

BRAND PERSONA

- ... Manifesto
- ... Tone & Voice

ELEMENTS

- ... Visual Approach
- ... Identity:
- ... Logo comps
- ... Typography
- ... Colors
- ... Ad Copy Lines

APPLICATIONS

- ... Short & Medium Body Copy Samples
- ... Print Ad Comps
- ... Digital Ad Comps
- ... Full pg. Take Over Comp
- ... OOH billboard comp
- ... Website Homepage & Interior pg. Comps
- ... Visitor Guide Cover Comp
- ... Rack Brochure Cover Comp
- ... E Newsletter Comp
- ... Social Media Icon Comps
- ... Business Card Comps

MORE INFO

- ... Point of Contact

Here in Southern Oregon is where mother nature has done some of her greatest work. The pristine waters of Crater Lake, the untamed Rogue River, the rugged beauty of the Klamath Basin. A sky alive with grebe and grosbeak, phalarope, tern, warbler and wren. A river rife with rainbow and steelhead, bass and bluegill.

When folks come here and see these things, they stand in awe. Because it's awesome. And they are inspired to do great things themselves.

They built a world class theater in the forest that is now among the most revered and inspiring non-profit theaters in America.

They ignored the folks who said grapes couldn't grow here and founded Oregon's first winery in the sun dappled hills around Jacksonville.

They started the Northwest's first outdoor music festival in order to bring world renowned artists to a place that is 300 miles away from any metropolis.

And they preserved some of Oregon's most scenic and historic towns. Places like Jacksonville, Ashland, Grants Pass and Klamath Falls, where a timeless spirit of welcome and warmth thrives to this day.

Yes, there's just something about Southern Oregon that inspires people do great things. Especially when they're on vacation.

So come visit and see what you can do.

Southern Oregon. Do something great.

Our tone should always be optimistic, upbeat and full of possibility, so as to reflect the idea that great things happen here. A little sense of humor is nice, but it's more of a wink than a guffaw. Unless, of course, you need a guffaw, in which case, go for it.

**TRAVEL
SOUTHERN
OREGON**

DO SOMETHING GREAT

TSO Type Logo Black

**TRAVEL
SOUTHERN
OREGON**

DO SOMETHING GREAT

TSO Type Logo White

**TRAVEL
SOUTHERN
OREGON**

DO SOMETHING GREAT

TSO Type Logo Color



TSO Image Logo Black



TSO Image Logo White



TSO Image Logo Color



**TRAVEL
SOUTHERN
OREGON**

CRATER LAKE



**TRAVEL
SOUTHERN
OREGON**

GRANTS PASS



**TRAVEL
SOUTHERN
OREGON**

MEDFORD



**TRAVEL
SOUTHERN
OREGON**

JACKSONVILLE



**TRAVEL
SOUTHERN
OREGON**

ROSEBURG



**TRAVEL
SOUTHERN
OREGON**

VERDANT VALLEYS



**TRAVEL
SOUTHERN
OREGON**

WILD RIVERS COAST



**TRAVEL
SOUTHERN
OREGON**

HIGH COUNTRY

TRAVEL SOUTHERN OREGON

TYPEFACE: CAFFEINE
All caps hand lettering
for BIG FRIENDLY HEADLINES
available for purchase at youworkforthem.com

DO SOMETHING GREAT

AVENIR HEAVY
Subheads for easy reading

Places to stay. Places to go.

AVENIR BOOK
Body Copy Typeface

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dolo que plam aute veliqua ssequae omni.

