

Take Care Out There

OREGON COMMUNICATION TOOLKIT



CONTENTS

03 TOOLKIT OVERVIEW

- 04 Logo and Tagline
- 05 Messaging
- 06 Typography
- 07 Color
- 08 Photography
- 09 Customization and Co-branding

10 ASSETS AND APPLICATIONS

- 11 Poster
- 12 Trailhead Sign
- 13 Rack Card
- 14 Tear-off Pad
- 15 Social Tiles
- 16 Social Media Guidelines



TOOLKIT OVERVIEW

It's clear that Oregonians and our visitors value the state's natural wonders—9 million people annually enjoy our outdoor splendor, contributing to the \$12.3 billion tourism economy that employs 115,000 Oregonians. As interest in Oregon's outdoor recreation grows, so does the need to preserve and protect our treasured natural assets. From the beach bill establishing public ownership of land along the Oregon coast and the country's first bottle bill, to statewide land use planning to programs to protect salmon and watersheds, Oregon has a history of caring for our natural heritage.

Until now, however, there has been no master toolkit for how to share our values for recreating with respect. Prompted by the Oregon Outdoor Recreation Network, a diverse group of stakeholders participated in the development of “Take Care Out There,” a new communication toolkit to help promote responsible recreation in Oregon and ensure outdoor opportunities for health, connection and joy for generations to come.

This kit includes a consistent set of messages and tools designed to inspire a statewide mindset of care and encourage behavior that protects and preserves Oregon's natural spaces, increases safety and reduces damage, speaking to both residents and visitors alike.

LOGO AND TAGLINE

INSPIRING A CULTURE OF CARE

In a noisy, busy world, Oregon envelops visitors in the healing powers of nature. The inviting beaver mascot and the “Take Care Out There” message symbolize commitment to responsible Oregon recreation.

Our official state animal, the industrious beaver, a symbol of restorative and conservation practice, reflects the role everyone can play to preserve our natural spaces for future generations.

Easy to understand, remember and repeat, “Prepare, Care and Connect” are the core principles designed to shape visitor behavior with an emphasis on safety, sharing space, protecting nature and giving back.



**TAKE
CARE
OUT THERE**
PREPARE | CARE | CONNECT

MESSAGING

The "Take Care Out There" campaign is grouped by three core messages, "Prepare, Care and Connect," reflecting the responsible recreation practices that matter most statewide.

Prepare messages were selected to reach visitors when they are planning trips before they arrive on location. Care messages were selected to reach visitors when they arrive on location. Connect messages were selected to inspire visitors to give back to their environment, Oregon communities and themselves.

A larger selection of campaign messages are available in the Prepare, Care, Connect Messaging Framework available on industry.traveloregon.com.

Prepare, Care, Connect Messaging Framework		
PREPARE	CARE	CONNECT
PLAN AHEAD <ul style="list-style-type: none"> Consider what you want to see and experience, and compare it with the abilities of your group and your gear. Consider distances, elevation change, terrain and the amount of time you have for your chosen route. Visit off peak and mid-week to reduce congestion. Research what's seasonally available and accessible. 	MAKE SMART CHOICES <ul style="list-style-type: none"> It's always safer to travel together, and sometimes more fun, too. Know your limits and when to stop for the day. Reading signs and warnings can help keep you safe. Be careful when taking selfies and other photos. 	ENJOY YOURSELF <ul style="list-style-type: none"> Boost your health and well-being. Engage all five senses. Connect with nature. Recharge and re-center. Relax with family and friends.
BE READY <ul style="list-style-type: none"> Pack your Ten Essentials. Bring the right gear or know where to rent it. Local outfitters know exactly what gear you need and can show you how to use it. Check local road and weather conditions and be prepared for it to change. Hire a local guide who can enrich your experience with stories, know-how and equipment. 	KEEP IT NATURAL <ul style="list-style-type: none"> Do your part to prevent human-caused wildfires. Protect nature by staying on trails and in designated areas. Enjoy what you find and leave it behind. Pack out what you pack in. Appreciate wildlife from a distance. 	SAY HELLO <ul style="list-style-type: none"> Be welcoming to your fellow adventurers in the outdoors. Spark a conversation with locals and fellow visitors to gain new perspectives. Check in with local visitor centers and ranger stations to learn from residents, pick up maps and gather information.
DON'T FORGET <ul style="list-style-type: none"> Tell someone where you're headed and when you plan to be back. You may not always have cell phone service; bring a map. Bring enough water for your activity or pack a water purification system. Bring cash for recreation use fees. 	BE RESPECTFUL <ul style="list-style-type: none"> Share the trail. Whoever manages the land you access and what the rules and regulations are. Follow leash laws for pets and pack out their poop. Consider how and where you share your location on social media. 	SPREAD GOODWILL <ul style="list-style-type: none"> Consider visiting cultural and tribal centers to learn more about history and people's relationship to place. Share what you know when it can help others. Support the community - eat, drink, shop and stay local. Consider donating to (or volunteering at) your favorite city, state or national park.

