



OFFICIAL STYLE GUIDE

BRANDING STATEMENT

Full of dazzling landscapes that serve as backdrops to play and learn, Central Washington is a premier destination for year-round outdoor recreation. We are a collection of communities woven together by a spectrum of activities. We are made up of vibrant town of Ellensburg and its little sister, Kittitas, and the ghost town of Liberty. We are the rugged outdoor destinations of Cle Elum and Vantage, and also the historically rich areas of Roslyn and Thorp. From Easton to Vantage, these are the communities of Central Washington, where experiencing the wilderness to the fullest extent is our second nature.

Central Washington Outdoor is committed to inspiring your love and appreciation for the natural world. From learning to live off leash, to exploring rich local history and culture, we invite you to join us in rediscovering the joy of our natural region.

When you're ready, we are easy to get to, and hard to leave. You can find us at play in the roaring rivers or peaceful lakes, scaling scenic mountain ranges and exploring the trails of pine-clad forests, lost in the moment while touring historic barn quilts, or connecting with our community at a farmers market; its just who we are.

Uncover what comes as second nature for you in Central Washington, we'll be happy to help you discover your passion for adventure. After all, it's in our nature.

FONTS

Poppins

Fonts can be downloaded at <https://centralwashingtonoutdoor.com/media/>

COLORS

#114268

#4996d2

#d7f0fc

#ffffff

#333333