

**ADDENDUM #3  
TO THE REQUEST FOR PROPOSAL DOCUMENTS FOR THE #2016-03  
CLACKAMAS COUNTY TOURISM AND CULTURAL AFFAIRS WEBSITE REDESIGN**

TO: ALL BID DOCUMENT HOLDERS  
DATE: August 16, 2016

This Addendum #3 issued prior to receipt of proposals will become part of the Contract documents, superseding the originals to the applicable extent indicated. Proposers shall be responsible for issuing information to those furnishing bids and quotes to them.

**Changes:**

**The submittal date has been changed to August 23, 2016 @ 4:00 PM.**

**Questions and Clarifications:**

***Q. In the RFP, it says that "the design needs to abide by the brand style guide (in the Appendix) as well as fit the style guide for the current campaign".***

***Do you have any additional style guides we'll need to follow that include font usage, font sizes, photography/illustration usage, etc? Also, do you provide style guidelines for each new campaign? Can you give us an example of a current campaign and let us know how often these change?***

**A.** Attached is the Brand style guide, this was last updated 4 years ago.

Attached is the current 100 Ways to Play advertising campaign style guide. We started this campaign last winter and will run through Summer 2017. In the past we would run three campaigns annually (Fall, Winter, Spring/summer) but the 100 Ways to Play campaign allows us to tell the seasonal story without completely changing the campaign, so we see this campaign running for another year or more.

All Proposers shall acknowledge receipt and acceptance of this Addendum #3 by signing in the space provided and submitting the signed Addendum with the response. Submittals without this Addendum may be considered informal.

George Marlton - Procurement Division Director

Received, acknowledged, and conditions agreed to this \_\_\_\_\_ day of \_\_\_\_\_, 2016.

**BIDDER:** \_\_\_\_\_

**BY:** \_\_\_\_\_



OREGON'S  
**MT. HOOD**  
**TERRITORY**  
 explorers welcome

OMHT Teal  
 C87 M40 Y47 K13  
 R22 G114 B121  
 Hex 167279



there's 100 ways  
 to play

#OMHT

TYPE FACES (GOTHAM / ARCHER)

**GOTHAM BLACK**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**GOTHAM BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

GOTHAM BOOK  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

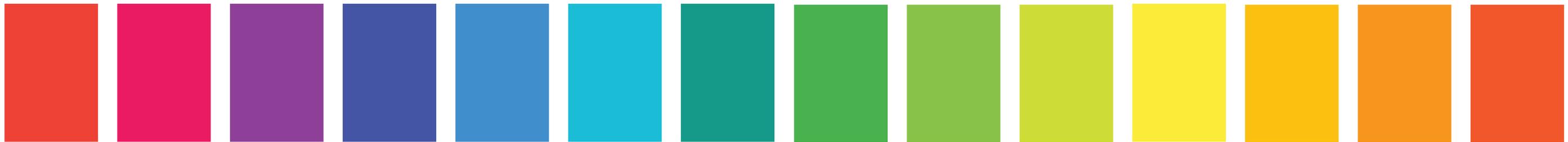
GOTHAM REGULAR  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**GOTHAM BOLD**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**GOTHAM BOLD ITALIC**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

GOTHAM BOOK  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**GOTHAM BOOK ITALIC**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789



[mthoodterritory.com](http://mthoodterritory.com)

enter the territory  
**there's 100 ways  
 to play**



**#OMHT** gotham bold  
 abcdefghijklmnopqrstuvwxyz

**OREGON'S MT. HOOD TERRITORY  
BRAND GUIDELINES**

**10.30.12**

borders  
perrin  
norrander

# WHITE LOGO

FOR USE WITH SOLID COLOR OR PHOTO BACKGROUND.  
NOT TO BE USED ON WHITE BACKGROUND.

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# WHITE LOGO ON PHOTOGRAPHY

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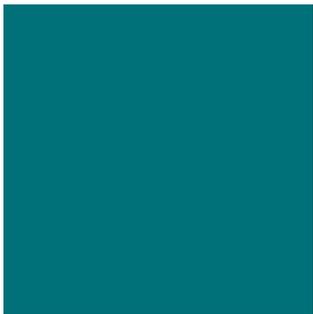


OREGON'S   
**MT. HOOD**  
**TERRITORY**  
explorers welcome

# COLOR LOGO

PRIMARY LOGO FOR USE ON WHITE BACKGROUND.  
NOT TO BE PLACED ON PHOTO OR COLORED BACKGROUND.

