

Japanese/Sushi

Hirameki F.G. Sushi
1905 Birch Street
(503) 357-0754

Ninja Bowl Teriyaki
3012 Pacific Ave
(503) 746-7100

SaWa
2036 Main Street
(971) 727-8115

Chinese/Asian

Buffet Dynasty
2834 #E Pacific Ave
(503) 430-7144

Jade Green Palace
3018 Pacific Ave
(503) 992-8889
www.jadegreenpalace.com

Mandarin China Restaurant
2338 Pacific Ave
(503) 357-1820

New Chinese Cuisine
1932 21st Ave
(503) 359-1383

Thai

Pac Thai Restaurant
1923 Pacific Ave
(503) 992-1800
<http://www.pac-thai.com/>

Pizza

Domino's Pizza
2635 Pacific Ave
(503) 992-7722

Godfather's Pizza
Ballad Towne Square
2834 Pacific Ave
(503) 359-5405
<http://www.godfathers.com/>

Papa Murphy's Take & Bake Pizza
3330 Pacific Ave
(503) 357-2108
<http://www.papamurphys.com/Home>

Pizza Hut
2323 Pacific Avenue
(503) 357-3368
<http://www.pizzahut.com/>

Pizza Schmizza
2042 Main St
(503) 359-5320

Wine Bars & Breweries

Bull Run Cider and Seven Seeds Seidr
2225 Cedar Street
301-785-4742
www.bullruncider.com

Ridgewalker Brewery & Pub
1921 21st Street
(503) 747-0271
www.ridgewalkerbrewing.com

Urban Decanter Wine Bar
2030 Main St
(503) 359-7678
www.urbandecanter.com

Wine Bars & Breweries

Waltz Brewing
1900 A Street
(503) 896-6057
www.waltzbrewing.com

Saké One
820 Elm St.
(503) 357-7056
www.sakeone.com

Dauntless Wine Tasting Room
2003 Main Street
(971) 517-5004

Growler Garage
1837 Pacific Ave
(503) 372-5648
www.thegrowlergarage.com



QR code to 'Visiting Forest
Grove' Video
<http://forestgrove-or.gov>



www.DiscoverForestGrove.org
Hello@DiscoverForestGrove.org



Forest Grove / Cornelius
Chamber of Commerce

(503) 357-3006

Social Media
www.facebook.com/VisitForestGrove

City of Forest Grove Local Dining Guide

2020



Coffee Shops & Bakeries

Bella Donna's Bistro & Patisserie
2007 21st Ave
(503) 430-1622
www.belladonnasbistro.com

BJ's Coffee Company
Ballad Towne Square
2834 Pacific Ave
(503) 357-0969

Black Rock Coffee
3650 Pacific Ave Unit 105

Kafé
1832 Pacific Ave A
(503) 372-6250
www.drinkkafe.com

La Panadera Bakery
2420 19th Ave
(503) 995-1021

Slow Rise Bakehouse
1910 Main St. Ste.C
(503) 746-3034
www.slowrisebakehouse.com

Starbucks (inside Safeway)
2836 Pacific Ave
(503) 359-8700
www.starbucks.com

Telvet Coffee
1928 Cedar St.
(971) 801-0990
www.telvetcoffee.com

Frozen Treats

The Pink Spoon Frozen Yogurt
3650 Pacific Hwy 103B
(503) 992-1919

Island Vibe
1918 21st Ave
(503) 764-8983

Delis, Sandwiches, Subs

Coasters Deli
1918 Main St
(503) 359-3824

Boxer's Pub & Grub
1919 Pacific Avenue
(503) 716-8555

Safeway Deli
2836 Pacific Ave
(503) 359-8700
safeway.com/IFL/Grocery/Home

Phil's "1500" Subs
Ballad Towne Square
2834 Pacific Ave
(503) 359-1500
<http://phil1500subs.com/>

Subway Sandwiches & Salads
4419 Pacific Ave
(503) 359-4478
www.subway.com

Fast Food

Jack in the Box
3206 Pacific Avenue
(503) 359-5346

McDonald's
3315 Pacific Ave
(503) 352-9076

Scottie's Drive-in
1702 Pacific Ave
(503) 357-6898

Taco Bell
4477 Pacific Avenue
(503) 357-4848

American

Black Dog Bar & Grill
2835 19th Ave
503-352-5976
www.blackdogfg.com

Cornerstone Pub & Grill
2307 Pacific Ave
(503) 357-4742

Diversity Café
2104 Main Street
(503) 746-6093
www.diversitycandc.com

Old Town Vault
Restaurant & Pub
2004 Main Street
(503) 372-5241
[Www.oldtownvault.com](http://www.oldtownvault.com)

Maridon's Cafe
Ballad Towne Square
3012H Pacific Ave
(503) 359-3513

McMenamins Grand Lodge
3505 Pacific Ave
(503)-992-9530
<http://www.mcmenamins.com/89-ironwork-grill-home>

OutaZablue Market & Café
57625 NW Wilson River Road
Gales Creek, OR
503-357-2900
www.outazablue.com

Prime Time Sports Bar & Restaurant
4450 Pacific Ave
(503) 357-3684
www.prime-timefg.com

New American

Bites Restaurant
2014 Main Street
(503) 746-6812
www.bitesrestaurant.com

Mexican

El Gordito Feliz
3012 Pacific Ave
(503) 430-1930

La Estrella Tacos
2432 19th Avenue
(503) 359-1920

La Sierra Mexican Restaurant
2331 Pacific Ave
(503) 992-8980

Supermercado La Montana
1905 Mountain View Ln, Ste 100
(503) 357-0404

Taqueria Corona Mexican Restaurant
2009 Main St
(503) 359-8471

Hawaiian

Kama 'aina
1910 Main Street
(503) 430-0465
www.kamaainacfoh.com

Migets Hawaiian Island Grill
1914 21st Ave
(503) 888-5311
<http://www.migetsislandgrill.com>



Standing Report

Reporting period June 1- August 31, 2020

Business Recover Center- Forest Grove

BRC- Forest Grove Background

Washington County received CARES Act dollars directly from the Federal Government. The County saw and understood the vital need to provide support to small businesses. Providing advice, access to timely and accurate information, and financial resources through grants or low-interest loans on a County-wide basis was a daunting task. The Business Recovery Centers were modeled from other states that had experienced natural disasters. The goal was to provide any small businesses with assistance and support in a timely and convenient location. Four Business Recovery Centers were launched in mid-June covering all four corners of the County. Each BRC has its own outreach area designed to ensure no small business was left without access to important information and resources.

The role of the Business Recovery Center is to operate as a one-stop location to provide customized technical assistance, referrals, and resources to businesses owners. The center is also available to answer any inquiries received in person, by phone, email, or other online platforms.

