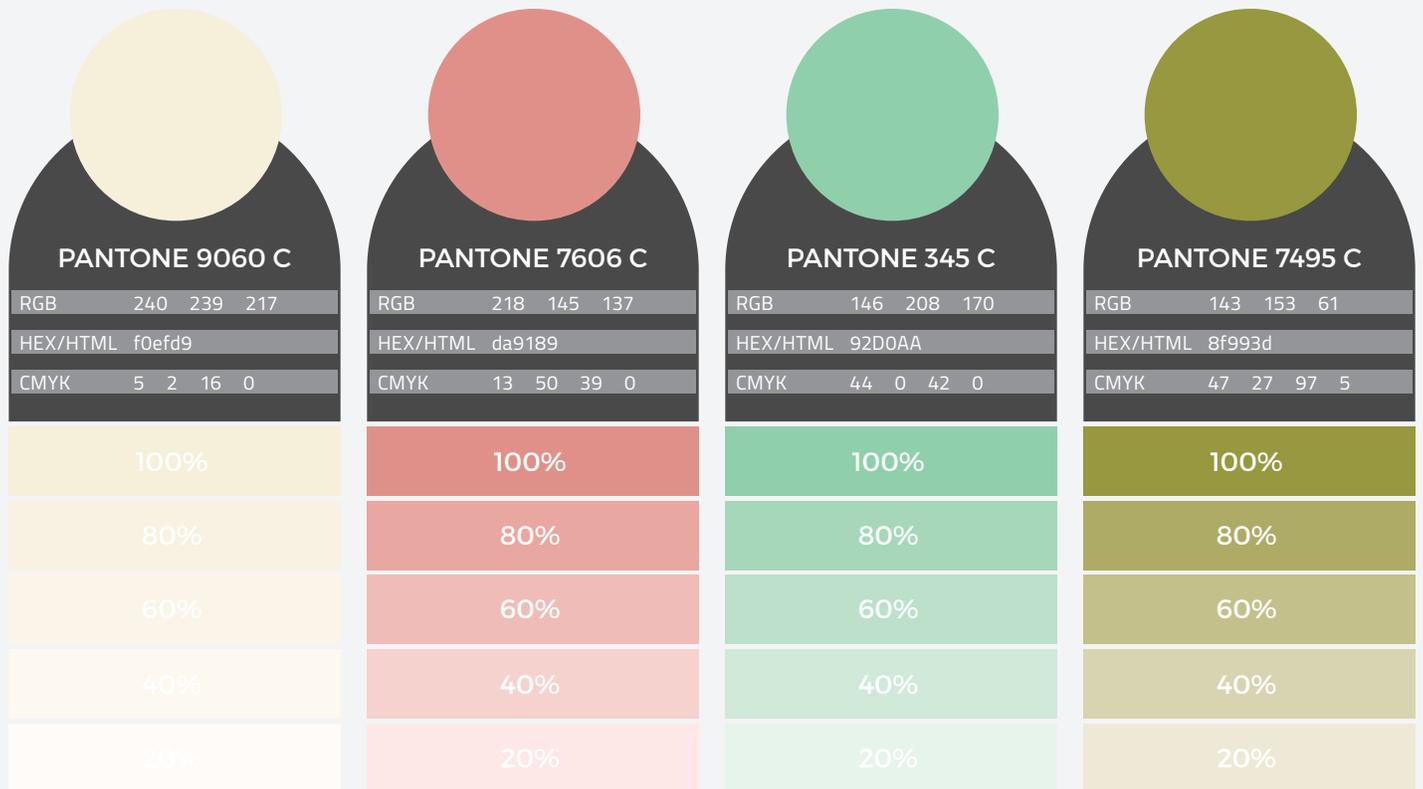
COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Destination Color Swatches



Almost 90% of people's assessment on products or services is based on colors alone. Due to colors' strong influence on moods and feelings, their association with products can influence our attitudes and affect purchasing power towards brands.



