



IDENTITY GUIDE. *defining our brand.*

CONTENTS. *defining our brand.*

MANIFESTO	> PAGE 03
BRAND ESSENCE	> PAGE 04
THE IDENTITY	> PAGE 05
LOGO USAGE	> PAGE 06
COLOR PALETTE	> PAGE 11
TYPOGRAPHY	> PAGE 13
PHOTOGRAPHY	> PAGE 15
ADVERTISING	> PAGE 16

MANIFESTO. *defining our brand.*

IDENTITY, WHETHER OF A PERSON OR A PLACE, SPRINGS FROM HISTORY. JUST AS A TREE BEGINS BELOW THE GROUND AND SLOWLY SPREADS ITS ROOTS IN OPPOSING DIRECTIONS, IDENTITY BECOMES STRONGER WITH TIME.

WILLAMETTE VALLEY IS CONSCIOUSLY ROOTED IN THE LAND THAT IT SPRINGS FROM. UPON WESTWARD EXPANSION OF THIS VAST COUNTRY, THE CLIMATE AND GREENERY INSPIRED SETTLERS TO CALL THIS AREA “THE PROMISED LAND” AND SOME PROCLAIMED IT “THE LAND OF MILK AND HONEY.” WITH GOOD REASON. ICE AGE FLOOD CONDITIONS DEPOSITED THICK, FERTILE SOIL AND NESTLED IT BETWEEN THE OREGON COAST RANGE, THE CASCADE RANGE, AND THE CALAPOOYA MOUNTAINS.

BUT TO CALL THIS LAND FERTILE WOULD BE AN ANEMIC SIMPLIFICATION. IT IS A GENEROUS LAND, WHERE PEOPLE CAN APPRECIATE ITS BOUNTY WITH THE SAME GENUINENESS AND VERVE THAT CREATED EACH SOUGHT-AFTER BOTTLE OF WINE, EACH NOVEL CULINARY CREATION. THIS SCENIC, MOUNTAINOUS LAND WARRANTS ITSELF TO INNOVATION, AND FEARLESS HANDS-ON CARE TRULY DOES MAKE IT A “PROMISED LAND.” IT IS A DISCERNING LAND THAT PROMISES TO WELCOME THOSE WHO COME, NURTURE THOSE WHO STAY, AND DEMAND THE RESPECT THAT WILLAMETTE VALLEY’S ONGOING STORY VINDICATES DAILY.

THE WILLAMETTE VALLEY IS OREGON WINE COUNTRY. THE WORLD-CLASS WINE, CULINARY REPUTE, AND RESTORATIVE OUTDOOR POSSIBILITIES MAKE IT UNRIVALED BY COMPETITION. HERE, ORGANIC IS REFINED, AS WINES AND GOODS ARE CREATED WITH RESPECTFUL AND INTENTIONAL HANDS. OUR INTIMATE, HARMONIOUS COMMUNITIES, RICH IN CHARACTER AND CULTURE, PRODUCE AND PROVIDE IDIOSYNCRATIC EXPERIENCES EXCLUSIVE TO THE WILLAMETTE VALLEY. WITHIN THIS APPROACHABLE LAND, THERE’S A PLETHORA OF OUTDOOR EXCURSIONS, REJUVENATING GETAWAYS, AND FAMILY ENTERTAINMENT; ALL NESTLED AMONG OPENHANDED SCENIC BEAUTY.

THIS IS AN EXPERIENTIAL PLACE WHERE YOU CAN TASTE WINE ALONGSIDE ITS CREATOR AND EAT A MEAL THAT SPRANG FROM THE SOIL ON WHICH YOU STAND. WILLAMETTE VALLEY IS CONFIDENTLY ROOTED IN ITS OWN LAND, ITS OWN HISTORY, ITS OWN GOOD FORTUNE.

BRAND ESSENCE. *defining our brand.*

DESTINATION: WILLAMETTE VALLEY

TAGLINE: OREGON WINE COUNTRY

PERSONALITY:

WILLAMETTE VALLEY IS...