The Business Recovery Center in Forest Grove is operated by Adelante Mujeres (Women Rise Up), an award-winning nonprofit organization whose mission is to empower Latina women and their families through educational, entrepreneurial, and leadership programs. For over 15 years, the organization has provided extensive training and coaching support to aspiring and existing business owners in Washington County.

Start-Up Process

The Business Recovery Center- Forest Grove is located on 2030 Main St. The Center includes office space and a conference room area. The Center is open on Tuesdays and Thursdays for business owners who have appointments as well as for walk-in clients looking to inquire about the services or pick up resources and information. In addition, coaching and technical assistance services are provided virtually via video conference, by phone, or onsite at the client's business location.

Adelante Mujeres successfully recruited and hired a Business Recovery Specialist. Ivette Heredia leads all aspects of the BRC- Forest Grove including technical assistance, coaching, and outreach. Ivette is originally from Oxnard, California, and has resided in Oregon for over a decade. As a first-generation Latina, and Pacific University graduate, Ivette is passionate about entrepreneurship and education. As a young business owner, Ivette not only brings a wealth of knowledge in marketing, finance, and non-profit management but she understands the importance of strengthening the fabrics of our local communities through dreams, resources, empowerment, and education.

Maribel De Leon, Director of Microenterprise programs leads the contract and supports all aspects of the BRC- Forest Grove. Originally from Dallas, Texas, Maribel graduated from Northwood University with a BBA in International Business. She has over 14 years' experience in business advocacy and small business development. Her career includes serving as a business advisor with the Small Business Development Center; leading the procurement division of a Hispanic Chamber of Commerce; and co-founding a film production company.

Small Business Grant Programs

During this reporting period Center staff have provided outreach and technical assistance support for the following small business grant programs:

- State of Oregon COVID-19 Emergency Business Grant
 - General outreach.
- Revive! Cornelius Grant
 - General outreach.
 - Provided one on one technical assistance on the application process to 1 business. Grant was awarded.
- Forest Grove Grant Round 2 & 3
 - General outreach.
 - Provided one on one technical assistance on the application process to 3 businesses.
- Columbia Pacific Grant
 - General outreach.
 - Provided one on one technical assistance on the application process to 5 businesses. All 5 businesses received the grant.
- Beaverton Grant
 - General outreach.
 - 2 businesses received direct call from BRC to encourage them to apply and give details of the process.
- Hillsboro Grant
 - General outreach.
 - 4 businesses received direct call from BRC to encourage them to apply and give details of the process.

Business Counseling

Business owners requesting counseling services from the Business Recover Center are needing support in various business topics. These include marketing, brand identity, social media, access to capital, legal assistance, and general operations. In addition, many are looking for support in submitting applications for business grants.

During this reporting period the Recovery Specialist has provided 14 businesses with continued one on one coaching in marketing, brand identity, and social media. Each of the 14 businesses have received an average of 8 hours of customized coaching. Staff did in-person outreach to provide information and resources about the BRC to 110 businesses in Forest Grove, Cornelius, Gaston, Banks,

and North Plains. A total of 15 businesses were provided technical assistance in applying for available business recovery grants. One business received counseling and referral to legal services.

The Center staff also conducted outreach via phone to an estimated 200 businesses to inform them of grant opportunities. Furthermore, the staff connected 20 businesses with outside resources or organizations to better meet their needs.

Marketing & Outreach

The following efforts we implemented to support marketing and outreach for the BRC:

- Phone Calls- The City of Forest Grove and the City of Cornelius provided the BRC with a directory of businesses that the Recovery Specialist used to offer services. An estimated 200 calls were made.
- Social media – Center staff shared information about the BRC once a week:
 - Empresas –Adelante Mujeres Facebook page- 700 followers.
 - Adelante Mujeres Facebook page- 4,000 followers.
 - Municipal and community organizations were also encouraged share information about the BRC.
 - A press release was written about the opening of the BRC in Forest Grove. This press release was shared on Adelante Mujeres’ social media platforms and in Forest Grove News Times.
- In Person Outreach – The Recovery Specialist visited 100 businesses in Cornelius, Forest Grove, Gaston, Banks, and North Plains. In addition, special outreach was done to vendors of the Forest Grove Farmers Market and Cornelius Farmers Market.
- Collaborations and Partners- The Recovery Specialist has been working consistently with City of Forest Grove, the City of Cornelius, the City of North Plains, the Forest Grove Cornelius Chamber of Commerce, and the Hillsboro Chamber of Commerce.
 - Cross marketing of the BRC services. The city of Forest Grove agreed to include the BRC flyer in both English and Spanish in utility bills for July.
 - Staff also connected with various partners across the county including: Tammy Marquez-Oldham, Portland Small Business Development Center Director; Julieanna Elegant, Small Business Legal Clinic; and Ayreann Colombo, Columbia Pacific Economic Development District.
 - Overall connected with 53 community organizations, partners, local chambers, and cities over the last 3 months.
- Newspaper advertisement- The BRC-Forest Grove led efforts to get the Oregonian to give a discount on online advertisements targeting audiences in Washington County. For the month of August, the BRCs received 39,713 impressions and 25 clicks through the Oregonian.
 - Recovery Specialist interviewed with Pamplin Media about the BRC and what struggles business owners are facing (article to be published first week of September).

PPE Distribution

BRC- Forest Grove staff conducted 95 calls to local businesses in Forest Grove and Cornelius to promote access to personal protective equipment. In addition, the Recovery Specialist reached out to local municipalities and promoted the resources internally to the 75 colleagues at Adelante Mujeres.

- 73 orders have been filled for a total of 13,265 pieces distributed.
- Business owners are requesting gloves and plexiglass in addition to the PPE already being provided.

