Valdez

brand guidelines

purpose of
these guidelines

These brand guidelines are designed to help anyone create messaging, content and creative executions for the community of Valdez. Using it will ensure that everything produced by the community of Valdez will maintain consistent brand values, aesthetic and voice.

When there is consistency to your brand across stakeholder marketing, it makes the most of limited funds of businesses and city departments. All organizations benefit.

brand promise

What we promise as an experience.

Valdez is made of more Alaska.

brand attributes

The unique set of attributes that are distinctly Valdez.

Astonishing

Valdez is breathtaking. Not only in its natural environment but in what Valdezeans have done and what they continue to do.

keywords

Awe-inspiring

Bold

Unbelievable

Incredulous

Resilient

Valdez never, ever, ever gives up. Whatever the challenge, Valdez just makes it work. It's not magic that accomplishes the impossible in Valdez, it's good old fashion hard work – which is as rare as magic these days.

keywords

Resourceful

Hardworking

Ingenious

Practical

Friendly

This balances the intimidation of astonishing. Whether you've been there five minutes or fifty years, Valdez makes you feel welcome. We may rib you or each other here. We're more of a family – a real family – so there's a lot of love but also a lot of other emotions. The place has been through a lot and, at the end of the day, we get through things together.

keywords

Family

Kinship

Accessible

Valdez is a
Force of Nature

Whether loud and boisterous or calm and insistent, Valdez is a force to be reckoned with in an environment to be reckoned with. It is larger than life and runs on the quiet rush of accomplishment, whether its finding solitude out in the Sound, landing the prize halibut, or a rallying behind a new business venture. Strong contrast is everything; It's part of the rough-hewn charm. Whatever hand Valdez is dealt it either folds or goes all in. Because Valdez has proved again and again that no matter what, it'll be okay.

brand voice
How we talk.

Talk less, say more

Don't ramble. Cut out the fat, but not the flavor. If you're going to use a $5 word, spend wisely. Don't just show extraordinary environments, show ordinary people doing ordinary things in extraordinary environments.

Throw in daring candid swagger

Look, it's not bragging, it's just what's real. When you think Mother Nature plays favorites and Valdez is Alaskan-approved, you've got some swagger — use it.

Preserve the unusual

Don't grind away uniqueness, even if you think it's a flaw, because it makes things real. Valdez is not a diamond in the rough, it's the rough in the diamond.

Practice the resourceful art of the mash-up

It's only from volatile mixtures that we get excitement. Colors mixed together are beige but colors that live independently alongside each other are made more vibrant.

tagline

Wander Here.

To some, Valdez is the destination. It is an aspiration. It is a pin on a map representing a successful escape from reality. To others, it is a way of life. It is a home base. It is a new adventure ready to be realized day after day after day. But whether you wander to Valdez, in Valdez, around Valdez or from Valdez, you are always humbly tamed by its magnetism.

tagline usage

How and when to use it.

Wander here.

The "Wander Here" tagline is both an overarching embodiment of the Valdez brand ethos and an external-facing slogan.

"Wander Here" is an important part of the Valdez community's brand identity. Stakeholders may use it as a sign-off to communications, a headline or a call-to-action.

brand colors

The brand colors for Valdez were inspired directly from the place itself: 1) blue for the unique color of the water, 2) red for salmon and the pops of red in the town itself, 3) yellow for the history of gold mining and the color of the sunlight hitting the mountains, 4) warm gray color for the moody skies and warm color of sun on snow — and arguably most importantly, 5) a green to represent the lush and beautiful greenery covering the land.

All the colors are vibrant and lively to bring life and excitement to create brand elements. The following page shows all color breakdowns.
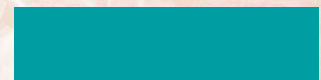
color combination to avoid

Below are color combinations that should be avoided, especially in regards to background color and text color, due to hard readability or combinations that appear off brand.

HARD TO READ

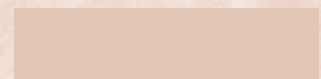**HARD TO READ**

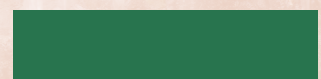this combination also appears very holiday

pantone 320 C

pantone bright red C

pantone 116 C

pantone 482 C

pantone 3415 C

color breakdowns

pantone 320 C

CMYK 100 | 11 | 38 | 0
RGB 0 | 153 | 138
HEX 0099A8

pantone 3415 C

CMYK 100 | 27 | 89 | 16
RGB 0 | 117 | 74
HEX 00754A

pantone 116 C

CMYK 0 | 18 | 100 | 0
RGB 255 | 205 | 0
HEX FFCD00

pantone bright red C

CMYK 0 | 90 | 95 | 0
RGB 254 | 59 | 31
HEX FE3B1F

pantone 482 C

75%   50%   30%

CMYK 13 | 21 | 26 | 0
RGB 220 | 199 | 183
HEX DCC7B7

This color is a great background
color used at lighter percentages.

