**WEST CENTRAL MOUNTAINS
ECONOMIC DEVELOPMENT
COUNCIL**

Box 2365
McCall, Idaho 83638

p: 208-398-3321

WEST CENTRAL MOUNTAINS
ECONOMIC DEVELOPMENT COUNCIL
Valley County · Cascade · Donnelly · McCall · Meadows Valley

VISUAL IDENTITY AND

BRAND GUIDELINES

WELCOME!

This is your guide for representing the West Central Mountains of Idaho brand—whether it's a conversation at the grocery store, creating a website for a new project, or making a flier to promote an upcoming event.

Think of the brand as a synonym for the word "reputation." Our brand is the sum of the facts and emotions that come to mind when you read, hear about, or experience the beautiful West Central Mountains of Idaho.

TABLE OF CONTENTS

THE LOGO

The West Central Mountains logo represents key regional assets that make this a great place to live, work and play. The elements in the design beautifully portray the abundance of wildlife, scenic beauty, and recreational opportunities offered by the region.

The scenic graphic and West Central Mountains name will serve as an overarching brand umbrella that can be applied to businesses, community organizations, and regional partnerships within the entire region.

CLOSE TO NATURE

RECREATIONAL LANDSCAPE

5 TREES = 5 COMMUNITIES

WATER BODIES

WILDLIFE

WEST CENTRAL MOUNTAINS
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BRAND ARCHITECTURE

The logo is designed to serve the needs of many coalitions and organizations within the region. To allow the logo to function correctly with a high degree of flexibility, a brand architecture with a clear three-level hierarchy has been designed. The examples below demonstrate how to format the information. The size and proportion of all titles is important to maintain clarity and overall consistency.

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1. SCENIC GRAPHIC MARK

2. BRAND NAME

3. ORGANIZATION

4. LOCATIONS/INITIATIVES
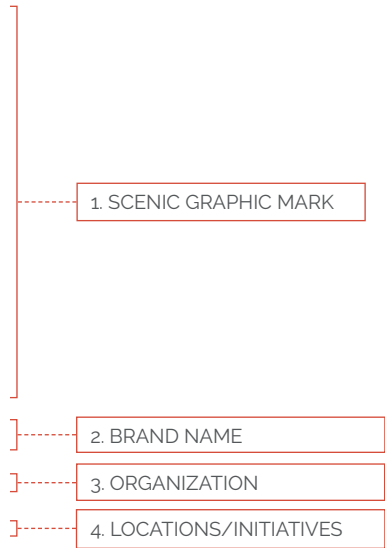
Always use **Amazing Grotesk – Regular** as the font for the Organization (**3.**) *and* Organization's Location or Initiative (**4.**). Download the font at _____.

In the example below, the Organization and Locations/Initiatives lines have been changed for specific uses. Note the consistent size and proportion of all elements and typefaces.

WEST CENTRAL MOUNTAINS
IDAHO'S ADVENTURE CORRIDOR
ECONOMIC DEVELOPMENT PLAN

WEST CENTRAL MOUNTAINS
FOOD COALITION
COMMUNITY DEVELOPMENT PROGRAM

LOGO FORMATS

PRIMARY FORMAT - VERTICAL

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SECONDARY FORMAT - HORIZONTAL

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SECONDARY FORMAT - HORIZONTAL

WEST CENTRAL MOUNTAINS
IDAHO'S ADVENTURE CORRIDOR
ECONOMIC DEVELOPMENT PLAN

ABCIDAHO.ORG

WE ARE
AMERICA'S
BEST COMMUNITIES
UNITED WE THRIVE

The primary format for the WCM logo is always vertical, with the Scenic Graphic mark centered over the Brand Name. When space won't allow for the primary format, use the secondary, horizontal logo format. When using the secondary, horizontal mark, the scenic graphic should always be placed to the *left* of the Brand Name.

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WEST CENTRAL MOUNTAINS

AS THE LOGO GETS SMALLER,
THE BRAND NAME AND
ORGANIZATIONS CAN BE
REMOVED IF THEY BECOME
DIFFICULT TO READ.

