



Oregon Scenic Bikeways Style Guide

05.25.17



Oregon is the only state in the country with an official Scenic Bikeways program, comprising sixteen unique routes that reveal the state's beautiful and diverse landscape. The Oregon Scenic Bikeways Style Guide translates the most inspiring and distinctive features of the trails into a recognizable brand.

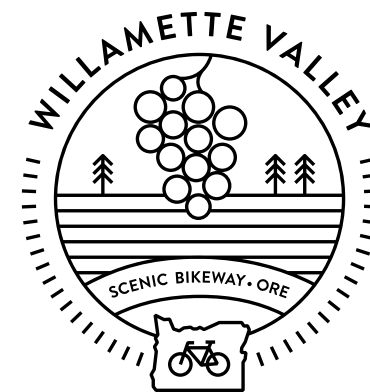
## SCENIC BIKEWAYS PROGRAM LOGO

The Oregon Scenic Bikeways logo represents the official Scenic Bikeways program, comprising fourteen unique and diverse cycling routes.



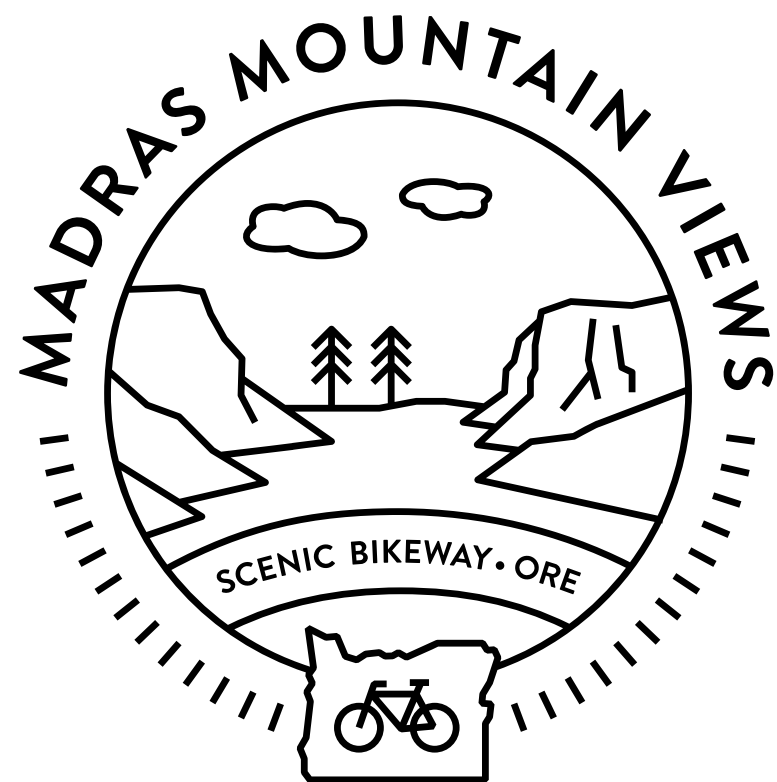
# SCENIC BIKEWAYS LOGO SYSTEM

The Scenic Bikeways logo system features a badge for each of the fourteen individual routes. Each badge utilizes route-specific, iconic imagery, celebrating the diverse offerings of the overarching Scenic Bikeways program.



## MADRAS MOUNTAIN VIEWS - LOGO INSPIRATION

The Madras Mountain Views logo depicts the Cove Palisades State Park. Riders along the route experience stunning views of the park's towering cliffs as well as views of Lake Billy Chinook below.



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## COVERED BRIDGES - LOGO INSPIRATION

The Covered Bridges logo depicts a covered bridge, as Lane County has more covered bridges than any other county west of the Mississippi. The route offers mostly flat, family-friendly trails appropriate for all ability levels.