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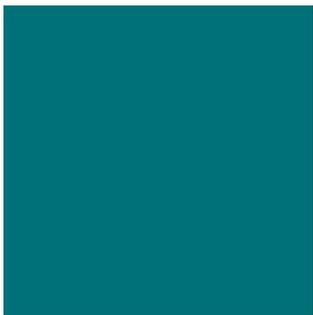
PRIMARY COLOR FOR USE IN COLOR LOGO

PMS- 322-U  
CMYK- 87-40-47-13

# COLOR LOGO

PRIMARY LOGO WITHOUT TAGLINE FOR VERY LIMITED USE.  
EXAMPLES- SOME DIGITAL USE, SMALL LOGO PLACEMENT, ETC.

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PRIMARY COLOR FOR USE IN COLOR LOGO

PMS- 322-U  
CMYK- 87-40-47-13

# B&W PRINT LOGO

FOR USE IN BLACK AND WHITE PRINTING ONLY.  
DO NOT USE ON PHOTOS.



# LOGO USAGE

## GENERAL GUIDELINES FOR LOGO USE

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*DO NOT ALTER OR STRETCH*



*DO NOT USE UNAPPROVED COLORS*



*DO NOT USE COLOR LOGO OVER PHOTOS*



*DO NOT ALTER FONTS*



*DO NOT ADD "EFFECTS"*



*DO NOT MAKE NEW BACKGROUNDS FOR WHITE LOGO*

**THIS IS THE TERRITORY**  
**WHERE WHAT GOES UP COMES DOWN WITH A SMILE**

OREGON'S  
**MT. HOOD**  
**TERRITORY**  
explorers welcome

There's a big mountain calling your name. It's covered with snow and chock full of gravity. Whether you're on skis, a snowboard, snowshoes, an inner-tube, or just there to cozy up to the fireplace with a good book, there's no better place to experience the wonder of winter. **CREATE YOUR ADVENTURE AT [MTHOODTERRITORY.COM](http://MTHOODTERRITORY.COM).**

