

TOURISM BRAND

PHASE 3: Refined Brand Identity

CITY OF GLADSTONE OREGON

06.01.20 - Prepared by the Artists, Designers and Strategists of ROTATOR Creative.

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ROTATOR is a studio of artists, designers and strategists, specializing in building communities. We believe that the creative mindset has the ability to transform trajectories and community outcomes. We have a strong track record of applying our problem-solving skillset to the most complex challenges and we're looking for people we can help.

Let's recap...

OVERVIEW OF LAST ROUND

- Four unique brand concepts (shown below) were presented to selection committee and department heads
- Concept A generated the most response from the group; concept D was also a frontrunner
- Final directive for Rotator was to make concept A the focus while incorporating some elements from concept D into the final design



A



B



C



D

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WALKABLE BLOCKS



GLADSTONE
Oregon



BEBAS NEUE
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

INTERSTATE BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NOTABLE FEEDBACK

- Among all concepts presented, this concept resonated the most with nearly every stakeholder
- Works really well for wayfinding due to bold colors and shapes
- The block shape patterns used in the street banner and painted crosswalk concepts can be easily replicated by community members
- The symbol is strong enough to be implemented across various formats

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NATURE'S NEIGHBORHOOD



BEBAS NEUE
 ABCDEFGHIJKLMNOP
 QRSTUVWXYZ
 1234567890

LEMONDROP
 ABCDEFGHIJKLMNOP
 QRSTUVWXYZ
 1234567890

NOTABLE FEEDBACK

- Has a vintage, nostalgic look
- Feels quaint but not too campy
- Concerns about it blending in with its surrounding environment
- Concerns about it drawing too close to Oregon City's brand colors
- Identified as the "safe route" — the overall sentiment of the group was that playing it safe is not in Gladstone's best long term interest

