

MERCHANDISE PARTNER GUIDE



Merchandise Partner Guide

Dear Partner,

Thank you for all you do to support tourism and create great visitor experiences and memories in Seaside!

We think the Seaside brand is a great opportunity for partners to develop merchandise that helps spread the word about our community. After all, when visitors wear that t-shirt back home, they are a walking billboards for the Seaside experiences.

The examples in this guide are meant for inspiration. But you are the experts! Please feel free to come back to me with proposals for all kinds of product, apparel, merchandise or other ideas.

Go to **www.seasideor.com/industry** to fill out the short merchandise partnering form, and don't hesitate to reach out if you have any questions.

Best,
Joshua Heineman, Director of Tourism Marketing
City of Seaside Visitors Bureau
503.738.3097 • jheineman@cityofseaside.us



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LOGO GUIDELINES

PRIMARY + SECONDARY LOGOS + USAGE RULES

It's easy to Seaside.

When you know how to do something, it's second nature. But when you're new to a place or an activity, it can be hard to know where or how to get started.

Seaside has so much to offer. Some of it is quite obvious, there's no real trick to eating saltwater taffy. But harvesting razor clams is another story.

You need to know when, how and where to get what you need.

Given that a lot of what we want to promote in Seaside is a little harder to find or off the beaten path, a “how to” campaign is a really helpful way to introduce visitors to things they hadn't necessarily planned on doing.

We'll also have some fun by explaining how to do the more obvious things in Seaside, like riding the carousel or eating saltwater taffy, which will give the campaign a nice bit of wit and humanity. The takeaway is we want visitors here in Seaside and our new brand will make it easy for them to enjoy everything we have to offer

Logo

Primary Logo

The primary Seaside, Oregon logo consists of “Seaside” with various icons above it and with “Oregon” right justified below. The logo is slightly distressed.

The preferred way to use the logo is to keep everything together. However, there will be times when that is not possible. Please consult pages 7-8 for alternate logos.

When the logo is smaller than 1.75”, remove “Oregon” from the lock-up and place it elsewhere in layout. (Please see page 6 for minimum and maximum size usage rules).

COLOR VERSIONS

The logo is a 7-color logo and therefore should be printed in 4-color process CMYK. Use the color versions whenever possible. The logo is flexible in that it can sit on top of a light background or dark background (see right).

KNOCK OUT AND ONE-COLOR VERSIONS

There are instances when the logo can be knocked out (for example: when sitting on top of a photograph or on a dark colored background). The logo can be reproduced in any one color of the colors in the Seaside color palette. However, when printing in a photocopy, please use the black, gray or knocked out version of the logo.

COLOR VERSIONS



KNOCK OUT / ONE-COLOR VERSIONS



Logo

Primary Logo Sizing

MINIMUM SIZE

To maintain legibility, please do not reproduce the logo any smaller than 1.5" tall. This measurement is taken from the top edge of the seal tail to the bottom edge of "Seaside." When going down smaller than 1.75", move "Oregon" to elsewhere in the layout.

There is no maximum size that the logo can be reproduced.

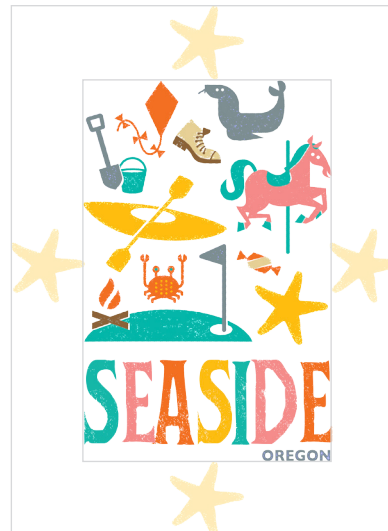
MINIMUM CLEAR SPACE

Please allow room for the logo to breathe and maintain clear, even spacing in all directions. At a minimum, use the width of the starfish in the logo as a measurement for all directions.

MINIMUM SIZE



MINIMUM SPACE



Logo

Secondary Logo

The secondary Seaside, Oregon logo consists of “Seaside” with “Oregon” right justified below. It is essentially the same as the primary logo, except that it does not include the icons, and has “It’s easy to” locked up above it. The logo is slightly distressed.