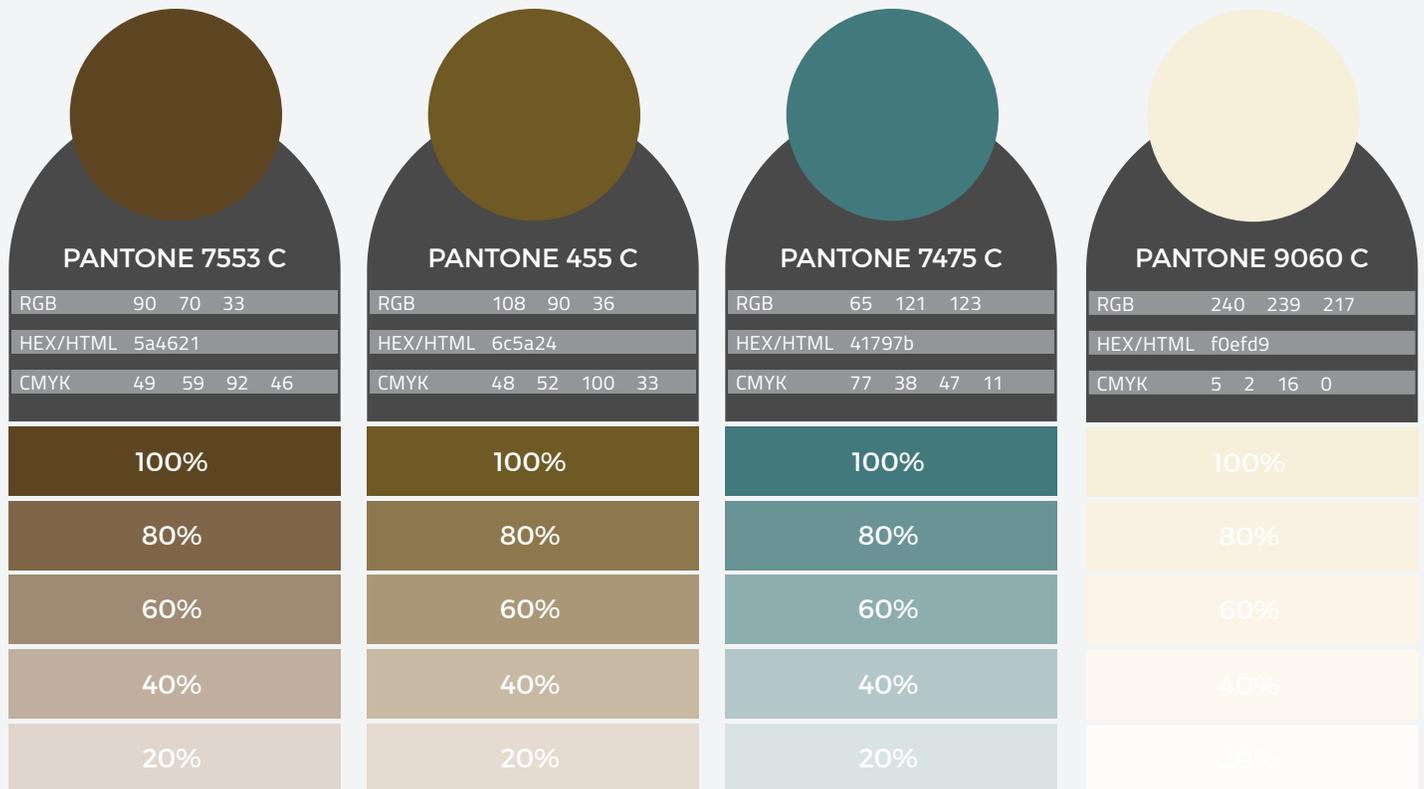
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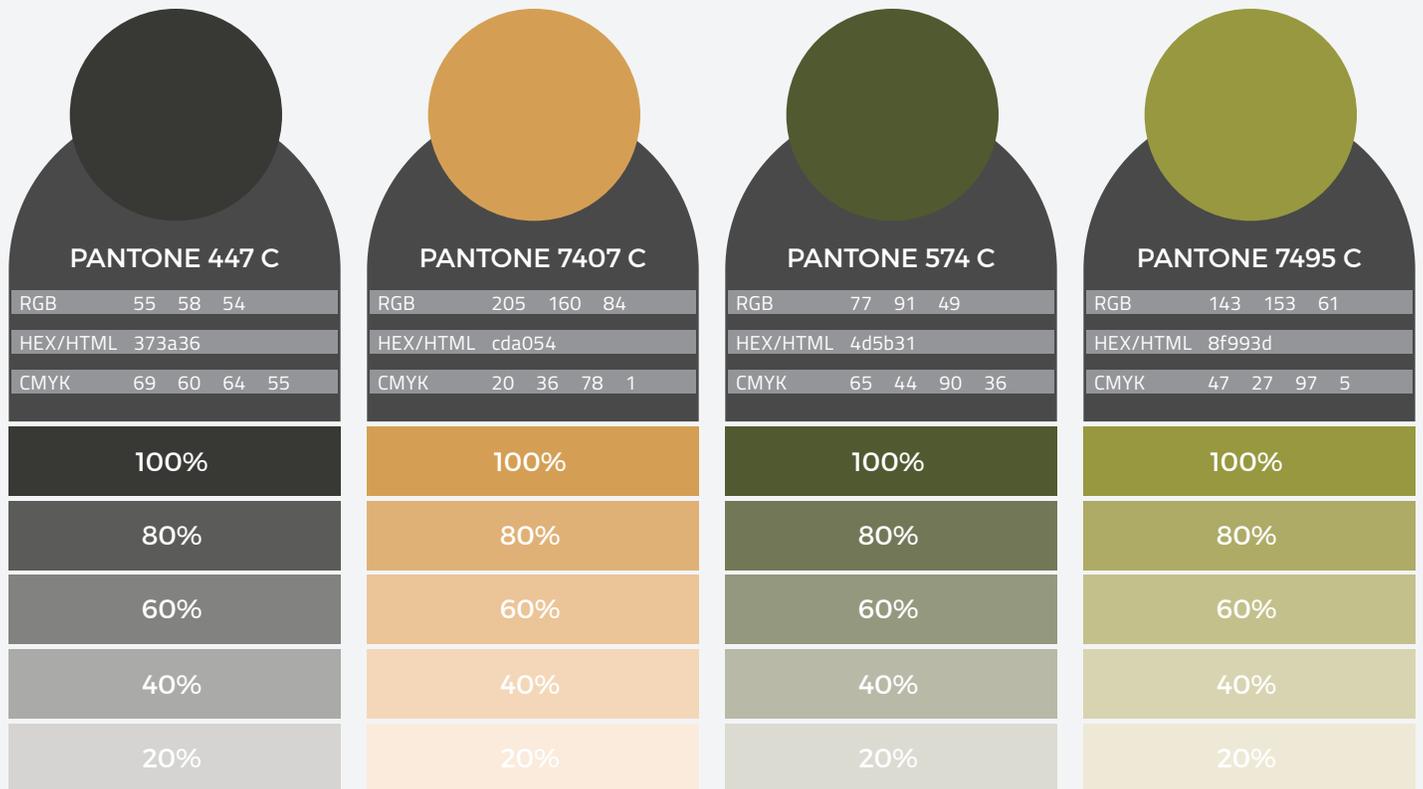
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City Color Swatches



