

TRAVEL  **OREGON**

BRAND VOICE



TRAVEL OREGON

Travel Oregon is both our brand and our call to action. Whether you're a city slicker or a country mouse, a mountain climber or desert dweller, a brunch aficionado or lead guitarist, we think you'll find something to love about Oregon. And though we may talk about these things in different ways, we need a creative anchor that grounds the brand outside of campaigns. A tone of voice and visual identity that positions Travel Oregon as the authority on tourism.

BRAND PILLARS

These are Travel Oregon's brand pillars. Everything we do is built upon them. When creating work for Travel Oregon, make sure it reflects the honest, abundant and pioneering spirit that makes us unique.

HONEST

Oregonians know who they are and they own it.

ABUNDANT

Oregon's ecological and cultural wealth rivals anyplace on earth.

PIONEERING

Oregonians lead by making their own way.

BRAND TONE

Travel Oregon's tone needs to reflect our brand pillars. How we say things tells as much about us as what we say. Here are some helpful tips to make sure our voice is consistent throughout all of our materials.

HONEST

Tone should be more conversational than a typical travel brochure. Say it out loud—does it sound like something you would say to a friend? If not, try again.

ABUNDANT

No one has a monopoly on any part of Oregon, so we welcome multiple perspectives on a given region or topic.

PIONEERING

Do not equivocate. Know what you are trying to say and say it clearly. The spirit of adventure, or forging new paths, cannot be communicated with ambiguous language.

GENERAL RULES

- Less is more. If it can be said in 5 words, don't use 10.
- As a general rule, avoid puns.
- Use exclamation points sparingly, if at all. There are better ways to express enthusiasm.
- The Oregon voice is like that of a wise uncle. He's proud of his home, but he's not desperate to convince you how great it is. He lays out the facts and lets you decide for yourself. But he might occasionally pepper these facts with a unique insight, colorful turn of phrase or light sense of humor.

BRAND GUIDELINES

How Oregon talks about itself.



PLEASE DO:

- Be concise
- Use plain English. Imagine you are speaking to a friend.
- Describe in specifics (especially with locations)
- Share an opinion or idea
- Ask a question
- Show emotion
- Use active verbs
- Grab people's attention with unexpected associations
- Give people an opportunity to respond, share and contribute



PLEASE DON'T:

- Use overly flowery language
- Use idioms
- Use puns
- Use clichés
- Use marketing jargon
- Use exclamation points (for the most part)
- Use criticism and negativity
- Use highly sensitive or offensive topics (religion, politics)

INDUSTRY VS. CONSUMER

Travel Oregon is a unique brand in that it has two separate yet equally important audiences: the travel industry and consumers. Here is a guide to help be true to our brand while speaking to different audiences.

CONSUMERS:

These are the people who watch our commercials, see our billboards, visit TravelOregon.com for deeper content and follow our social channels. Our campaigns and social platforms have been so successful because we've adopted a helpful and honest tone of voice that inspires new visitors and existing residents looking to travel around the state. Travel Oregon should continue to pose itself as the trusted authority around tourism and travel experiences in Oregon.

INDUSTRY:

This includes partner marketing organizations in and around Oregon. People in this group use marketing assets (and often run their own campaigns), attend tourism events and own businesses all around Oregon. We should continue speaking to these people in the helpful and honest tone of voice we've developed for consumers, but the subject matter varies. Travel Oregon should be an educator on tourism for people in the travel industry. We are not trying to sell these people on Oregon; we're giving them the tools to do so for their own organizations. We should help create connections between stakeholders within the industry audience.

HOW WE SPEAK TO CONSUMERS

SAMPLE COPY:

Oregon Dunes National
Recreation Area

HEADLINE:

Ride or sled down mountains of sand at the
Oregon Dunes.

CONTENT:

Looking for a different kind of day at the beach? The Oregon Dunes National Recreation Area covers 42 miles from Florence to Coos Bay, and it is an Oregon landmark for outdoor recreation. People come from all over to experience 32,000 acres of sand, forest, rivers and lakes. You can rent or take a guided tour by dune buggy or ATV, try your hand at sandboarding or sledding, and camp in one of the many nearby sites year round. Local towns along the dunes such as Florence, Coos Bay and Reedsport offer a variety of restaurant and lodging options.

RESOURCES TO INCLUDE IN COMMUNICATION:

- Relevant campaign or evergreen imagery and video
- Local businesses (nearby restaurants, hotels, equipment/vehicle rental options)
- Camping opportunities
- Related activities (i.e., things you can do on the nearby coast)
- Nearby city pages
- User reviews

HOW WE SPEAK TO INDUSTRY

SAMPLE COPY:

Oregon Dunes National
Recreation Area

ANNOUNCEMENT/NOTICE:

Travel Oregon is featuring the Oregon Dunes National Recreation Area in an upcoming creative campaign. We will provide assets (still photos and video) that you are welcome to post on your social channels. We also encourage you to leverage the content by sharing Travel Oregon posts or articles on your channels.

