



# BRAND

## GUIDELINES





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SECTION  
**1** BRAND  
**PLATFORM**





# BRAND PLATFORM

California's north has shaped the people of Siskiyou just as it's done with the breathtaking landscapes. We are one and the same. Like the majestic mountains and towering trees, we stand proud. And while we speak our mind, we do it all from the heart. Downright honest, rugged and pure, Siskiyou is where California's real north lives and untamed adventure runs free.

Our brand platform tells you who we are, from day one and every day after that. It's our natural point of origin, our very foundation; the solid ground that supports our vision, mission, and promise.

## MISSION

**We want to share who we are with the world—one of the last holdouts of true adventure.**

We tap into that sense of adventure, and bring to life the desire to wander.

## VISION

**Siskiyou is a unique four-season destination that fulfills the need to connect with nature.**

Lush, undisturbed forests, a landscape of ancient volcanic drama, green pastoral lands and proud residents who are as authentic as the land itself give modern-day explorers a true sense of adventure and discovery that they'll never forget.

## PROMISE

**We provide visitors an opportunity to stand with nature and experience how things were long ago.**

Here, you'd swear that the days pass in a completely different light, across acres of untouched forests, pristine waterfalls, trout-filled rivers and crystal-clear lakes with Mt. Shasta watching over it all. The pace of modern life isn't part of our past, present or future. And that's exactly how we like it. We know you will, too.