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5.1 Typography

Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic.

SWATCHES

Typography is the visual component of the written word.

Text is any combination of letters, numbers, or other characters.

Text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved. All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is another word for font. Fonts are part of typography, but typography goes beyond fonts.

www.practicaltypography.com/what-is-typography.html

Do not think
of type as
something
that should
be merely
readable.
It should
be beautiful.

5.2 Primary Typeface

The Bartender Regular

HELLO I'M:

THEBARTENDER

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

5.3 Secondary Typeface

Rasoav Regular

HELLO I AM:
RASOAV
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Intro Bold

ABCDEFGHIJKLM£
NOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%&

Eyes Wide Open

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890!@£\$%^&

Montserrat- Body Copy

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890!@£\$%^&

5.4 Type Hierarchy

In order to guide the reader, then, headings are usually large, sub-headings are smaller, and body type is smaller still.

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

TROUTDALE,

H1

TROUTDALE, OREGON

H2

Troutdale, Oregon

H3

TROUTDALE, OREGON

H4

Troutdale, Oregon

BODY COPY

Troutdale, Oregon

CAPTION

Troutdale, Oregon

CC

6.1 Wayfinding

The wayfinding system should be introduced as part of the brand because it plays such an important role in the perception and flow of your community.



PRIMARY GATEWAYS

These gateways are the primary intersection points and main entry ways to town. They need to be highly visible and introduce the brand.

BUILDING MARKERS

The markers can be either wall mounted or monument style and denote important landmarks in the downtown district.

TRAILBLAZERS

Trailblazers are the directing signs leading motorists to the main attractions in the area. These should have a maximum of three locations per sign and carry motorists from gateway to parking lot. Colors can be used to distinguish between different districts and can become smaller as the scale and speed of the roadway narrows.

STREET BANNERS

Banners are very popular and help to add color and movement to the lanes of travel, acting as a speed calming device. They too can be color coded by district and can promote local events, as well as promoting the brand.

PARKING SIGNAGE

Identifying parking is important in creating a parking system in downtown. Visitors are more likely to walk a block or two to shop if the signage system leads them directly to a public parking lot and tell them how to proceed. The parking markers can be by themselves or as attachments to trailblazer signs.

INFORMATIONAL KIOSKS

Informational kiosks serve as the transition point for vehicular traffic to pedestrian traffic. These kiosks should be located at major public parking resources and should include a map and the shopping & dining guide, along with the walking tour brochures.

6.2 Collateral

Now is the time to put your logo on everything.
AND WE MEAN EVERYTHING.

SHOPPING BAGS

Perfect for local businesses to use to show that Troutdale, Oregon is a shopping

BUSINESS CARDS

Above all else, a business card is a tangible object that you can use to provide your contact information to potential customers. Because of this, it's essential not to sacrifice clarity for design elements. Most business cards contain your business name, your name and title, your telephone number, an email address, and a street address.

FASHION MERCHANDISE

Customers and citizens deserve the opportunity to show their pride in their hometown with fashionable merch available from local organizations and locally owned business.



6.3 Advertising

The activity of attracting public attention to a community or event, by placing announcements in the print, broadcast, or electronic media

HEADLINES

The main headline may be the strongest element of the ad or it may be secondary to a strong visual. Some ads may have subheads and other title elements as well.

BODY

The copy is the main text of the ad. Some ads may take a minimalist approach, a line or two or a single paragraph. Other ads may be quite text-heavy with paragraphs of information, possibly arranged in columns newspaper style. While the words are the most important part of the copy, visual elements such as indentation, pull-quotes, bullet lists, and creative kerning and tracking can help to organize and emphasize the message of the body of the ad.

ARTWORK

Photographs, drawings, and graphic embellishments are a key visual element of many types of ads. Some ads may have only a single visual while others might have several pictures. Even text-only ads might have some graphics in the form of decorative bullets or borders. When included with visuals the caption is one of the first things most readers look at after the visual.

CONTACT

The contact or signature of an ad may appear anywhere in the ad although it is usually near the bottom. It consists of one or more of:

Logo, Advertiser Name, Address, Phone Number, Map or Driving Directions, Web Site Address, Extras.

Some print ads may have additional special elements such as an attached business reply envelope, tear-out portion with a coupon, tip sheet, product sample.

TRANSPORTED FROM THE ORDINARY.

We are grounded in community. We preserve and enhance our historic downtown, we embrace our natural setting, we envision a future that honors our past. We cherish our role as the Gateway to the Gorge. But we are more place than passage. We are a place for families, a place of friendships, a place of gatherings, a place of creativity, and a place we are proud to call home.
We invite you to experience our place, feel the warmth of our people and the power of our surroundings.