[Provide any stills, videos, articles/content, etc. relevant to the subject]

The following is the messaging we'll be using in our communications - mirror this messaging

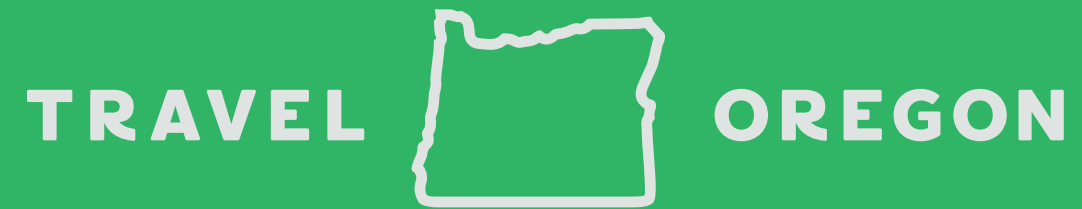
[Provide any relevant communications / messaging from campaign or evergreen work]

THE FOLLOWING BUSINESSES AND CITIES WILL BE FEATURED:

- Cities: Florence, Coos Bay, Reedsport
- Businesses: Spinreel Dune Buggy and ATV Rentals and Tours, Waterfront Depot Restaurant (Florence), Port of Siuslaw Campground

Please contact XXXX if you have any additional questions or comments.

LOGO SYSTEM



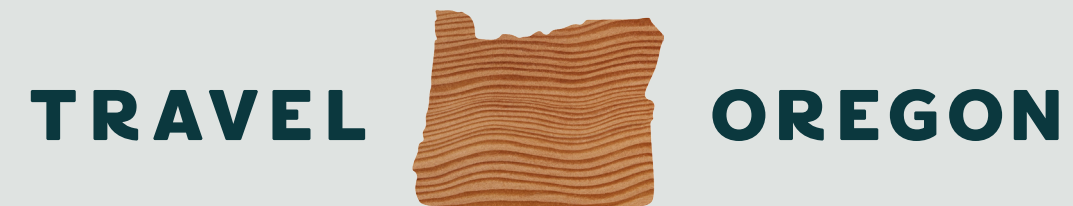
The Oregon shape functions as a window through which the abundance of the state is represented. The logotype has a proud, confident presence and is flexible enough to showcase the abundance of Oregon. The letterforms are crafted, like many things in Oregon, and have been customized to express the unique and friendly personality of the Oregonians you'll meet when you visit the state.





PRIMARY LOGO

The Travel Oregon logo mark is composed of the state's shape and the name. The Oregon state shape functions as a visual metaphor, a window into the richness of the state. The logotype letter forms are crafted to complement the rounded edges and weight of the Oregon state shape. The letterforms have also been customized to reflect the uniqueness of the people of Oregon, while still being able to withstand the test of time.



LOGOTYPE + IMAGE

PHOTOGRAPHIC TEXTURES AND ILLUSTRATIVE PATTERNS ARE USED TO FILL THE WINDOW TO EXPRESS THE ABUNDANCE /UNIQUENESS OF OREGON AND/OR TO SPEAK TO PLACE. THESE WINDOW FILLS WILL BE PROVIDED AND SHOULD NOT BE CHOSEN AT RANDOM.



LOGOTYPE + COLOR

COLOR CAN BE USED TO CUSTOMIZE THE OREGON WINDOW. MOSS GREEN IS THE PRIMARY COLOR, BUT OTHER REGIONALLY INSPIRED COLORS CAN BE USED.



LOGOTYPE AS ONE COLOR

WHEN USING THE LOGO IN ONE COLOR, THE WINDOW SHOULD ALWAYS BE THE KEYLINE VERSION AND SHOULD BE SET IN EITHER DEEP BLUE OR OFF-WHITE.

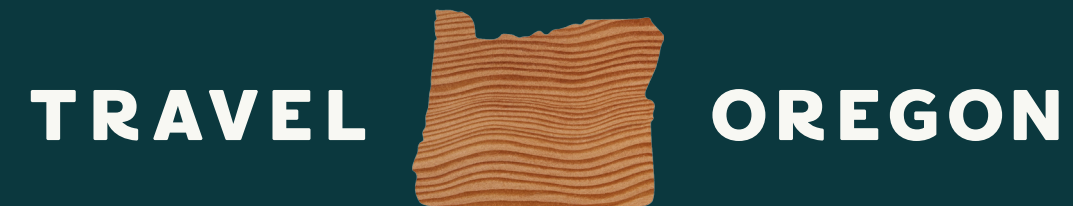
PRIMARY LOGO ON DARK

All parts of the logo should be easily legible.

When using the logo on a dark background, set the logo type and keyline state shape in Sky White.

