



# BRAND GUIDELINES

*photo credit: Tammy Bremner*





For much of the outside world, Grant County may seem like uncharted territory. It's a little-known part of Oregon ...sort of a secret place. Although vast – it sprawls over 4,500 square miles, nearly as large as Connecticut – the county is remote from more urban parts of Oregon. It's not just rural, but proudly frontier. No freeway or railroad runs through it. You can't drive in from north, south, east or west without first crossing a 5,000-foot pass. Yet those who don't mind sharing a country road with a cattle drive, or pausing for a herd of elk, or stopping on the highway for a county fair parade, find it well worth the effort.

The 7,200 folks who call Grant County home have deep roots in their communities and families, some tracing back to the 1862 Gold Rush. Our biggest city is small by urban standards, and it boasts just one stoplight, the only one in the whole county. Drivers have to watch out for the town deer who hang out on highways and especially the road to the airport, and we've been known to scare the whillikers out of visitors by firing off a cannon to kick off our community celebrations.

It's a place where people greet each other, even strangers, on the sidewalk. A place where neighbors look out for their neighbors. A place where generation after generation has worked in harmony with the land. Above all, it's a place defined by the bounty of nature – meandering rivers, open range, towering forests, stunning rock formations and abundant wildlife. And while your new friends in Grant County may not tell you where their favorite huckleberry patch is, they'll gladly share the rest of their stories.

*Surprising scenery. Unforgettable people.*

**FIND YOURSELF HERE**



*what is unforgettable?*

# TWO-FINGER WAVE

OVER THE STEERING WHEEL

*photo credit: Joni Kabana*





*what is surprising?*

**WHEN WAS THE LAST TIME YOU LOOKED UP AT THE NIGHT SKY AND CAUGHT YOUR BREATH AT NOT JUST THE STARS, BUT THE DAZZLING BREADTH OF THE MILKY WAY SPLASHED FROM HORIZON TO HORIZON? WHEN WAS THE LAST TIME YOU STOPPED TO LISTEN, AND HEARD ONLY THE WHISPER OF WIND THROUGH A CANYON? WHEN WAS THE LAST TIME RUSH HOUR HAD ... NO RUSH?**

*photo credit: Tricia Seabold*



*Why Grant County?*

THE NEARLY SPIRITUAL FEEL OF

# LOW SUNLIGHT

ON A RUGGED LANDSCAPE

THAT'S WHAT PEOPLE GET. A SENSE OF TIME AND SPACE — IN THE SKY, DAY OR NIGHT, AND ON THE LAND. THEY MAY GET AN OPEN RIBBON OF ROAD FOR CYCLING OR DRIVING, A GLIMPSE OF A SALMON SPAWNING IN A RIPPLING CREEK, A CRYSTALLINE MOUNTAIN LAKE FOR SWIMMING, A RUGGED PATH FOR HIKING. THEY FIND A LANDSCAPE THAT CHANGES, HOUR BY HOUR, WITH THE RISING AND SETTING OF THE SUN AND THE SHIFT OF FOUR DISTINCT SEASONS. THEY GET THE ABUNDANCE OF NATURE, AND ROOM TO BREATHE IT IN.

*photo credit: Joni Kabana*



# WHY CRAFT A BRAND FOR **GRANT** **COUNTY?**

We want to present a picture of the way of life here – for the people who already live here and for those who perhaps dream of living here. This portrait should both represent and resonate with the people of Grant County. It should capture the friendliness of that two-finger wave over the steering wheel, the nearly spiritual feel of low sunlight on a rugged landscape, and the bootstrap ethic of independent, hard-working people.

The other important role of the brand is to relay that image to the world beyond our boundaries, to welcome not the whole world but specific types of visitors. Our brand is all about local knowledge. It should appeal to people who love community, country ways, outdoor adventure and nature, and who bring an open mind to enjoy and respect Grant County's way of life. Whether they want to live here or just stop by for a weekend, our brand asks them to park their preconceived perceptions at the county line, and open up to the Grant County experience.