PREPARE

PLAN AHEAD ✓

Prepare before you head out, consider what you want to see and experience, your group's physical abilities and what's realistic to do in the time you have. Can you visit off peak to avoid crowds?

BE READY ✓

Check conditions. Pack your Ten Essentials. Got the right shoes for the terrain? Water? Cell phone? You may not always have coverage, so take a picture of the trail map or bring one with you. Consider hiring a guide.

DON'T FORGET ✓

Let someone know where you're headed and when you plan to be back. Tuck some cash in your pocket for park fees (that help maintain our natural spaces).

CARE

MAKE SMART CHOICES ✓

Know your limits and when to stop for the day. Follow the signs; they're there to tell you important stuff like how to avoid injuries and not get lost.

BE RESPECTFUL ✓

If you're lucky enough to spot wildlife, use your zoom lens and observe from afar. Share trails with others. Know who manages the land you access and what the rules and regulations are.

KEEP IT NATURAL ✓

Stay on designated trails and areas to protect the landscape. Don't take anything home but your trash—and please, please take your trash with you. Make wildfire prevention a top priority.

CONNECT

ENJOY YOURSELF ✓

Experiencing the quiet, awe-inspiring beauty of nature can not only uplift your spirits, it can improve your health. Think of Oregon's vast outdoors as your place to relax and recharge.

SAY HELLO ✓

Greet fellow adventurers and spark a conversation. Check in at a visitor center, ranger station and/or local business to learn from the locals, grab a map and gather local insight.

SPREAD GOODWILL ✓

Share your knowledge with others if it's helpful. Support the community—eat, drink, shop and stay local. Stop by cultural centers to learn our history and relationship to place.

TYPOGRAPHY

Mark Pro is our primary sans serif typeface. A modern typeface that is future facing and will help Oregon shine on the international stage. Created with a variety of weights, this sans gives us the flexibility to create a variety of looks to match the variety of regions Oregon has to offer.

PURCHASE MARK PRO FROM:
<https://www.fontshop.com/families/ff-mark/buy>

Sentinel is our primary serif typeface. This classic serif reflects the rich history of Oregon. Created with a variety of weights, this serif gives us the flexibility to create a variety of looks to match the variety of regions Oregon has to offer.

PURCHASE SENTINEL FROM:
<https://www.typography.com/fonts/sentinel/styles/>

ALTERNATE FONTS

If the brand fonts are not purchased, please use the following fonts as alternates. Both should be available as part of your computer's system fonts.

Arial may be used to replace Mark Pro as a last resource sans serif font.

Georgia may be used to replace Sentinel as a last resource serif font.

MARK PRO ULTRA
MARK PRO BLACK
MARK PRO HEAVY
MARK PRO BOLD
MARK PRO BOOK
MARK PRO LIGHT
MARK PRO THIN

SENTINEL BLACK
SENTINEL SEMIBOLD
SENTINEL MEDIUM
SENTINEL BOOK

ARIAL
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1 2 3 4 5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

Georgia
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

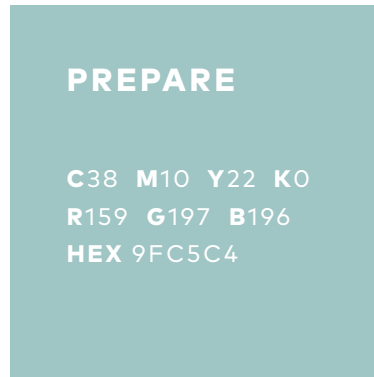
COLOR

All these hues are inspired by Oregon's diverse flora and fauna. Moss green signifies Oregon. The beaver logo palette uses a set of brown tones and includes two blues used for the backpack. In social we use these colors to identify "Prepare, Care and Connect" as labeled below.

