

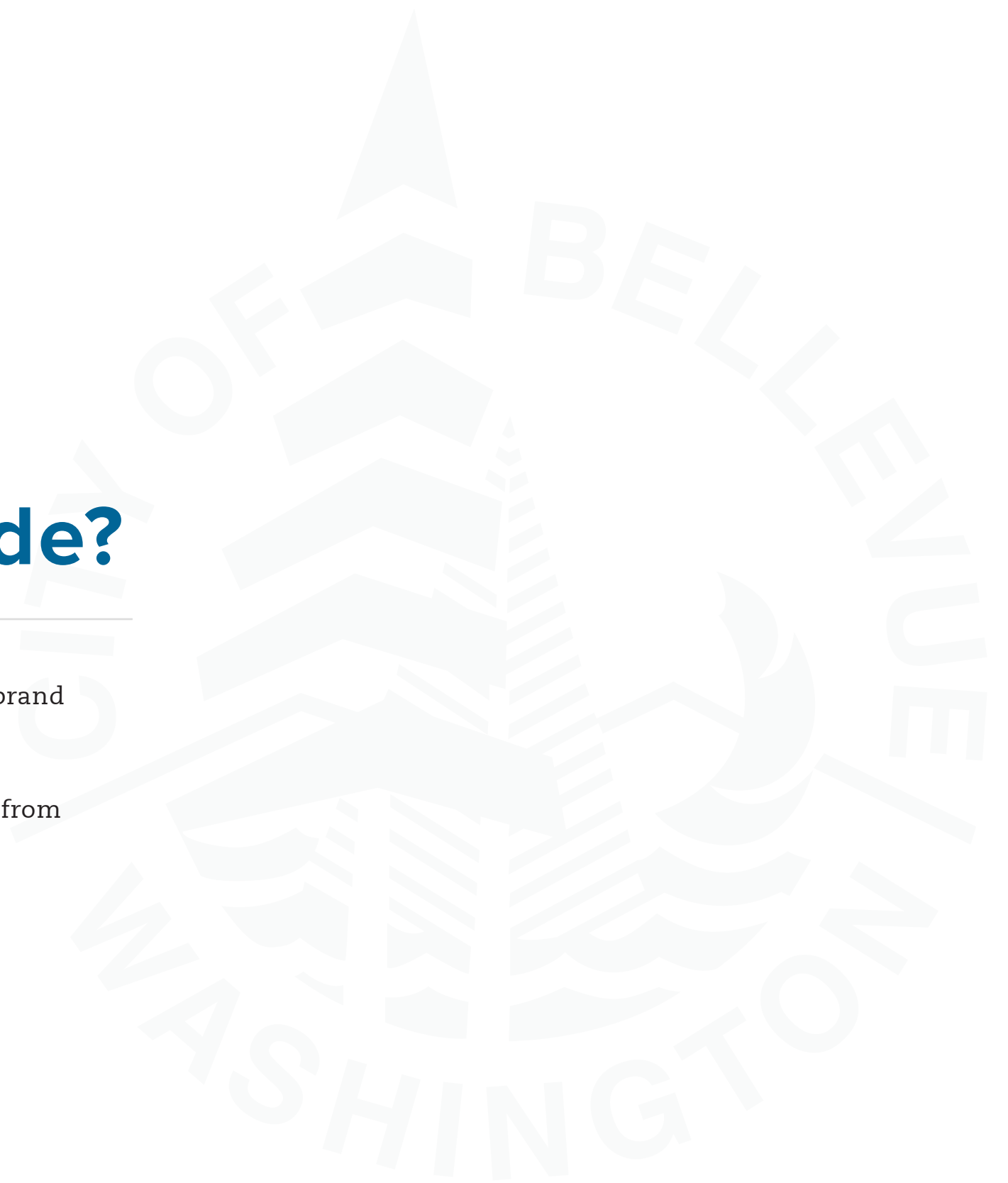


Brand Standards Guide

What is a **Brand Standards Guide?**

A Brand Standards Guide is a comprehensive strategy for cohesive brand execution.

This guide lays the foundation for every point of brand interaction, from creating consistent visual assets to effective brand storytelling.



Bellevue's Brand Component Loop

This cyclical outline of offerings and assets works together to achieve a singular goal to create a strong, functional and intentional brand.



Our **Brand Pillars**

These pillars are the essential principles that make up the heart of the brand.
They are the values and ideals that drive our work.

01 / Innovation

We believe in fresh, inventive ideas that connect people and places to produce a unique sense of community. The substantial success of our technology industry has created a business-friendly climate as well as a space for a wave of pioneers from across the globe to gather.