*photo credit: Blue Mt Eagle*





photo credit: Joni Kabana



photo credit: Kelly Collins



photo credit: Joni Kabana



photo credit: Tammy Bremner



photo credit: Anita Crane

## WHO ARE WE SPEAKING TO?

Grant County residents are proud of their ties to the land as well as their close-knit communities. They are hard-working, conservative, adventuresome, and self-reliant. They are ranchers, loggers, caregivers, retirees, artisans and keepers of this area's history and traditions. Our messaging is for them – and about them. It should resonate with visitors who share those traits of individualism, curiosity and friendliness. They are people who seek outdoor adventure, an escape from urban pressures, a connection with the country and the people who inhabit it – and the peace of mind that comes with all of that.

**OUR AUDIENCE:** Folks who ride horses and greenhorns who just think that would be cool. Visitors are drawn to our sunny days and dark night skies, can handle our spotty cell service, and dream about an abundance of space in which to roam.

They are explorers – eyes and minds open to the lessons of our significant geographic, historic and natural sites. They come to watch paleontologists at work at the John Day Fossil Beds National Monument, visit the Gold Rush era cabin of poet-frontiersman Joaquin Miller in Canyon City, and trek to manned mountaintop fire lookouts on the Malheur National Forest. At the Kam Wah Chung Museum in John Day, they learn about an historic community of Chinese immigrants and herbal medicines still in use today.

Whether lured by our varied museums, open roads, hunting lands, natural wonders, or just the way the light shifts minute by minute across our rugged terrain, our visitors pack along a sense of curiosity about their world.



## HOW DO WE SPEAK GRANT COUNTY?

If Grant County has a voice, it's straight-forward and outspoken. We aren't shy about our views and the decibel level can be high; we like a good "discussion." Sometimes change gives us pause, and we tend to circle the wagons when some city slicker starts telling us our business. But if that same city slicker's car breaks down, we lend him our rig.

So while we don't all agree on things, if we hear someone's down, we pitch in to help and worry about the small stuff later. We get our inspiration from the land and advice from our friends and neighbors, and we gladly share it.

We've got real Western dirt on our boots, but that's how we roll – We work and play on the land, but we're not rustic hayseeds. We can talk timber specs, cattle feed conversion ratios, river hydrology, state and federal politics and climate data when we need to. But we like to stick to our favorite topic: this amazing place.



# PERSONALITY

So how do we present Grant County in a way that sets it apart from all the other great places across the West? First, we need every message we send out to celebrate the traits and experiences that Grant County alone can claim as its own. The words, the photos, the graphics all should work together to capture and relate OUR stories and OUR voices.

**TIP:** Use our dramatic landscapes, local community attributes, and direct wording to connect personally with the audience.

**TIP:** Capture attributes that are unique to Grant County—an activity, a natural attraction, a person— that stir pride in the locals and also intrigue potential visitors.

**TIP:** If you use humor to draw attention, keep it light and good-natured, reflecting the wry native wit of the people. Leave the hokey western clichés to the old-fashioned cowboy films. Revisit our list of voice characteristics to home in on Grant County’s personality.

**TIP:** Steer clear of broad platitudes like “Welcome to the West,” which tend to stir a reflex reaction: “Been there, done that.” If the phrase fits a broad swath of destination areas, it’s not a message that will connect and convince people about Grant County. It won’t stand out among the myriad voices calling to the explorers and adventurers.

**AMID THAT CLAMOR, STRIVE TO BE THE MEMORABLE SOLO,  
NOT JUST A REFRAIN FROM THE BACKUP SINGERS.**

## CHARACTERISTICS

Outspoken

Friendly

Casual

Generous

Genuine



# STUFF YOU CAN'T DO JUST ANYWHERE:

Just what makes a place unique? It could be a natural formation, a signature event, a link to significant time in history. Grant County has a wealth of these – some obvious, others quite surprising, all worth sharing. Here are just a few examples:

**FOREST LOOKOUTS** Climb high and catch some spectacular views. Grant County sits in the heart of the Southern Blue Mountains, its Ponderosa pine forests providing not just a wealth of recreation opportunities but highly valued timberlands. That resource led to the development of a system of mountaintop lookout towers across three national forests to monitor for wildfires. Many of them – Fields Peak, Flagtail Mountain, Indian Rock, and Dixie Butte and others—date back a century or more, and some are still manned during fire season. Some forest lookouts can be reached by a short hike or a drive; many require a sturdy vehicle with good tires and a stout sense of adventure. The rewards? Wildlife, wildflowers, panoramic views ... and the intense quiet of nature on high.