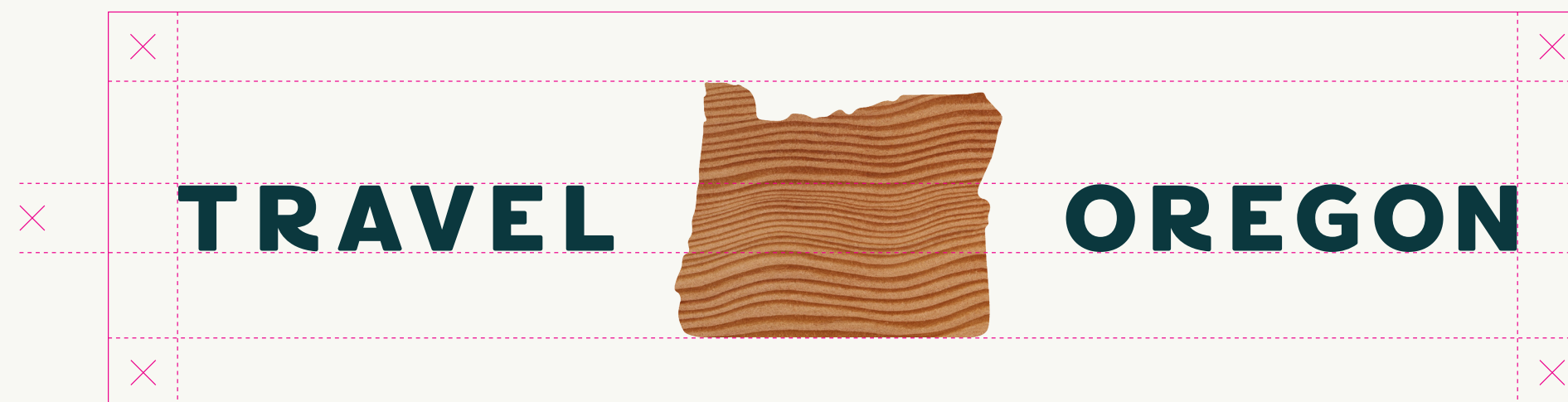
If the background color is distracting, use the solid color fill for the Oregon shape or switch to the one-color keyline logo.

The entirety of the state shape should always read as Oregon. Always make sure there is enough contrast between the background and the whole logo.



PRIMARY LOGO CLEAR SPACE

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



—
X HEIGHT
X = THE HEIGHT OF THE WORD MARK

LEFT-ALIGNED LOGO

This left-aligned logo is for use in small spaces and when using with a left-aligned layout.

EXAMPLES OF USAGE:

- Any left-aligned layouts where the primary centered logo does not work.
- On Travel Oregon–sponsored material.
- Footers (printed or on the web).
- Narrow advertising banners.



LEFT-ALIGNED ON DARK

All parts of the logo should be easily legible.

When using the logo on a dark background, set the logo type and keyline state shape in Sky White.

If the background color is distracting, use the solid color fill for the Oregon shape or switch to the one-color keyline logo.

The entirety of the state shape should always read as Oregon. Always make sure there is enough contrast between the background and the whole logo.



LEFT-ALIGNED CLEAR SPACE

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



X HEIGHT

X = THE HEIGHT OF "TRAVEL" PLUS
THE LEADING BETWEEN "TRAVEL"
AND "OREGON"

STACKED LOGO

This stacked centered logo is only for use in special circumstances where a small footprint is needed. This is not the primary logo and should not be used as such.

EXAMPLES OF USAGE:

- On Travel Oregon sponsored material.
- Narrow advertising banners.



STACKED LOGO ON DARK

All parts of the logo should be easily legible.

When using the logo on a dark background, set the logo type and keyline state shape in Sky White.

If the background color is distracting, use the solid color fill for the Oregon shape or switch to the one-color keyline logo.

The entirety of the state shape should always read as Oregon. Always make sure there is enough contrast between the background and the whole logo.



STACKED LOGO CLEAR SPACE

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



X HEIGHT

X = THE HEIGHT OF "TRAVEL" PLUS THE LEADING BETWEEN "TRAVEL" AND "OREGON"

.COM LOGO

The .com logo is for use when driving traffic to the Travel Oregon website. Most often this will be used on advertising materials. This is not the primary logo and should not be used as such.

EXAMPLES OF USAGE:

- Advertising campaign collateral.
- Advertising banners.



LOGOTYPE + IMAGE



LOGOTYPE + COLOR



LOGOTYPE AS ONE COLOR

OVERALL LOGO GUIDELINES

The following guidelines apply to all of the Travel Oregon logos: Primary Logo, Left-Aligned Logo, Stacked Logo and .com Logo.

LOGOTYPE + IMAGE GUIDELINES

A series of photographic and illustrative window fill options will be provided. Always make sure the entire state shape is clearly visible. Do not use a light-colored window fill on a light-colored background. Contrast is key.

SPECIFIC GUIDELINES:

- Do not change any window fill crops.
- Do not choose your own image or illustrated pattern for the window fill.

TRAVEL

LOGOTYPE COLOR

ALWAYS SET IN DEEP BLUE, UNLESS USING ON A DARK BACKGROUND, IN WHICH CASE SET IN SKY WHITE.