We are Troutdale, Oregon Our Nature Will Move You

**HISTORIC
TROUTDALE
OREGON**
EST. 1907



Troutdale, Oregon Graphics Catalog

PREPARED BY



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7.1 Logo Contact Sheet

File Format Guide

All of the included graphic files might not work on your machine, but that does not mean that the file is corrupted or that there is something wrong with your machine. These files address all of the normal uses that a community implemented design would require. Always make sure to inform vendors that you have these different file formats available.



File Type: Portable Document Format
Category: Vector Image Files
File Description: Cross-platform document created by Adobe Acrobat or a program with the Acrobat plug-in; commonly used for e-mail attachments or for saving publications in a standard format for viewing on multiple computers; usually created from another document instead of from scratch.

Program(s) that open PDF files:

Mac OS	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Apple Preview
Windows	Adobe Reader to view (free), Adobe Acrobat to edit (commercial), Brava! Reader



File Type: JPEG Image File
Category: Raster Image Files
File Description: Compressed graphic format standardized by the JPEG (Joint Photographic Experts Group) group; commonly used for storing digital photos since the format supports up to 24-bit color; also a common format for publishing Web graphics; compressed using lossy compression, which may noticeably reduce the image quality if a high amount of compression is used. JPEG files do not support transparency.



File Type: Encapsulated PostScript
Category: Vector Image Files
File Description: PostScript (.PS) file that includes an embedded preview image in bitmap format; often used for transferring between different operating systems.

Program(s) that open EPS files:

Mac OS	Apple Preview, Adobe Illustrator, Acrobat, Photoshop, or QuarkXpress
Windows	CorelDRAW, Adobe Illustrator, Acrobat, or Photoshop, QuarkXpress



File Type: Adobe Illustrator File
Category: Vector Image Files
File Description: Native file format created by Adobe Illustrator; composed of paths, or lines connected by points, instead of bitmap data; may include objects, color, and text; often referred to as a Illustrator drawing. Illustrator documents can be opened with Photoshop, but the image will be rasterized, meaning it will be converted from a vector image to a bitmap.

Program(s) that open ai files:

Mac OS	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized), Apple Preview
Windows	Adobe Illustrator, Acrobat, Reader, Adobe Photoshop (rasterized)



File Type: PNG Image File
Category: Raster Image Files
File Description: Portable Network Graphics (PNG) is a raster graphics file format that supports lossless data compression. PNG supports palette-based images, grayscale images (with or without alpha channel), & full-color non-palette-based RGB images (with or without alpha channel). PNG was designed for transferring images on the Internet, not for professional-quality print graphics, & therefore does not support non-RGB color spaces such as CMYK.

In Microsoft Office, you can place EPS or PDF files that support transparency by going to the "Insert" menu and selecting "Photo>Picture from File..." This will ensure your files are using the highest resolution graphics for output.



ArtTrout-2C.jpg



BITE-4C.jpg



BITE-Black.jpg



BITE-Blue.jpg



BITE-Green.jpg



BITE-Tan.jpg



Cruise-In-4C.jpg



EarthDay-4C.jpg



EarthDay-Green.jpg



FallFestival-4C.jpg



FallFestival-Black.jpg



FallFestival-BLue.jpg



FallFestival-LtGreen.jpg



FinsontheSandy-4C.jpg



FirstFriday-4C.jpg



FirstFriday-Black.jpg



FirstFriday-Blue.jpg



FirstFriday-BROWN.jpg



FirstFriday-DkGray.jpg



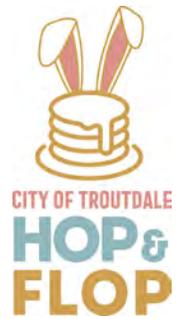
FirstFriday-Green.jpg



FirstFriday-MedGreen...



GtotheG.jpg



Hop&Flop-4C.jpg



CITY OF TROUTDALE
HOP & FLOP

Hop&Flop-Blue.jpg



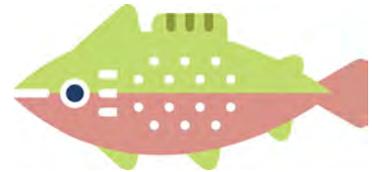
CITY OF TROUTDALE
HOP & FLOP

Hop&Flop-Pink.jpg



LITTLE TROUT
**PLAY
PARK**

Little Trout Play Park-4...



Little Trout-4C.jpg



MerryMovieNight-4C.jpg



MoviesinthePark-4C.jpg



MoviesinthePark-Gree...



PUBLIC
Art
**MASTER
PLAN**

PublicArtMasterPlan-2...

**SCULPTURAL
SIGNS**

SculpturalSigns-1C.jpg



SmeltBelt-2C.jpg



SmeltBelt-Bridge.jpg



SmeltBelt-MedGray.jpg



TROUTDALE
SUMMERFEST

Summerfest-4C.jpg



TROUTDALE
SUMMERFEST

Summerfest-Blue.jpg



TROUTDALE
SUMMERFEST

Summerfest-Orange.jpg



TCA-horz-4C.jpg



TCA-horz-BLUE.jpg



TCA-horz-Brown.jpg



TCA-horz-DkGray.jpg



TCA-horz-GREEN.jpg



TCA-horz-LTBLUE.jpg



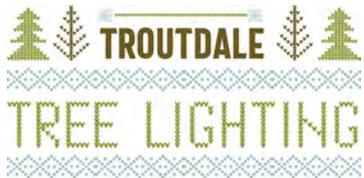
TCA-horz-MDGREEN.j...