**FOSSIL HORSES** Lots of places have horses, but Grant County can claim some of the original horses, ancient equines that roamed the lands of the John Day Fossil Beds National Monument. The fossil collection there documents the evolution of horses from 54 million years ago to 5 million years ago, as dense jungle transitioned to a more temperate savannah. Visitors get to meet several horse types, ranging from tiny Orohippus (2 feet tall and 50 pounds) to the strapping 6-footer Pliohippus that roamed the local landscape, now an arid but stunning expanse. They can also see real, live paleontologists at work in the lab at the visitor center. It's so fascinating, the kids won't even realize they are learning.

**THE HUMONGOUS FUNGUS:** A honey fungus acclaimed as the world's largest living organism weaves its way through the soil across 3.4 square miles in the Malheur National Forest east of Prairie City. Thought to be 8,650 years old, it's not really that obvious except for some soft tufts that sprout from the base of trees. On the plus side, it's a boon for researchers and scientists, and visitors take home a whopper of a mushroom story to impress their friends.

**WHEELS WELCOME** Grant County offers some of the best roads around, whether you're on two wheels or four. Either mode works just fine on the Old West Scenic Bikeway, one of Oregon's first designated state bicycle routes. This 174-mile loop follows paved highways with refreshingly scant traffic. It also offers a sampler of the stunning terrain that defines Grant County – winding mountain ascents, pine forest summits, broad river valleys and fossil-flecked hills. Along the way, travelers can find lodging and a friendly greeting in towns like Mt. Vernon, John Day, Prairie City, Bates, Long Creek, Monument, Kimberly, and Dayville. Bonus: One section of the route coincides with the Journey Through Time Scenic Byway, which cuts west-east across the county and offers a veritable panorama of the state's geologic and prehistory past. So saddle up or grab the wheel, and hit the road with us.

**OUR CHINESE TIES AND GOLDEN PAST:** In the heart of John Day, the Kam Wah Chung State Heritage Site preserves a humble building that once was the trading post, post office, spiritual center and gathering place for one the largest Chinatowns in the West. Chinese immigrants were drawn by a series of gold discoveries, first to California and then on to Eastern Oregon in the 1860s. Two Chinese entrepreneurs, "Doc" Ing Hay and Lung On, packed the cramped, dark rooms of the building with both conventional dry goods and Chinese traditional medications. Even as the gold fever ebbed and the Chinese miners largely left the area, the two men stayed on. After their deaths in the mid-1900s, relatives locked up the building intact, preserving it as a museum. Today, guided tours take visitors – including many from Chinese communities across the globe – through the narrow halls past jars of Chinese wares, incense and tea packets, baking goods, booze and tobacco. When they leave, it's with memories of an intriguing chapter of our history.

*Surprising scenery. Unforgettable people.*

## FIND YOURSELF HERE



# WARNING: SOME SETTINGS MAY BE TOO RELAXING FOR CITY DWELLERS

FIND YOURSELF HERE  
Canyon City, Dale, Dayville, Fox, Granite,  
John Day, Kimberly, Long Creek, Monument,  
Mount Vernon, Prairie City, Seneca



GRANT COUNTY CHAMBER OF COMMERCE  
541 575 0547 | GCOREGONLIVE.COM  
301 WEST MAIN ST JOHN DAY, OR 97845

*photo credit: Baron Barnett*



# WE STREAM A LOT OF STARS, (EVERY SINGLE NIGHT)

## FIND YOURSELF HERE

Canyon City, Dale, Dayville, Fox, Granite,  
John Day, Kimberly, Long Creek, Monument,  
Mount Vernon, Prairie City, Seneca



GRANT COUNTY CHAMBER OF COMMERCE  
541 575 0547 | [GCOREGONLIVE.COM](http://GCOREGONLIVE.COM)  
301 WEST MAIN ST JOHN DAY, OR 97845

*photo credit: Michael Schoenholz*



# PARDON OUR CROWDS

FIND YOURSELF HERE

**SURPRISING SCENERY,  
UNFORGETTABLE PEOPLE**  
Canyon City, Dale, Dayville, Fox, Granite,  
John Day, Kimberly, Long Creek, Monument,  
Mount Vernon, Prairie City, Seneca



