

Seattle

Seattle's Convention
and Visitors Bureau

Your guide to
Metronatural™

metronatural™

Why Does a City Need a Brand?

When you think of New York, what comes to mind? Hustle, bustle, fashion and finance. Paris? A slower pace, a curled smile, romance and love. Las Vegas? Bright lights, brighter nights and an experience you won't tell your co-workers about.

All cities – whether you realize it or not, and whether they have attempted to create one or not – already have a brand. Sometimes they're recognizable, such as New York, London or Barcelona; sometimes they're not. And sometimes they're undefined like our own city of Seattle.

This campaign will take control of how people think and feel about Seattle. It will bring our brand into alignment with the exciting, diverse and utterly unique city we are today. It will remind visitors – whether they're coming to town on business or pleasure – that Seattle is a city of adventure, beauty and fun...

a city unlike any other.

Brand Objectives

We had three major goals in mind when we started our rebranding efforts.

1. Increase the amount of time and money visitors spend enjoying our beautiful city and the amount of business gained by the Washington State Convention & Trade Center.
2. Differentiate ourselves from previous misconceptions, and quickly and eloquently convey Seattle's unique personality.
3. Make a strong promise about what visitors can expect when they come to Seattle, and – more importantly – let them know why they should care.

Getting Started

In order to meet these goals, we have done exhaustive research, interviewing a wide range of Seattleites, thousands of new and repeat visitors, business travelers, meeting planners and a smattering of friends, family and complete strangers from all across the country.

What question did we ask?

What does Seattle mean to you?

Answers ranged wildly, but a few key points kept coming up again and again:

- Seattle is one of a very few world-class cities you can find in the West. But it's also a place you can get out of your car, stretch your legs and experience on foot – a place full of energy and verve, commerce and fun.
- However, unlike many world-class cities, Seattle hasn't lost its connection to, and appreciation for nature. Eyes widened as visitors and locals alike talked about how easy it is to hop into a car and dash off for a weekend in the mountains, an afternoon hike in one of our local parks or a lazy day out on the water.
- To the country and the world at large, Seattle is "cool." An example is our current slogan in Japan, "Seattle, living cool, loving nature." It's a place where the people are friendly, the music is hip and the food and amenities are truly top notch.

Target Audience

To make our branding efforts successful, we need to speak to three distinct audiences:

1. Meeting and convention planners who are weighing options for locations of upcoming events.
2. Travelers who are planning a trip away from their home city and want a one-of-a-kind experience they can't find anywhere else.
3. Local Seattleites because over half of all trips to Seattle are made to visit friends and family, and by convincing the local population to buy into our new brand we can create a powerful sales force.

The Results: Introducing Metronatural

A strong brand needs to make a strong promise. Here's ours:

Seattle is two cities in one. It's the best of both worlds. It's a place where you can spend the morning sipping coffee among the hustle and bustle of a thriving urban center, and spend the evening kicking back among lush foliage and breathing in fresh clean air. Seattle is unique, innovative and full of surprises. Seattle is Metronatural.

Met•ro•nat•u•ral \,mə-trō-'nə-chə-rəl\ — *adj.*

1 : having the characteristics of a world-class metropolis within wild, beautiful natural surroundings **2** : A blending of clear skies and expansive water with a fast-paced city life — *n.* **3** : one who respects the environment and lives a balanced lifestyle of urban and natural experiences **4** : Seattle

When using the term Metronatural in your own materials, be sure to indicate that Metronatural is a registered trademark of Seattle's Convention and Visitors Bureau.

What Makes Seattle Metronatural?

To answer this question it is important to grasp the immense variety that is present in our commerce and nature. The number of global brands originating in the Seattle area rivals all other cities of our size, and many that are much larger. Industry leaders in technology, software, aerospace and medicine are as common here as the delights of a day in the market. And the innovation present in biotechnology and global health will once again position Seattle on top of the world.

Take a look around you. To the west you find a gateway to the Pacific. To the east, the arid regions of Eastern Washington. Nestled between, you have ecosystems that span an incredible range and the flora and fauna dependent on these varied ecosystems fill the region. Rainforests, ocean beaches, ragged peaks and hot, dry climes are moments away. Whether you strive to be below the surface of Puget Sound or above the clouds pressed against a mountain, Seattle delivers.