02 / Diverse

We distinguish ourselves through our distinct and notably international population, which encompasses individuals from all across the globe. Bellevue residents and visitors are varied, spirited and contribute to the all-inclusive arts and entertainment scene.



03 / Vibrant

Our culture is one of dynamic energy. Bellevue combines a lively population with a bustling economic climate that creates an engaging, vigorous city.



04 / Engaging

From entrepreneurs to experienced executives, we strive to encourage and assist local and global businesses with proactive city-supported initiatives. We're proud to offer a variety of programs that maximize and advance efforts of our general community to grow our city economically, culturally and educationally.



05 / Scenic

We boast a lavish abundance of natural, breathtaking beauty that is both expansive and striking. The panoramic scenery is seamlessly infused and reinforced with the energy of the city. Transitioning from our urban to suburban regions offers an environment and experience for everyone with pristine views and plenty of recreational opportunities.



06 / Stability

We offer a steady workforce, unparalleled safety and superior education. Our priority is in establishing a new standard of reliability for an advancing city.



Our Brand Promise

Bellevue is a growing global city carrying technological, environmental and cultural connectivity amongst its vibrant tenants and visitors – we welcome the world.

We are rapidly becoming a distinguished hub for technology in the Pacific Northwest with some of the industry's most prominent leaders calling Bellevue home. The resulting economic growth supports our carefully crafted infrastructure that reinforces the success of all global and local business. From startups to sizable corporations, Bellevue strives to welcome and accommodate business owners of all sizes with flexibility.

We know the value of our technology-centric cityscape. Its rippling effects include an upscale, energetic urban core – offering luxury, local boutiques alongside varied cuisine – and a business-friendly climate supported by an educated, stable and talented workforce. Conversely, we also understand the importance of creating a walkable, human-scale community that is approachable and accessible. We are proud of our continued initiatives like the East Link Light Rail and The Spring District that continue to prioritize those aspects for our guests and residents.

We boast picturesque natural beauty on all sides – waterfront views of Lake Washington and Lake Sammamish, the rugged Cascade Mountains and the Olympic Mountains. We distinguish ourselves by combining a big city ambiance with a welcoming atmosphere.

Whether it's jogging around the evergreen Downtown Bellevue Park with tall buildings in the distance or dipping your toes in the water at Meydenbauer Beach Park, the transition from modern to pristine is seamless. Our extensive and well maintained park system rivals any in the Northwest. We encourage a permeable interaction with the environment and want each and every Bellevue goer to experience nature in a new, refreshing way.

Safety, education, innovation and economic development are our priorities. We are planning for the future by creating opportunities and building a solid foundation for collaboration and support. Our diverse residents reflect a budding cultural scene that is evidenced in our rich arts and entertainment opportunities. At Bellevue, we know there's a fresh, visionary energy building, and we seek to foster and encourage its growth.

From seasoned residents to corporate retreat goers and vacationers seeking varied recreational activities, we are a city that promises a culturally and geographically distinct ambiance. We at Bellevue strive to make lasting memories for each and every visitor and resident. Our vigorous, vibrant energy will become the pinnacle of innovation in the Puget Sound region.

Our Brand Personality

Bellevue embraces its diverse residents and beckons guests to bask in the pristine natural splendor and its vibrant, modern culture.

VOICE

The voice of Bellevue is cultured, innovative and invigorated. Its eclectic influences encompass a spectrum of individuals from all over the world with the commonality of cosmopolitan sophistication. Bellevue is young, yet refined, and speaks with an educated eloquence without sterility or pretention.

In all promotional and marketing materials, Bellevue should be positioned as warm, approachable, inventive and inclusive. Avoid steering its voice toward an overly youthful, colloquial tone. Instead, develop Bellevue's voice as forward thinking, up-and-coming, knowledgeable and authentic – a voice that is building a space for and distinguishing itself in the vast northwest.

CHARACTER

Bellevue is on the cutting edge – she is the epicenter of attention in regards to the latest technological developments and sustainability initiatives. She knows that going green is vital in our increasingly tech-centric world. Bellevue carries forward connectivity – a tendency to link communities to each other and their natural environments. Inclusion is her forte.

Bellevue spends her weekends biking or on the trails with her family amongst the grand mountains and lush lakefronts. She is an adventurous pioneer who works at Microsoft amongst the retail and dining mecca of downtown and lives in the inviting, suburban outskirts. Bellevue prides herself on her multicultural background and boasts a family-friendly ambiance as reflected in her neighborhoods and educational institutions. With limitless potential for growth, Bellevue invites guests and residents to make history with her.