**THE TERRITORY**

Portland  
Mt. Hood  
Willamette Valley

PRE-HEADLINE  
GOTHAM - BLACK

HEADLINE  
ARCHER BOLD

BODY  
GOTHAM - BOOK

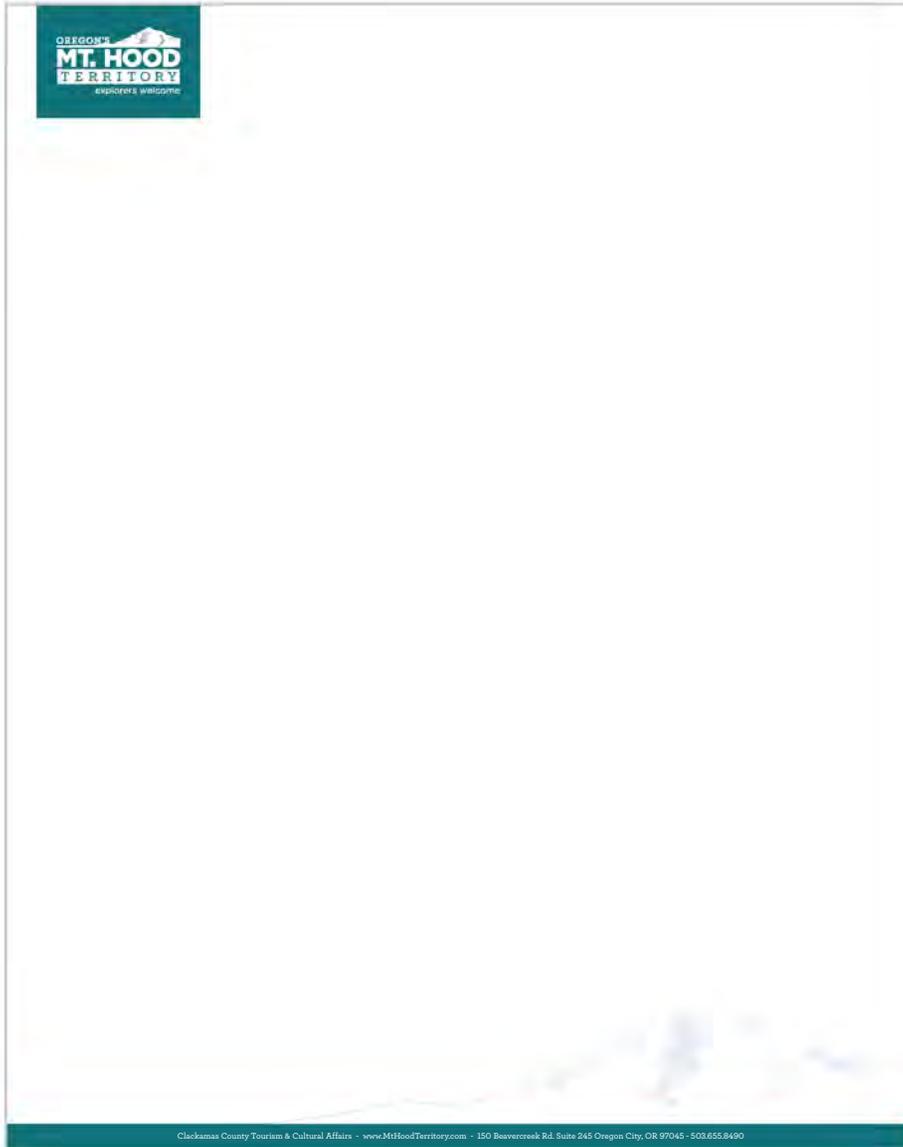
TAGLINE  
GOTHAM ROUNDED

# BUSINESS CARDS



# LETTERHEAD

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# LETTERHEAD

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Clackamas County Tourism & Cultural Affairs - [www.MtHoodTerritory.com](http://www.MtHoodTerritory.com) - 150 Beaver Creek Rd. Suite 245 Oregon City, OR 97045 - 503.655.8490



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# ENVELOPES

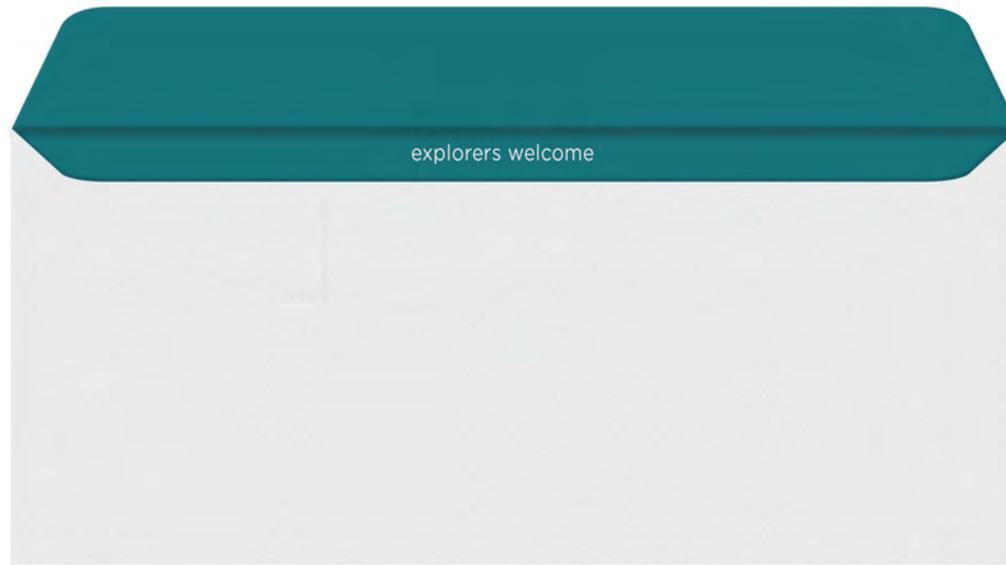
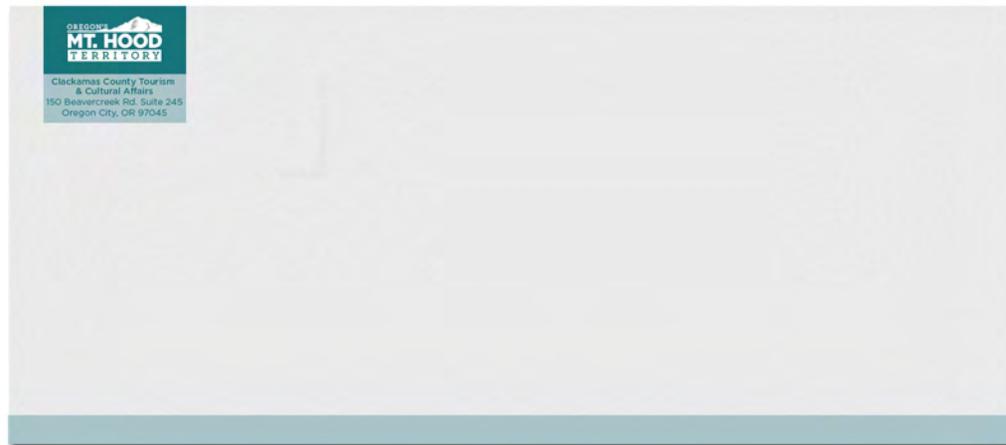
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Clackamas County Tourism  
& Cultural Affairs  
150 Beaver Creek Rd. Suite 245  
Oregon City, OR 97045

# ENVELOPES

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Clackamas County  
Tourism & Cultural Affairs

150 BEAVERCREEK RD. SUITE 245, OREGON CITY, OR 97045

**THANK YOU**