Events

To support outreach efforts, Center staff hosted, presented, or participated in the following events:

- The BRC- Forest Grove held a ribbon cutting ceremony on June 24, 2020. In attendance were Commissioner Jerry Willey, Mayor of Forest Grove Peter Truax, Mayor of Cornelius Jeffrey Dalin, city councilors, city managers, economic development practitioners, and Adelante Mujeres staff. There were 18 individuals to support the opening of the Business Recovery Center. The staff did a livestream of the event through the Empresas program Facebook page targeting the Spanish language business community.
- The Recovery Specialist hosted and presented a workshop June 25, 2020 in conjunction with the Empresas business development program. Participants learned about services offered by the BRC and on COVID-19 safety measures. This was hosted in Spanish. 20 people attended.
- On July 14, 2020 Center staff presented during the Forest Grove Economic Development Commission meeting. 8 persons were present.
- On July 14, 2020, the Recovery Specialist participated in the North Plains Chamber of Commerce meeting to share services offered by the BRC and gave an update of no cost PPE. 30 businesses in attendance.
- Center staff presented during the virtual Adelante Mujeres All Staff meeting on July 21, 2020 to update employees on the Business Recovery Center and its services. 48 employees were present.
- On July 27, 2020, the BRC- Forest Grove sponsored and presented during the Forest Grove and Cornelius Chamber of Commerce virtual monthly luncheon. 30 people were present.
- On July 30, 2020 BRC- Forest Grove co-hosted a virtual Spanish workshop with Empresas program titled *"Aprende mas sobre el BRC!" ("Learn more about the BRC!)*. 18 people attended.
- On August 12, 2020 along with the Small Business Legal Clinic the BRC- Forest Grove hosted a bilingual virtual workshop titled "Importance of Commercial Leases, Tips, & Renegotiation". 5 people attended.
- On August 24, 2020 staff represented the BRC during an economic development roundtable conversation with Congresswoman Bonamici. 14 persons were present.
- On August 27, 2020 the Recovery Specialist participated in a virtual workshop with the Empresas program on the topic of "Business Resilience". 21 people attended.

Testimonials

“La verdad es que solo puedo decir que estoy super agradecida por toda la ayuda que me han brindado, que me he sentido muy segura y muy contenta con su apoyo porque en realidad si necesitaba este apoyo y nuevamente muchas gracias por todo.” Translation *"The truth is I can only say that I am super grateful for all the help they have given me, I have been very confident and very happy with their support because I actually needed this support and again thank you very much for everything."* - Mayela, Estetica Paraiso

Next Steps

The following are tasks and efforts the Center staff will implement to further support businesses in the area:

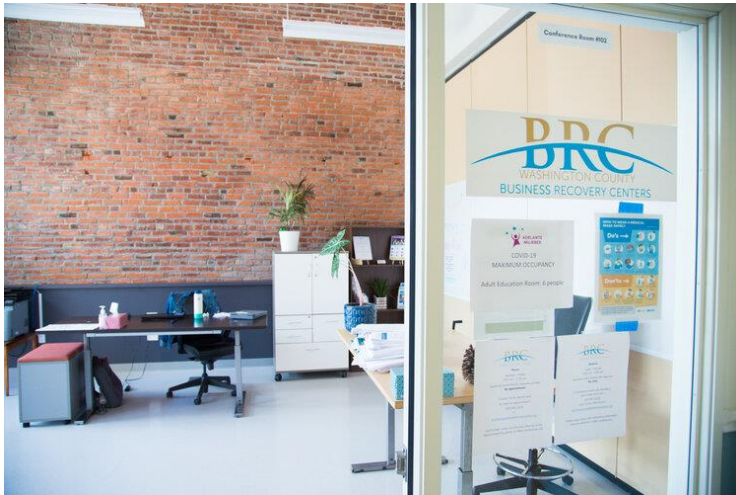
- Continue informing businesses about PPE available to them at no cost.
 - To continue PPE distribution, the BRC- Forest Grove had to bring on extra staff support to fulfill orders.
 - Staff will continue outreach via phone calls, emails, and in-person business visits in Forest Grove, Cornelius, Gaston, Banks, and North Plains.
- Continue outreach to build trust within the business community and support with one-on-one coaching, technical assistance, resources, and grant applications.
- Will continue attending bi-weekly BRC consultant meetings.
- Foster relationships at the organization level with City officials, non-profit organizations and others who are partnering with the BRC.
- Answer calls, schedule meetings with clients, research resources, and follow up within a proper timeframe. Stay up to date with the most current information on business practices, COVID-19 guidelines, and personal protective equipment needs.
- Support the marketing efforts lead by the Business Recover Center in Hillsboro, including outreach strategies to the Latino community through bilingual development, culturally specific training, and education.

Financial Summary

The initial funding for the Business Recover Center- Forest Grove has been spent in the following:

- Staff wages, taxes, and benefits
- Office supplies, office furniture, and office equipment
- Office personal protective equipment
- Signage and printing
- Shared marketing and advertisement cost
- Chamber of Commerce luncheon sponsorship
- Local travel cost, telephone cost, IT support, ZOOM subscription
- Janitorial cost

Center activities: Ribbon Cutting; Center Set Up; Open for Business; Workshop Flyer







**ARRENDAMIENTO DE NEGOCIOS:
SU IMPORTANCIA, CONSEJOS, Y RENEGOCIACIÓN**

MIERCOLES, 12 DE AGOSTO
6:00 PM - 7:30 PM | EVENTO VIRTUAL

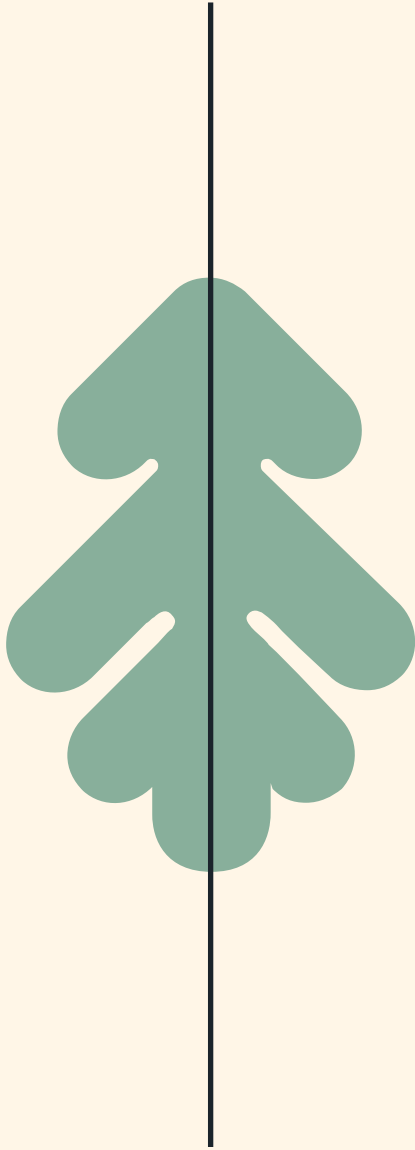
TALLER BILINGÜE | BILINGUAL WORKSHOP

**BUSINESS LEASES:
IMPORTANCE, TIPS, & RENEGOTIATION**

WEDNESDAY, AUGUST 12
6:00 PM - 7:30 PM | VIRTUAL EVENT



BRAND GUIDELINES
SUMMER 2020



HELLO.

This guide is a culmination of months of input, listening, brainstorming, teamwork and decision-making between the Forest Grove tourism advisory committee, the branding committee and Lookout Co. to give the community a unique and authentic brand to help inspire more visits and overnight tourism.

