

BRANDING STATEMENT

Let us welcome you to My Ellensburg, a central destination that draws on its extraordinary past to create traditional small-town charm. At first glance, you may observe our historic buildings and their intricate facades, but looking within can reveal colorful art forms, celebrations of quirky events, and bold, bustling restaurants. The collide of what is old and what is new fills our town with character and makes it truly one-of-a-kind.

With these two worlds merging to become one, Ellensburg boasts a multitude of diverse activities, awaiting those ready to explore our land and historic downtown. Let us introduce you to the local businesses that serve up a taste of hometown hospitality. We can guide you through the area's diverse art scene, send you outdoors for unforgettable adventures, and take you on a tour of our rich local history, ending with a comfortable place to rest at the end of the day.

Let us go above and beyond to not only make your visit unforgettable but keep you coming back for more. Ellensburg is considered a home away from home to many because our tight knit community is here to offer a friendly smile, and to provide you with exceptional service from start to finish.

When you are ready, it will be our pleasure to introduce you to the people and small businesses that beam with passion for our community and have an eagerness to share it. We strive to create unique experiences for each guest, so let us help you make Ellensburg your own.

FONTS

TrendSansOne
Gotham-Book
BrandPro

Fonts can be downloaded at: myellensburg.com/media/media-room/branding-guidelines-and-logos/

COLORS

HEX: 00569F
RGB: 0, 86, 159
CMYK: 100, 46, 0, 38

RGB 26, 90, 45
CMYK 71, 0, 50, 65
HEX #1a592d