TCA-icon-4C.jpg



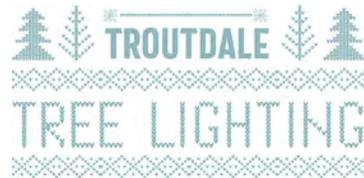
TCA-sm-4C.jpg



TreeLighting-4C.jpg



TreeLighting-Black.jpg



TreeLighting-Blue.jpg



TreeLighting-Green.jpg



TrickorTreat-4C.jpg



TrickorTreat-Black.jpg



Troutdale-Badge-Black...



Troutdale-Badge-Blue...



Troutdale-Badge-Brow...



Troutdale-Badge-Crea...



Troutdale-Badge-Dark...



Troutdale-Badge-DkGr...



Troutdale-Badge-Gree...



Troutdale-Badge-Light...



Troutdale-Badge-Med...



Troutdale-Badge-OR...



Troutdale-Badge-OR...



Troutdale-Badge-OR...



Troutdale-Badge-OR...



Troutdale-Badge-OR...



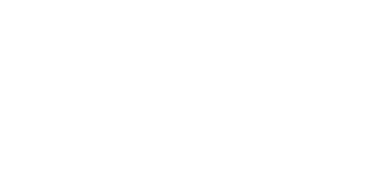
Troutdale-Badge-OR...



Troutdale-Badge-OR...



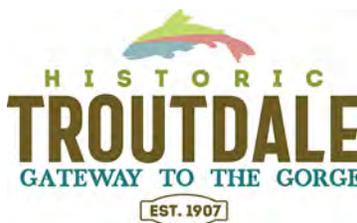
Troutdale-Badge-OR...



Troutdale-Badge-OR...



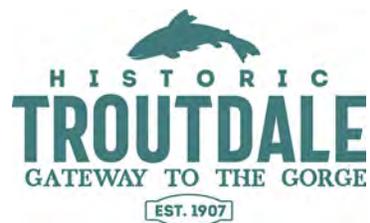
Troutdale-Badge-Whit...



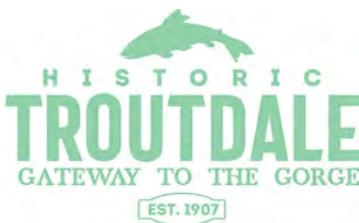
Troutdale-Full-GttG-4C...



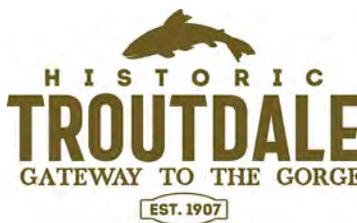
Troutdale-Full-GttG-Bl...



Troutdale-Full-GttG-Bl...



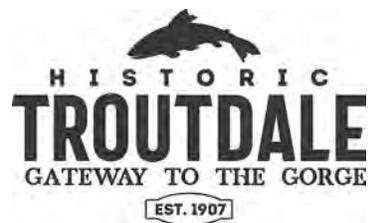
Troutdale-Full-GttG-Bri...



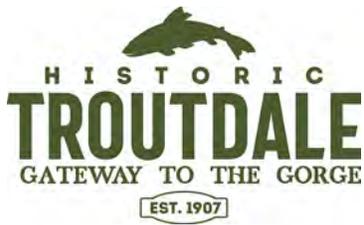
Troutdale-Full-GttG-Br...



Troutdale-Full-GttG-Cr...



Troutdale-Full-GttG-Dk...



Troutdale-Full-GttG-Gr...



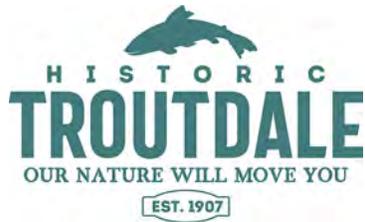
Troutdale-Full-GttG-M...



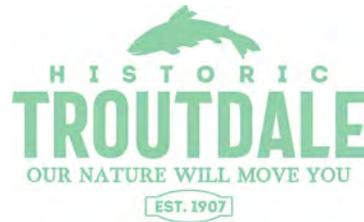
Troutdale-Full-Tag-4C...



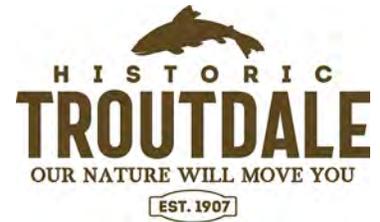
Troutdale-Full-Tag-Bla...



Troutdale-Full-Tag-Blu...



Troutdale-Full-Tag-Bri...



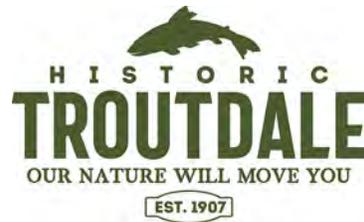
Troutdale-Full-Tag-Bro...



Troutdale-Full-Tag-Cre...