This logo is to be used when it is not possible to use the primary logo due to space or color issues. **When using this logo, you should ALWAYS have at least one icon included somewhere in the layout.**

Please see page 18 for minimum and maximum size usage rules.

COLOR VERSIONS

The logo is a 5-color logo and therefore should be printed in 4-color process CMYK. Use the color versions whenever possible. The logo is flexible in that it can sit on top of a light background or dark background (see right).

KNOCK OUT / ONE-COLOR & GREY SCALE VERSIONS

There are instances when the logo can be knocked out (for example: when sitting on top of a photograph or on a dark colored background). The logo can be reproduced in any one color of the colors in the Seaside color palette. However, when printing in a photocopy, please use the black, gray or knocked out version of the logo.

COLOR VERSIONS



KNOCK OUT / 1-COLOR VERSIONS



Logo

Secondary Logo with Icons

Here are some secondary logos locked up with icons. These may also be used knocked out of the brand colors as shown in the bottom row.



Logo

Secondary Logo Sizing

MINIMUM SIZE

To maintain legibility, please do not reproduce the logo any smaller than 1.15" wide. This measurement is taken from the left edge of "S" to the right edge of the "E."

There is no maximum size that the logo can be reproduced.

MINIMUM CLEAR SPACE

Please allow room for the logo to breathe and maintain clear, even spacing in all directions. At a minimum, use the width of the "ID" in "Seaside" as a measurement for all directions.

MINIMUM SIZE



MINIMUM SPACE



Logo and Tagline

How to Use them Together

IT'S EASY TO SEASIDE

When Possible, incorporate the tagline on products and merchandise. This can be accomplished in two ways:

1. Locked up with the secondary logo (bottom example).
2. Used as its own lock up (top example).

"IT'S EASY TO SEASIDE" LOCKUP

It's easy to Seaside.

SECONDARY LOGO LOCKUP

It's easy to
SEASIDE
OREGON

Logo Usage

What Not to Do

DO NOT STRETCH THE LOGOS IN ANY DIRECTION



DO NOT USE COLORS OTHER THAN THE RECOMMENDED BRAND COLORS



DO NOT CREATE YOUR OWN LOCKUPS; PLEASE ONLY USE THE ONES IN THIS GUIDE



MAKE SURE THE LOGO IS CLEARLY READABLE



DO NOT TRUNCATE THE LOGO, REMOVE ICONS FROM IT OR REORGANIZE ITS ELEMENTS



SECONDARY ELEMENTS

COLORS + TYPOGRAPHY

Colors

Color Palette

The Seaside color palette consists of 7 main colors and their tints:

- Aquarium Turquoise (PMS 7465 C)
- Carousel Pink (PMS 170 C)
- Crab Orange (PMS 1585 C)
- Sun Yellow (PMS 123 C)
- Sand (PMS 7403 C)
- Seal Gray (PMS 430 C)
- Timber Brown (PMS 7575 C)

Sand at 40% and below can be used as a subtle light background color:

For typography in layout, please use 100% Seal Gray. White can also be used over the top of dark photos or any of our brand colors.

| AQUARIUM TURQUOISE | CAROUSEL PINK | CRAB SHELL ORANGE | SUN YELLOW | SAND | SEAL GRAY | TIMBER BROWN |
|-----------------------|------------------|----------------------|---------------|-----------|--------------|-----------------|
| C67 | C0 | C0 | C3 | C5 | C55 | C38 |
| M0 | M60 | M71 | M25 | M15 | M40 | M58 |
| Y40 | Y49 | Y98 | Y100 | Y57 | Y37 | Y87 |
| K0 | K0 | K0 | K0 | K0 | K4 | K26 |
| R67 | R244 | R243 | R246 | R241 | R124 | R133 |
| G190 | G132 | G109 | G190 | G211 | G134 | G94 |
| B173 | B117 | B36 | B22 | B132 | B141 | B51 |
| #43bead | #f48475 | #f36d24 | #f6be16 | #f1d384 | #7c868d | #855e33 |
| PMS7465 C | PMS170 C | PMS1585 C | PMS123 C | PMS7403 C | PMS430 C | PMS7575 C |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