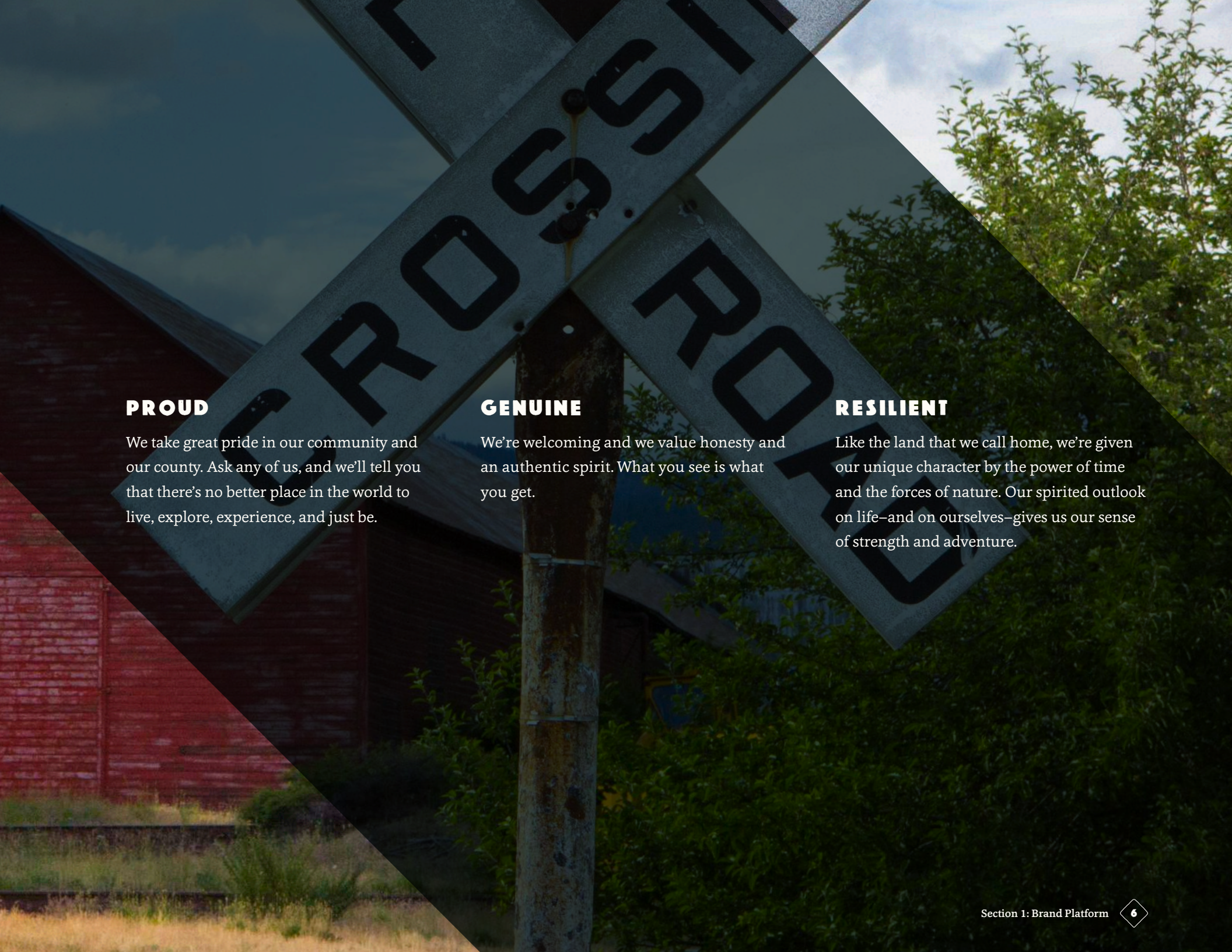


# BRAND VALUES

## HOW WE ACT

Our brand values tell you where we stand on any given day. Pure and simple.





**PROUD**

We take great pride in our community and our county. Ask any of us, and we'll tell you that there's no better place in the world to live, explore, experience, and just be.

**GENUINE**

We're welcoming and we value honesty and an authentic spirit. What you see is what you get.

**RESILIENT**

Like the land that we call home, we're given our unique character by the power of time and the forces of nature. Our spirited outlook on life—and on ourselves—gives us our sense of strength and adventure.



# BRAND VOICE

## HOW WE SOUND

We share with you exactly who we are, and we speak in a way that reveals everything about us. We express what's deep within our core, in language that's as clear and crisp as our fresh mountain air. We always refer to ourselves as 'Siskiyou' — never 'Siskiyou County' or any other naming variation.

## **ADVENTUROUS**

We sound adventurous because adventure was born and raised here. And it never left.

## **RUGGED**

We sound rugged because we're an expression of the wild scenery that surrounds us, fueled by the raw power of Mt. Shasta to the jagged beauty of our ancient volcanic landscape.

## **NEIGHBORLY**

We sound neighborly because that's how we see ourselves. And it's how we naturally relate to you, to each other and to the world around us.

## **CANDID**

We sound candid because we're honest...with ourselves and with you. We say it like it is and we mean every word.

# BRAND MESSAGING PILLARS

WHAT WE STAND FOR

Our pillars communicate who we are and share what we offer to the world. We're spirited with a unique yet time-honored perspective that reflects Siskiyou's refreshingly raw landscape. Proud, honest and naturally adventurous, we have nothing but respect and gratitude for where we live, and every day, we're awe-struck by the indescribable beauty that surrounds us.



## **NATURAL BEAUTY**

Beautiful, diverse landscapes rise up to meet you as Siskiyou connects you to nature, leaving a lasting impression every time.

## **ENDLESS ADVENTURE**

From fishing and caving to craft brews and sticky buns, adventurous experiences for all the senses are yours in Siskiyou.

## **LOCAL PRIDE**

Genuine and honest—what you see is what you get, and what you get is an authentic destination shaped by local pride and rich with unforgettable experiences.

## **SPIRITUAL REJUVENATION**

Pristine, tranquil landscapes, historic towns and majestic Mt. Shasta provide the perfect backdrop to escape it all and refresh your spirit.

## **FOUR-SEASON ACCESSIBILITY**

Where adventure never takes a day off and no two experiences are the same, California's real north is closer than you think.

# BRAND POSITIONING

Above it all atop California lies a destination beyond the ordinary—a place uniquely touched by all four seasons, shaped by rich local pride and watched over by a legendary mountain. Wandering here is to discover what California's real north has to offer, returning here is to experience life that knows no boundaries.

WANDER ABOVE » VENTURE BEYOND





SECTION **2** BRAND  
**ELEMENTS**





# LOGO

Inspired by the mountains that forged our foundation and the towering trees that accentuate it, the Siskiyou logo is an abstract and iconic representation of our county as a whole. It's as unique as we are; it belongs to us, brings us together and serves as a compass to guide others to California's real north.