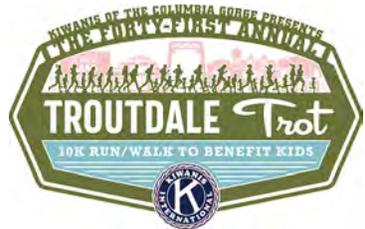
Troutdale-Full-Tag-Dk...



Troutdale-Full-Tag-Gre...



Troutdale-Full-Tag-Me...



Troutdale-Trot-4C.jpg



Values-Connected.jpg



Values-Grounded.jpg

Troutdale-Full-Tag-Wh...



Values-Rooted.jpg



Values-Shaped.jpg



Values-Transported.jpg



Values.jpg

VIBRANT
TROUTDALE



TROUTDALE **TROUTDALE**

VibrantTroutdale-4C.jpg

Woods-4C.jpg

Wordtype-Blue.jpg

Wordtype-Brown.jpg

TROUTDALE **TROUTDALE** **TROUTDALE**

Wordtype-DkGray.jpg

Wordtype-Green.jpg

Wordtype-MedGreen.jpg



City-Horz-4C.jpg



City-Horz-Black.jpg



City-Horz-Blue.jpg



City-Horz-Brown.jpg



City-Horz-Cream.jpg



City-Horz-DkGray.jpg



City-Horz-Green.jpg



City-Horz-MedGreen.jpg



City-Horz-White.jpg

City-Stack-4C.jpg



City-Stack-Black.jpg



City-Stack-Blue.jpg



City-Stack-Bridge.jpg



City-Stack-Brown.jpg



City-Stack-Cream.jpg



City-Stack-DkGray.jpg



City-Stack-Green.jpg



City-Stack-MedGreen.j...



City-Wordtype-4C.jpg

City-Stack-White.jpg



City-Wordtype-Black.jpg



City-Wordtype-Blue.jpg



City-Wordtype-Brown.j...



City-Wordtype-Cream.j...



City-Wordtype-DkGray...



City-Wordtype-Green.jpg



City-Wordtype-MedGr...



City-Wordtype-White.jpg



Confluence-Horz-4C.jpg



Confluence-stack-4C.jpg



CoT-Building-4C.jpg



CoT-Building-Black.jpg



CoT-Building-Green.jpg



CoT-Building-White.jpg



CoT-Code-4C.jpg



CoT-Code-Black.jpg



CoT-Code-Green.jpg



CoT-Code-White.jpg



CoT-ComDev-4C.jpg



CoT-ComDev-Black.jpg



CoT-ComDev-Green.jpg



CoT-ComDev-White.jpg



CoT-EconDev-4C.jpg



CoT-EconDev-Black.jpg



CoT-EconDev-Green.jpg



CoT-EconDev-White.jpg



CoT-Engineering-4C.jpg



CoT-Engineering-Blac...



CoT-Engineering-Blue....



CoT-Engineering-Whit...



CoT-Finance-4C.jpg



CoT-Finance-Black.jpg



CoT-Finance-Tan.jpg



CoT-Finance-White.jpg



CoT-Manager-4C.jpg



CoT-Manager-Black.jpg



CoT-Manager-Tan.jpg



CoT-Manager-White.jpg



CoT-Parks-4C.jpg



CoT-Parks-Black.jpg



CoT-Parks-DkGreen.jpg



CoT-Parks&Rec-4C.jpg



CoT-Planning-4C.jpg



CoT-Planning-Black.jpg



CoT-Planning-Green.jpg



CoT-PubWorks-4C.jpg



CoT-PubWorks-Black.j...



CoT-PubWorks-Blue.jpg



CoT-PubWorks-White.j...

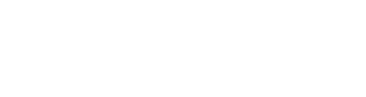
CoT-Recreation-4C.jpg



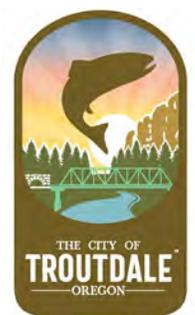
CoT-Recreation-Black....



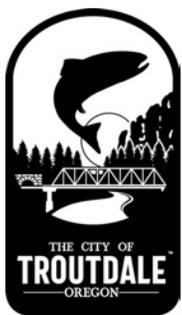
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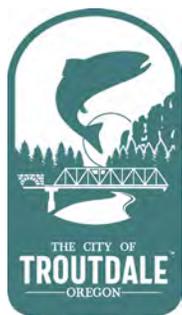
CoT-Recreation-White....



Cot-Seal-4C.jpg



Cot-Seal-Black.jpg



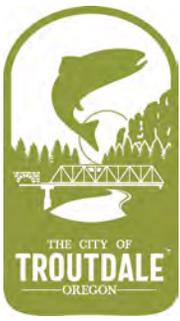
Cot-Seal-Blue.jpg



Cot-Seal-Brown.jpg



Cot-Seal-Gold.jpg



Cot-Seal-Green.jpg



CoT-Water&Streets-4...



CoT-Water&Streets-Bl...



CoT-Water&Streets-Bl...



CoT-WaterPollution-4...



CoT-WaterPollution-Bl...



CoT-WaterPollution-Br...



Dept-Community Deve...