Colors

TEAL



CMYK 100 / 8 / 18 / 38
RGB 0 / 113 / 140
HEX #00718C
PANTONE 315C

SAGE



CMYK 31 / 5 / 36 / 16
RGB 154 / 181 / 153
HEX #9AB599
PANTONE 7494 C

OLIVE



CMYK 22 / 9 / 100 / 39
RGB 137 / 138 / 23
HEX #898A17
PANTONE 582 C

GOLD



CMYK 0 / 38 / 95 / 0
RGB 251 / 170 / 0
HEX #FBAA26
PANTONE 137 C

RUST



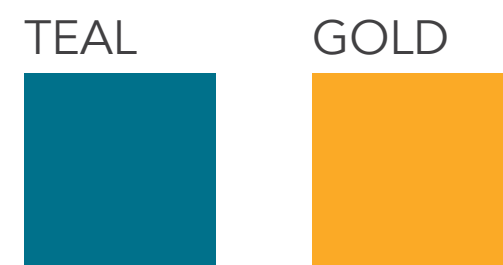
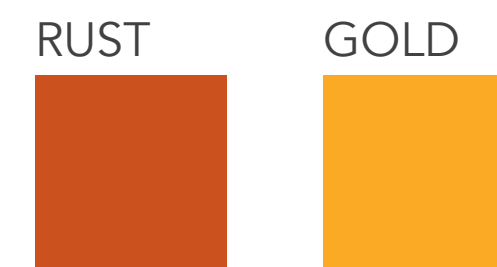
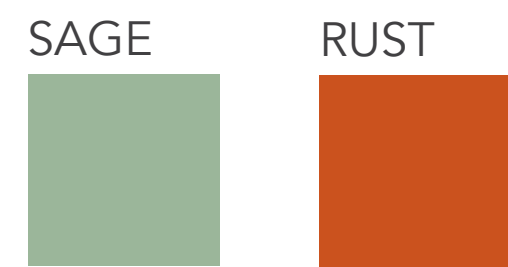
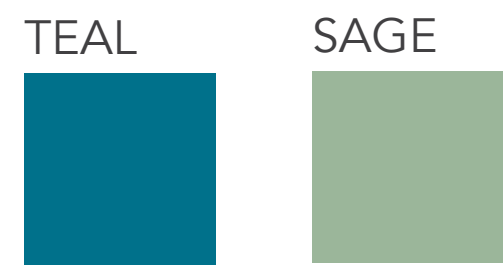
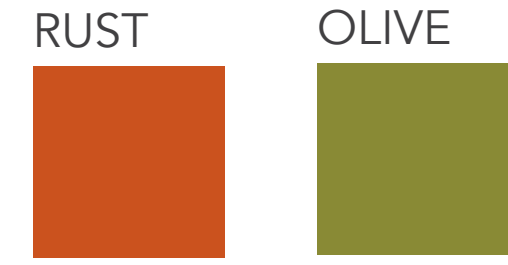
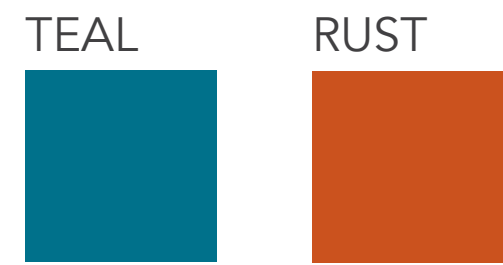
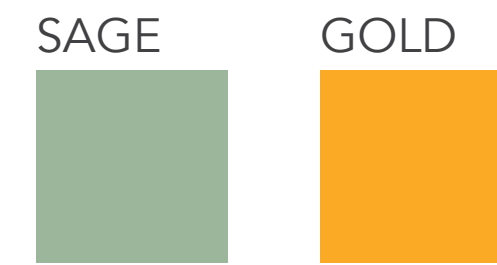
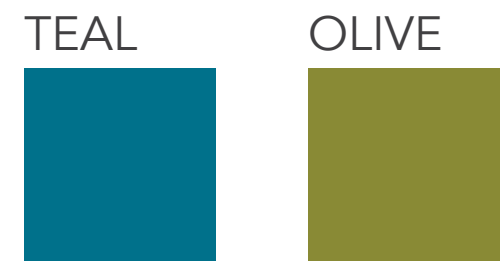
CMYK 3 / 78 / 100 / 15
RGB 203 / 82 / 30
HEX #CA511E
PANTONE 167 C

GREY



CMYK 28 / 18 / 28 / 54
RGB 102 / 107 / 102
HEX #666B65
PANTONE 417 C

Color Pairings



- Come see what nobody is talking about.
- I'm never leaving.
- So... Who told you about this spot?
- I love it here.
- This is the most productive I've been all day.
- Hey look, a red tailed hawk and an eagle and a ponderosa pine and a steelhead and a deer and a bear and a chickadee and the sun and hey, there's my sense of self.
- Hey island, watcha doing out there?
Just waiting for you, friend. Glad you made it.
- Vacation, vacation, herefore art thou vacation
- Oh deer.
- What should I do in Southern Oregon?
You're doing it buddy. Keep up the good work.
- Birds, brews, biking, boats. And that's just the B's.

The body copy in our ads will always be easy and friendly to read. It will be specific to whatever area or situation we're talking about. And it will always come back around to the idea that, as great as this area or event or season or sport might be, it will be even greater once you, the potential visitor, are here.

Of course, sometimes a message might call out for more detail or just require a bit more copy to really carry the mood. Could be that it's a more complex message, requiring more detail. Or it could be that for whatever reason the subject seems to call out for more expansive exploration. In these instances, we'll simply let loose the floodgates of descriptive language, and give full rein to language that captures the romance and beauty of the region. This is not to say that we will become flowery or verbose. We'll be keeping it real, keeping it smart and keeping it accessible. We'll just have more opportunity to explore the features and feelings that make our subject matter special. And we'll always come back around to the idea that every visitor can do great things when they come to Southern Oregon. And we'll do it in about 150 words.