CLEAR SPACE

CLEAR SPACE

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CLEAR SPACE
=
COPY HEIGHT

LOGO SPACE AND SIZING

To maintain brand consistency and prominence,
always separate the logo from other text and graphic
elements by a minimum distance equal to the brand
name grouping.

Should it become necessary to change the size of the
logo, all graphic and text elements should be resized
proportionally. For example, if the Scenic Graphic
is reduced by 50 percent, the typeface sizes for
the Brand Name and Organizations should also be
reduced the same 50 percent.

As the logo appears smaller within the overall setting,
it is acceptable to remove sections of the logotype in
order to maintain readability.

COLOR - CMYK

GRAYSCALE

LOGO COLOR VARIATIONS

Whenever possible, the West Central Mountains logo should appear in full CMYK or RGB color. A grayscale version of the logo is available for those instances when a full-color logo is not available or affordable.

BRAND COLORS

The primary color for the West Central Mountains is teal (PMS 315). It is used for the Brand Name, Organization Names and all the other information within the WCM logo. PMS 312 is used as the horizontal line that's placed between the Organization Name and the Locations/Initiatives.

There are secondary colors within the brand that are added to create interest and variety. These colors are found within the Scenic Graphic mark. They are symbolic of warm summer sunsets, bright fall foliage, and snow-capped peaks. Only use these colors as accents to the main color theme.

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TYPE: PMS 315
LINE: PMS 312

PMS 315

C 92 / M 51 / Y 36 / K 12
R 0 / G 102 / B 128
#00657f

PMS 312

C 76 / M 15 / Y 11 / K 0
R 0 / G 166 / B 206
#00a5cd

PMS 377

C 58 / M 22 / Y 100 / K 4
R 121 / G 155 / B 62
#799a3d

PMS 164

C 0 / M 62 / Y 81 / K 0
R 245 / G 127 / B 67
#f47f42

PMS 122

C 0 / M 16 / Y 86 / K 0
R 255 / G 211 / B 61
#ffd33d

PMS 7668

C 66 / M 59 / Y 15 / K 1
R 106 / G 110 / B 159
#6a6d9e

UNACCEPTABLE USES OF THE LOGO

Use common sense when placing the logo within a document, email, posters, or signage. When applying the logo in any context, never attempt to create a different version or modify the elements or their configuration in any way. Use these examples as a guide for how *not* to use the logo.

DO NOT CONVERT LOGO TO
SINGLE COLOR B/W.

DO NOT CHANGE THE COLORS OF
THE LOGO.

DO NOT ADD DROP SHADOWS
AND OTHER EFFECTS.

DO NOT CHANGE THE FONTS
USED IN THE LOGO.

DO NOT USE LOW-RESOLUTION
AND LOW-QUALITY IMAGES.

DO NOT PLACE THE TYPE ABOVE
THE SCENIC GRAPHIC.

CLOSE TO NATURE

The Scenic Graphic of the West Central Mountains logo contains some beautiful elements, like trees, birds, mountains, and streams, that can be incorporated into any design to add interest and a more branded experience. Each of these elements is symbolic of what is great about the area.