It is this abundance in both commerce and nature that have enticed people from all over the planet to call Seattle home. To thrive here with their families and to bring bits of their own worlds to add to the continuously evolving culture that is present only in Seattle. The term Metronatural defines this culture.

What Does This Mean to Visitors?

Seattle's visitors will discover a multitude of opportunities in whatever area of interest they choose, from the symphony or ballet to a harbor cruise, the Museum of Flight or a challenging ascent of one of our nearby peaks.

Seattle's diversity and walkability make this a city that is easy to get a taste of in an afternoon, but filled with enough variety to satisfy for a lifetime. And Seattle's moderate climate makes it comfortable virtually any time of year.

Visitors can also expect to be treated by some of the finest customer service representatives in any industry. Our laid-back approach to life means you will always feel welcome and inspired to discover new and amazing opportunities.

How Metronatural Works

Say “Metronatural” a few times and you will never forget it. “Metronatural” works by combining the two words that most eloquently define the experience of Seattle.

“Metronatural” also has a decidedly modern feel to it. Although new, the word is familiar in tone and has a meaning that is easy to grasp. Upon hearing it for the first time, people will quickly “define” the word for themselves, leading to a personal connection with the brand.

In other words, “Metronatural” works by sticking around and standing out. It works by being unique and meaningful. It works by being just like our city: impossible to forget.

Logotype and Visual Branding

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The Seattle Metronatural logo was designed to be subtle. Seattle is a city that exudes a quiet confidence. Because of this, flourishes and clever fonts were set aside for a more straightforward approach.

When possible, the word Metronatural is divided by color. The font is the same throughout so that the word reads as a single new word, not as two separate words that have been put together. This is an important distinction. Metronatural is a new word. It has been trademarked by the SCVB, and all associated web addresses have been secured.

Logotype and Visual Branding



The primary colors of the Seattle Metronatural identity are Pantone 392 (representing nature) and Black (representing our urban core). When using two colors, the color break should always be set as shown above.

The (™) symbol should be used in the first occurrence of the word in all uses to denote the trademark.

Logotype and Visual Branding



Set against a dark-colored backdrop, the logo remains Pantone 392, but metro is knocked out.

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When printed in black, use a 50% screen for metro. all else remains 100%.

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For one color, no screens, the logo and tagline appear as 100%.

Special Usage



The Seattle Metronatural logo can be set in one of the other palette colors for use in outdoor banners, merchandising and other non-corporate materials. The word "Seattle" and the letters "natural" should always be set in the same color, with the letters "metro" being unique.

Color Palette

Pantone 392



Pantone 610



Pantone 612



Pantone 613



Black



Pantone 662



Pantone 660



Pantone 636



Pantone 552



Black 50%



Using Metronatural

Metronatural is designed to be used to help promote the Seattle experience. When reproducing the term Metronatural in any manner, please contact Seattle's Convention and Visitors Bureau Marketing department for accurate usage guidelines and approval.

Provide a proof of your usage request as a pdf and send to marketing@visitseattle.org. The marketing department will ensure that your artwork and terminology is accurate and provide you with approval so you may move forward.

The term Metronatural is a trademark of Seattle's Convention and Visitors Bureau and may not be used without the express written permission of Seattle's Convention and Visitors Bureau.

Key Messaging

When talking about Seattle Metronatural, work to weave together the benefits of a mixed urban and natural experience.

(suggestions)

Have your cake and eat it, too. Whether you love snow-capped peaks, pristine waters and lush forests or prefer world-class cuisine, museums, and cozy coffee houses – in Seattle, choosing is not required.

Art comes in many forms. And that's especially true in Seattle. From our world-renowned ballet and symphony to the awe-inspiring dance of the orcas, there's a masterpiece for every taste.

From our stunning convention center and world-renowned cuisine to our serene beauty and diverse arts, there's something here to make any business event inspiring.

Seattle is Metronatural.

Book your next event in Seattle and deliver a variety of experiences far beyond the expected.

Visit the place where city and nature come together.

Metronatural is the fusion of city and nature. It is what makes Seattle unique.

Seattle has always embraced the pioneer spirit, spawning new global brands seemingly as often as the tides change.

Discover Metronatural, discover Seattle!

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Thank you.

Thank you for giving us the opportunity to introduce and explain Metronatural. We look forward to answering any of your questions and to helping you put this exciting new brand into action. For more information, please contact...

marketing@visitseattle.org

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