GRANT COUNTY CHAMBER OF COMMERCE  
541 575 0547 | [GCOREGONLIVE.COM](http://GCOREGONLIVE.COM)  
301 WEST MAIN ST JOHN DAY, OR 97845

*photo credit: Joni Kabana*



**GIVE YOURSELF  
SOME  
SPACE**

FIND IT IN OUR GRANT COUNTY COMMUNITIES  
Canyon City, Dale, Dayville, Fox, Granite,  
John Day, Kimberly, Long Creek, Monument,  
Mount Vernon, Prairie City, Seneca

**GRANT  
COUNTY  
OREGON**

GRANT COUNTY CHAMBER OF COMMERCE  
541 575 0547 | GCOREGONLIVE.COM  
301 WEST MAIN ST JOHN DAY, OR 97845

*photo credit: Joni Kabana*

**SOAK UP  
SOME SPACE**

**FIND YOURSELF HERE**  
Canyon City, Dale, Dayville, Fox, Granite,  
John Day, Kimberly, Long Creek, Monument,  
Mount Vernon, Prairie City, Seneca

**GRANT  
COUNTY  
OREGON**

GRANT COUNTY CHAMBER OF COMMERCE  
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301 WEST MAIN ST JOHN DAY, OR 97845

*photo credit: Joni Kabana*



### ADDITIONAL HEADLINE EXAMPLES

Soak up some country

Soak up some space

When you've gotta soak up some solitude

When you've gotta soak up some space

Gotta soak up some sun?

Leave urban behind

Leave your urban cares behind  
(and don't forget to close the gate)

Lights out, stars on

Pardon our crowds

Traffic jam, Grant County style

Tip: When the last elk crosses  
the road, rush hour is over



## LOGO AND STYLEGUIDE



**GRANT COUNTY IS HOME TO MANY TREASURES:**

## **STUNNING LANDSCAPES, BIG OPEN DARK STAR-FILLED SKIES, CULINARY GEMS AND A BEVY OF ESTABLISHED ARTISTS.**

Our process for creating this logo included researching the values of Grant County's inhabitants and visiting various locations to obtain color options found right in the natural environment. As beautiful as it is, a standalone logo is not enough to anchor itself to the goals of Grant County. Used consistently and in a cohesive manner, a logo has the ability to influence favorable impressions of an environment and its people. Use this style guide as a reference when developing all brand communications to unlock its power and help Grant County reach its many energizing goals.



## THE BRAND MARK

The Grant County logo should be used as a primary visual on communications, salable artifacts and displays. Several versions have been created for flexibility: single color logo (contained and uncontained), banner that utilizes artwork reflective of the locale and town-specific identification. The logo has the ability to rally community involvement by incorporating art work created by those who live in or visit the area.



WHITE

BLACK

5467 GREY

OPEN



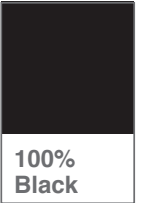
CONTAINED



CONTAINED REVERSED



White



100%  
Black



Pantone  
5467 U

COLOR PALETTE

### *The Logo Set Black & White*

The Grant County logo series is comprised of three expressions: Open, Contained, and Contained Reverse, providing a wide range for a variety of applications.

3-COLOR

2-COLOR  
DOMINATE  
RUST

2-COLOR  
DOMINATE  
GREY

OPEN



CONTAINED



CONTAINED  
REVERSED



COLOR PALETTE

### *The Logo Set Color*

Acceptable usage are the approved lockups and color palette only. We chose colors fit the personality and character of the county and are flexible enough to coordinate with any photo or other artwork. Use these guidelines to determine if the proposed usage falls outside of the usage parameters.