OREGON

OREGON WINDOW PHOTOGRAPHIC TEXTURE OR ILLUSTRATIVE PATTERN

TO TELL OREGON'S STORY OF ABUNDANCE THERE ARE SEVERAL WINDOW FILL OPTIONS PROVIDED. SEE PAGE 14.

LOGOTYPE + SOLID COLOR GUIDELINES

When pairing the logo on a busy background, or when a solid color fill is needed, use Moss Green or one of the regionally inspired colors. Always make sure there is enough contrast between the background and the logo so that the state shape reads in its entirety.

SPECIFIC GUIDELINES:

- Never use a light color for the Oregon fill on a light-colored background.
- Only use the Moss Green or one of the regionally inspired colors for the window fill.
- Do not choose a window fill color that is not within the Travel Oregon color palette.



LOGOTYPE COLOR

ALWAYS SET IN DEEP BLUE, UNLESS USING ON A DARK BACKGROUND, IN WHICH CASE SET IN SKY WHITE.

OREGON WINDOW COLOR

WHEN USING THE SOLID COLOR OREGON WINDOW, THE COLOR SHOULD ALWAYS BE DIFFERENT FROM THE LOGOTYPE. PRIMARILY USE THE MOSS GREEN, OR IF CIRCUMSTANCE ALLOWS, USE ONE OF THE REGIONALLY INSPIRED COLORS.

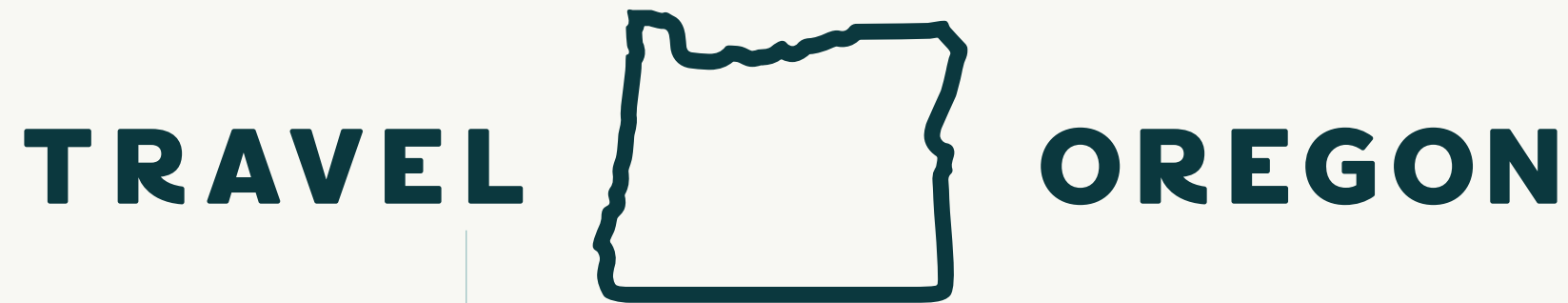
LOGOTYPE + OUTLINE GUIDELINES

The Oregon outline provides the opportunity to create the visual metaphor of a window over a full-bleed image. This logo should most often be used on top of a photograph or texture, allowing the window to be filled with the background. However, contrast is key, and the entirety of the logo should always be legible.

The Oregon outline logo is also for use any time you must use a one-color logo.

SPECIFIC GUIDELINES:

- Never fill Oregon window outline with white or any other color.
- Oregon window outline should always remain transparent.
- Logotype and Oregon window outline should always be set in the same color.
- Never set in multiple colors.
- Only set in Deep Blue or Sky White.
- When printing one color, such as in a news paper, use either straight black or white.



LOGOTYPE COLOR

ALWAYS SET IN DEEP BLUE, UNLESS USING ON A DARK BACKGROUND, IN WHICH CASE SET IN SKY WHITE.

OREGON WINDOW OUTLINE

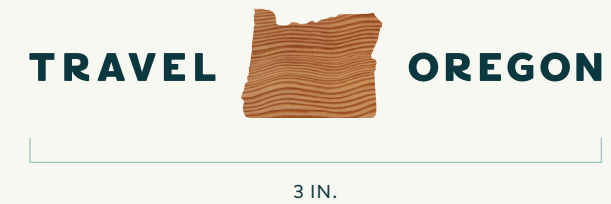
WHEN USING THE OUTLINED OREGON WINDOW, ALWAYS SET IN THE SAME COLOR AS THE LOGOTYPE. ON LIGHT BACKGROUNDS USE DEEP BLUE; ON DARK BACKGROUNDS USE SKY WHITE.

SCALING GUIDELINES

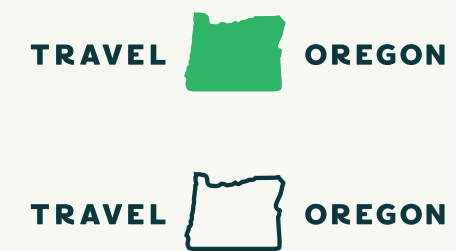
To ensure legibility and consistency across the brand, the Travel Oregon mark is optimized even at the smallest size.