We are proud to introduce a new tagline, a new logo, a new voice and visual look and feel that should inform all our communication moving forward. Think of this guide as a toolkit, designed to show how the different elements work together so that everything from a print ad to a social media post to an e-newsletter all look, feel and sound like they are coming from the same great destination.

If you have any questions, please reach out to:

Court Carrier
Contract Consultant/Tourism Director
City of Forest Grove
971.404.7864, ccarrieriv@gmail.com

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01

BRAND LANGUAGE

01

BRAND POSITIONING

There's a difference between vacationing and traveling. Sure there is plenty of overlap, but a vacation is really about relaxing—it might mean going to the family cabin or back to a favorite beach.

But traveling is about seeing and trying new things. Whereas vacationing is comforting and safe, traveling is romantic and expansive. It's how we grow as people, become more curious and expand our world view.

There are any number of often-crowded destinations within 2 hours of Portland that people typically consider. But Forest Grove isn't currently on most people's go-to "getaway" list. After being cooped up for so long, here's our chance to pique people's curiosity who are itching to get out to try something NEW. Not only is Forest Grove convenient, affordable, and a diverse and welcoming community, but it also offers up immersive experiences many people haven't ever had, or had in a long time.

For those who travel less often, it's an easy entry into incredible wine country, diverse, delicious-yet-approachable food, saké brewed on site and a chance to

meet and interact with the winemakers, chefs and saké experts. Not to mention incredible access to hiking, birding, biking and scenic drives.

For more experienced, urban travelers it's a chance to slow down and get your hands dirty on a farm, feel the exhilaration of water skiing Hagg Lake, explore the charms, history and unexpectedly quirky festivals of small town Oregon, all on top of wine country, cycling and more.

While we want to bring people to the town of Forest Grove itself and create a sense of destination, we also want people to travel the entire area, from the farms and vineyards to the lakes and forest and even to the Coast or Gorge, depending on from how far and for how long folks are coming. Or put another way, it's high time people branch out and try something new in Forest Grove.

Branch out in Forest Grove.

OUR TARGET AUDIENCE

Forest Grove welcomes all visitors from all walks of life to our town—we, ourselves, are a diverse community with roots that stretch back to the original Kalapuya people, to Oregon trail pioneers and European immigrants, to today's vibrant mix of Latino, Hawaiian, farm families, tech workers and students.

But we can't afford to market to everyone. Given our resources, our strongest market will be the regional drive market of middle to higher income travelers who have resources to spend the night, and spend money on our local businesses and attractions to grow our economy.

Depending on budget levels, we may be able to market as far as Boise or Seattle, however the biggest bang for your investment will come from the Southwest WA - Portland - I-5 south - Salem - Eugene - corridor, as well as Bend markets. We should also consider North Coast residents. After all, Forest Grove is the first wine country town they hit when they come over the coast range.

Because Forest Grove is smack-dab-in-the-middle of so many great things, you can message to a lot of different groups who will love what you have to offer.

- 🍷 Cyclists
- 🍷 Wine lovers
- 🍷 Culinary travelers
- 🍷 Family fun seekers
- 🍷 History buffs
- 🍷 Culture explorers
- 🍷 Small town lovers
- 🍷 Hikers, Nature lovers, Birdwatchers
- 🍷 Scenic byway wanderers
- 🍷 Agritourists
- 🍷 Fishing & water sports enthusiasts
- 🍷 Event goers
- 🍷 Pacific University visiting families, faculty and artists
- 🍷 Local business visitors (i.e., Intel)
- 🍷 McMenamins Grand Lodge guests

Well-Traveled Routes:

- 🍷 Back Route Travelers – People coming from Salem to the north coast usually head right through Forest Grove
- 🍷 Sunset Highway Travelers – People coming from Portland, even Pendleton and as far as Boise travel this route. Just a hop off 26, Forest Grove makes for a great stop en route to the coast. Get them there once, they'll be back!

Your overall sweet spot is Weekend Soft Adventurer/Weekend Explorers. Forest Grove is a diverse, easy, super accessible and affordable destination with so much to see and do both in town and out, but none of the pretense, crowds or high prices of other wine country destinations.

OUR VOICE

The Forest Grove brand voice is friendly, inspiring and down-to-earth. Or put another way, our brand voice is the authentic collective voice of the diverse peoples, businesses and activities welcoming folks who come to visit.

Let's always be warm and welcoming in our communication and find ways to be inclusive of all types of visitors. What makes Forest Grove particularly attractive is that there's fun for all ages, for both more ambitious as well as less experimental visitors.

Inspiring our audience is hugely important because there is so much more to the Forest Grove community than meets the eye. Our communication strategy is built on helping people imagine the ways they try new things or revisit beloved experiences. You'll see in our sample copy lines we can and should mention more than one activity or experience in a single line to help paint an evocative picture.

Down-to-earth is who we are and how we speak. We aren't glib, sassy, overly clever or highfalutin. Sure, we have very sophisticated offerings, but we want to make them feel accessible to everyone so they come back and bring their friends. Everything we write should feel like something someone who lives here might actually say.

SAMPLE HEADLINES

- Sure we've got hiking and biking. And fishing and golfing. And kayaking. And water skiing. And zip-lining. Do you want us to keep going?
- If you've never heard a hundred Barbershop Quartets, danced in a Hawaiian Luau, or partaken in a Sidewalk Chalk Art Fest, we can help you fix that.
- Yes, we pour locally brewed IPA and nearby grown, award-winning Oregon Pinot Noir. Alongside dozens upon dozens of other beers, varietals and even locally crafted saké.
- Come for the charming downtown, stay for the easy access to incredible wine country, working farms, lakes, forests and cycling.
- If you've never gone saké tasting after a day of zip lining you're coming to the right place.
- Location, Location, Location. We're smack dab in the middle of Oregon wine country and a short drive from the Coast, Portland and the Gorge.
- If we didn't want you to come visit we wouldn't have built our town on the Oregon Trail next to Tillamook Forest hikes, 25 wineries for tasting or miles of scenic cycling.
- Surrounded by gorgeous vineyards like this one where you can bring a picnic, get married, stroll around, take pictures, bike, bird watch, enjoy the sunset and yes, even drink and bring home cases of wine.
- Calling all Picnic Lovers, Road Cyclists, Gallery Hoppers, Outdoor Enthusiasts, and oh, yeah, award-winning Wine Drinkers too.
- Small town Oregon charm served with a glass of locally made saké, Pinot or IPA.