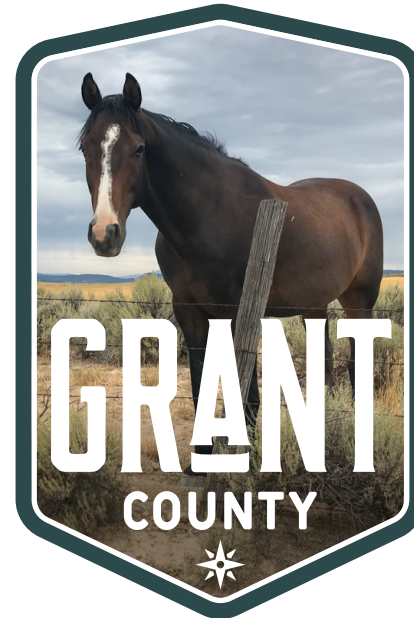
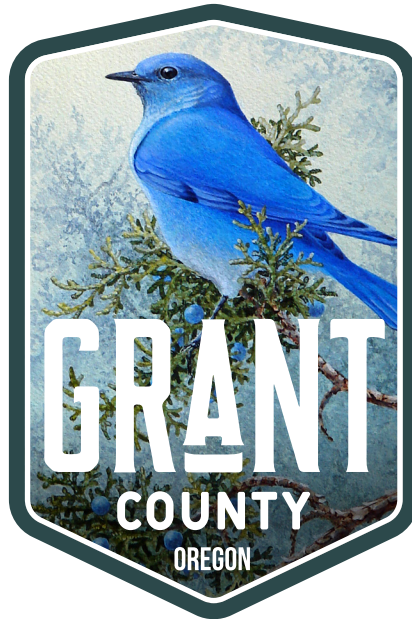


OUTSIDE  
COUNTY

WITHIN  
COUNTY

18 ✦ 64

EST 1864



JOHN DAY



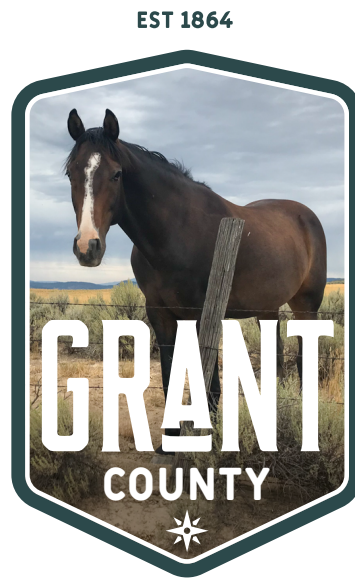
CITY SPECIFIC  
DESIGNATION

### *Banner Logo*

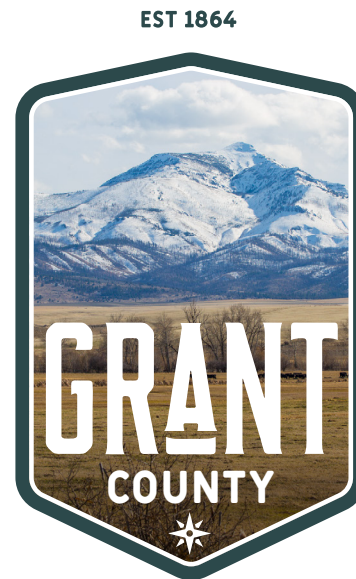
The banner logo associates a signature image of Grant County depicting the character and beauty of this diverse region. There are two versions, one for branding outside of the county and a second that is for use within the county to express specific cities and regions.