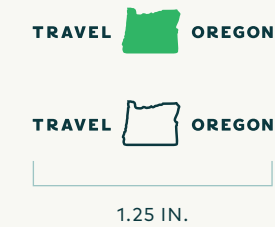
LOGOTYPE + IMAGE
WHEN THE OREGON WINDOW CONTAINS AN IMAGE, THE LOGO SHOULD NEVER BE SCALED DOWN BELOW 3-IN. WIDE.



LOGOTYPE + COLOR
IF THE LOGO IS SCALED DOWN BELOW 3 IN., SWITCH TO THE SOLID TWO-COLOR LOGO OR THE OUTLINED ONE-COLOR VERSION.



SMALLEST SIZE
DO NOT SCALE DOWN THE LOGO BELOW 1.25-IN. WIDE.



SCALING GUIDELINES

To ensure legibility and consistency across the brand, the Travel Oregon secondary mark option is optimized even at the smallest size.



LOGOTYPE + IMAGE

WHEN THE OREGON WINDOW CONTAINS AN IMAGE, THE LOGO SHOULD NEVER BE SCALED DOWN BELOW 1.75-IN. WIDE.



1.75 IN.

LOGOTYPE + COLOR

IF THE LOGO IS SCALED DOWN BELOW 1.75 IN., SWITCH TO THE SOLID TWO-COLOR LOGO OR THE OUTLINED ONE-COLOR VERSION.



SMALLEST SIZE

DO NOT SCALE DOWN THE LOGO BELOW 1.25-IN. WIDE.



0.75 IN.

LOGO USAGE GUIDELINES

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



GENERAL GUIDELINES:

- Utilize the primary horizontal mark as often as possible. When the canvas area is limited, use the stacked version instead.
- Use logo artwork provided as Adobe Illustrator-based EPS files.
- Use the Travel Oregon color palette only: CMYK values for print and RGB/HEX numbers for web. For better control in color output, use the PMS numbers also provided.
- Logo artwork should always appear upright.
- A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined on the logo clear space-pages. Use only the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.



PLEASE DON'T:

- Re-create, delete, crop or reconfigure the logo mark.
- Change the logo colors.
- Present the logo on vibrating colored background combinations.
- Change the logo's orientation.
- Put a white box around the logo when placed on a dark or busy background.
- Add glow effects to the logo.
- Add drop-shadow effects to the logo.
- Reconfigure or change the size or placement of any logo elements.
- Stretch or squeeze the logo to distort proportions.
- Adjust the word's kerning.



COLOR PALETTE

COLORS FROM OREGON

Our color palette comes from Oregon and was inspired by the all the amazing regions that make up the state.

TRAVEL OREGON GREEN

One of the things Oregon is famous for is that up to 80% of the state is covered in green. This unique green is our primary color and should be used on all materials.



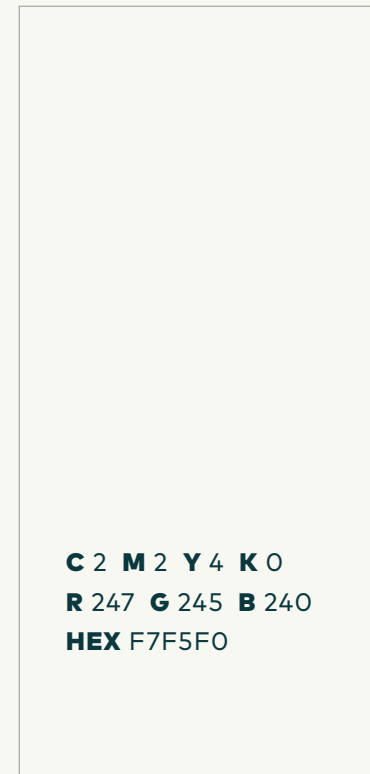
COLOR PALETTE

Travel Oregon palette uses a primary set of colors. To complement this palette, a family of secondary colors has been selected. All these hues are inspired by Oregon's diverse flora and fauna.

