



# OFFICIAL STYLE GUIDE

## BRANDING STATEMENT

From humble beginnings as a rugged mining and logging town nestled in the mountains of Central Washington, Cle Elum has evolved into an epicenter of adventure, creativity, and connection to both each other and the natural world. Echoes of century-old stories are rooted in everything we do, making our charming town a place where the past is always present. In another way, like the swift, rushing streams that inspired our name, we're headed forward as our community grows and welcomes travelers to experience it with us.

Picturesque, historic surroundings, scenic countryside, and an abundance of outdoor recreation opportunities are just a few of the things Cle Elum has to offer. History is woven through our streets and the businesses that fill them, with nearly 20 buildings in Cle Elum listed on the historical register.

Here in Cle Elum, getting outside isn't seasonal. Admire panoramic mountaintop views, paddle a kayak on Lake Cle Elum, or snowshoe on the Coal Mines Trail. Sample the beauty of our State Parks and National Forest with the help and local advice of our Visitor Center.

Experience a hometown feeling that beams from our community and the proud business owners that make it so unique. Our customer service standards are cutting edge, driven by the heart and passion of our many family-owned businesses that are continuing the hard work and traditions of their ancestors.

Our area is a bountiful combination of main-street America in a simpler world while also serving as a gateway to thrilling adventures through rugged mountains and towering forests. Let us treat you to divine culinary experiences and host you at one of our award-winning accommodations. We invite you to join us where historical charm meets exhilarating escapes in the heart of the state; we invite you to Discover Cle Elum.

## FONTS

TrendSansFive Italic  
TrendSansOne Italic  
Gotham-Medium

TrendSansFive  
TrendSansOne  
BrandPro

TrendSansFour Italic  
Gotham-Bold  
BrandShadePro

TrendSansFour  
Gotham-Book  
Nexa Rust Sans Black

Fonts can be downloaded at: <https://www.discovercleelum.com/media-room/logos/>

## COLOR

HEX: 306B3B  
RGB: 48, 107, 59  
CMYK: 55, 0, 45, 58