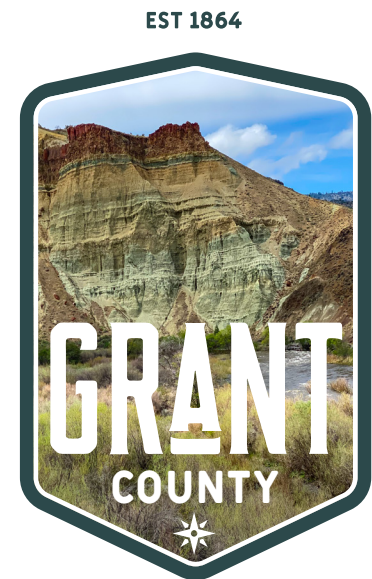
**SENECA**



**JOHN DAY**



**PRAIRIE CITY**



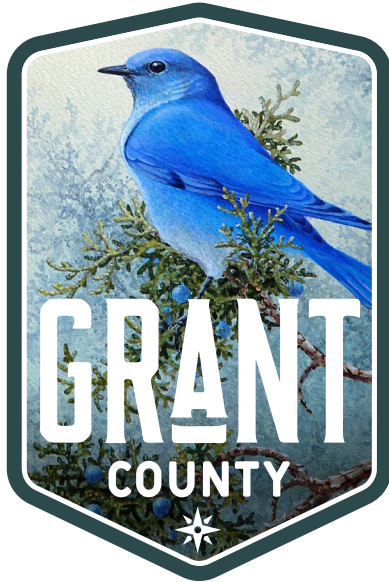
**KIMBERLY**

### *Banner Logo Imagery*

From local artist imagery to photography each iteration can be identified with a specific locale or city. When used with a full color image the logo will always be represented as a neutral color that families with the final logo color direction.



EST 1864

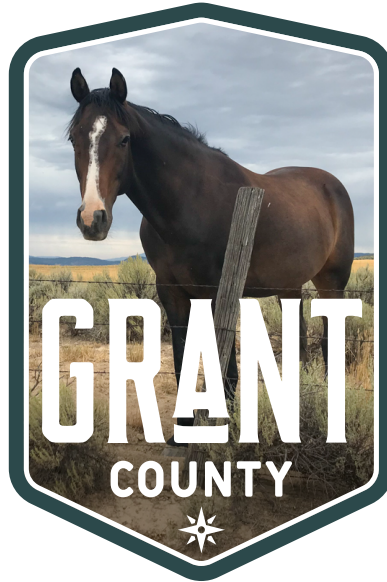


SENECA

**Artistic Interpretations**

Grant County is more than just the geography and special places. It's the people that give it character and the wealth of imagination and creativity they bring to the experience.

EST 1864

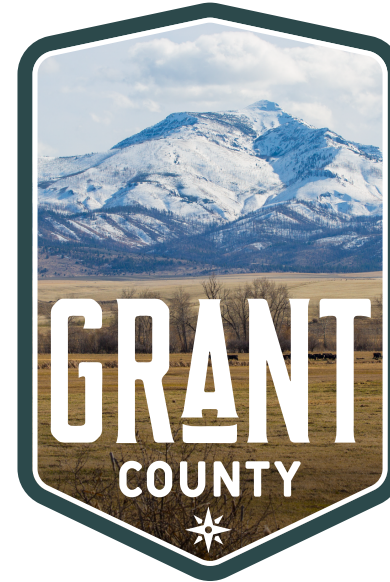


JOHN DAY

**Small Moments and Events**

Not just the grandeur of place but also little moments and expressions connect on an emotional level and define Grant County as unique. These elements can add personality and emotion to place.

EST 1864



PRAIRIE CITY

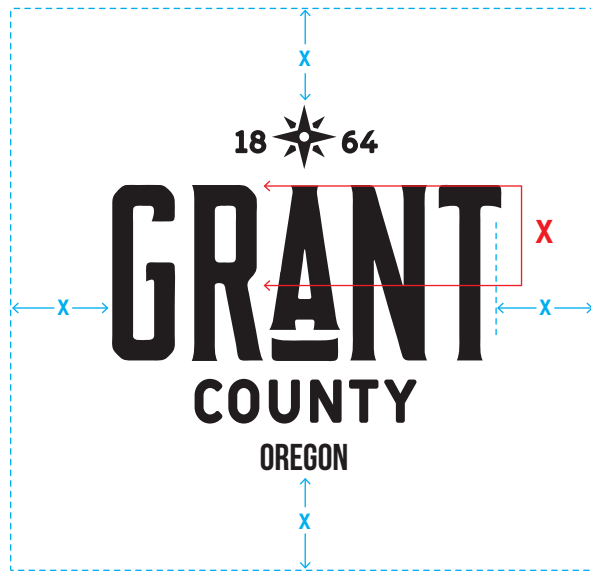
**Signature Landscapes**

Of course there is no place in the world like Grant County. From ancient fossil beds to The Strawberry Mountains and the twist and turns of the John Day River.