Another design element is the multi-colored Graphic Color Bar that is broken into five separate color sections. These sections, like the trees, represent the five communities in the West Central Mountains.
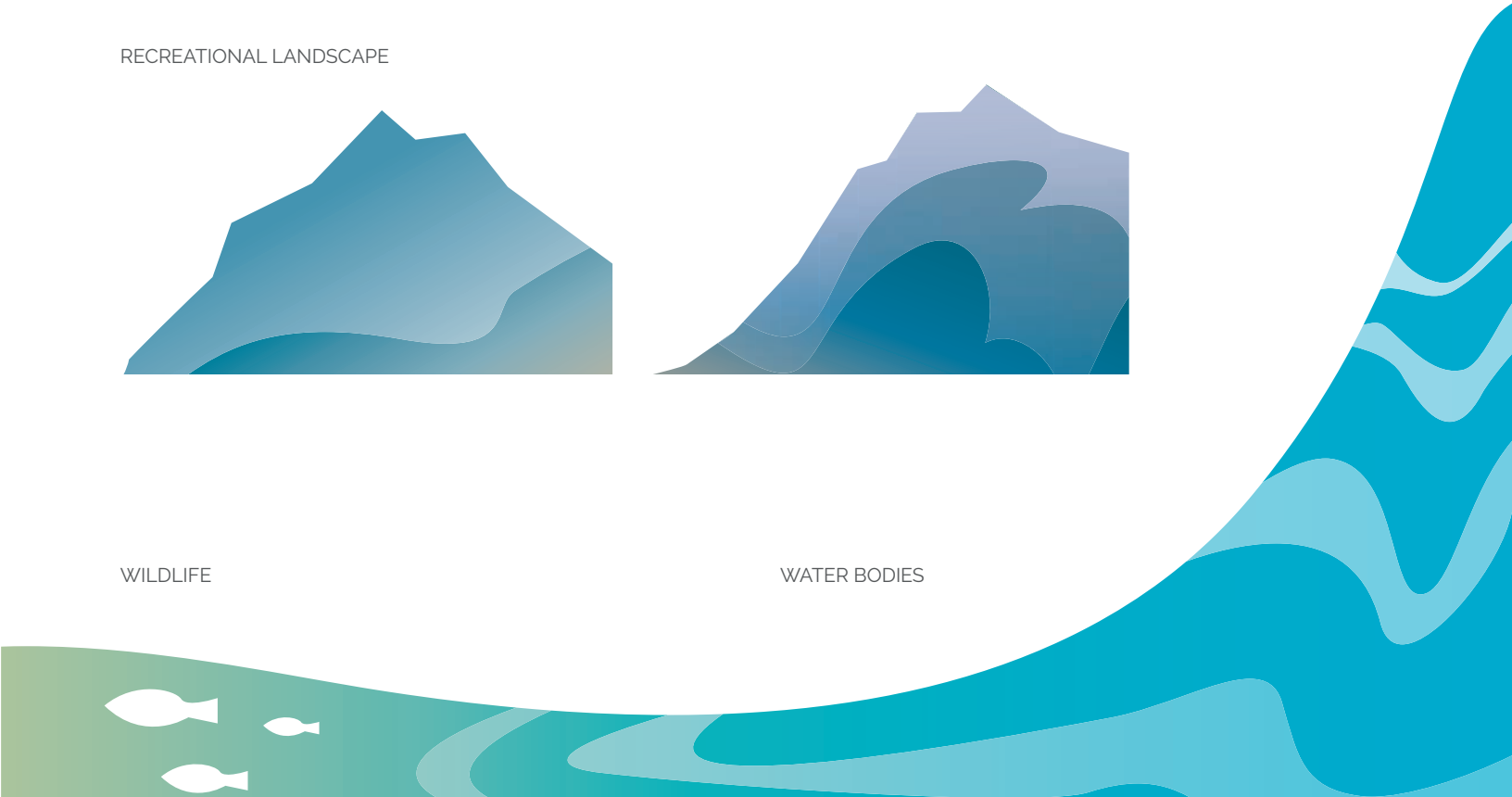
5 TREES = 5 COMMUNITIES

GRAPHIC COLOR BAR

RECREATIONAL LANDSCAPE

WILDLIFE

WATER BODIES

GRAPHIC DESIGNS

This is an example of how the West Central Mountains logo and branding elements can appear when used together as a cohesive unit. This example shows how an entire brand of business cards, letterhead, envelopes, and invitations can work together using multiple elements and assets.

TYPOGRAPHY

The standard typefaces for the West Central Mountains brand are Amazing Grotesk Regular and Light. Use this font for the Brand Name, Organizations, or Locations/Initiatives elements within the West Central Mountains logo. Always use ALL-CAPS for the logo names.

Amazing Grotesk Light (and Italic) should be used for body copy in all documents, because of it's ease of readability.

In addition to Amazing Grotesk, use Raleway Black for bold headlines. It contrasts nicely with the Amazing Grotesk font. Raleway Regular is an ideal font for subheads, captions and highlights.

These type families were chosen to support the brand personality of the organization. These fonts can be accessed and downloaded at www_____.

AMAZING GROTESK REGULAR AND ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

AMAZING GROTESK LIGHT AND ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

RALEWAY BLACK AND ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

RALEWAY REGULAR AND ITALIC

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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