

# Regional Brand 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 brand message. To this, we added a distinctive brand 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

## 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 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 (LINK) – [www.southsoundproud.org](http://www.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