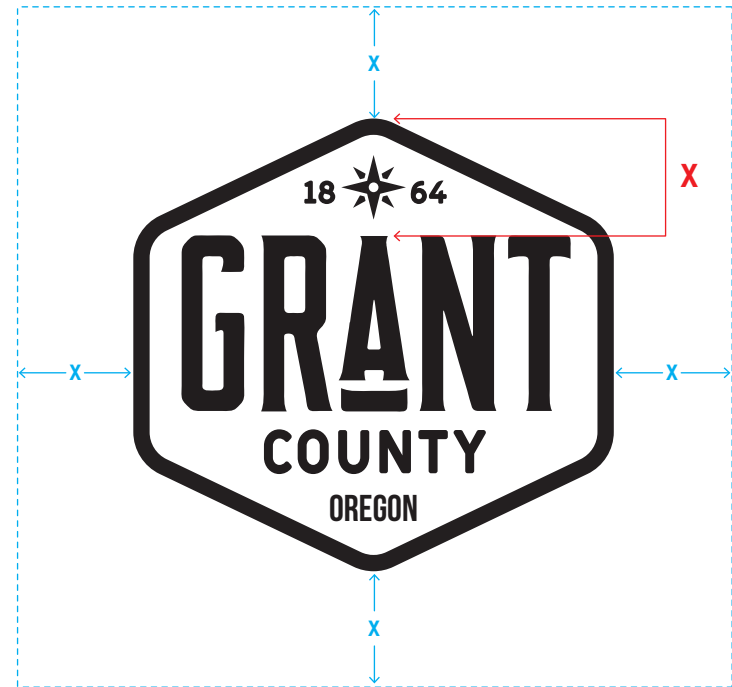
*Photography Standards & Usage*

Choose colors that are inherent within Grant County. Do not oversaturate colors: ensure authenticity, but make sure colors are exciting and dynamic. Avoid using human elements unless there is a specific platform that requires it. Obtain a signed usage contract with each artist and ensure that all usage fees are paid before using the artwork. When reviewing photographs or images for consideration, ensure that decisions for inclusion are not based upon political, favoritism or community pressure, but rather they adhere to these guidelines.

**OPEN  
CLEAR SPACE**



**CONTAINED  
CLEAR SPACE**



***Clear Space***

Clear space frames the mark and separates it from other elements including text and the edge of printed materials. The mark must be surrounded by at least the required minimum of clear space. For the Open Logo the defined clear space is equal to the height of the top half of the letter “R”.





**MAINTAIN  
ADEQUATE CONTRAST**



**REVERSE WHERE  
BACKGROUND MIGHT  
DECREASE LEGIBILITY**



### *Color Usage*

In situations where the background color is not part of the brand identity use the black, white or PMS 5467 grey version. In all cases make sure that the version you utilize maintains good contrast and legibility between the logo and the background.



### *Color Usage*

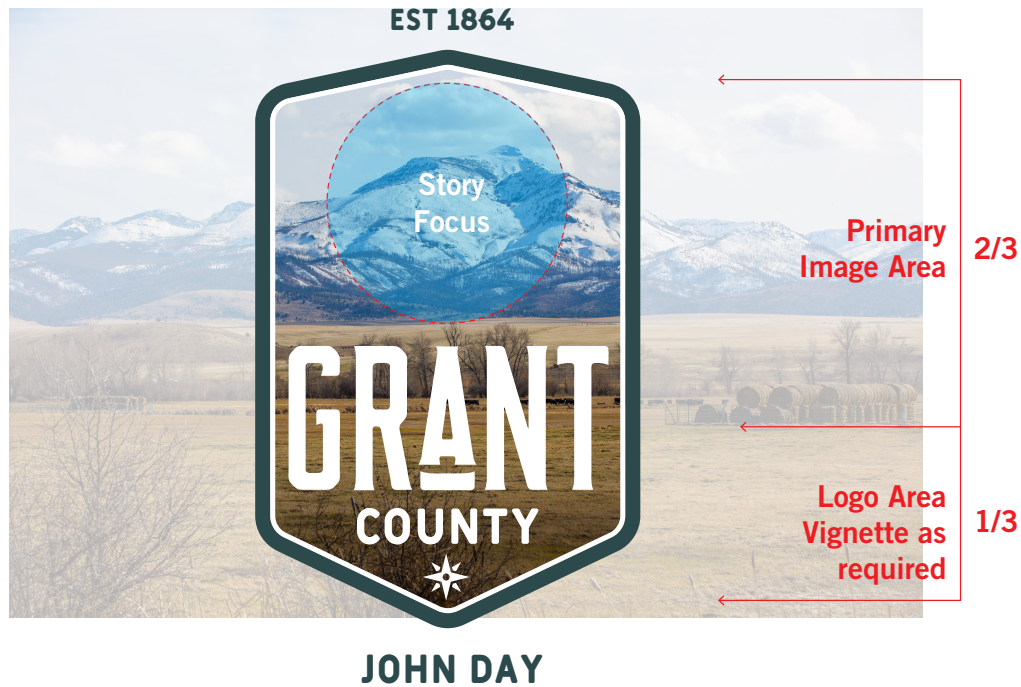
Using colors in a consistent manner greatly influences the effectiveness of each brand communication and creates favorable and lasting impressions in the viewer's mind. The logos should never be portrayed in a color or fashion that is not part of the approved brand palette.