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## TWIN BRIDGES - LOGO INSPIRATION

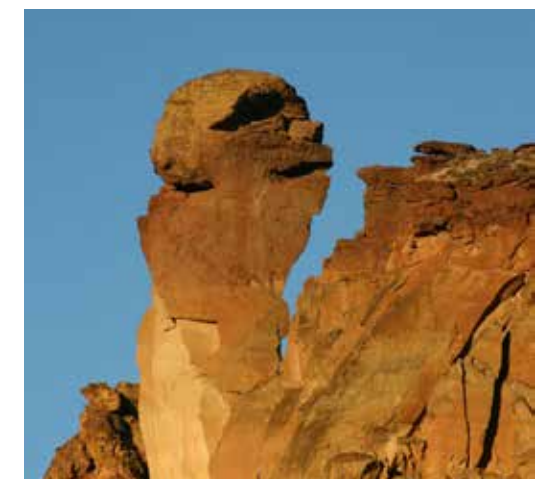
The Twin Bridges logo alludes to the breathtaking mountain views offered along this countryside loop. The Twin Bridges loop is named for the two bridges along the route that cross the Deschutes River, showcasing the surrounding wetlands and ranches.



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## SISTERS TO SMITH ROCK - LOGO INSPIRATION

The Sisters to Smith Rock logo features the iconic, craggy rock walls of Smith Rock State Park, a destination recognized as the birthplace of American sport climbing.



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## MCKENZIE PASS - LOGO INSPIRATION

The McKenzie Pass logo depicts Mt. Washington as well as rocks from the route's iconic lava-rock moonscape. This bikeway is a well-known secret in the riding community due to winter road closures, allowing bikes to cruise car-free.



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## TUALATIN VALLEY - LOGO INSPIRATION

The Tualatin Valley logo depicts a classic Northern Willamette Valley farm scene. The ride passes farmlands, the Tualatin River and various wineries and farmers markets.



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## CASCADE SISKIYOU - LOGO INSPIRATION

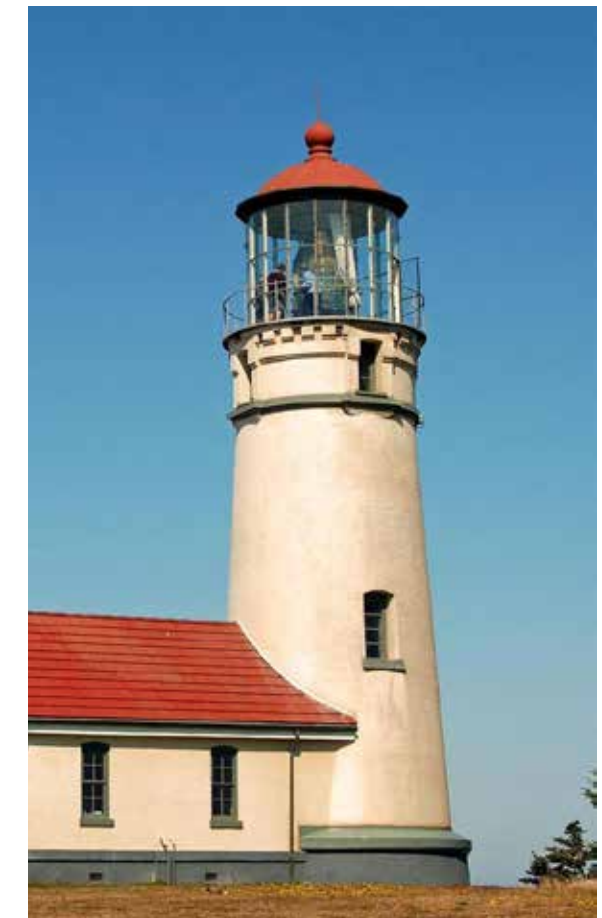
The Cascade Siskiyou logo features the Cascade-Siskiyou National Monument (Pilot Rock), a 25-million-year-old volcanic plug that marks the convergence of three geologically distinct mountain ranges. As a result, the area is biologically diverse with a tremendously varied landscape. In the distance riders will also see Mt. McLoughlin, a Cascade Range volcanic peak.



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## WILD RIVERS COAST - LOGO INSPIRATION

The Wild Rivers Coast logo depicts the Cape Blanco Lighthouse, Oregon's oldest working lighthouse.



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## CASCADING RIVERS - LOGO INSPIRATION

The Cascading Rivers logo depicts the Clackamas River, which the route parallels. The mountain represents the views of Mt. Hood and Mt. Jefferson available along the ride, and the fish illustration is emblematic of the river's coho, chinook and steelhead salmon populations.



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## BLUE MOUNTAIN CENTURY - LOGO INSPIRATION

The Blue Mountain Century logo illustrates the ride's historical route over the Blue Mountains, once an Oregon Trail obstacle. The ride winds through high and dry Northeast Oregon landscapes.



