



# SISTERS

*Oregon*

EST. 1901

Brand Guide

November 2023

# Consumer-Facing Copy

## Intro Copy (use for website or collateral):

Sisters feels a little like the Old West. But don't let our Western facade fool you—we've been hosting visitors from around the globe for decades, so we have a wonderfully worldly point of view. We're home to a real live rodeo, world-famous quilt show and a three-day, take-over-the-town folk festival. Sure you'll find saddle and Stetson shops, but also a surprisingly sophisticated mix of boutiques, bakeries and breweries lining our charming streets. Not to mention fine art, fancy eateries and five star lodging.

As for outdoor adventure, you can absolutely ride horses in Sisters *and* also have easy access to the stunning Three Sisters Wilderness, where epic mountain biking and hiking await. You can fly fish or kayak the wild Metolius, free climb Smith Rock, or explore ancient lava tubes...all just a short drive away. So yes, Sisters draws inspiration from the Old West. But it's reimagined and ready for you and yours to kick back or lean in and enjoy this incredible part of Oregon.

## Instagram profile copy:

Old West vibes paired with fabulous places to eat, shop and stay. Plus nearby epic hiking, biking, fishing and horseback riding abound. So come visit!

Alt. Home to the Sisters Quilt Show, Folk Festival and Rodeo. Plus fine dining, fabulous places to shop and stay. Hiking, biking and horse riding, too!

# Primary Logo

We can't ignore (nor do we want to!) Sister's western heritage, so we leaned into that, while giving it a distinctly modern and elevated feel. The serif typeface has been customized just for Sisters, adding western flair, but making it feel like a boutique brand with a distinctive personality. The combination of strong letter forms with more delicate type suggests that there is more to Sisters than meets the eye.

We added the "est." established date to lend historical credence, and paired it all with "Oregon" to make sure people know exactly where we are.



# Color Variations

The Sisters logo works best in one-color and has been provided to you in all the brand colors. Please be sure that whatever background you use enables ALL the components to be easily read.



# Monogram Logo

You should use the primary logo whenever possible. However, these two monogram logos can be used in special circumstances. For instance, as door signage, t-shirts, or when it is not possible to use the full logo due to space constraints. Please do not use Monogram 01 without the context of the word Sisters spelled out in the same layout or nearby.

Both of these options have been provided for you in all your brand colors.



Monogram 01



Monogram 02

# Color Palette

Please use the following colors for all communications. The Sisters brand palette consists of the 8 colors listed at right and their tints. For typography in layout, please use one of the darker colors or 100% black. White can also be used over the top of dark photos or any brand color.

<b>EVERGREEN</b> CMYK 66, 53, 98, 49 RGB 65, 69, 30 #41451e PANTONE 5747 C	<b>LEAF</b> CMYK 60, 31, 98, 13 RGB 108, 132, 56 #6c8438 PANTONE 7491 C	<b>SKY</b> CMYK 61, 25, 38, 1 RGB 107, 157, 157 #6b9d9d PANTONE P 129-12 C
<b>BARK</b> CMYK 19, 59, 100, 4 RGB 199, 119, 39 #c77727 PANTONE P 25-7 C	<b>GOLD</b> CMYK 6, 24, 100, 0 RGB 240, 191, 27 #f0bf1b PANTONE 7406 C	<b>TRAILDUST</b> CMYK 13, 10, 20, 0 RGB 219, 217, 202 #dbd9ca PANTONE 7527 C
<b>BLACK</b> CMYK 75, 68, 67, 90 RGB 0, 0, 0 #000000 PANTONE 426 C	<b>WHITE</b> CMYK 0, 0, 0, 0 RGB 255, 255, 255 #ffffff PANTONE n/a	

# Typography

Please use the Google font [Hepta Slab](#) for traditional headlines and subheads. It can be downloaded for free [here](#).

Please use the font [Nexa](#) for body copy, captions, and any incidental type. Purchase it [here](#) before any use. When not available, please use the Google font [Questrial](#).

For special callout copy, or headlines, you may use the font [Beloved Script](#). Do not use it for body copy or in small use (like captions). You may access it [here](#), through Adobe Fonts.

Aa

## Hepta Slab

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

## Nexa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Aa

## Beloved Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

# Illustrations

To help convey the Sisters brand personality, we have drawn some custom illustrations and sourced some existing illustrations that mesh seamlessly with the others.

Any of the illustrations can be used in any of the brand colors and can also be used in conjunction with the logo (as shown on the cover of this guide). When using with the logo, be sure it is placed on a solid background and the logo is legible.





# Patterns

We've included secondary pattern elements for use in layouts. Symbolic of Western culture and its diverse influences, quilt patterns convey a feeling of warmth, comfort and tradition. Paisley (bottom row) gained popularity in the West during the 18th and 19th centuries; its intricate and flowing patterns evoke a sense of elegance and adventure.

For use with text, please make sure the text is readable. You may need to use a lighter tint of the pattern.

You may also use a simple dashed line for borders and such (see page 17).