SAMPLE BODY COPY

VERSION 1

The tree-lined town of Forest Grove is the perfect place to enjoy iconic Oregon experiences but also branch out and try some new things. Just 25 miles west of Portland but seemingly a world away, the easy-to-navigate downtown offers charming shops, the Pacific University campus, a packed calendar of unexpected festivals and some surprisingly sophisticated food and drink, including America's first craft saké brewery. No wonder, as the award-winning vineyards and farms of the Northern Willamette Valley are just a short drive or bike ride away. Outdoor opportunities abound in town and beyond, thanks to Henry Hagg Lake and the Tillamook State Forest, including—but certainly not limited to—swimming, birding, golfing, kayaking, water skiing and even zip-lining.

VERSION 2

The tree-lined town of Forest Grove is the perfect place to enjoy iconic Oregon experiences but also branch out and try something new. Just 25 miles west of Portland but seemingly a world away, our charming downtown offers unique shops, a packed calendar of unexpected festivals, breweries, a distillery and authentic, ethnic local eats. Go tasting at America's first craft saké brewery and vineyard-hop, cycle and hike in the gorgeous countryside. Outdoor opportunities abound thanks to Henry Hagg Lake and the Tillamook State Forest, so bring your binoculars, paddle, and fishing pole.

VERSION 3

Tree-lined Forest Grove is the perfect place to enjoy iconic Oregon experiences and try something new. The charming downtown has great food and drink plus a packed calendar of unexpected events and a craft saké brewery. It's also an ideal jumping off point for vineyard-hopping, cycling, hiking and even as water skiing and zip-lining.

02

LOGO GUIDELINES

02

PRIMARY LOGO

The primary Forest Grove logo consists of a folk-art tree centered within a circle of type reading “Branch out in” and “Forest Grove.” The town’s incorporation date, 1872, and “Ore.” are denoted on either side of the trunk. The logo can be used with or without its outer background circle.

The logo uses 3 colors and therefore will most often be printed in 4-color process (CMYK). Use color versions whenever possible. The logo is flexible in that it can sit on top of a light background or dark background. See the following page for other color variations which have been provided for you.





1-COLOR LOGO

There are instances when the logo can be knocked out (for example: when sitting on top of a photograph or on a dark colored background). The logo can be reproduced in any one color of the colors in the Forest Grove brand

color palette. However, when printing in a photocopy, please use the black or knocked out version of the logo.



SECONDARY LOGO

The secondary logo is very similar to the primary logo, except “Forest Grove” is not written on a curve. Additionally, “Oregon” is spelled out, and 1872, the town’s incorporation date, is not present.

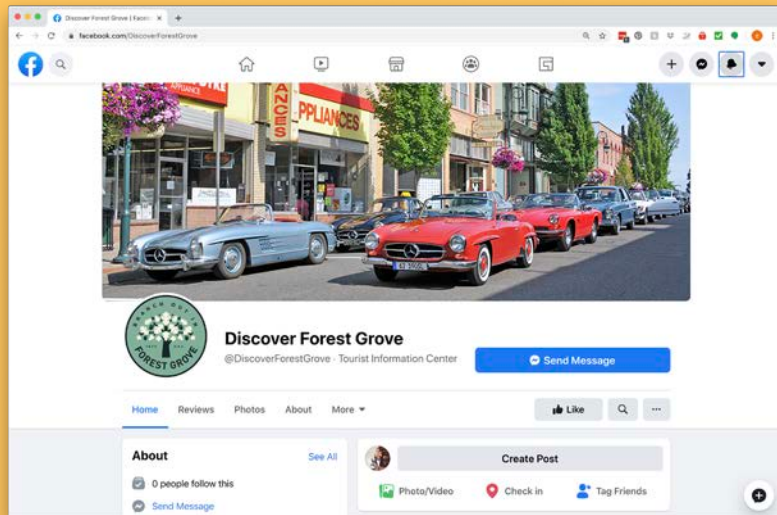
Please see page 16 for minimum and maximum size usage rules.



SOCIAL AVATARS

FACEBOOK

The logo should become your new Facebook profile photo. Cover photos can change seasonally or monthly to keep your page fresh and interesting. You should use them to focus on seasonal activities or events that draw visitors.



INSTAGRAM

Instagram has a very small, round avatar, but since your brand name is always right next to it, it's okay to use the whole logo within that space and not worry too much about legibility.



LOGO USAGE

MINIMUM SIZE

To maintain legibility, the logo is best shown at 1.25" diameter or larger. Please do not reproduce the logos any smaller than the guides shown below. There is no maximum size that the logo can be reproduced.

MINIMUM CLEAR SPACE

Please allow room for the logo to breathe and maintain clear, even spacing in all directions. At a minimum, use the height of the center leaf in the logo as a measurement of clearance around the logo in all directions.



THE RULES

PLEASE DO NOT use the logo as part of a sentence, phrase or headline. Do not add words or images to the logo within the clear space area.

DO NOT use colors on the logo outside of the approved color palette (see page 20).

DO NOT modify the logo with drop shadows, or any other filters or treatments. **DO NOT** stretch, squish, skew, crop or distort the logo in any way.

THE LOGO SHOULD NEVER be grouped with another logo or butted up against it; always observe minimum clear space (shown on pg 16).



03 SECONDARY ELEMENTS

03

SECONDARY ELEMENTS

PRIMARY FONTS

Please use the type family Filson Pro for headlines and special call-out-copy.

Filson Pro is available for purchase here:

<https://www.myfonts.com/fonts/mostardesign/filson-pro/>

Please use the web-safe font Century Gothic or Arial Black (when bold is needed) when Filson Pro is not an option.

FILSON PRO

Aa

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

01 02 03 04 05 06 07 08 09

PRIMARY FONTS

Please use the type family Adobe Garamond Pro for body copy, captions and any incidental type. Adobe Garamond Pro is available for purchase here: www.myfonts.com/fonts/adobe/garamond/
Please use the web-safe font Times New Roman when Adobe Garamond is not an option.

ADOBE GARAMOND PRO

Aa

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

01 02 03 04 05 06 07 08 09

SECONDARY FONT

Though it is used for “FOREST GROVE” in the logo, the type family FF DIN is a secondary font, to be used for call-out copy, URLs and occasionally headlines. FF DIN is available here:

www.myfonts.com/fonts/fontfont/ff-din

Please use the web-safe font Trebuchet when DIN is not an option.