**On to the
final product!**

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FINAL DESIGN



GLADSTONE
Oregon

Primary color palette



RGB: 245/130/32
CMYK: 0/60/100/0
HEX: f58220



RGB: 249/157/28
CMYK: 0/45/100/0
HEX: f99d1c



RGB: 241/178/94
CMYK: 0/35/80/0
HEX: f1b25e



RGB: 65/168/185
CMYK: 70/15/25/0
HEX: 41a8b9

Secondary color palette



RGB: 241/242/242
CMYK: 0/0/0/5
HEX: f1f2f2



RGB: 65/64/66
CMYK: 0/0/0/90
HEX: 414042

Header Typeface

Bebas Neue

A
BCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Body Typeface

Interstate

Aa
BCDEFGHIJKLM
nopqrstuvwxyz
0123456789

Accent Typeface

Calafia

Aa
bcdefghijklmno
PQRSTUVWXYZ
0123456789

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COLORS



PEOPLE



ROADS



RIVERS

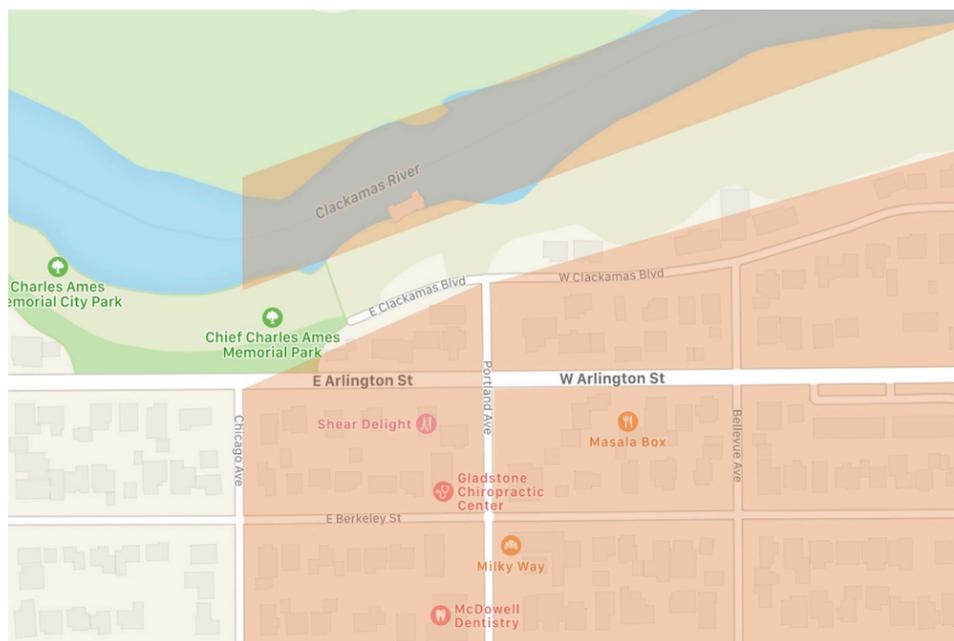


WHY THESE COLORS

These colors were originally chosen to represent the three most critical aspects of Gladstone as it relates to tourism. We explored a range of color combinations following the feedback we received in the first round, and we returned to this solution for several reasons. We found that changing the top bar to any color other than blue resulted in the river metaphor being lost. When exploring color schemes more in line with the Nature's Neighborhood concept, they did not pack as much visual punch (not good for wayfinding). They also began to look homogeneous with neighboring brands like Oregon City and Travel Oregon (not good for setting Gladstone apart). We believe this suite of colors best tells Gladstone's story while also speaking to the vibrancy it aspires to imbue.

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SHAPES



A
 BCDEFGHIJKLMN
 OPQRSTUVWXYZ
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Aa
 BCDEFGHIJKLM
 nopqrstuvwxyz
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Aa
bcdefghijklmno
PQRSTUVWXYZ
0123456789

WHY THESE SHAPES

The iconic mark does several things. For one, it echoes the unique shape of the crosswalks at the intersection of Portland Ave and Dartmouth — arguably the most critical juncture in the downtown core given its proximity to local businesses and connections with the riverfront and McLoughlin Boulevard. The segmented shapes within it resemble a river running alongside city blocks. Follow the shapes counterclockwise and it reads as the letter G. It can also be interpreted as an abstract stone, much like the ones seen along the shores of the two rivers.

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SHAPES (CONTINUED)



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bcdefghijklmno
PQRSTUVWXYZ
0123456789



Outdoor recreation is a critical tourism component for Gladstone. To tie this into the brand, we pulled in elements from the Nature’s Neighborhood concept by rounding the outer corners on the logo mark. This helps make a subtle visual connection with the iconic signs found at nearby parklands. The hand-painted typeface (Calafia) and contrasting color block at the top also reinforce the connection. Rounding the corners also has the effect of softening the mark, thus making it feel more friendly and approachable.

Interstate is the typeface used on street signs all across the country. Using this as part of the Gladstone brand adds to the road trip sentiment that goes hand in hand with National Parks and Forest culture.

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PATTERNS & ELEMENTS



WHY THESE PATTERNS & ELEMENTS

We envision this pattern of segmented shapes going a long way for the Gladstone brand. The shapes' liveliness signals a sense of motion and activity while the pattern as a whole reinforces the neighborhood feel of the city in the way it resembles a bird's eye view of dynamic city blocks. Furthermore, this pattern can be easily replicated to form an infinite amount of combinations, giving it considerable flexibility and longevity. The rounded corners and angled sides of the logo mark can be implemented and modified for hardscape elements such as signs and banners. Together, these pieces come together to form a cohesive kit of parts that is both playful and professional.

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MESSAGING

BRAND ADJECTIVES

WHOLESOME

PLAYFUL

COMMUNITY SPIRIT

AUTHENTIC

WHY THESE ADJECTIVES

WHOLESOME

One of Gladstone’s greatest assets is the charm of small town life. We want to leverage this and focus our efforts on attracting families as our target tourism audience. We want to help them feel a sense of belonging, safety, and opportunity when they visit.

PLAYFUL

From casting lines out into the river to racing an RC car around the track, there are many ways to play in Gladstone. We want to promote discovery by championing all forms of play and encouraging visitors to try something new.

COMMUNITY SPIRIT

A city that loves itself is a lovable city. We want to celebrate the people and places of Gladstone and also hold the door open for visitors to join the fun. Just as rivers connect in Gladstone, so do people. Let’s showcase this.

AUTHENTIC

Gladstone is not Portland; nor does it want to be. It’s proud of who it is and where it comes from. Rather than expend energy trying to outdo other cities, Gladstone should move forward with confidence and optimism as it tries to be a better version of itself.

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BRAND IMPLEMENTATION



*These images are for proof of concept only. They do not necessarily indicate final design.

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Oregon

Glad to be here!

Thank you