MOSS GREEN



SKY WHITE



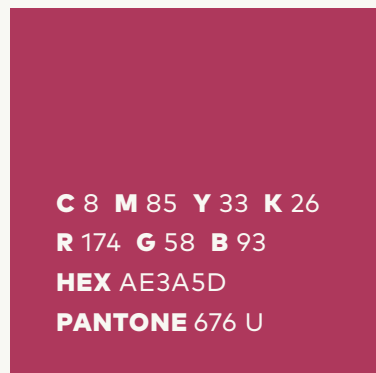
CLOUD GRAY



DEEP BLUE



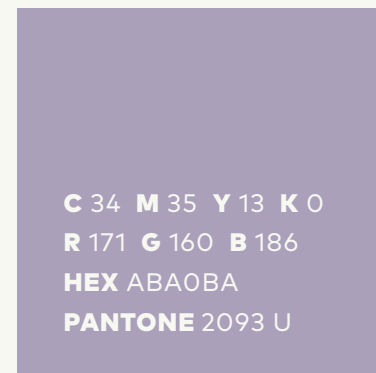
WILLAMETTE VALLEY



CENTRAL OREGON



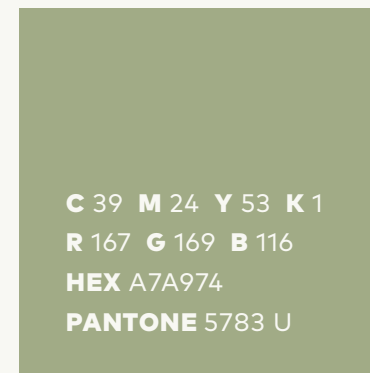
PORTLAND REGION



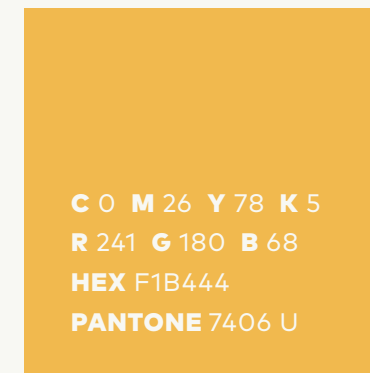
OREGON COAST



MT. HOOD & THE GORGE



EASTERN OREGON



SOUTHERN OREGON

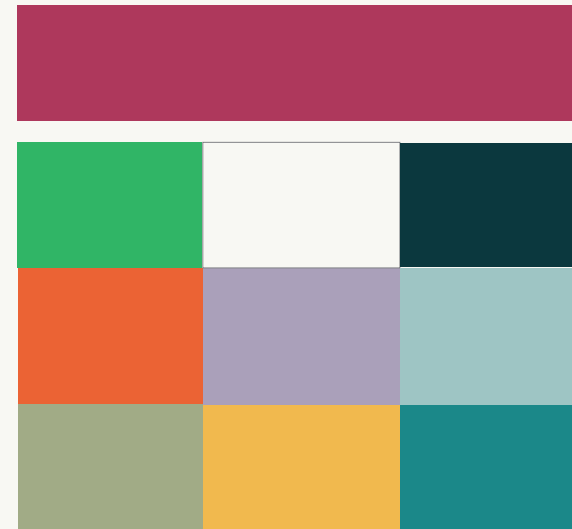


REGIONAL USAGE

While Travel Oregon's primary color palette commands the system, the secondary color palette is used as an accent while nodding back to each region.

When showcasing a specific region, however, the assigned color of that region can act as the dominant while the other ones can recede as accent colors, including Travel Oregon's primary palette.

WILLAMETTE VALLEY



CENTRAL OREGON



PORTLAND REGION



OREGON COAST



MT. HOOD & THE GORGE



EASTERN OREGON



SOUTHERN OREGON



COLOR PALETTE

USAGE GUIDELINES

Travel Oregon's color system can speak to different audiences based on the color combinations. It can be authoritative, corporate, regional and fun. Be mindful of the following guidelines.



GENERAL GUIDELINES:

- Use the Travel Oregon color palette only: CMYK values for print and RGB/HEX numbers for web. For better control in color output, use the PMS numbers also provided.
- Use the primary palette as the main color scheme and regional colors as accents.
- From the Travel Oregon palette, use colors that complement each other.



PLEASE DON'T:

- Alter color values or add tints or other colors.
- Avoid color combinations that vibrate. For instance, Willamette Valley next to Portland Region colors.

TYPOGRAPHY

TYPOGRAPHY

overview

The typography is an important element to our new identity—it gives us the opportunity to express the brand with or without photography. These typefaces have the flexibility to represent the abundance that Oregon has to offer by choosing type with a large selection of typeface weights or different headline personalities.

TYPOGRAPHY
PRIMARY SANS

Mark OT 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.

MARK OT

**IS OUR PRIMARY SANS
 SERIF TYPEFACE**

HEADLINE TYPE

MARK WORKS GREAT FOR HEADLINES WHEN SET IN ALL CAPS BECAUSE IT GIVES OUR HEADLINES CONFIDENCE.

SUBHEAD TYPE

MARK HAS A VARIETY OF WEIGHTS, WHICH GIVES US THE OPPORTUNITY TO USE IT AS SUBHEAD AS WELL.

Fultua qui egitam sim hoctuus, sultorumum
 rei similinterio involic onfecenatre publin
 veres vis consimoludem nihicav occhint icon-
 tro ximis. Habem iacia? Opio, alabem pubis-
 sil vis? que atario efatiliaet, norata, viribus,
 cut fuidet vivenditilia L. Valatam mei imo
 niam in dium id retiaedii pro inpricastam
 vivit neme.

MARK IS MADE TO READ WELL LARGE AND SMALL. WHEN USING AS BODY COPY, SET IN SENTENCE CASE TO ACHIEVE THE BEST LEGIBILITY.