### *Logo Proportions*

Always present the logo in the exact proportions in which it was designed for. Consistency as with color usage is vital and influences recognition and defines a clear impression of the brand in the viewer's mind.



Choose a clearly identifiable, dynamic visual. Avoid chaotic images patterns or disruptive angles.

Subject must be clearly identifiable with a clear story. When positioned correctly, the subject is readily and easily recognizable.

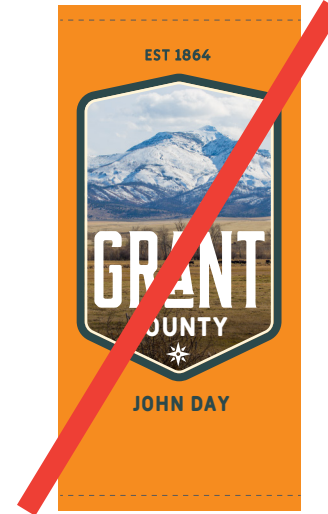
Compositionally the primary image and subject should be within the upper 2/3 of the contained logo. Objects should not compete with the typography. When necessary the area behind the logo and type can be vignetted to increase legibility.

**JOHN DAY**

### *Photography Standards & Usage Banner Logo*

The Grant County Banner logo is designed to create a balance between the logo mark and an iconic image that portrays the vibrant quality of the Grant County experience. When selecting imagery for use in this version it is important to strike the right balance between elements. To tell the best story and create an ideal composition keep these general guidelines in mind. File resolution must be considered when using photographs: the higher the resolution, the better for printing. For small items, resolution must be no lower than 2000 pixels on the long side. For larger items, resolution must be at least 4000 pixels on the long side (higher for very large applications). All files must be 300 dpi.





NO



### *Grant County Banners*

Select colors from the pantone palette to ensure consistency and recognition. Keep background neutral so it does not compete with the primary imagery.



**COFFEE  
MUG**



**ENAMEL  
PIN**

### *Grant County Souvenirs*

Use the Open or Contained logo when incorporating it onto giftware and clothing. Bold and simple in application, keep it free from other distractions for increased brand recognition.





**LETTERHEAD**

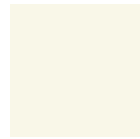
*Grant County Collateral*

The open logo is used for letterheads and business print material. The Open version portrays a simple and clean look. Vary the color scheme for visual interest.

COLOR PALETTE



Pantone  
9064 U



CMYK: 3; 0; 10; 0  
sRGB: 246 248 230  
Hex: #F8F6E6



Pantone  
2019 U



CMYK: 0; 54; 100; 0  
sRGB: 246; 140; 30  
Hex: #F68C1E



Pantone  
5467 U



CMYK: 68; 38; 43; 57  
sRGB: 46; 73; 75  
Hex: #2E494B

THE FARMER  
ORIGINAL VINTAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ACEGOU 0123456789/\$%&

FULBO  
ARGENTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789/\$%&@®©

TRADE GOTHIC  
MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789/\$%&@®©

*Color + Typography*

**The Farmer Original Vintage** is the primary brand font. The serifs and presentation of this font capture the high energy, western heritage and grit readily found in Grant County. The secondary font is **Fulbo Argenta**. The bold letterforms are legible when reduced and transitions seamlessly across various platforms while preserving its flair and favorable vivacity. For secondary fonts, especially in collateral, we use **Trade Gothic Medium**.