DIN PRO

Aa

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

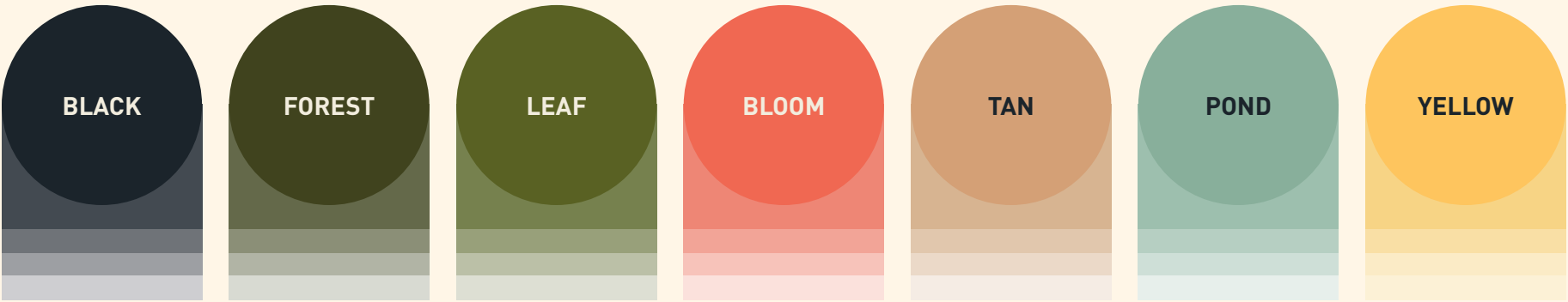
Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

BRAND COLORS

The forest grove color palette consists of the 7 colors listed below and their tints. Yellow can be used at 15% as a subtle light background color, as seen on this page.

For typography in layout, please use 100% black 433. White can also be used over the top of dark photos or any of our brand colors.



C	90	C	50	C	50	C	0	C	5	C	44	C	0
M	68	M	27	M	9	M	72	M	32	M	4	M	16
Y	41	Y	98	Y	98	Y	70	Y	46	Y	37	Y	65
K	90	K	76	K	61	K	0	K	10	K	10	K	0
R	29	R	61	R	84	R	229	R	205	R	133	R	242
G	37	G	68	G	98	G	106	G	160	G	176	G	199
B	45	B	30	B	35	B	84	B	119	B	154	B	92
#	1D252D	#	3D441E	#	546223	#	E56A54	#	CDA177	#	85B09A	#	F2C75C
PMS	433 C	PMS	5747 C	PMS	371 C	PMS	7416 C	PMS	728 C	PMS	557 C	PMS	141 C

SECONDARY ELEMENTS

Sometimes there will be space for other brand elements to be added into the mix. We have isolated a few items from the logo for use as secondary elements: the oak leaf, the acorn, the baby leaf, and the pointy leaf (which can also be used as a pinecone). You can use these items for extra emphasis in layouts, for

iconography, as bullets for lists, or as simple accents. They can be rotated from the orientation you see here and used in any of the brand colors. **Please use these items sparingly and judiciously.**



PHOTOGRAPHY

Photography for Forest Grove should reinforce a warm, inviting and welcoming atmosphere. Subject matter can range from beautiful vistas to small, quirky details or moments which show the character of the town and surrounding attractions. When featuring people, photos should show them in candid snapshots, never staged or posed.

Color images are shown in full intensity. Images should be colorful and bright with warm overtones. Avoid images that are moody or suggest solitude, as well as black and white photography.



ALL IMAGES SHOWN ARE FOR PROOF OF CONCEPT ONLY. PHOTOS ON THESE PAGES ARE SOURCED FROM THE FOREST GROVE PHOTO LIBRARY, UNLESS OTHERWISE NOTED. TO USE ANY OF THESE IMAGES, PLEASE CONTACT THE PHOTOGRAPHER OR STOCK HOUSE FOR USAGE RIGHTS.

04 CONTEXTUAL EXAMPLES

04

ADVERTISING

At right, you see a sampling of what Forest Grove ads look like. Below is the copy. Each ad has the discoverforestgrove.com URL and the logo.

CONTEXTUAL EXAMPLES

SMALL SPACE ADS



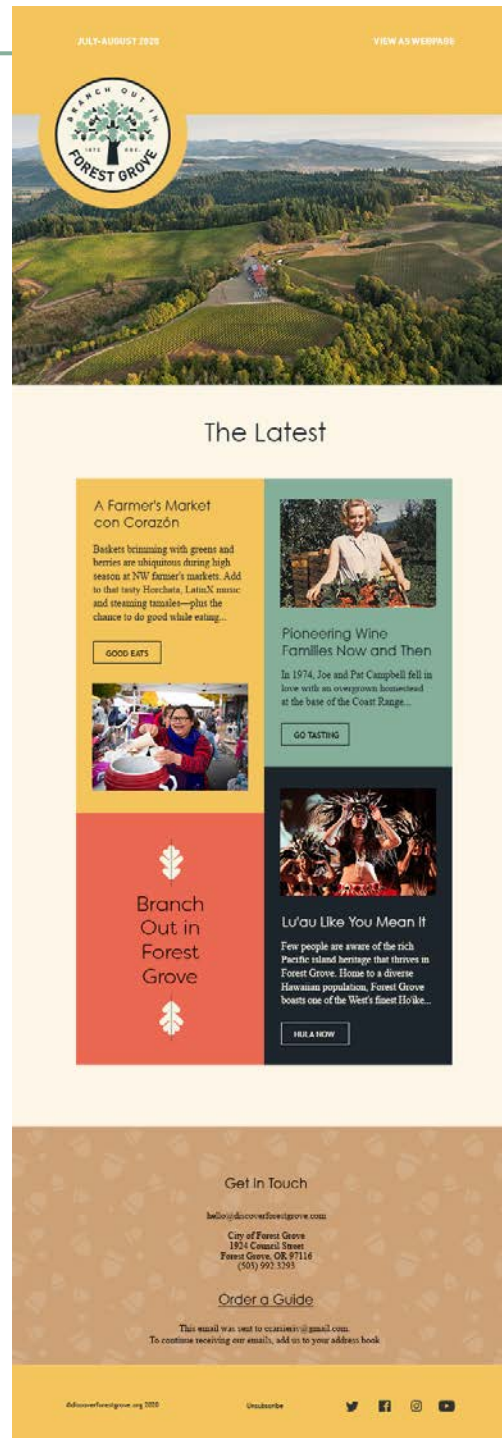
DIGITAL AD EXAMPLE

300X250 PIXELS

Below is a storyboard example of an animated digital ad. The copy lines build on the bright background, ending with a pop of the large Forest Grove logo.



E-NEWS



(ENLARGED VIEW)

JULY-AUGUST 2020 [VIEW AS WEBPAGE](#)




The Latest

A Farmer's Market con Corazón

Baskets brimming with greens and berries are ubiquitous during high season at NW farmer's markets. Add to that tasty Horchata, LatinX music and steaming tamales—plus the chance to do good while eating...

[GOOD EATS](#)



Pioneering Wine Families Now and Then

In 1974, Joe and Pat Campbell fell in love with an overgrown homestead at the base of the Coast Range...