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## WILLAMETTE VALLEY - LOGO INSPIRATION

The Willamette Valley logo depicts the route's tranquil scenery along the Willamette River and through the region's valley. The grapes represent the abundance of vineyards in the area.



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## GRANDE TOUR - LOGO INSPIRATION

The Grande Tour logo depicts the route's sweeping rangelands, ponderosa pine forests and abundant wildlife. The mountains represent the views offered of the Elkhorn Range, Blue Mountains and Willows.



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## PAINTED HILLS - LOGO INSPIRATION

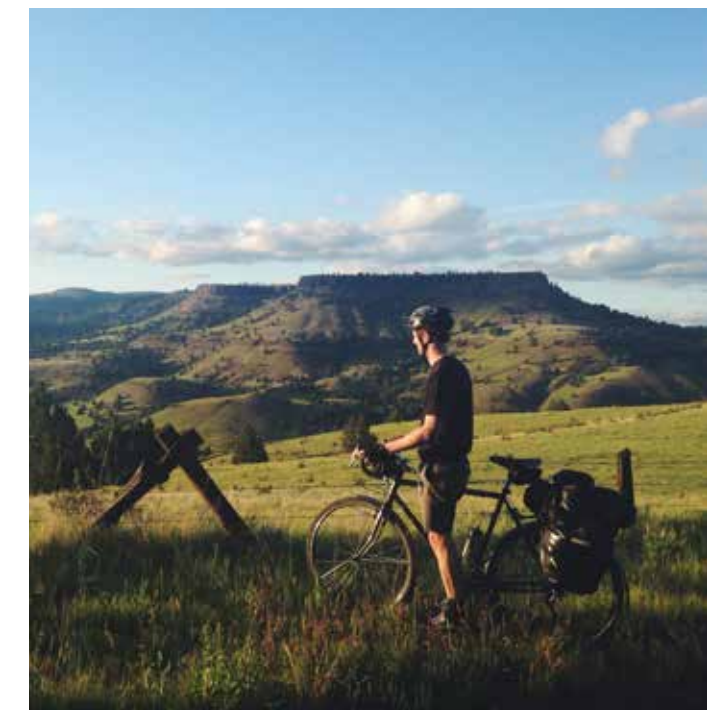
The Painted Hills logo features the iconic John Day Fossil Beds. The bikeway connects these colorful hills through a hub and spoke design, offering a series of rides and loops.



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## OLD WEST - LOGO INSPIRATION

The Old West logo depicts cow-skull-adorned saloon doors, representative of the rustic communities along the route. The ride winds past ponderosa pine forests, scenic rivers, abundant wildlife and fossil geology, and offers a true taste of the Old West.



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## OREGON OUTBACK - LOGO INSPIRATION

The Oregon Outback bikeway is a 60-mile loop starting within the Fremont National Forest near Lakeview, Oregon. The route travels past a Wilderness Study Area through High Desert, past rock formations, lakes and wetlands.



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## SHERAR'S FALLS - LOGO INSPIRATION

The Sherar's Falls Scenic Bikeway will be a 33-mile loop starting in Maupin, Oregon. In addition to traveling along the Deschutes River Access Road to historic Sherar's Falls, the route also takes riders through Tygh Valley and White River Falls State Park.



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# LOGO SIZING

Logo sizing guidelines are important in maintaining logo legibility. Logos are infinitely scalable but should never appear smaller than 1.5" x 1.5".



1.5" x 1.5"



To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows:

- Don't change the logo's orientation.
- Don't bevel or emboss the logo.
- Don't place the logo on a busy photograph or pattern.
- Don't change the logo colors.
- Don't add "glow" effects to the logo.
- Don't present the logo on "vibrating" colored backgrounds.
- Don't present the logo in "outline only" fashion.
- Don't outline the logo in any color.
- Don't add "drop shadow" effects to the logo.
- Don't put a white box around the logo when placed on a dark or busy background.
- Don't reconfigure or change the size or placement of any logo elements.
- Don't stretch or squeeze the logo to distort proportions.
- Don't re-create elements or replace with something else.
- No elements of the logo artwork may be re-created, deleted, cropped or reconfigured. All logo artwork is provided as Adobe Illustrator-based EPS files.
- Logo artwork must be uniformly scaled. Nonuniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- Logo artwork should always appear upright.
- EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- Logo artwork should appear against a solid background (or photograph meeting the standards outlined on page 21) to ensure maximum and proper contrast.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Do not put a white box around the logo when placed on a dark background, and do not reproduce the logo in colors other than those specified in this style guide.