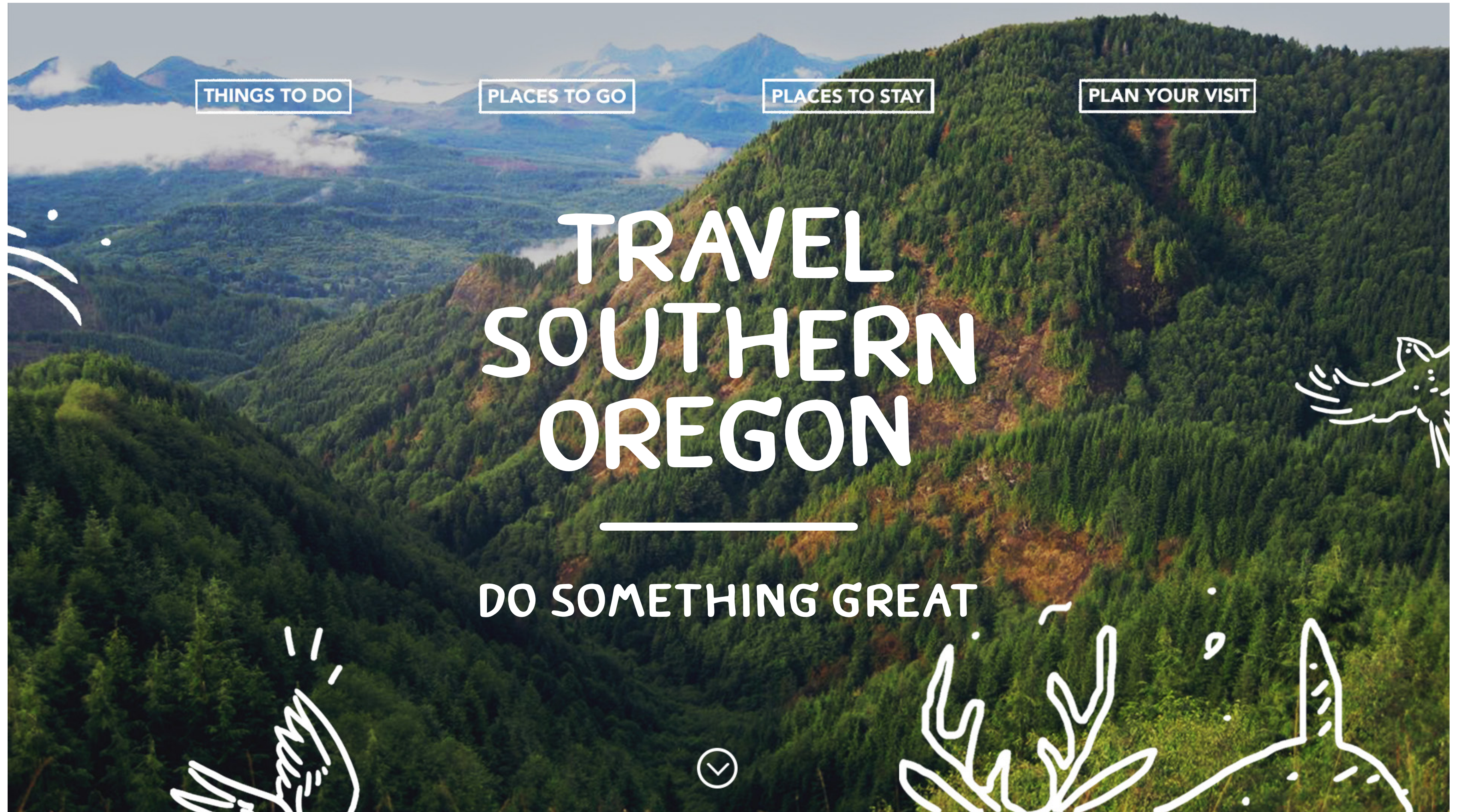
Website comp

We would love to shoot soothing footage from the region like this. It's mesmerizing and lets you feel something without being there.

Examples

https://www.nytimes.com/interactive/2017/travel/places-to-visit.html?_r=0

<http://jed-alger.squarespace.com/>





TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

THINGS TO DO

PLACES TO GO

PLACES TO STAY

PLAN YOUR VISIT



PLACES TO GO

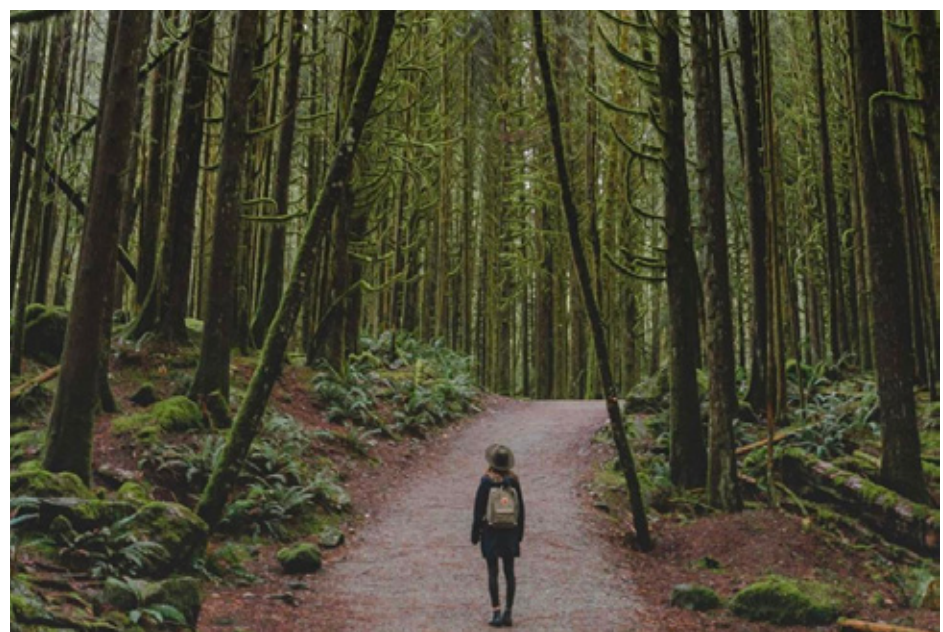
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✉ Newsletter