[GO TASTING](#)

[Chance to do good while eating...](#)

[GOOD EATS](#)



Pioneering Wine Families Now and Then

In 1974, Joe and Pat Campbell fell in love with an overgrown homestead at the base of the Coast Range...

[GO TASTING](#)

Branch Out in Forest Grove



Lu'au Like You Mean It

Few people are aware of the rich Pacific island heritage that thrives in Forest Grove. Home to a diverse Hawaiian population, Forest Grove boasts one of the West's finest Ho'ike...

[HULA NOW](#)

Get In Touch

hello@discoverforestgrove.com

City of Forest Grove
1924 Council Street
Forest Grove, OR 97116
(503) 992.3293

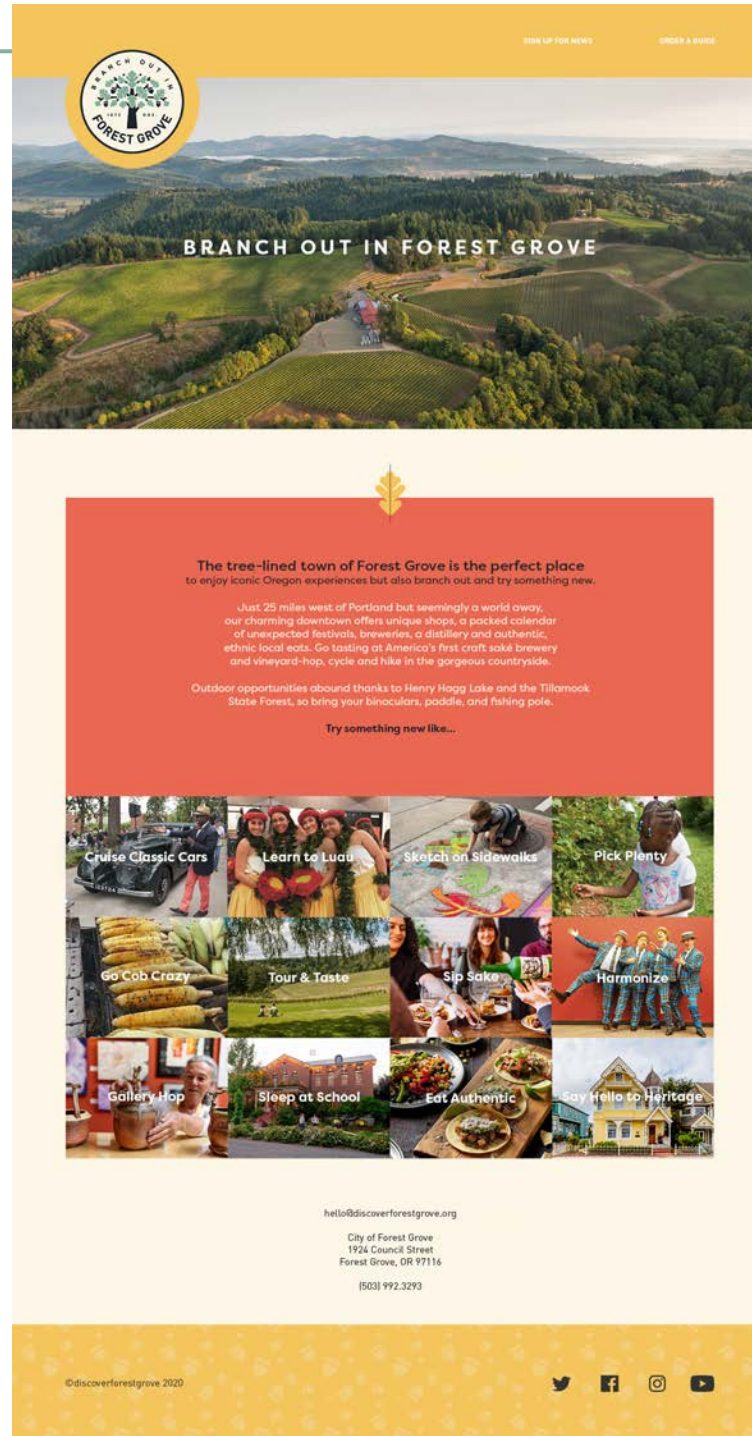
Order a Guide

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[Twitter](#) [Facebook](#) [Instagram](#) [YouTube](#)

WEBSITE



(ENLARGED VIEW)



BRANCH OUT IN FOREST GROVE

The tree-lined town of Forest Grove is the perfect place to enjoy iconic Oregon experiences but also branch out and try something new.

Just 25 miles west of Portland but seemingly a world away, our charming downtown offers unique shops, a packed calendar of unexpected festivals, breweries, a distillery and authentic, ethnic local eats. Go tasting at America's first craft sake brewery and vineyard-hop, cycle and hike in the gorgeous countryside.

Outdoor opportunities abound thanks to Henry Hagg Lake and the Tillamook State Forest, so bring your binoculars, paddle, and fishing pole.

Try something new like...

Cruise Classic Cars Learn to Luau Sketch on Sidewalks Pick Plenty

Go Cob Crazy Tour & Taste Sip Sake Harmonize

Gallery Hop Sleep at School Eat Authentic Say Hello to Heritage

hello@discoverforestgrove.org
 City of Forest Grove
 1924 Council Street
 Forest Grove, OR 97116
 (503) 992.3293

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Twitter Facebook Instagram YouTube

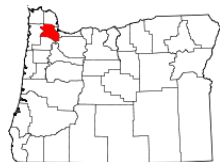
THANK YOU.

The logo for "Lookout" is centered on a horizontal line. It consists of a yellow parallelogram with the word "Lookout" written in a black, cursive script font.

Lookout

Holly Macfee
Dani Guralnick
Andrew Dickson

Washington County Economic Indicators August 2020 (July Data)