Our Taglines & Key Phrases

TAGLINE

We welcome the world

KEY PHRASES

Technological, environmental and cultural connectivity

Fostering and encouraging growth and diversity

Pinnacle of innovation

Technology-centric cityscape

Energetic urban core

Approachable and accessible

Natural, breathtaking beauty

Pristine views

Growing global city

Stable workforce

Budding cultural arts scene

Fresh, dynamic energy

Distinct cultural and geographical ambiance

Vibrant, modern culture

Cultured, innovative and invigorated

Distinct sense of community

Bustling economic climate



Bellevue Crest

Logo





Bellevue Crest

Logo Usage



Logo in Bellevue Blue



Logo in Flag



Logo in Black and White



Bellevue Crest

Logo Usage - Clear Space & Minimum Size



PRINT

Maintain a tree top of space around the entire logo



DIGITAL

Maintain a B-height of space around the entire logo

0.5"



PRINT

The minimum size of the Bellevue logo is .5" (12.7mm) wide.

50px



DIGITAL

The minimum size of the Bellevue logo is 50px wide.



The Logo

Logo Usage - Misuse



Do not add a drop shadow or any other visual effect



Do not place logo in any shape not defined in guide



Do not alter or place logo in any color outside of the primary palette



Do not skew or distort in any way

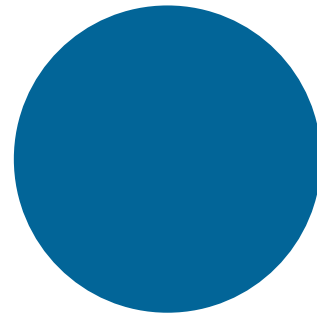


Do not remove any elements or text

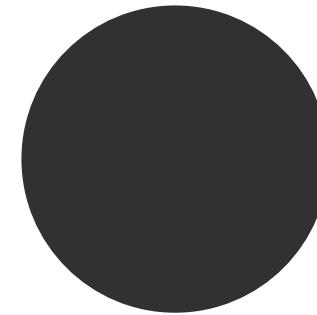


Colors

Primary Palette



PANTONE	PMS 301 U	PMS 2384 C
CMYK	99/56/18/5	
RGB	0/101/151	
HEX	#006598	



PANTONE	PMS Black U	PMS Black C
CMYK	68/61/61/62	
RGB	49/49/48	
HEX	#313131	



Colors

Secondary & Accent Palette

SECONDARY



PANTONE
CMYK
RGB
HEX

PMS 319 U
78/15/42/0
27/162/159
#1BA29F

PMS 319 C



PANTONE
CMYK
RGB
HEX

PMS 116 U
2/37/100/0
245/170/28
#F5AA1C

PMS 7549 C

ACCENT



PANTONE
CMYK
RGB
HEX

PMS 2028 U
5/93/100/1
224/56/37
#E03825

PMS 2027 C



PANTONE
CMYK
RGB
HEX

PMS Red 032 U
4/91/55/0
229/61/91
#E53D5B

PMS Red 032 C



PANTONE
CMYK
RGB
HEX

PMS 2301 U
63/21/100/4
109/154/63
#6D9A3F

PMS 2276 C



Colors

Color Usage

Utilize the secondary palette as an accent to the primary colors. Some acceptable instances would be hyperlink text, buttons, hover states, subheadline text and other small graphical elements. The three secondary accent colors should be utilized in smaller graphics such as icons or othersmaller visual elements.

LEARN MORE

REGISTER NOW



The future focused [Spring District](#) attracted a major corporate HQ, construction began on Bellevue's [new light rail line](#), and a resource center for entrepreneurs is closer to launching.

• Community • Explore • Get Involved



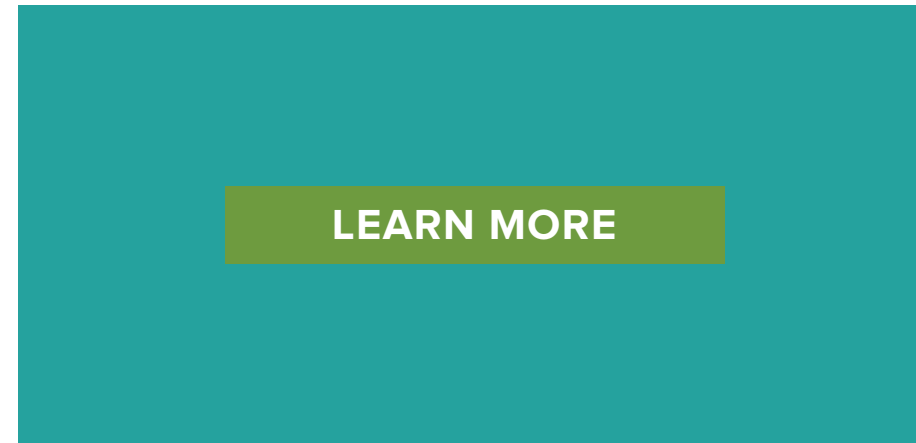


Colors

Color Usage – Extended



When using multiple colors together, do utilize colors that have a definite contrast and separate the two with white space when necessary.