## PLACEMENT ON IMAGES OR COLOR

The logo works well over textural images or color fields. Ensure the area provides adequate contrast and is not too busy where the logo is placed.



Background image is too busy; does not provide adequate legibility.

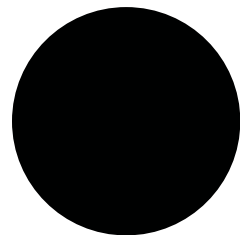
COLOR USAGE

All line drawings, typography and important information should be presented in black (or in white when shown over photography or a solid field of color).

The Scenic Bikeways color palette is earthy, utilizing colors inspired by the corresponding route’s landscape/terrain.

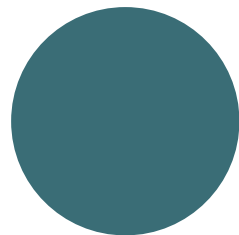
PRIMARY COLORS

SCENIC BIKEWAY COLORS



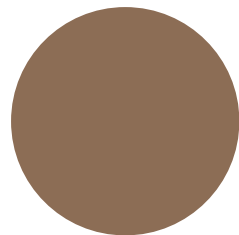
**BLACK**

C 75 M 68 Y 67 K 90  
R 0 G 0 B 0  
#000000



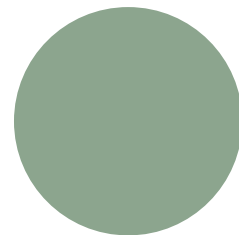
**MADRAS MOUNTAIN EMERALD**

C 80 M 45 Y 45 K 15  
R 58 G 109 B 118  
#396c75



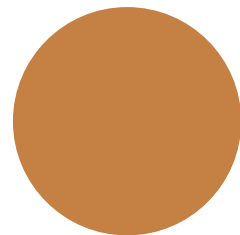
**COVERED BRIDGES BROWN**

C 40 M 52 Y 67 K 18  
R 140 G 109 B 85  
#8b6d55



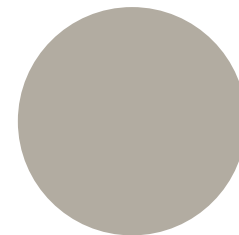
**TWIN BRIDGES GREEN**

C 26 M 1 Y 31 K 31  
R 140 G 165 B 142  
#8ca48e



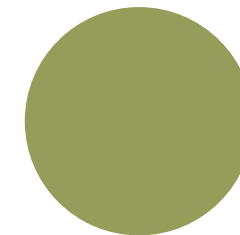
**SMITH ROCK ORANGE**

C 18 M 53 Y 82 K 6  
R 197 G 128 B 68  
#c47f44



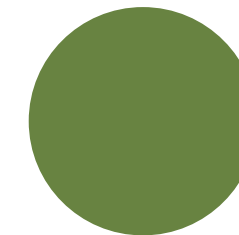
**MCKENZIE PASS TAUPE**

C 32 M 28 Y 35 K 0  
R 178 G 172 B 161  
#b2aba0



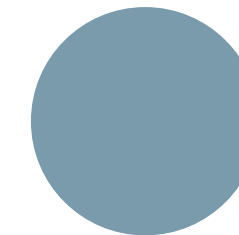
**TUALATIN VALLEY GREEN**

C 43 M 27 Y 78 K 5  
R 150 G 156 B 89  
#969b59



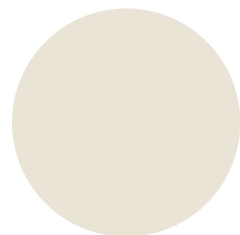
**CASCADE SISKIYOU GREEN**

C 65 M 35 Y 95 K 8  
R 104 G 131 B 64  
#688240



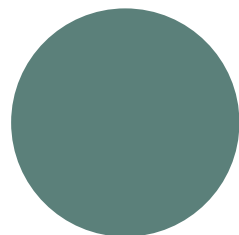
**WILD RIVERS COAST BLUE**

C 55 M 29 Y 25 K 1  
R 121 G 155 B 172  
#799bab



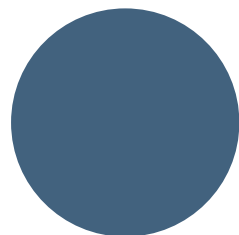
**BACKGROUND BEIGE**

C 7 M 6 Y 15 K 0  
R 234 G 229 B 214  
#eae5d6



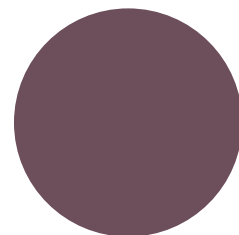
**CASCADING RIVERS JADE**

C 69 M 38 Y 52 K 7  
R 90 G 128 B 122  
#5a8079



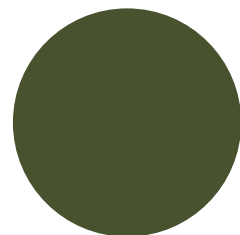
**BLUE MOUNTAIN BLUE**

C 80 M 57 Y 34 K 12  
R 66 G 99 B 126  
#41627e



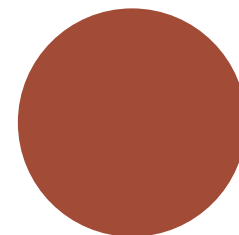
**WILLAMETTE VALLEY PURPLE**

C 53 M 69 Y 48 K 26  