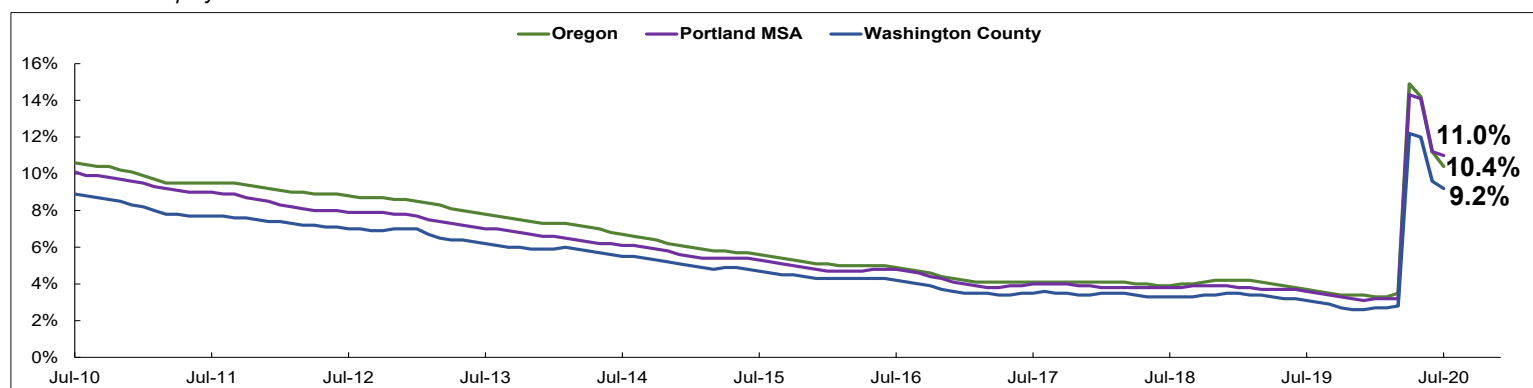
While Washington County's economy continues to improve, the recovery started to slow in July. The unemployment rate for Washington County fell to 9.2 percent in July 2020 compared with 3.1 percent this time last year. Just shy of 29,000 Washington County residents remain unemployed which is now on par with Great Recession highs of 29,300 individuals.

From June to July 2020, Washington County added 2,300 jobs or 0.8 percent of nonfarm employment. The labor market's recovery continues, but slowed in July. Compared with July 2019, employment remains down by 6.9 percent for total nonfarm employment in July 2020. Leisure and hospitality, information, and other services have experienced some of the worst job losses.

Unemployment insurance payments in July 2020 for Washington County were 21 times higher than in March 2020. While there was an increase of \$58 million in payments from March to April 2020, benefits have kept growing. Payments more than doubled from April to July 2020. Washington County residents made up about 14 percent of unemployment benefits paid out statewide.

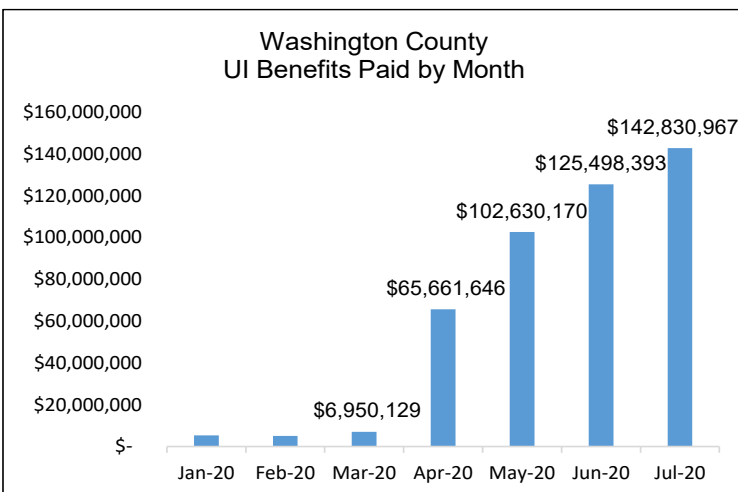
Unemployment Rate

July 2010 to July 2020, Seasonally Adjusted
Local Area Unemployment Statistics



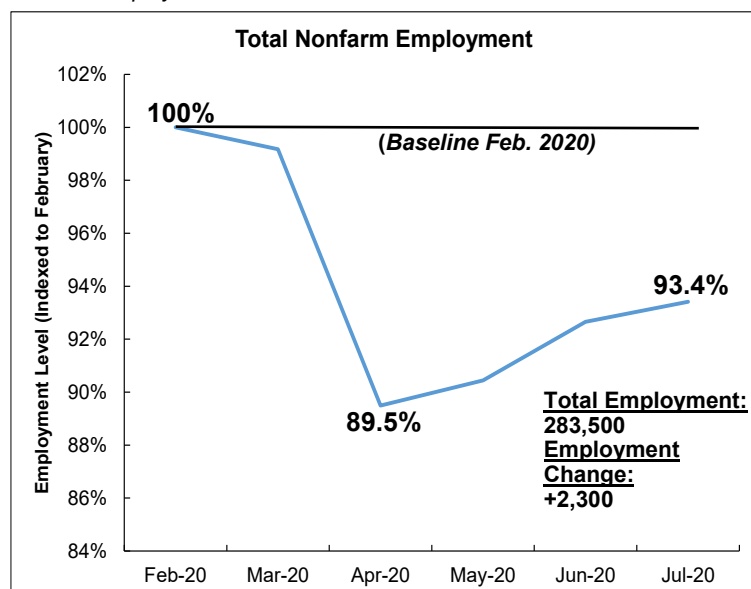
Graph of the Month: Nearly \$143 Million in Unemployment Benefits Were Paid to Washington County in July 2020

Oregon Employment Department, July 2020



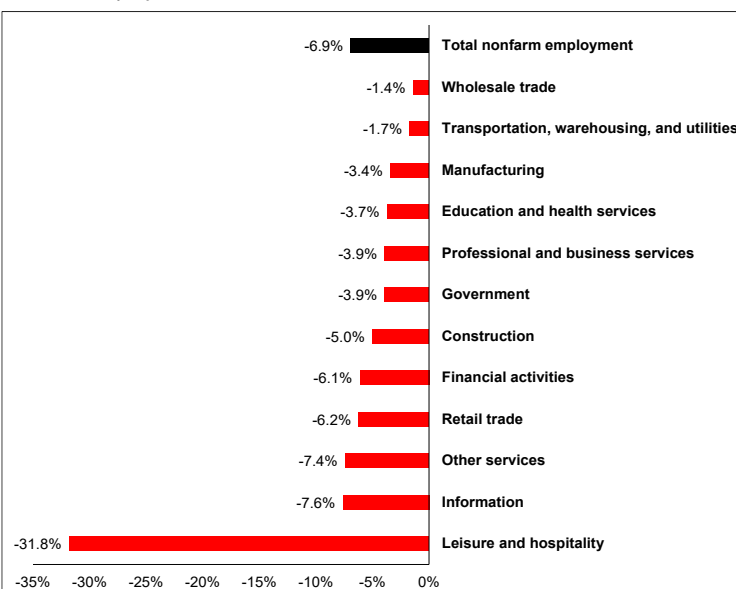
Employment Gains Slow, But Continue to Recover

Feb. 2020 to July 2020, Not Seasonally Adjusted
Current Employment Estimates



Employment Remains Below 2019 Levels

July 2019 to July 2020, Not Seasonally Adjusted
Current Employment Estimates



Have questions? Want to subscribe? Contact me!
Brandon Schrader, Workforce Analyst

(503) 360 - 2421
Brandon.W.Schrader@oregon.gov