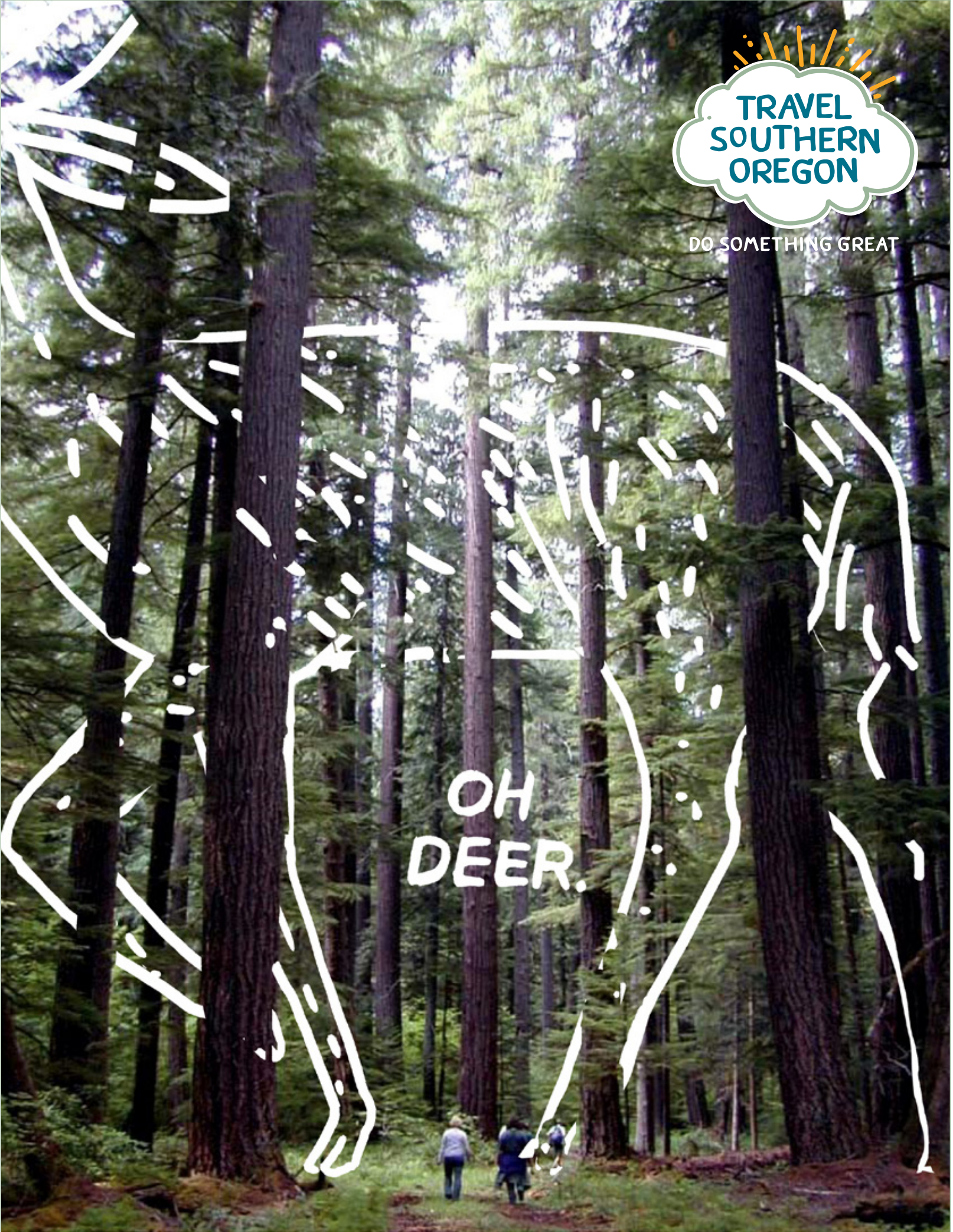
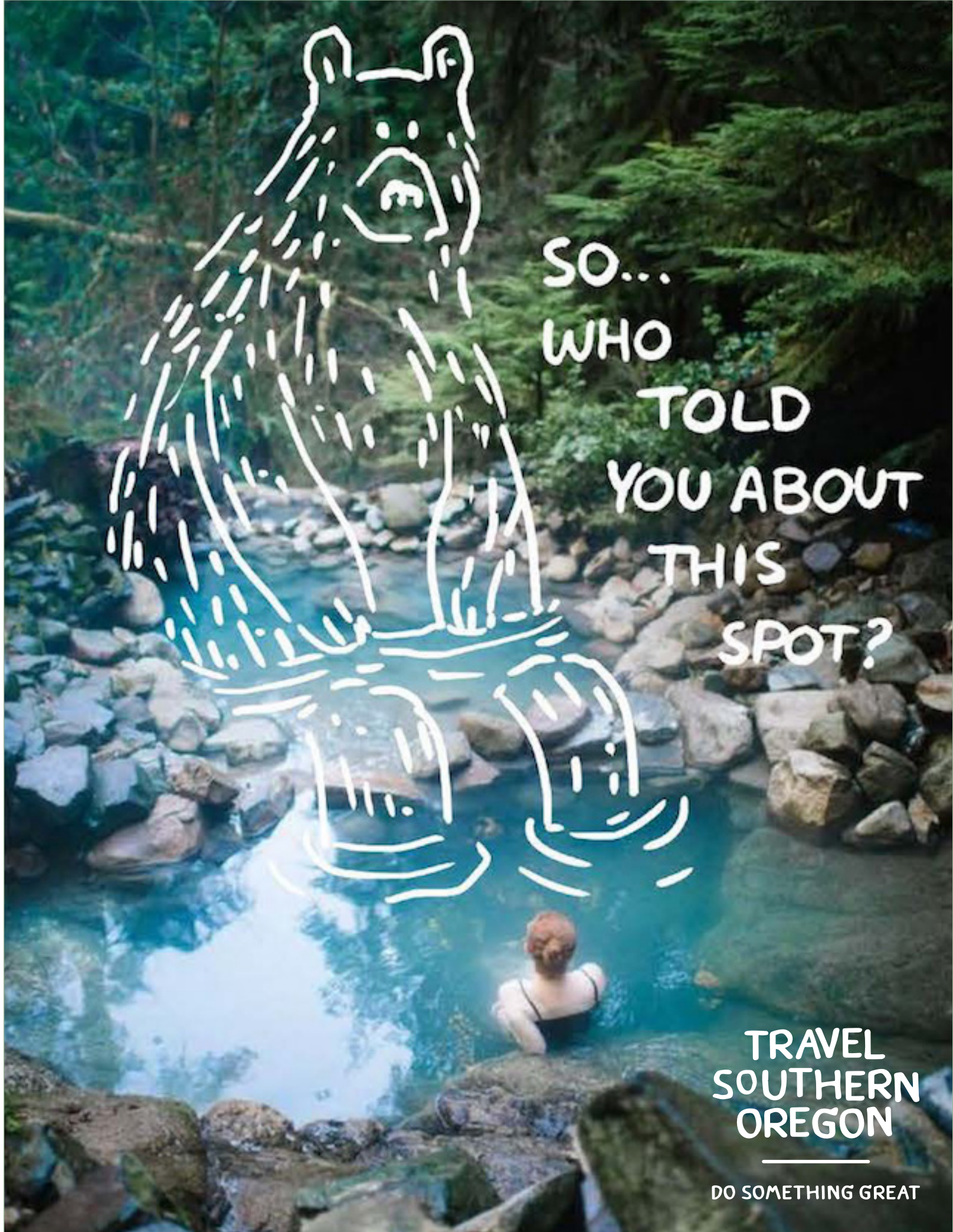
Visual Approach: Photography Style Recommendations*