R 109 G 78 B 90  
#6d4d5a



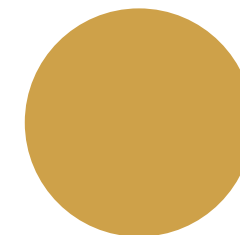
**GRANDE TOUR GREEN**

C 65 M 47 Y 86 K 42  
R 72 G 82 B 47  
#47512f



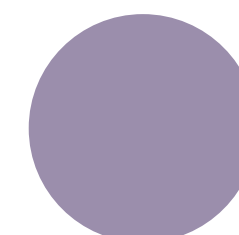
**PAINTED HILLS RED**

C 27 M 79 Y 84 K 17  
R 162 G 75 B 54  
#a24b35



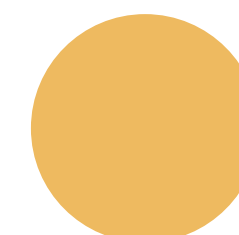
**OLD WEST GOLD**

C 14 M 32 Y 81 K 7  
R 206 G 162 B 73  
#cea249



**OREGON OUTBACK LAVENDER**

C 42 M 44 Y 17 K 0  
R 155 G 141 B 172  
#9b8dab



**SHERAR'S FALLS WHEAT**

C 0 M 24 Y 70 K 6  
R 239 G 187 B 96  
#efbb60



COLOR USAGE

Colors should be used in correlation with their corresponding Scenic Bikeway badge. Do not mix and match colors among routes.



**Brandon Grotisque Bold** is the primary typeface used in the Scenic Bikeways logo system.

**Brandon Grotisque Regular** should be used as a supporting typeface.

*Note: When using the Brandon Grotisque font family in correlation with the Scenic Bikeways logo system, avoid using ALL CAPS.*

**Archer Semibold** and **Archer Book** should be used as secondary supporting typefaces.

Brandon Grotisque Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

Brandon Grotisque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Archer Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

Archer Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## PHOTOGRAPHY STYLE + EXAMPLES

The Scenic Bikeways photography should feel authentic and evoke a desire to explore Oregon. The photography should not only feature attributes of a specific route's geography but also highlight the overall experience. (Camping on a multiday ride, wine tasting on a vineyard ride, climbing at Smith Rock, cooling off in the river, refueling with delicious local food, etc.) Photography will play a key role in differentiating the routes from one another. It's important to depict an honest portrayal of the ride and appeal to the appropriate audience. (For example, photos featuring young children should not be used to promote the more challenging, multiday routes.) Avoid overly posed photos as the viewer should feel like they're sharing the moment with the subjects.

