We Speak Oregon

Connecting Visitors
to Local Experts on the Ground

TRAVEL OREGON

traveloregon.com

We Speak Oregon Usage Guidelines

Dear Oregon Tourism and Hospitality Partner,

The We Speak Oregon program was developed to help provide great customer service to visitors and Oregonians who are seeking travel experience information while visiting our state. With the We Speak Oregon program, local community businesses, visitor centers, guides and attractions can highlight information and areas of expertise they are happy to share with visitors. By posting a We Speak Oregon decal in your window, or wearing a We Speak Oregon button, you are letting visitors know you have in depth local information on a specific topic, and you'd love to help.

If you are interested in using this program art work in your community, please contact Harry Dalgaard, Destination Development Specialist at Travel Oregon.

<div align="center">

harry@traveloregon.com

971 717-6202

</div>

Thank you from the Travel Oregon team for giving visitors a warm welcome!

<div align="center">

industry.traveloregon.com

</div>

Notes about this guide:

This guide offers tips on how to reproduce and use these logos.

All We Speak icons are offered in these formats: PDF; EPS; jpeg; and gif files.

If you need additional files or icons to represent your area's experiences, please contact Harry at harry@traveloregon.com.

When printing **window decals,** have center background be white, NOT clear/transparent.

For best results print on white paper. Do not print on like colors without center white and white border.

Example:

Yes

No

Font:

The font used in all buttons is Archer Bold.

To obtain Archer Bold, visit http://www.typography.com/fonts/archer/styles/

Colors:

These are the colors used in the We Speak icons.

Please use in the combinations on the following pages and do not substitute other colors without contacting Travel Oregon.

c96, m14, y32, k0

c20, m0, y100, k19

c0, m70, y100, k10

c100, m30, y24, k42

Size Samples

We Speak Oregon Biking

1 inch
Do not use artwork smaller
than one inch in diameter

We Speak Oregon Cycling

1.5 inch
This size is the smallest
recommended size for
buttons with multiple
community names

We Speak Oregon Hiking

2 inch

We Speak Oregon Cycling

2.5 inch

We Speak Oregon Fishing

3 inch
Best recommended size for buttons and
badges to ensure visibility by visitors

Community Name Examples

On the following pages you will find illustrations representing a number of Oregon activities.

Communities can opt to use the name of their town, or multiple towns (no more than two or three) instead of the word "Oregon" on the badges and Fact Sheet.

Please use community names but **not** county names on the badges; visitors are more familiar with town names and will not necessarily understand the geographical boundaries of a county. If you would like to represent an area rather than one community, please use a regional name that speaks to the visitor such as 'Mt. Hood Territory' or 'Willamette Valley' rather than a county name.

Note, please only use Archer Bold font, the same color of type and relative size of type as outlined in this guide.

We Speak Oregon

We Speak Oregon Wildflowers

We Speak Oregon Camping

We Speak Oregon Birding

We Speak Oregon Snowboarding

We Speak Oregon Skiing

We Speak
Oregon
Fishing

We Speak
Oregon
Biking

We Speak
Oregon
Cycling

We Speak
Oregon
Hiking

We Speak
Oregon
Farm Visits

We Speak
Oregon
Farm Visits

We Speak
Oregon
Snowshoeing

We Speak
Oregon
Craft
Beer

We Speak
Trails
Seal Rock
Waldport
Yachats

We Speak
Birding
Seal Rock • Waldport
Yachats

We Speak
Fishing
Seal Rock • Waldport
Yachats

We Speak
Rainy Day Fun
Seal Rock
Waldport
Yachats

We Speak
Whale Watching

Seal Rock • Waldport
Yachats

We Speak
Water Sports

Seal Rock
Waldport
Yachats

We Speak
Tide Pools

Seal Rock • Waldport
Yachats

We Speak
Heritage

Seal Rock • Waldport
Yachats

We Speak
Native Plants

Seal Rock • Waldport
Yachats

We Speak
Local Events

Seal Rock
Waldport
Yachats

We Speak
Arts
Seal Rock • Waldport
Yachats

We Speak
Beaches
Seal Rock • Waldport
Yachats

Sample Fact Sheet:

A sample fact sheet is included for your use. It is an editable Word document you can customize for your local needs.

Sandy Ridge Biking Trails Fact Sheet

We Speak Oregon

(This is sample copy. You can edit the header above and the copy below for your specific needs.)
Please delete this text box.

Visitor Information
• Where you can go to get information
• Information available at local businesses
• Where to look on the web

Popular Trails
• Name of trail
    Discription
    Location
• Name of trail
    Discription
    Location
• Name of trail
    Discription
    Location
• Name of trail
    Discription
    Location
• Name of trail
    Discription
    Location

Mountain Bike Rentals, Tours and Outdoor Gear
• Local Business
    Contact information
• Local Business
    Contact information
• Local Business
    Contact information

Safety Tips
• Bring bug spray in summer
• Watch for poison oak at lower elevations
• Be prepared for winter driving conditions, use tripcheck.com and check with the local Ranger District.
• Limited cell coverage

Area Campgrounds
• Name of campground
        Location
• Name of campground
        Location
• Name of campground
        Location

ATM Locations
• Name of business
• Name of business
• Name of business

Distances from Sandy
Portland is ?? miles (?? Km) away
Gresham is ?? miles (?? Km) away
Government Camp is ?? miles (?? Km) away

YourLocalURL.com

Your Local Phone#