Dept-Executive.jpg



Dept-Parks&Rec.jpg



Dept-Public Works.jpg



Social-2C-Blue.jpg



Social-2C-Bridge.jpg



Social-2C-Brown.jpg



Social-2C-DkGreen.jpg



Social-2C-Gold.jpg



Social-Icon-4C.jpg



Social-Place-2C-Blue.j...



Social-Place-2C-Brow...



Social-Place-2C-DkGr...



Social-Place-2C-Gold.j...



Social-Place-2C-Gree...



Social-Word-2C-Blue.jpg



Social-Word-2C-Bridg...



Social-Word-2C-Brown...



Social-Word-2C-DkGr...



Social-Word-2C-Gold.j...



Social-Word-2C-Green...



Troutdale-Badge-Black...



Troutdale-Badge-Blue....



Troutdale-Badge-Brow...



Troutdale-Badge-Crea...



Troutdale-Badge-Dark...



Troutdale-Badge-DkGr...



Troutdale-Badge-Gree...



Troutdale-Badge-Light...



Troutdale-Badge-Med...



Troutdale-Badge-OR-...



Troutdale-Badge-OR-...



Troutdale-Badge-OR-...



Troutdale-Badge-OR-...



Troutdale-Badge-OR-...



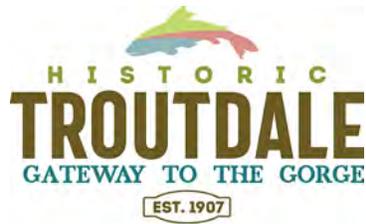
Troutdale-Badge-OR-...



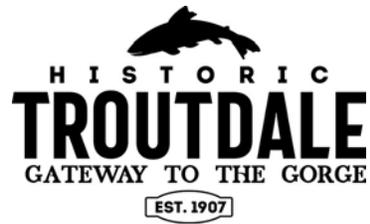
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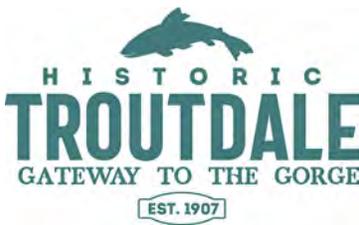
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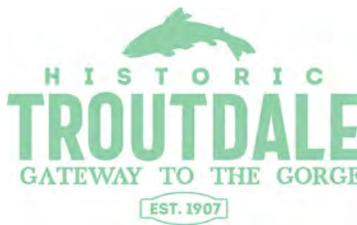
Troutdale-Full-GttG-4C...



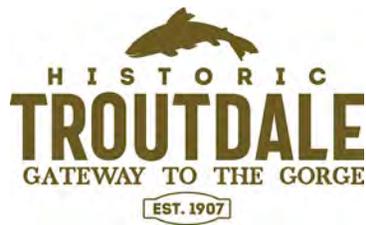
Troutdale-Full-GttG-Bl...



Troutdale-Full-GttG-Bl...



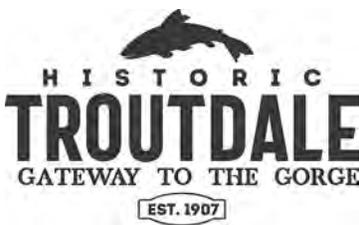
Troutdale-Full-GttG-Bri...



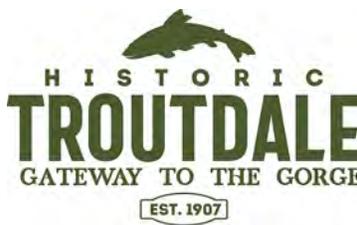
Troutdale-Full-GttG-Br...



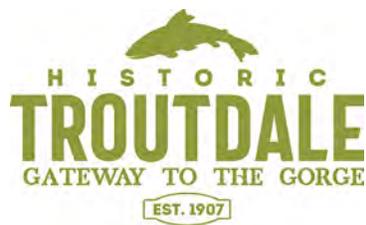
Troutdale-Full-GttG-Cr...



Troutdale-Full-GttG-Dk...



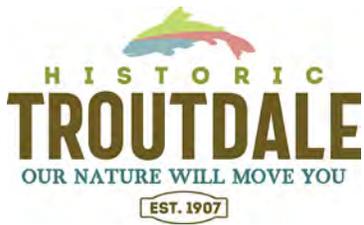
Troutdale-Full-GttG-Gr...



Troutdale-Full-GttG-M...



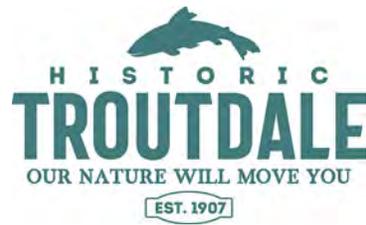
Troutdale-Full-GttG-W...



Troutdale-Full-Tag-4C....



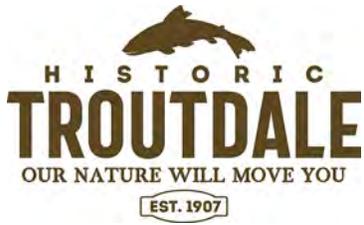
Troutdale-Full-Tag-Bla...



Troutdale-Full-Tag-Blu...