Recommendations for photography style. Big beautiful shots with small people in them!



* These photos are for style direction only and are not necessarily owned by Travel Southern Oregon

Full Page



Half Page



Quarter Page





300x600



300x250



970x250



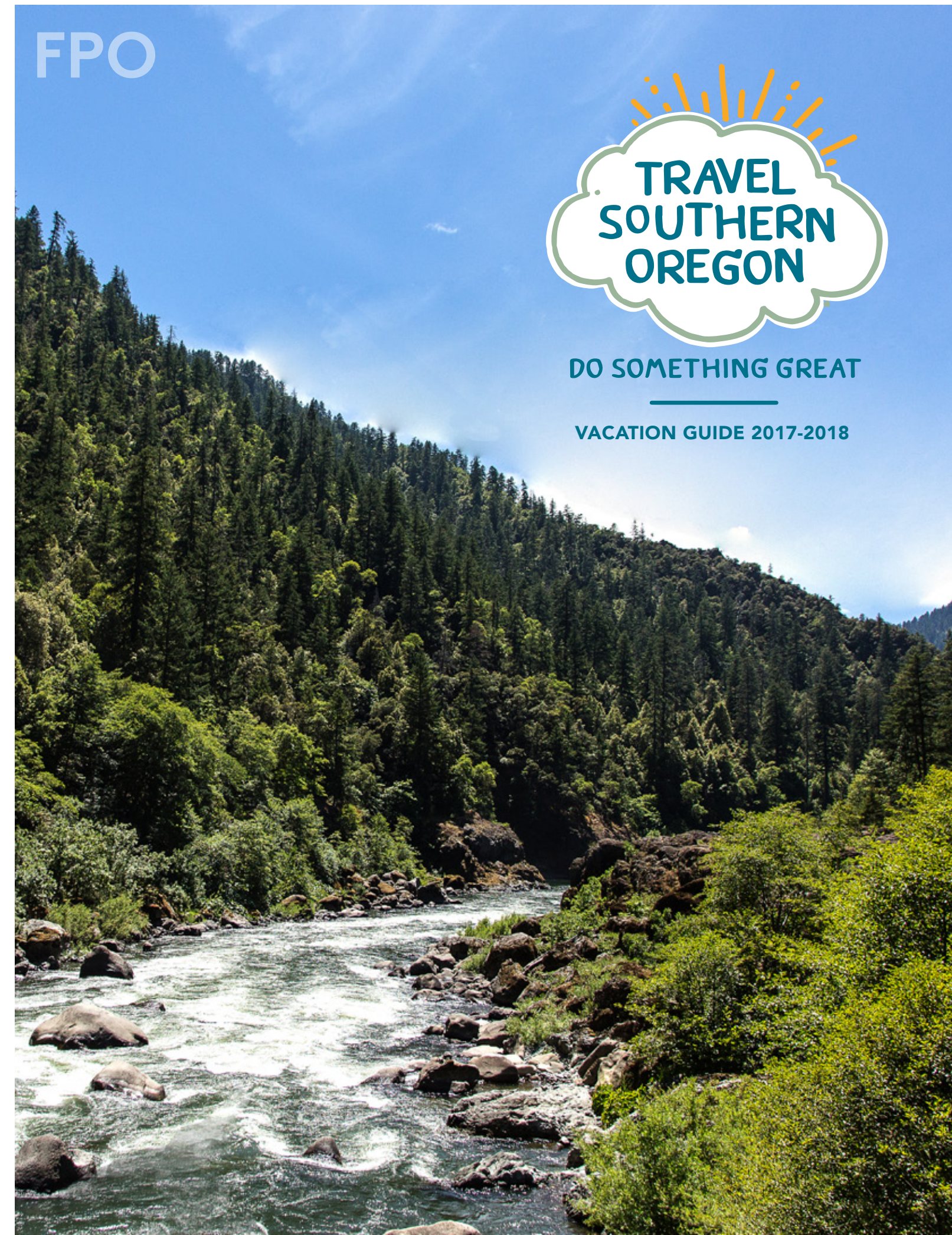
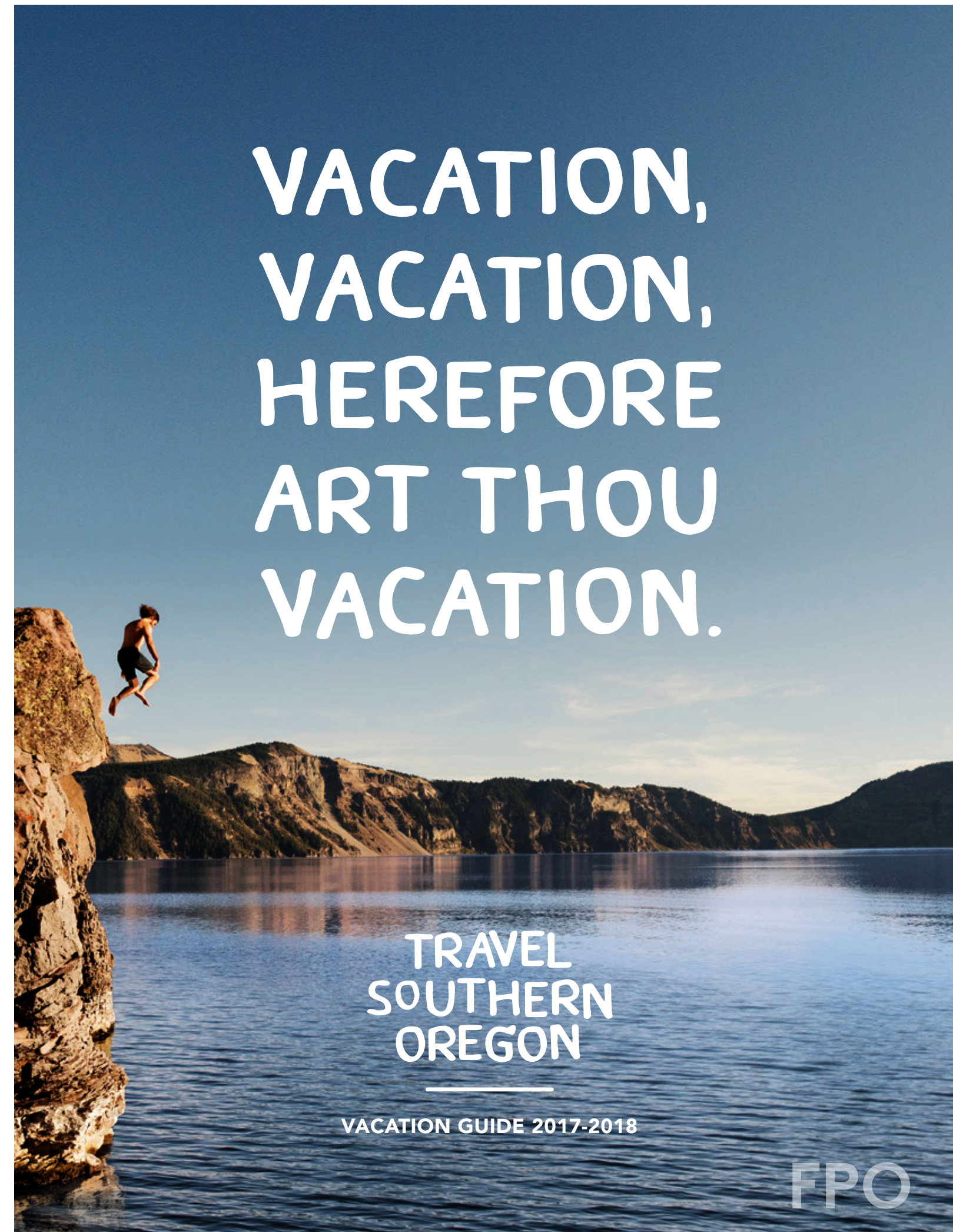