MOSS GREEN



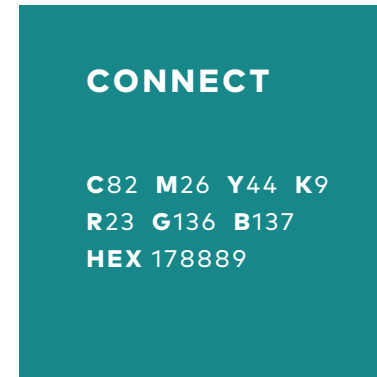
LIGHT TEAL



LIGHT BROWN



TEAL



DEEP BLUE



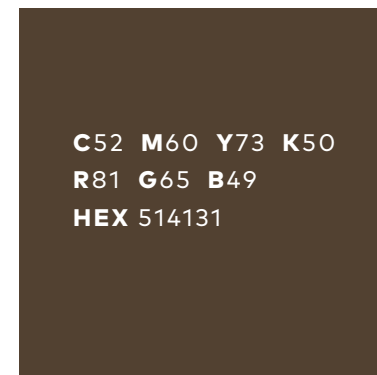
CREAM



MEDIUM BROWN



DARK BROWN

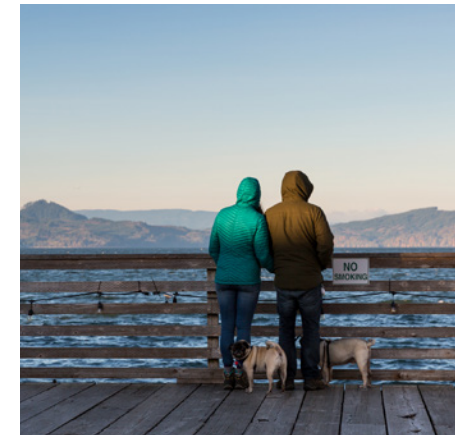


PHOTOGRAPHY

When choosing images make sure they reflect the messaging, helping to express visual storytelling an element of what's being shared via the copy. Try to avoid lone people and look for ways to reflect a diversity of visitors. Selecting colorful and vibrant images will help to create a welcoming, positive atmosphere.

Some additional photography best practices are:

- People should be shown on-trail
- People on bikes should be wearing a helmet
- People in boats should be wearing personal floatation devices (life jackets)



CUSTOMIZATION AND CO-BRANDING

Many toolkit assets can be customized with your logo. Here's an example of a co-branded poster. When including two logos, the second should be similar in size to the Travel Oregon logo. Avoid crowding logos or design elements by giving each element an ample buffer of white space. You can also brand the poster solely with your logo.

There are two versions of the beaver logo, one with the state map and one without. When the beaver is overlaid on the state it should be placed only on white or cream backgrounds to ensure proper contrast. If the logo must appear on a colored background, use the version without the state map.

YOUR LOGO HERE



ASSETS AND APPLICATIONS

Download free assets including posters, signs, rack cards, tear-off sheets, social tiles and rights-approved photographs. They can be used as is on social or in other visitor communications. You can also tailor specific information.

POSTER

8.5x11

Print a poster to remind visitors to think about their time outdoors and let them know that more information is available. You can even customize with your logo and hang anywhere from community boards to dressing room walls.

APPLICATION EXAMPLE



TRAILHEAD SIGN

5.5x17

Print a trailhead sign to post in a public area alerting visitors to further information available—or share in your window.

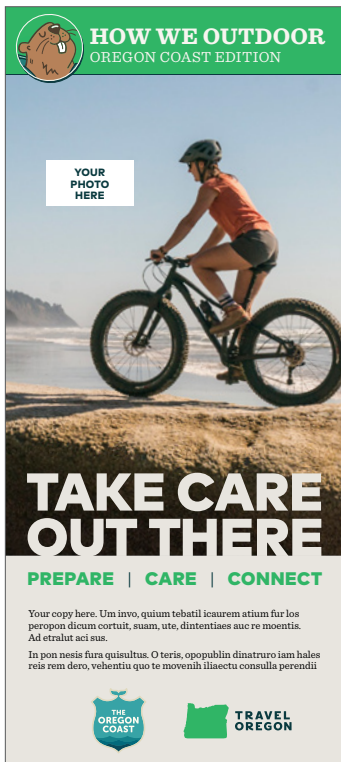
APPLICATION EXAMPLE



RACK CARD

4x9

Print a rack card for your lobby, check-in counter, visitor center, point of sale or retail counter to help reach adventure-minded people before they set out. You can customize with a photo and text specific to your region or agency from the approved images library (see example below).



PREPARE

✓ PLAN AHEAD

Prepare before you head out, consider what you want to see and experience, your group's physical abilities and what's realistic to do in the time you have. Can you visit off peak to avoid crowds?