Typography

The brand fonts for Valdez bring an added layer of visual personality to the brand. The headline serif font gives a nod to the past and also appears warm and welcoming given the softer rounded edges around the letter forms.

A complimentary sans serif font was added for its modern quality, suggesting a continual evolution of the community of Valdez.

alternate font choices

If these fonts aren't available, the following are acceptable alternatives.

For headlines:

Cooper Black

Body copy:

Didact Gothic

Headline, Title & Emphasized Text Font

New Spirit Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$

New Spirit SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$

Body Copy Font

Neuzeit Grotesk Regular
Neuzeit Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$

Logo

The Valdez logo was created to be an iconic representation of the place. It highlights the shape of the mountains and water, both paramount to Valdez's community, in a simple but bold manner to give the logo integrity and uniqueness.

When using either version of the logo be sure the background creates enough contrast that the logo is clearly visible.
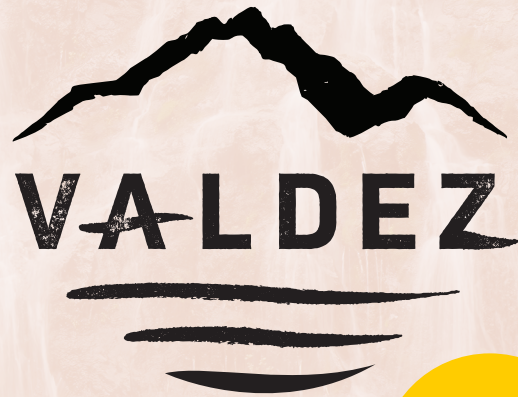
reversed version

examples of what to avoid
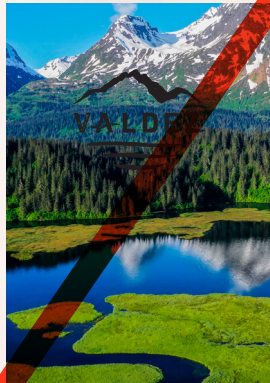
examples of good contrast

Photography

The photography for Valdez should always highlight something that is uniquely Valdez. This could be anything from the landscape, to the people, local events, businesses, and even the weather.

When photographing people and businesses, the images should feel warm and welcoming and show the personality of the individuals or places.

When photographing landscapes the images should exude the attribute of astonishing. This can be accomplished by capturing the scale, vibrancy and natural wonders of Valdez.

The photography for Valdez shouldn't always show bluebird days and perfectly posed portraits. It should embrace the authenic nuances of this place and showcase a sense of warmth and vibrancy no matter what is captured.

Courtesy of Jeremy Talbott

@ValdezSaltwater

Brand grahic elements

These are additional graphic elements that can be used to help distinguish the Valdez brand even more from other location brands.

They are not mandatory elements on all pieces but are more to offer unique design features when applicable.
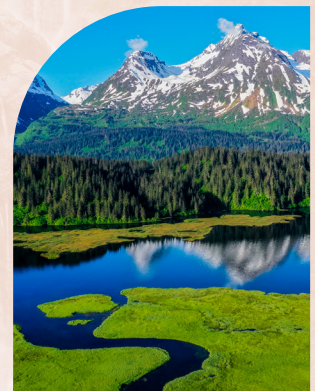

The Valdez V.
This is a great way to introduce images into layouts in a unique way, that specifically speaks to Valdez.

Rounded Image Edges
Rounded edges of image frames can offer a nice complement to the curved text element.

Heart Location Icon
This can be used in any of the brand colors to call attention to a place.

Text on a curve.
This application is best used for headlines or to emphasize a small portion of text. It can be executed using the brand headline or body copy font. It's best practice to keep the length of copy on the curve between 5 - 8 words.

THERE'S ALWAYS SOMETHING NEW TO DISCOVER

Applying the brand

Here is an example layout combining the brand elements.

Applying the brand to existing businesses

The Valdez brand is meant to provide a unifying chord within the community of Valdez. It's not meant to replace an existing business brand but rather to accompany it to help create a stronger and more connected community both visually and purposefully.

Here are some different ways of incorporating the brand into an existing business.
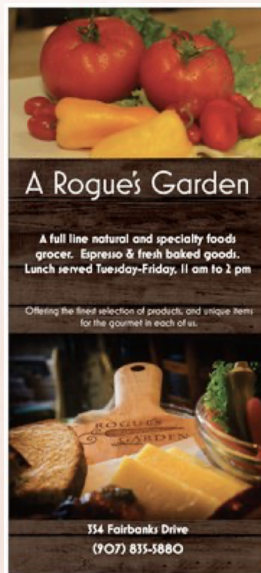
Original Rack Card

Option 1
Added in a hint of the Valdez brand colors and fonts and introduced the tagline.

Option 2
Added in a stronger play of Valdez brand colors and also showed a way to include the logo.

Option 3
Incorporated more brand colors, fonts, logo and elements.