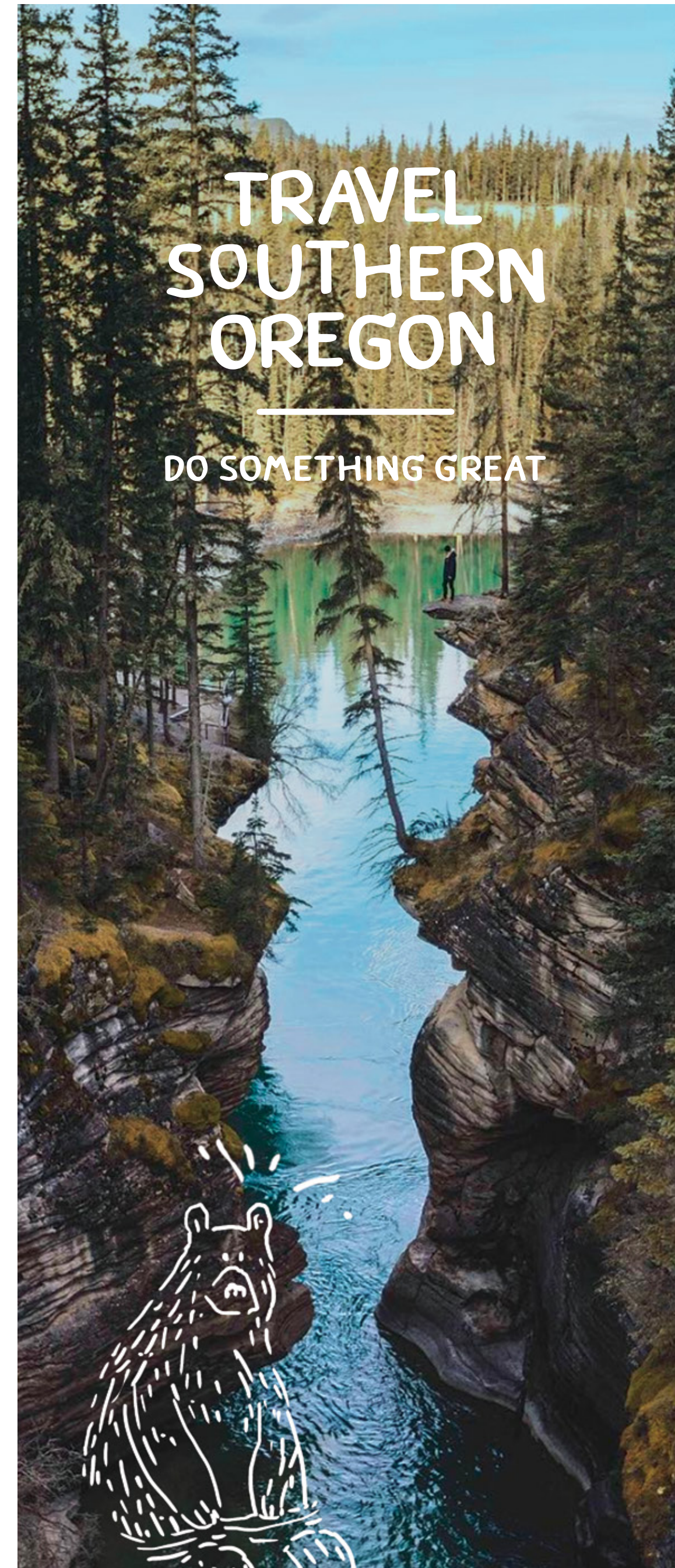
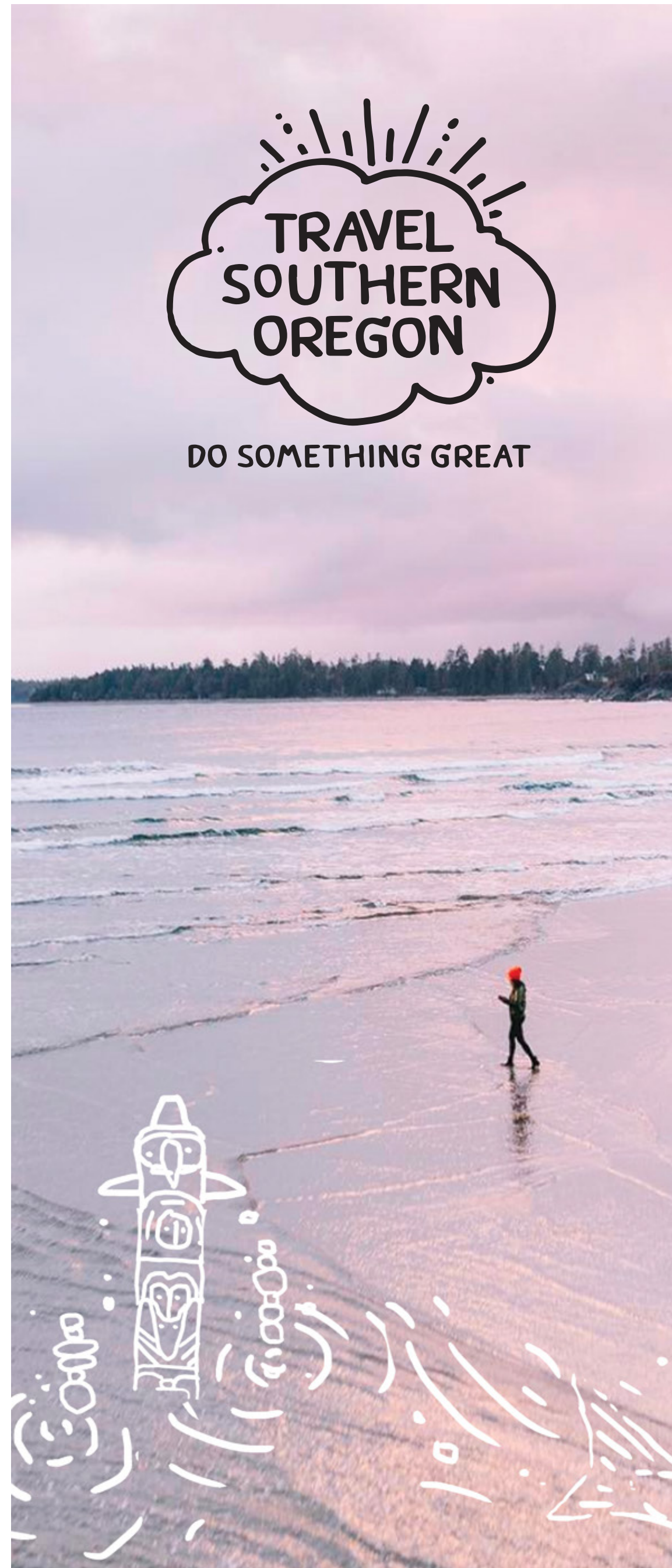
WHAT SHOULD I DO IN SOUTHERN OREGON?