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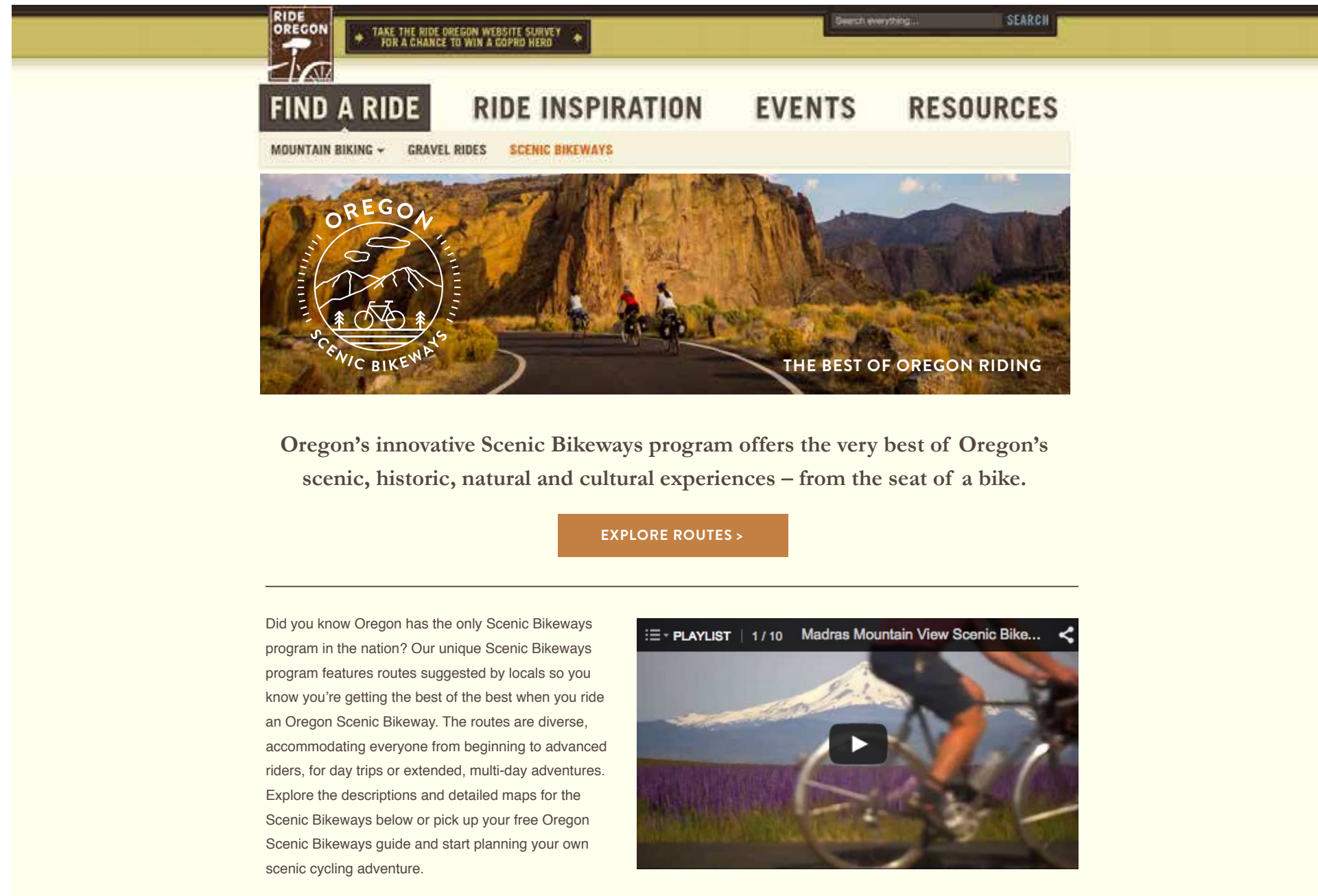


## SAMPLE APPLICATIONS - MERCHANDISING

These products demonstrate how logos should live on Scenic Bikeways–branded merchandise. When using route-specific badges, ensure that any color used abides by the swatch guidelines on pages 22 and 23. Logo sizing guidelines should also be considered when branding smaller products. Products should be relevant, usable and of good quality, reflective of the high caliber of Oregon Scenic Bikeways’ offerings.



The website mockup demonstrates how to integrate the Scenic Bikeways branding into rideoregonride.com's existing web presence.



## SAMPLE APPLICATIONS - GENERIC LAYOUT

This generic layout demonstrates proper use of the program logo over photography as well as utilization of an appropriate supporting typeface, Archer Semibold. The image combines beautiful scenery with cyclists in a natural, unposed fashion.



That's all. 