

# Usage Guide



  
**SOUTH SOUND PROUD**

[SouthSoundProud.org](https://SouthSoundProud.org)



## Regional Story & Usage Guide

In 2015, 24 organizations including businesses, universities, community organizations and others came together to talk about why the South Sound is a good place for business and a great place to live.

It soon became clear that we were not sending a consistent message about the area we live in and love.

Together, we started to build a message. To this, we added a distinctive badge that can be displayed to show our pride for living or working here.

Join us in displaying pride in the South Sound—across your organization, in our community and around the country. The South Sound has much to offer, and it's time we tell the world!



Join Us

Use **#SouthSoundProud** on social media

# We can do so much more, together



## What is the ‘South Sound’?

We reviewed branding initiatives and research from local civic entities, researched campaigns from similar cities, and convened stakeholders from across the region. We conducted interviews. We asked citizens what they thought. Through all of this, we uncovered common themes that reveal our region’s character.

### **PERSONALITY:**

If our region were a mythic hero, it would be an explorer: Someone who is energized by a challenge, someone who aspires to greater things. Think Odysseus or Indiana Jones. Explorers are people of action. They don’t accept limits, and they strive to be true to themselves. They’re willing to take risks.

The South Sound is often characterized as resilient, hard-working, ambitious and authentic. It’s a place of makers and doers, people who aren’t afraid to get their hands dirty. We’re open and optimistic—more approachable than big-city people, yet not provincial. This is a place with big imagination!

### **PROMISE:**

The core value we want to celebrate is our region’s commitment to and pride in being authentic. We are proud to live in a place that’s hardworking, hands-on and optimistic.

### **POSITION:**

You’ve heard it many times: It’s beautiful here. From the shores of Puget Sound to the peak of Mount Rainier, from the prairie grasses of Joint Base Lewis McChord and lush fields of the Puyallup Valley to the old growth trees in Point Defiance Park—our region is spectacular.

Compared to others, this community is truly industrious—diligent and tireless. The word “industrious” also calls to mind Tacoma’s pride in being known as Grit City, a place that’s not afraid to get dirty doing what needs to be done.

## Show it, together



Show everyone that you are South Sound Proud. South Sound residents have 253 hearts and PNW stickers on their cars. They proudly sport “Washington is home” shirts. And while many businesses and organizations are quick to add “South Sound” to their name, we haven’t yet built the same pride with “South Sound.” This is an effort to define the region, get it on the map and rally others to get on board. If we are unified, proud and it shows, others will join us.

South Sound Proud represents the emotional and intellectual energy that enlivens the spirit of our region. It proclaims our confident authenticity as individuals and as a community.





# Make it your own

## CUSTOMIZE AND SHARE YOUR BADGE.

If you have ever opened a laptop and seen the “Intel Inside” badge, you will understand the idea behind this effort. The South Sound Proud badge is meant to complement and be used in conjunction with your existing brand.



Download it at [southsoundproud.org](https://southsoundproud.org)



## Just a few rules

We hope you'll join us.

Customize and share your badge.



Arial Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**SOUND** > CUSTOMIZE

SOUTH SOUND PROUD should always  
be larger than customization



Customization name should be in black or gray



Do not skew or rotate badge



Do not add a background color



Customization name should not exceed badge font size

# Live like the mountain is out

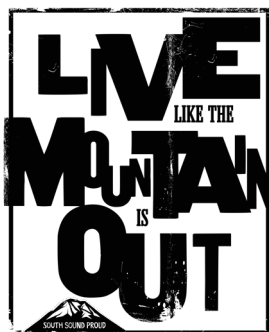
Live Like the Mountain Is Out is our unifying theme. When the “mountain is out,” we swell with pride. It’s also a mentality and a way of life—a nod to our hardworking ways.

## THE STORY

We break down city limits. Define beauty on our own terms—glaciers and mud, farmlands and factories, hot shops and sweat. We declare ourselves artists and explorers, builders and rebuilders, daily makers and lifelong learners. We glory in our sore backs and clasp our calloused hands. We grow greater than any shadow cast. We dance in the rain, run through the trees, and cherish the sun. We rise up and brush off the sawdust. We ascend from sea level to summit. We live like the mountain is out.

## SAMPLE VISUALS

Live Like the Mountain Is Out is meant to be molded and formed into your own style with your own meaning. Please leave the badge intact. The rest is up to you!



Use **#SouthSoundProud** on social media

# Sounding South Sound Proud

We have our own distinctly proud accent in the South Sound as we fuel the fire among the community. It's the voice of a peer. Our tone is inviting and authentic, active and upbeat.

## **VOICE PRINCIPLES**

Let these few simple principles guide your South Sound Proud communications:

### **Feed the positive spirit**

Delight in and celebrate this place and its people. Always look up, take notice, appreciate. Remind me of the rewards of my hard work. Spotlight sources of my pride.

### **Talk with a friendly neighbor's enthusiasm**

Speak as one of the community. Chat, don't preach or provoke. Use direct language, action verbs and first person.

### **Show, don't tell**

Show me what I have done and what I can do; don't tell me what I should do. Let the picture capture the emotion or use words to paint the picture. Don't define, overexplain or exaggerate.

### **Focus on people doing**

Celebrate our maker ethos, individuals living our passionate South Sound lifestyle, people taking action together for community good. Keep South Sound Together and institutional partners in the background.