SEAL GREY + WHITE – USE FOR TYPE & ACCENTS

Typography

Typography

Seaside uses the type families “Baboon,” “Gill Sans” and “Century Schoolbook” for all layouts, in print and online. Use Baboon in limitation. It is used for headlines and call out copy. It should be used in ALL CAPS and not for large areas of type or for body copy. Gill Sans is used for sub heads. It can also be used for headlines in all caps with the distressed look applied. (Instructions on how to do it are on page 23.) Century Schoolbook should only be used for body copy.

Baboon Pressed B (Use for headlines and call-out copy)

AABBCCDDEEFFGGHHIIJJKKLLMM
NNOO PPQQR RSSTTUUVVWWXXYYZZ
1234567890

Gill Sans Bold (Use for some headlines and all subheads)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Century Schoolbook Regular (Use for body copy)

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

IN CONTEXT

THIS IS BABOON PRESSED B USED FOR A HEADLINE ABOUT SEASIDE

**This is a Gill Sans Bold subhead lorem ipsum dolor sit
concestador gent eosam lam venit recest, evel moditat**

This body copy is set in the font Century Schoolbook. Sed amet ac mattis gravida vivamus a vestibulum cubilia sagittis tristique a suscipit elit a suscipit a in velit himenaeos himenaeos gravida fringilla. et condimentum justo interdum blandit aliquam nostra dis non a vestibulum.

Elit parturient a potenti vestibulum in cum habitant eu laoreet ullamcorper parturient lacus proin. Scelerisque conubia tellus dis consectetur nam ultricies velit vestibulum sagittis dui parturient vel ut dui porta nunc aenean tristique facilisi in pretium.

Per blandit mattis [this is an inline link](#) nulla dictumst sit augue adipiscing sapien senectus class viverra dui mollis a penatibus ac nostra primis vehicula. Platea bibendum lacus semper nam nibh vestibulum condimentum faucibus nulla a platea adipiscing ligula.

Aenean sagittis sit condimentum consequat parturient id adipiscing. Et suspendisse imperdiet phasellus vestibulum consectetur suspendisse tempor ullamcorper dui ultricies netus a morbi ligula at aenean.

If you do not own these fonts, they are available for purchase here:

Baboon Pressed B

<http://www.myfonts.com/fonts/matt-frost/baboon/pressed-b-regular/>

Gill Sans Bold

<http://www.myfonts.com/fonts/adobe/gill-sans/bold/>

Century Schoolbook Bold

<http://www.myfonts.com/fonts/mti/monotype-century-schoolbook/std-bold/>

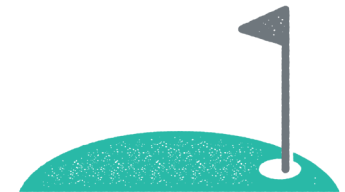
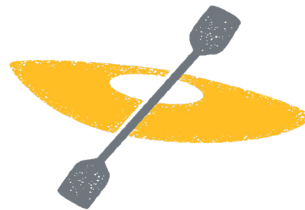
Brand Elements

Icons / Distressed Technique

These icons should be used as secondary brand elements along with the primary or secondary logo. They may be used in full color, one color or knocked out of an image in white. (Please see examples on the following pages.)

All of the icons in the brand have a distressed or weathered look. It is also applied to headlines set in Gill Sans Bold, and to the tagline. To create this look, please refer to the file folder called "InkPad by Ian Barnard" and follow the instructions within the PDF.

To view and/or download icons for use, please visit barberstock.com/seasideoregon. Once here, please complete the registration form and a staff member will confirm your access. If you need a new icon created or have questions, please contact the Seaside Visitors Bureau and speak to Jon Rahl.



Brand Elements

Icons — One-Color

These icons are each one color. Each can be turned into whatever Seaside brand color is needed to work within your layout or product. Please see the following pages for examples.



Brand Elements

Other Elements

Secondary Elements to consider in layouts are the half circle “It’s easy to Seaside.” lockup, the bar of brand colors, and the URL as shown below.