TERRIOR-DRIVEN (ROOTED IN THE LAND, ORGANIC, EARTHY, THE LAND OF MILK & HONEY, THE PROMISE LAND)

LUSH (SENSORY EXPERIENCE OF THE LAND - GREEN, VEGETATIVE, RICH, BOUNTIFUL, SCENIC, FRAGRANT, DELECTABLE)

PASSIONATE (THERE IS A STORY BEHIND EVERYTHING)

PROUDLY UN-PRETENTIOUS (APPROACHABLE, WELCOMING, WARM, GENUINE)

INNOVATIVE & HANDS-ON (GUTSY, ORIGINAL, HUMBLY CONFIDENT, FEARLESS)

POSITIONING:

WILLAMETTE VALLEY IS...

(CATEGORY) THE PREMIER OREGON WINE COUNTRY TRAVEL DESTINATION

(PROMISE) THAT PROMISES AN ORGANIC YET REFINED WINE + CULINARY + RESTORATIVE + OUTDOOR EXCURSION

(TARGET MARKET) SOUGHT AFTER BY EDUCATED AND SAVVY EXPERIENCE PIONEERS AGES 30+

...THAT IS UNRIVALED BY THE COMPETITION...

(REASON TO BELIEVE) BECAUSE OF ITS INTIMATE, HARMONIOUS COMMUNITIES, RICH IN BOTH CHARACTER AND CULTURE, PROVIDING WORLD CLASS WINES ENHANCED BY ABUNDANT OUTDOOR ACTIVITIES, ENTICING EPICUREAN ADVENTURES, RELAXING GET-AWAYS AND FAMILY ENTERTAINMENT; ALL NESTLED AMONG BOUNTIFUL SCENIC BEAUTY.

VOICE:

WILLAMETTE VALLEY IS...

INFORMATIVE (KNOWLEDGEABLE, PROVIDES USEFUL INFORMATION)

THE IDENTITY. *defining our brand.*

A STRONG BUT SIMPLE MARK THAT IS UNIQUE ONLY TO THE WILLAMETTE VALLEY--THE INITIALS AS 3 CLUSTERS OF GRAPES.

SPECIFIC COMPONENTS:

- GRAPES – THE WELL-KNOWN AGRICULTURE/GRAPES THAT IS ROOTED IN THE LAND WHICH IS REPRESENTED WITH THE WV INITIALS
- TOP OF WINE BARREL WITH 31 WINE STAVES – AUTHENTICITY AND GENUINE
- COLOR PALETTE – A LUSH, RICH AND REGAL PURPLE WITH AN INTENSE SPLASH OF FRESH, VIBRANT AND ORGANIC GREEN
- TYPOGRAPHY- APPROACHABLE AND FUN WITH A BIT OF STRENGTH AND STRUCTURE.



LOGO USAGE. *defining our brand.*

ABOVE IS THE WILLAMETTE VALLEY IDENTITY LOCKUP. IT IS THE CORNERSTONE OF THE BRAND AND SHOULD BE USED CORRECTLY IN ALL CIRCUMSTANCES. USE THESE GUIDELINES TO HELP US ENSURE THAT OUR BRAND IS STRONG, SEAMLESS AND MEMORABLE.

BARREL IDENTITY LOCKUP



1" (25.4 MM)
MINIMUM SIZE
IDENTITY LOCKUP

This configuration is the primary Identity Lockup. The identity has been carefully constructed and refined. It should not be altered in any way.

SIZING

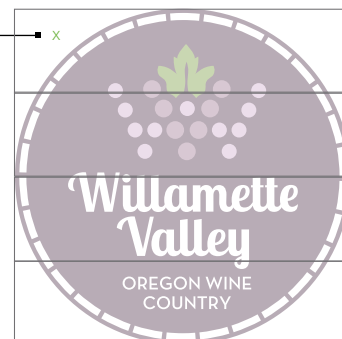
Don not make the Identity Lockup smaller than 3/4" (19.05 MM) wide.