# SISKIYOU

CALIFORNIA'S NORTH





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## PRIMARY LOGO

The primary logo is the default logo, and is to be used for all printed and digital collateral including, but not limited to: advertisements, billboards, posters, flyers, eBlasts, web applications and social media.



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## LOGO WITH TAGLINE

The Siskiyou logo with tagline can be used when it appears by itself without any other Siskiyou branding, or when emphasis on the tagline is necessary or warranted.

# SISKIYOU

CALIFORNIA'S NORTH



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## HORIZONTAL LOGO

The horizontal logo is to be used only in situations where the primary logo will not fit (along with the defined amount of clear space). These situations include narrow horizontal areas where type can become difficult to read due to small scale.

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## LOGOMARK

The logomark is the graphic portion of the primary logo, and should be used as a graphic element. Alternately, the logomark can be used in place of the primary or horizontal logo when neither of those options will fit within the allotted space.

# ONE-COLOR LOGO

The one-color Siskiyou logo is to be used only in situations where full color is not possible. The color of the logo should be selected from the brand color palette (as identified on page 27) and should contrast the background on which it sits. If the background conflicts with all colors, or color is not possible, the white or black logo may be used.



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**1-COLOR LOGO  
SHOWN IN MOSSBRAE**



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**BLACK LOGO**



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**WHITE LOGO**

# REGIONAL

## LOGOS

There are four regions in Siskiyou — north, east, south and west; each have their own distinct personality and characteristics. For this reason, a logo specific to each region has been created for internal use within that region. Do not use the regional logos for branding Siskiyou as a whole.





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SISKIYOU REGIONAL LOGO - NORTH



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SISKIYOU REGIONAL LOGO - EAST



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SISKIYOU REGIONAL LOGO - WEST



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SISKIYOU REGIONAL LOGO - SOUTH

# LOGO USAGE

The logo's appearance must remain consistent in order to uphold the integrity of the Siskiyou brand. For this reason, the logo should never be modified in any manner or in any way deviate from these guidelines.

To establish proper usage, the logo should never be smaller than the following sizes, and the following clear space must always be recognized.



## MINIMUM LOGO SIZE

Do not scale the primary logo smaller than 1 inch in width, or the logo with tagline smaller than 1.25 inches in width, as the tagline will become illegible.

## MINIMUM CLEAR SPACE

Minimum clear space must be equal to the height of the green chevron in the logomark on all four sides of the logo. This amount of clear space should be increased wherever possible.

# LOGO MISUSE



Never stretch the logo.



Never modify or change the direction of the logomark.



Never delete any part of the logo lockup.



Never add special effects to the logo.



Never add gradients to the logo.



Never use a dark logo on a dark background color.



Never add any colors that are not specified for the logo.



Never use the logo on a busy photograph or pattern.

# COLOR PALETTE

You won't find our color palette on city streets or sandy beaches. Our color palette was born from the dramatic and varied landscapes of Siskiyou. The bold earth tones and bright accents were hand-picked to communicate the unique personality of each region within the county.