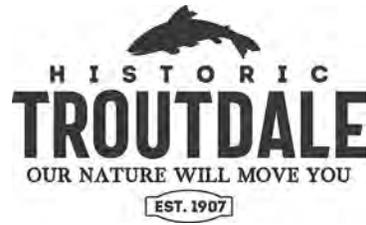
Troutdale-Full-Tag-Bri...



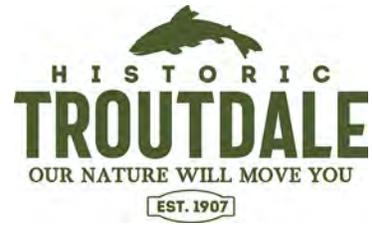
Troutdale-Full-Tag-Bro...



Troutdale-Full-Tag-Cre...



Troutdale-Full-Tag-Dk...



Troutdale-Full-Tag-Gre...



Troutdale-Full-Tag-Me...



Troutdale-Full-Tag-Wh...



Wordtype-Blue.jpg



Wordtype-Brown.jpg



Wordtype-DkGray.jpg



Wordtype-Green.jpg



Wordtype-MedGreen.jpg



Troutdale, Oregon Implementation Guide

PREPARED BY

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PHASE 1

Adopt Brand

- Board/Council Adoption
- Share Brand Link with Design Partners

PHASE 2

Technical Integration

- Install Fonts
- Copy Brand Folder to Local Drive
- Adopt Internal Toolbox with staff

Social Media

- Update Facebook Profile
- Update Instagram Profile
- Update Twitter Profile
- Update Pinterest Profile
- Load Photos as gallery in Facebook
- Create Pinterest Board with Brand Elements

Online

- Update Colors on Webpage
- Add New Graphics
- Update Favicon
- Add Brand Statement to Website
- Add Styleguide Request
- Add Brand Resources Page



PHASE 3

Communication

- Update Email Signature
- Adopt Powerpoint Template
- Adopt Digital Letterhead
- Upload Brand Materials to Email Newsletter
- Adopt Envelope Template
- Printer Updated Business Cards

Event Extension

- Logo Adoption
- Social Integration
- Marketing Integration
- Merchandise Expansion
- Signage
- Volunteer Swag

Collateral

- Share Brand Resources
- Share Merchadising Examples
- Share Brand Partner Idea List
- Create Volunteer Shirts
- Create Staff Shirts
- Vehicle Graphics
- Police Badges
- Bench,Trash Can, Public Space Integration

Wayfinding

- Plan Strategic Banner Strategy
- Plan Event Banner Strategy
- Explore Partnering for Comprehensive Wayfinding System
- Bike Sign System
- Bike Lane Branding
- Guerilla Pedestrian Signs
- Parking Signs

Printing

- Shopping & Dining Guide
- Organization Brochure
- Parking Cards
- Partner Banners
- Visit Cards
- Hours Signs

Other

-
-
-
-
-
-



HOW TO BE A BRAND PARTNER



From here, it's completely up to you, your community, your event, or your organization. There's no proper order, only the things that make sense for you!

Brand Merchandise

- Hats
- T-Shirts
- Coffee cups
- Decals
- Bumper stickers
- Bags
- Shopping bags
- Cycling jerseys
- Pint glasses
- Guitar picks
- Water bottles
- Outdoor gear
- Polo shirts
- Climbing chalk bags
- Hiking stick medallions
- Rain jackets
- Guitar straps
- Koozies
- Socks
- Invent something

Brand your Digital Presence

- Add logo to website
- Add logos to Facebook as a gallery
- Link from web to community website
- Use hashtag
- Share photos of branded items
- Tweet the web address
- Link google photo galleries to share
- Profile pics
- Send other businesses and organizations to the web address
- Instagram people having fun

Brand Your Place

- Request interest icons
- Look for brand extension opportunities
- Organizational logos
- Street banners
- Wayfinding signage
- Open signs
- Store hours signs
- Shopping & dining guides
- Advertising
- Pocket folders
- Visitor guides
- Business cards
- Brochures
- Annual reports
- Maps
- Trail guides
- Shopping bags
- Loyalty cards

Share With us

We would love to hear from you about all the amazing things you come up with to do with the brand. Please share images and stories of the brand at work with us.

Share With You

On a quarterly basis, we'll share important information with you, like added resources, usage stats, exciting implementations, and a report of the growing brand equity!

Check off one of the suggestions, and you are a **Brand Partner!**

Copyright Transfer Statement

Ben Muldrow as the agent for Arnett Muldrow & Associates, located at 316 West Stone Avenue, Greenville, SC, the owner of Copyright for this presented design(s) hereby grants a full copyright license transfer to Troutdale, Oregon, Here to utilize the following designs as the new owner sees fit to do so.

For the purpose of Community Branding.

This license, attested to by the parties effectively immediately shall serve as notice and agreement between the parties and may not be changed without written permission from the Arnett Muldrow & Associates. Arnett Muldrow & Associates retains the right to use the created material to self market and self promote.

This signed agreement also includes the transfer of rights to any variations of the logo previously agreed and supplied as part of the initial proposal.

Example of these variations could include : multiple color versions, size and dimensional variations – landscape and portrait, reversed out versions, social media profile images, favicon etc.



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Is there anything missing on this Copyright Transfer Form that was previously agreed? Let me know before accepting this statement. It is critical the information shared here is understood and accepted in whole.