AREA OF ISOLATION



The Identity should always have a generous amount of clear space around it. The minimum space around the logo is equal to one fourth the width of the circle. Nothing should fall within this area and the Lockup should have at least this much space from the edge of the page.

X= one fourth the height



BARREL LOGO. vertical.

BARREL IDENTITY LOCKUP



This configuration is the Secondary Mark. The Secondary Mark appears in the Identity Lockup, however it may appear alone in certain situations.

SIZING

Don not make the Secondary Mark smaller than 1/2" (12.7 MM) wide.

1/2" (12.7 MM)
MINIMUM SIZE
SECONDARY MARK

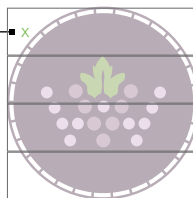


AREA OF ISOLATION



Like the Identity Lockup, the Secondary Mark should always have a generous amount of clear space around it. The minimum space around the logo is equal to the width and height of one of the tiles. Nothing should fall within this area and the Lockup should have at least this much space from the edge of the page.

X=one fourth the height



Willamette Valley
OREGON WINE COUNTRY

BARREL LOGO. horizontal.

BARREL IDENTITY LOCKUP



This configuration is the Secondary Mark. The Secondary Mark appears in the Identity Lockup, however it may appear alone in certain situations.

SIZING

Don not make the Secondary Mark smaller than 1/2" (12.7 MM) wide.

1/2" (12.7 MM)
MINIMUM SIZE
SECONDARY MARK



AREA OF ISOLATION



Like the Identity Lockup, the Secondary Mark should always have a generous amount of clear space around it. The minimum space around the logo is equal to the width and height of one of the tiles. Nothing should fall within this area and the Lockup should have at least this much space from the edge of the page.

X=one fourth the height



GRAPES LOGO. vertical.

BARREL IDENTITY LOCKUP



This configuration is the Secondary Mark. The Secondary Mark appears in the Identity Lockup, however it may appear alone in certain situations.

SIZING

Don not make the Secondary Mark smaller than 1/2" (12.7 MM) wide.

1/2" (12.7 MM)
MINIMUM SIZE
SECONDARY MARK



AREA OF ISOLATION



Like the Identity Lockup, the Secondary Mark should always have a generous amount of clear space around it. The minimum space around the logo is equal to the width and height of one of the tiles. Nothing should fall within this area and the Lockup should have at least this much space from the edge of the page.

X=one fourth the height



GRAPES LOGO. **horizontal.**



					
WHITE	BLACK	LOGO PURPLE 1	LOGO PURPLE 2	LOGO PURPLE 3	LOGO GREEN
		PMS 518C AND U CMYK 65.82,46.42 RGB 77.47,71	PMS 5145C AND U CMYK 40.58,26.2 RGB 158.118,145	PMS 7437C AND U CMYK 16.34,1.0 RGB 209.178,207	PMS 377C AND U CMYK 58.22,100.4 RGB 121.155,62

COLOR PALETTE. *defining our brand.*

WHENEVER POSSIBLE THE IDENTITY LOCKUP SHOULD APPEAR IN COLOR, UTILIZING EITHER FOUR-COLOR PROCESS INKS OR THE DESIGNATED PANTONE INK EQUIVALENTS. FORMULAS FOR THE APPROPRIATE COLORS CAN BE FOUND ABOVE.

ABOVE IS THE WILLAMETTE VALLEY OREGON WINE COUNTRY COLOR PALETTE TO BE USED WHEN PRODUCING COLLATERAL MATERIALS. THE COLORS OF THE WVVA BRAND IDENTITY HAVE BEEN ESTABLISHED AND SHOULD NOT BE ALTERED IN ANY WAY.