**BLACK BUTTE**

**PANTONE 5185**

**CMYK 53 | 81 | 26 | 75**

**RGB 74 | 48 | 65**

**HEX 4A3041**



**LAVENDER FIELD**

**PANTONE 5195**

**CMYK 44 | 74 | 21 | 58**

**RGB 102 | 67 | 90**

**HEX 66435A**



**JUNIPER**

**PANTONE 445**

**CMYK 52 | 23 | 30 | 74**

**RGB 80 | 87 | 89**

**HEX 505759**



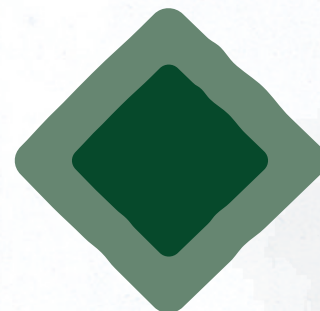
**McCLOUD FALLS**

**PANTONE 444**

**CMYK 45 | 16 | 25 | 50**

**RGB 113 | 124 | 125**

**HEX 717C7D**



**KLAMATH CEDAR**

**PANTONE 350**

**CMYK 80 | 21 | 79 | 64**

**RGB 44 | 82 | 52**

**HEX 2C5234**



**MOSSBRAE**

**PANTONE 383**  
**CMYK 29 | 1 | 100 | 18**  
**RGB 168 | 173 | 0**  
**HEX A8AD00**



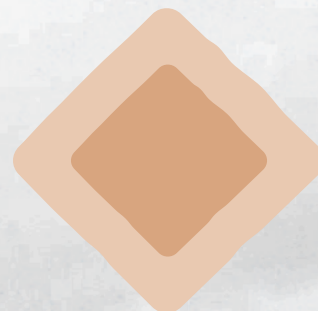
**LAVA TUBE**

**PANTONE 7553**  
**CMYK 26 | 46 | 76 | 72**  
**RGB 90 | 69 | 34**  
**HEX 5A4522**



**STICKY BUN**

**PANTONE 730**  
**CMYK 10 | 55 | 83 | 35**  
**RGB 158 | 101 | 46**  
**HEX 9E652E**



**SALMON**

**PANTONE 728**  
**CMYK 5 | 32 | 46 | 10**  
**RGB 205 | 160 | 119**  
**HEX CDA077**



**SANDSTONE**

**PANTONE 7506**  
**CMYK 0 | 7 | 25 | 1**  
**RGB 239 | 219 | 178**  
**HEX EFDDB2**

# TYPOGRAPHY

We've chosen our typefaces to reinforce the genuine and rugged brand voice of Siskiyou. Resembling both our adventurous landscapes and neighborly attitude, these typefaces portray the confidence and pride we speak with every day.





# GARDA BLACK

Use for headlines, sub-headlines or as an accent typeface.

GARDA FILLER

Use for sub-headlines, or as an accent typeface.

# Cassia Regular

Use for body copy.

# Cassia Bold

Use for sub-headlines within body copy, and where emphasis is needed. Set in sentence case.

# *Cassia Italic*

Use where extra emphasis is needed within body copy. Set in sentence case.

## DIGITAL

### Garda Substitution

#### **ARCHIVO BLACK**

Google font; preferred choice. All caps.

#### **ARIAL BLACK**

System font; use as backup. All caps.

### Cassia Substitution

#### Vollhorn

Google font; preferred choice.

#### Georgia

System font; use as backup.

Garda Black —

# SAMPLE

## HEADLINE

Garda Filler —

Garda Black —

### SAMPLE BODY HEADER

Denimag natectur sit aut quia volorit pos modi commos quodicaborum quam ut de atem que nuscia quatur. Soloritatem aliquie con pore odis dolupta debitat eossimint, quas voluptas dolent imod qui ad que si quuntem utati andus, iur andipici tempos assequibus.

Cassia Bold —

### Sample Body Subhead

Poratur repudae doluptasi unti cus, quid que doluptas et, estiur, sequam, consequia sunt faciamenem isi dunt et ut aperupt aessimpore, velendit labo. Sedit occuscit aliquatur? Nam rest prae dolo doluptaturi repelle ndandi qui nientem poreptatur?

Cassia Regular —

Caborum nus molorero beatio tessequam, et volo dolorru nduntur sus dolo omnimaion conecus none iumquae quatemquae volum nihicimpores dolor mint quatur ma ventemo bea iur? As asi blabor min porrum reperchil iusdam quo molut reped que.