TYPOGRAPHY
PRIMARY SANS

PURCHASE MARK OT FROM:

<https://www.fontshop.com/families/ff-mark/buy>

MARK OT ULTRA
MARK OT BLACK
MARK OT BOLD
 MARK OT REGULAR
 MARK OT LIGHT
 MARK OT THIN

MARK OT ULTRA

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 £ & @ ? ! / + (. , ;)

MARK OT BLACK

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 £ & @ ? ! / + (. , ;)

MARK OT BOLD

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 £ & @ ? ! / + (. , ;)

MARK OT REGULAR

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 £ & @ ? ! / + (. , ;)

MARK OT LIGHT

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 £ & @ ? ! / + (. , ;)

MARK OT THIN

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 £ & @ ? ! / + (. , ;)

TYPOGRAPHY
PRIMARY SERIF

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.

SENTINEL

IS OUR PRIMARY SERIF TYPEFACE

HEADLINE TYPE

SENTINEL CAN BE USED FOR HEADLINE TYPE TO ADD VARIETY TO BOTH **MARK** AND **GZA**.

SUBHEAD TYPE

WE PREFER TO USE **MARK** FOR ALL SUBHEAD TYPE

Fultua qui egitam sim hoctuus, sultorum rei
 similinterio involic onfecenatre publin veres vis
 consimoludem nihicav occhint icontro ximis.
 Habem iacia? Opio, alabem pubissil vis? que atario
 efatiliaet, norata, viribus, cut fuidet vivenditilia
 L. Valatam mei imo niam in dium id retiaedii pro
 inpricastam vivit neme.

SENTINEL IS OUR PREFERRED BODY COPY TYPEFACE. IT PAIRS WELL WITH **MARK** AND BOTH CAN BE USED TO ADD VARIETY OR HIERARCHY TO A LONGER DOCUMENT OR WEB PAGE.

TYPOGRAPHY
PRIMARY SERIF

PURCHASE SENTINEL FROM:

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

SENTINEL BLACK
SENTINEL SEMIBOLD
SENTINEL MEDIUM
SENTINEL BOOK
SENTINEL LIGHT

SENTINEL BLACK

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 £ & @ ? ! / + (. , ;)

SENTINEL SEMIBOLD

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 £ & @ ? ! / + (. , ;)

SENTINEL MEDIUM

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 £ & @ ? ! / + (. , ;)

SENTINEL BOOK

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 £ & @ ? ! / + (. , ;)

SENTINEL LIGHT

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 £ & @ ? ! / + (. , ;)

TYPOGRAPHY
DISPLAY

GZA Seminegra is our display font. A modern typeface that is built on a rich visual heritage, this typeface gives our materials a unique and fun personality that Oregon embodies.

GZA SEMINEGRA
Is Our Display Font

TYPOGRAPHY
DISPLAY

PURCHASE GZA SEMINEGRA FROM:

<http://www.fontseek.info/tags/fonts>

GZA SEMINEGRA

GZA SEMINEGRA ITALIC

GZA SEMINEGRA

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 £ & @ ? ! / + (. , ;)

GZA SEMINEGRA ITALIC


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 £ & @ ? ! / + (. , ;)

TYPOGRAPHY EXAMPLE LAYOUT

This is an visual example of how the brand fonts work together, from headlines to body copy. Use the information on previous typography pages for what specific fonts to use for headlines and body copy.

TRAVEL OREGON

FOREVER



AS YOU TRAVEL THROUGH OREGON, YOU WILL NOTICE THAT WE'RE PRETTY GREEN-MINDED.

In Oregon, you can enjoy a multitude of locally-grown products; drive an electric vehicle along the West Coast Electric Highway; or spend time in one of our pristine, protected natural areas. And the list of options and activities that support sustainable development in the state continues to grow and diversify.

The Travel Oregon Forever Fund provides residents and travelers to Oregon an opportunity to own a piece of the state's sustainability story by giving to projects that make Oregon a better place to live and visit.


Launched in 2012, the Forever Fund has raised more than \$100,000 in support of 21 projects throughout the state. Projects are selected from each of Oregon's seven regions to receive a share of the donations collected each year. A complete list of projects is available on the back of this sheet.

TRAVEL OREGON FOREVER FUND PROJECTS MUST SUPPORT ONE OR MORE OF THE BELOW THEMES:


- ▶ ACCESSIBILITY
- ▶ COMMUNITY DEVELOPMENT
- ▶ CULINARY & AGRITOURISM
- ▶ ENVIRONMENTAL STEWARDSHIP
- ▶ TOURISM INFRASTRUCTURE
- ▶ TOURISM PRODUCT DEVELOPMENT

When you're in Oregon, we invite you to visit one of our participating businesses or to donate online at GiveBacktoOregon.org.


Learn more about the Travel Oregon Forever Fund and the Oregon businesses that power it at TravelOregon.com/GiveBacktoOregon.