WHEN POSSIBLE IT IS PREFERABLE TO USE THE ABOVE PMS COLORS. IF NECESSARY IN PRINT PLEASE USE THE ABOVE CMYK FORMULAS AND FOR SCREEN APPLICATIONS USE THE RGB FORMULAS. ANY QUESTIONS REGARDING THE USE AND APPLICATION OF THIS COLOR PALETTE SHOULD BE DIRECTED TOWARD THE MARKETING AND COMMUNICATIONS TEAM.

DO NOT change
the colors of the
Identity Lockup.





COLOR USAGE. *reversed out.*

ALL LOGOS MAY BE REVERSED OUT OF A SINGLE COLOR OR AN IMAGE. **DO NOT** change the tiles to any other color.

NEUTRA TEXT LIGHT SC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 @ \$ % * (1 2 3 4 5 6 7 8 9)

NEUTRA TEXT BOOK SC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 @ \$ % * (1 2 3 4 5 6 7 8 9)

NEUTRA TEXT DEMI SC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 @ \$ % * (1 2 3 4 5 6 7 8 9)

SAMPLE TEXT

EVERY CITY AND TOWN – AND EVERY HIGHWAY AND BYWAY – IN THE
WILLAMETTE VALLEY HAS A STORY TO TELL. FROM BRAND NEW VINEYARDS
TO FARMS GOING BACK GENERATIONS, THERE ARE ALWAYS NEW AREAS TO
EXPLORE THROUGHOUT THE REGION. FIND OUT MORE ABOUT WHAT EACH
DISTINCT AREA HAS TO OFFER, INCLUDING ATTRACTIONS, LODGING, EVENTS
AND TRIP IDEAS.

TYPOGRAPHY. *defining our brand.*

THE PRIMARY TYPEFACES TO BE USED IN ALL WVVA COMMUNICATIONS ARE NEUTRA TEXT AND LOBSTER TWO. THREE WEIGHTS WITHIN THE TYPE FAMILY NEUTRA TEXT ARE AVAILABLE FOR USE. THESE INCLUDE LIGHT, BOOK AND DEMI. TWO WEIGHTS WITHIN LOBSTER TWO ARE AVAILABLE FOR USE. THESE INCLUDE REGULAR AND BOLD.

Lobster Two Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 @ \$ % * (1 2 3 4 5 6 7 8 9)

Lobster Two Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 @ \$ % * (1 2 3 4 5 6 7 8 9)

SAMPLE TEXT

Every city and town - and every highway and byway - in the Willamette Valley has a story to tell. From brand new vineyards to farms going back generations, there are always new areas to explore throughout the region. Find out more about what each distinct area has to offer, including attractions, lodging, events and trip ideas.

TYPOGRAPHY. *defining our brand.*

THE ATTRIBUTES

ENJOYING

OPTIMISTIC

NATURAL

CLEAR

SIMPLE

INVITING

REAL PEOPLE

IN REAL SITUATIONS

WINE+



PHOTOGRAPHY. *defining our brand.*

PHOTOGRAPHY NEEDS TO EVOKE THE NATURE OF THIS AREA BY FOCUSING ON THE WINE+ CONCEPT. TEXTURES, NATURE, ADVENTURE, PEOPLE, FOOD AND DRINK ARE THE TYPES OF IMAGES USED IN THE WVVA BRAND.



The image shows a woman with short blonde hair smiling at a table set with wine glasses and food. A circular logo for Willamette Valley Oregon Wine Country is overlaid on the image. The logo features a stylized vine and leaves above the text "Willamette Valley" and "OREGON WINE COUNTRY".

GRAB A GLASS. we'll open a bottle.

A WINE AND FOOD EXPERIENCE. STRAIGHT FROM THE HANDS THAT MADE IT.

OREGONWINECOUNTRY.ORG | 866.548.5018

OREGON. WE LOVE DREAMERS.

ADVERTISING. *defining our brand.*

THE ADVERTISING FOR THE WVVA NEEDS TO BE CONSISTENT, USING BRAND DEFINED IMAGERY IN A SIMPLE CLEAN LAYOUT AS SHOWN ABOVE.