YOU'RE
DOING IT, BUDDY.
KEEP UP THE
GOOD WORK.

**TRAVEL
SOUTHERN
OREGON**

DO SOMETHING GREAT







UPCOMING EVENTS

PLAN YOUR VISIT

THINGS TO DO

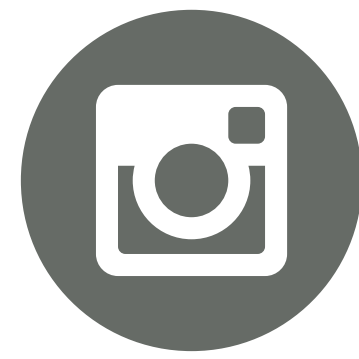
DO SOMETHING GREAT

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Instagram



Twitter



Yelp







Facebook



Google Maps

TRAVEL SOUTHERN OREGON
VERDANT VALLEYS


 **Bob Hackett**
Marketing Manager
503.830.5463
bob@travelsouthernoregon.com
southernoregon.org

 @travelsouthernoregon
 @travelsouthernoregon
 @southernoregon





TRAVEL SOUTHERN OREGON
CRATER LAKE


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TRAVEL SOUTHERN OREGON
GRANTS PASS




Brad Niva
Executive Director
Travel Southern Oregon

 @travelsouthernoregon 541.479.9554
 @travelsouthernoregon brad@travelsouthernoregon.com
 @southernoregon southernoregon.org


TRAVEL SOUTHERN OREGON
WILD RIVERS COAST

Brad Niva
Executive Director - Travel Southern Oregon

541.470.9554
brad@travelsouthernoregon.com
southernoregon.org

 @travelsouthernoregon  @southernoregon  @travelsouthernoregon



DO SOMETHING GREAT

Dear Name,

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Sincerely,

Bob Hackett

Bob Hackett | Marketing Manager
bob@travelsouthernoregon.org
P: 503.830.5463 | F: 503.724.4550

travelsouthernoregon.org



DO SOMETHING GREAT

Dear Name,

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