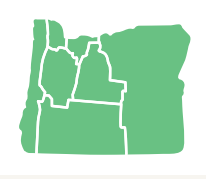
TRAVELERS EXPERIENCE THE WONDERS OF OREGON



OREGON BUSINESSES INCLUDE DONATIONS INTO THE COST OF THEIR PRODUCTS AND SERVICES



PROJECT BENEFICIARIES MAKE OREGON A BETTER PLACE TO LIVE AND VISIT



FUNDS ARE DISPERSED EQUALLY TO SEVEN PROJECT BENEFICIARIES ANNUALLY

PROJECTS SUPPORTED BY THE FUND



THE OREGON COAST:

- 1 2012–2013: Promoting Sustainable Seafood
- 2 2014–2015: Restoring the Native Olympia Oyster to Netarts
- 3 2016–2017: Diver Access in Port Orford

GREATER PORTLAND:

- 4 2012–2013: The Living Highway Project
- 5 2014–2015: Creating New Access at Audrey McCall Beach
- 6 2016–2017: Portland Metro Park Restoration

MT. HOOD & COLUMBIA RIVER GORGE:

- 7 2012–2013: The Mosier Plateau Trail
- 8 2014–2015: The Kleeway
- 9 2016–2017: Sandy River Recreation and Restoration Guide

WILLAMETTE VALLEY:

- 10 2012–2013: Promoting Local Agriculture
- 11 2014–2015: The Schoolhouse Project
- 12 2016–2017: Plug & Pinot

SOUTHERN OREGON:

- 13 2012–2013: The Rogue River Corridor
- 14 2014–2015: Table Rocks Interpretive Plan
- 15 2016–2017: Monarch Butterfly Project

CENTRAL OREGON:

- 16 2012–2013: Deschutes Restoration Outreach Program
- 17 2014–2015: The Bend Whitewater Park
- 18 2016–2017: Sisters Tourism Kiosks

EASTERN OREGON:

- 19 2012–2013: Agritourism Development Project
- 20 2014–2015: Native Plant Park
- 21 2016–2017: Rails with Trails

The Forever Fund supports seven projects biannually. Projects enhance the natural environment or support communities in a way that improves livability and makes the destination more appealing to visitors.

Funds are collected from participating businesses by the fund administrator, Sustainable Travel International, a third-party 501(c)(3) non-profit organization. The funds are then distributed equally amongst all seven projects at the start of each calendar year.

IF YOU HAVE ANY QUESTIONS ABOUT THE TRAVEL OREGON FOREVER FUND PLEASE CONTACT Development@TravelOregon.com.

TRAVEL OREGON

FOREVER

REGIONAL LOGOTYPES

REGIONAL

overview

Through the use of different fonts and colors from the Travel Oregon identity system, each of these logotypes represents the individual personalities of the regions while still linking to the overall branding system.

REGIONAL LOGOTYPES

These logotypes are primarily for use when talking about the different regions.

The Oregon shape centered between the two key lines references the main Travel Oregon logo and works to link the system to the larger Travel Oregon brand.

EXAMPLES OF USAGE:

- In Travel Oregon travel guide.
- On regional web pages.
- On regional posters.

**SOUTHERN
OREGON**



**CENTRAL
OREGON**



**WILLAMETTE
VALLEY**



**OREGON
COAST**



**MT. HOOD
& THE GORGE**



**PORTLAND
REGION**



**EASTERN
OREGON**



REGIONAL USAGE EXAMPLES

Regional logotypes should be used when talking about regions within travel guides, on the website or in any other collateral (see guide-book example).

Regional partners can also use the regional logotypes as a graphic element while still utilizing their own brand system and logo (see poster example).



EXAMPLE OF A REGIONAL POSTER

REGIONAL LOGOTYPE USED AS A GRAPHIC ELEMENT ON A POSTER, WHILE REGIONAL PARTNER LOGO APPEARS NEXT TO THE TRAVEL OREGON LOGO AT THE BOTTOM OF THE POSTER.



EXAMPLE OF TRAVEL OREGON GUIDE BOOK SPREAD

REGIONAL USAGE EXAMPLES

Some regions may want to adopt their regional logotype as their new logo. Other regions will continue to use their own branding system. Here are examples of how both scenarios would work.

Example of region using its own logo on a pamphlet. Travel Oregon's logo would appear on the collateral, in this case on the back.



BACK OF PAMPHLET

FRONT OF PAMPHLET

Example of region adopting the regional logotype as its logo. Travel Oregon logo would still appear on the collateral.



BACK OF PAMPHLET

FRONT OF PAMPHLET

REGIONAL USAGE GUIDELINES

To achieve cohesiveness across all regions, keep the following guidelines in mind.



GENERAL GUIDELINES:

- Use the native vector logotypes provided.
- Keep each lockup in its respective color.
- Keep legibility in mind when scaling down a logotype.
- If pairing regions, make sure the logotypes are scaled proportionally so the state shapes in both are equal.



PLEASE DON'T:

- Change to a different typeface for any region.
- Swap colors between regions or use a tint in their place.
- Adjust kerning within the letterforms, or the regional family will be off balance.
- Adjust the state shapes separately from the type lockups.

THANK YOU

This style guide was created by
Wieden+Kennedy for Travel Oregon.

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