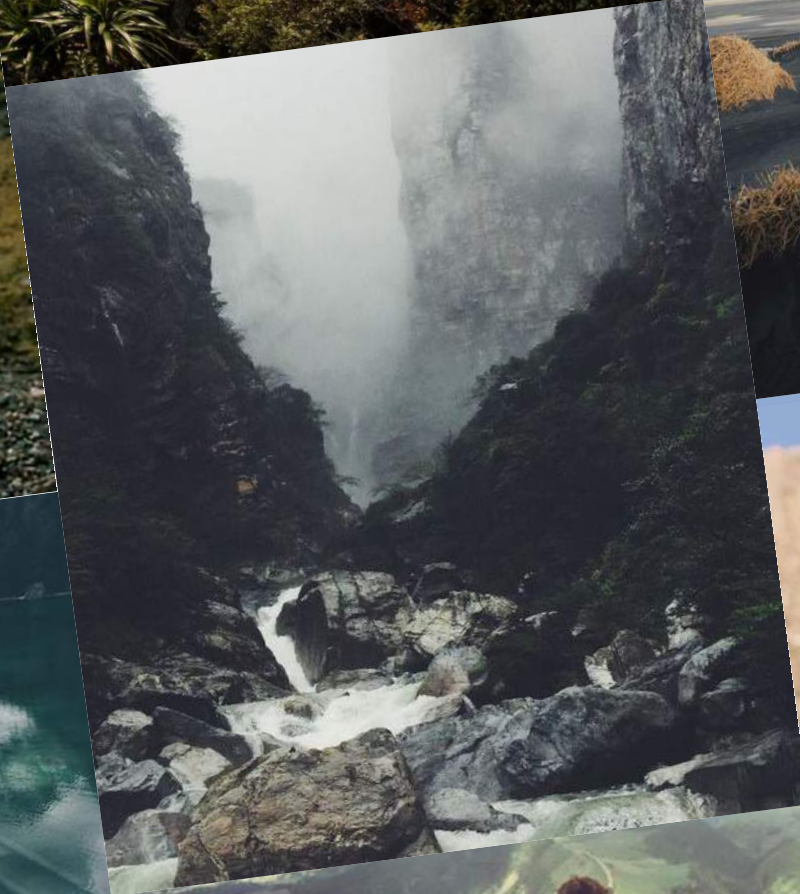
Garda Black —

[LEARN MORE](#)

# PHOTOGRAPHY

Photography for Siskiyou should depict the incredible natural beauty of the location. The tone of images should complement the season in which they're shot or portraying. For example, winter shots should be cool in tone, and summer shots should be warm. See the following two pages for samples of photography style.







# GRAPHIC ELEMENTS

The graphic elements are the final piece to our visual identity and are used to support and strengthen the brand. They are to be utilized together with the logo, color palette, typography and photography to create a cohesive and unique visual solution.



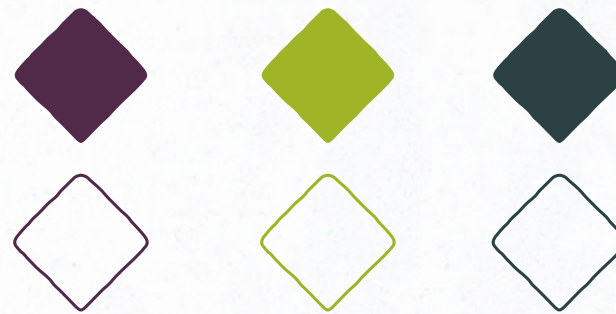




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## CHEVRONS

Chevrons are part of the Siskiyou logo lockup, and can be used by themselves as a graphic accent. Do not change the direction they are facing—they should only point up or to the right. Any color within the brand color palette is acceptable.



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## DIAMONDS

Diamonds are part of the Siskiyou logo lockup, and can be used by themselves as a graphic accent. Diamonds can be solid or outlined. Any color within the brand color palette is acceptable.



## ANGLES

A 45° angle can be used as a graphic element. This slant mimics the incline of the chevron and diamond graphics. The angle graphic should be used in a subtle way that does not overpower the design. Angles should bleed off of the page.



## TEXTURED LINE

The textured line can be used to divide or create separation between elements in print or digital layouts. Use as you would a straight line, in any of the Siskiyou brand colors.



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## TAG

The tag is a background element primarily for use with the Siskiyou logo. It can be used both horizontally and vertically to help the logo stand out on photographic backgrounds. The tag can bleed off the page, but at least one curled edge should be visible.



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## **SOCIAL MEDIA ICONS**

Social media icons have been created for the Siskiyou brand. Icons should never be scaled smaller than .25 inches in height, and should be placed near the bottom of communication pieces. Icons should always appear in the order shown.



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## **BACKGROUND TEXTURE**

A custom background texture is available for use as a graphic element. Overlay the texture as needed on artwork or photography to achieve a gritty or worn feel. Adjust as necessary to achieve the desired result. The texture should not overpower the design.



# SISKIYOU

## CALIFORNIA'S NORTH

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**Siskiyou County Economic Development Council**

1512 South Oregon Street

Yreka, CA 96097