✓ BE READY

Check conditions. Pack your Ten Essentials. Got the right shoes for the terrain? Water? Cell phone? You may not always have coverage, so take a picture of the trail map or bring one with you. Consider hiring a guide.

✓ DON'T FORGET

Let someone know where you're headed and when you plan to be back. Tuck some cash in your pocket for park fees (that help maintain our natural spaces).

CARE

MAKE SMART CHOICES

✓ Know your limits and when to stop for the day. Follow the signs; they're there to tell you important stuff like how to avoid injuries and not get lost.

BE RESPECTFUL

✓ If you're lucky enough to spot wildlife, use your zoom lens and observe from afar. Share trails with others. Know who manages the land you access and what the rules and regulations are.

✓ KEEP IT NATURAL

Stay on designated trails and areas to protect the landscape. Don't take anything home but your trash—and please, please take your trash with you. Make wildfire prevention a top priority.

CONNECT

✓ ENJOY YOURSELF

Experiencing the quiet, awe-inspiring beauty of nature can not only uplift your spirits, it can improve your health. Think of Oregon's vast outdoors as your place to relax and recharge.

✓ SAY HELLO

Greet fellow adventurers and spark a conversation. Check in at a visitor center, ranger station and/or local business to learn from the locals, grab a map and gather local insight.

✓ SPREAD GOODWILL

Share your knowledge with others if it's helpful. Support the community—eat, drink, shop and stay local. Stop by cultural centers to learn our history and relationship to place.



TEAR-OFF PAD

11x8.5 OR 5.5x8.5

Print a pad of tear-off sheets to share with visitors in high-traffic areas. Available in full-page and half-page (double sided, pictured below).



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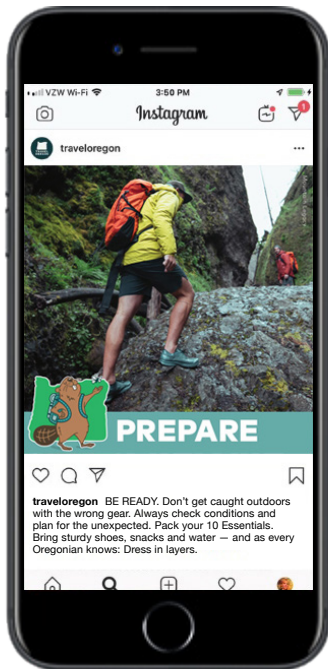
Share your knowledge with others if it's helpful. Support the community—eat, drink, shop and stay local. Stop by cultural centers to learn our history and relationship to place.



PET LOVER? Follow local pet regulations and practice proper pooper scooping. **THANK YOU!**

SOCIAL TILES

We want Oregonians and visitors alike to appreciate and acknowledge that enjoying Oregon's natural places comes with a responsibility that is worth the little effort it takes. To help you spread the word, we've created a master set of graphic images and 9 core messages to help communicate the things that matter most statewide.



SOCIAL MEDIA GUIDELINES

CUSTOMIZATION

Not one Oregon region is just like another—and we like it that way. Use these core image tiles to detail messaging that is particular to your region, such as climate, terrain, seasonal issues or specific safety precautions. Your customized posts will visually connect to the initiative's statewide branding while also addressing the location specific needs of your organization. For more inspiration on responsible recreation and how to customize these graphics, turn to these core principles.

IMAGE USE

See page 7 for guidelines and suggestions on selecting images.

VOICE

What we don't want to do is admonish or scare adventurers, but rather educate, inspire and remind. Take a sincere approach to your copy, using a relatable, somewhat playful tone, but always sounding kind and thoughtful, like a true Oregonian. Offer practical advice in plain language that's direct and easy to understand.

HASHTAGS

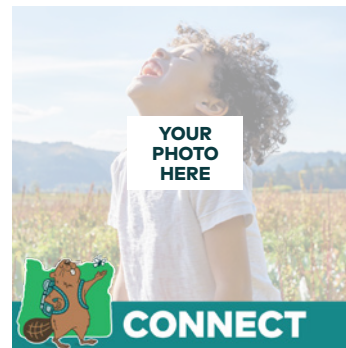
Help outdoor adventurers adopt a culture of care and respect in Oregon's great outdoors with the use of the following hashtags.

Primary hashtag:

#TakeCareOutThere

Secondary hashtag:

#PrepareCareConnect





CONTACT

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971.717.6213

Developed under the leadership of the
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