When using multiple colors together, do not utilize colors that have no definite contrast and/or overlay these together.





Typography

Bellevue Departments – Usage

Bellevue emblem with
flag treatment



City of Bellevue
Office of Economic Development

City name

Department name



Typography

Bellevue Departments – Misuse



City of Bellevue
Office of Economic Development

Do not alternate or change any color of
a department



City of Bellevue
OFFICE OF ECONOMIC DEVELOPMENT

Do not alter the typography



City of Bellevue
Office of Economic Development

Do not change the shape of the
container holding the Bellevue logo



Office of Economic Development
City of Bellevue

Do not rearrange or remove any
elements used for each department



Typography

Headlines & Titles

PROXIMA NOVA - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0*

PROXIMA NOVA - BOLD

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0**

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0***

ALTERNATIVE FONT: ARIAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0



Typography

Paragraph

PMN CAECILIA - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

PMN CAECILIA - BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

ALTERNATIVE FONT: ROCKWELL

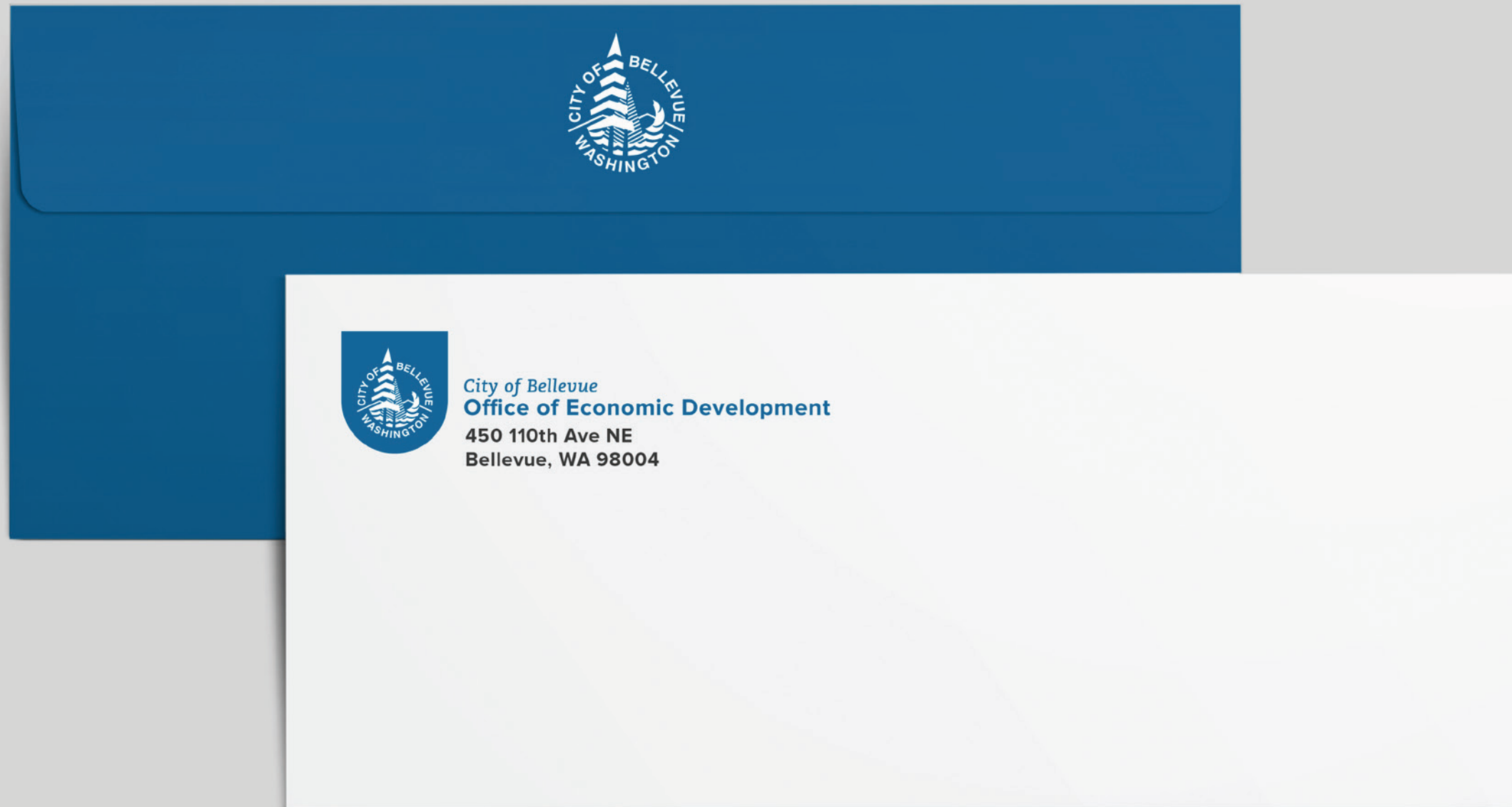
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0