COLOR BAR



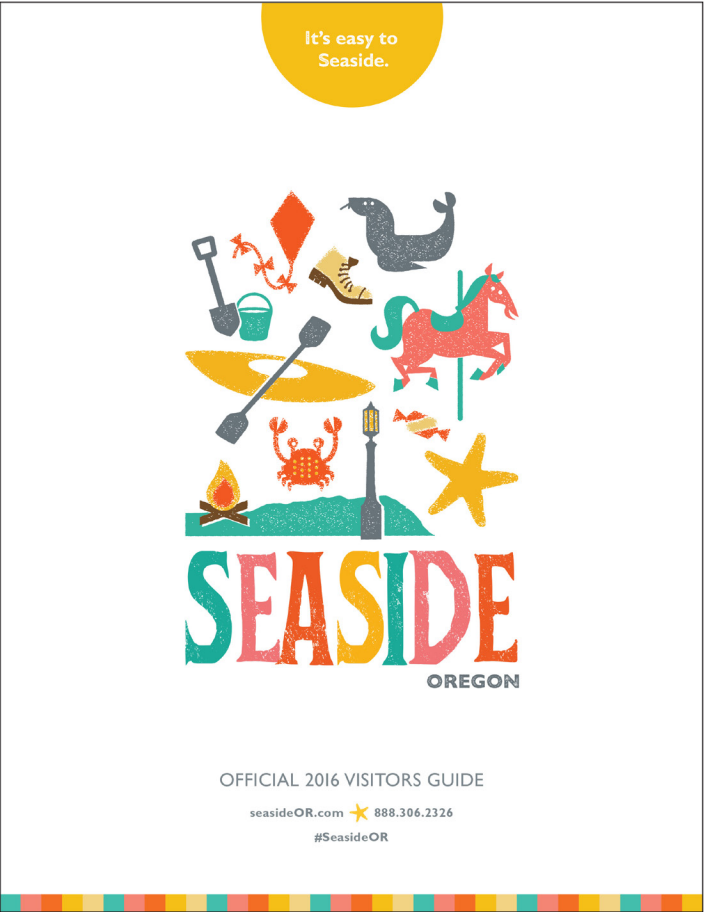
URL LOCKUP

seasideOR.com

HALF CIRCLE TAGLINE LOCKUP



ALL EXTRA ELEMENTS IN USE



MERCHANDISE CONTEXTUAL EXAMPLES

HOW TO USE THE BRAND ELEMENTS

Merchandise examples

T-Shirts

Because the logo is complex and the brand colors numerous, there are numerous simple ways to create on-brand t-shirts.

Please do not overcrowd the product with too many icons.

THROUGH A KNOCKED OUT LOGO ON A BRAND-COLOR T-SHIRT



FULL COLOR LOGO



USE OF AN ALTERNATE LOGO



APPLIED ICONS



Merchandise examples

Hoodies

THROUGH A KNOCKED OUT LOGO ON A SOLID OR BRAND-COLOR SWEATSHIRT



APPLIED ICONS



Merchandise examples

Beach Towels



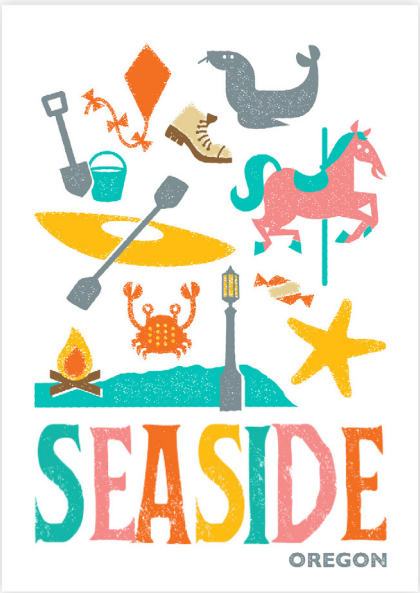
Merchandise examples

Enamel Pin / Stickers / Buttons

ENAMEL PIN



STICKER



STICKERS OR BUTTONS



Merchandise examples

Canvas Beach Tote