Sample Collateral Envelopes





Sample Collateral

Letterhead





Sample Collateral

Letterhead



City of Bellevue
Office of Economic Development

Date

Addressee Name
Company Name
Address
City, State Zip

Greetings,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sodales ipsum orci. Curabitur et diam tellus. Praesent malesuada blandit nibh, ac venenatis leo maximus sit amet. Fusce scelerisque quis velit ut pellentesque. Fusce commodo massa quis arcu aliquam malesuada. Praesent mattis aliquam lorem. Nulla a est sed enim viverra maximus luctus id nibh. Etiam urna orci, ultrices eu dapibus sit amet, tincidunt ac turpis. Vivamus urna enim, cursus quis pulvinar et, lobortis sed arcu. Praesent ornare, quam sit amet placerat euismod, ante justo pulvinar dui, a tincidunt erat risus vel tellus. Nullam maximus at leo vel tincidunt. Nunc et libero dui. Suspendisse sed metus ac nunc vehicula lobortis.

Quisque aliquam mattis magna convallis bibendum. Nunc a arcu vel neque cursus ultricies et nec nisl. Aliquam at nunc gravida, faucibus magna quis, molestie velit. Phasellus in metus lorem. Proin laoreet mauris non felis bibendum, a feugiat erat volutpat. Nulla non egestas ligula. Donec consectetur scelerisque libero, a semper libero facilisis id. Morbi bibendum porttitor molestie. Sed mauris felis, gravida eu lectus sit amet, condimentum congue risus.

Pellentesque neque tellus, congue a consectetur in, aliquet a dolor. Pellentesque feugiat mauris et ipsum consequat, quis accumsan libero volutpat. Aenean eros felis, viverra at erat vitae, euismod eleifend nunc. Integer ac leo lectus. Quisque consectetur, diam eu lacinia maximus, risus est faucibus justo, ac rhoncus augue leo sit amet massa. Ut ac magna ante. Proin velit dolor, ullamcorper id metus id, vulputate vestibulum lectus. Suspendisse placerat ex nulla, id aliquam augue dapibus quis.

Closing Statement,


Name
Title

Office of Economic Development | 450 110th Ave NE | Bellevue, WA 98004 | 425.452.6838
bellevuewa.org



Sample Collateral

Email Newsletters




Bellevue's Economy Springs Forward

As the mountains and lakes around the city come alive with spring time energy, our business community is also buzzing with activity. The future focused [Spring District](#) attracted a major corporate HQ, construction began on Bellevue's [new light rail line](#), and a resource center for entrepreneurs is closer to launching.


Bellevue representatives will be at the [2016 SelectUSA Summit](#) and on the Seattle Metro Chamber's [Leadership Mission to China](#).

If you're in the area, we want to meet with you. Bellevue can help you expand your business around the world.




WIN's annual event for indie video gamers expands to two days. Developers can demo products, get technical help, and enter Seattle Indie Game Competition for \$2,500 prize.

[GET CONNECTED](#)




Bellevue startups have a new resource to help them overcome challenging conflicts like arguments over company direction, personality differences or workload balance.

[LEARN MORE](#)




The U.S. Commercial Service can help you discover global markets from Bellevue! Equip yourself to win internationally with updates on healthcare opportunities and best practices. Plus meet One-on-One with U.S. Commercial diplomats and international buyers from 20+ market.

[GROW GLOBALLY](#)



Chinese telecommunications giant to open 100 person research and development center in downtown Bellevue. Takes advantage of skilled programmers and developers with cloud and IoT experience.

[LEARN MORE](#)



REI building a major footprint in Bellevue with new store, IT office, and new 2,000 person headquarters. Spurred by Bellevue's growing innovation district and billions of dollars in new infrastructure.

[LEARN MORE](#)

