TRAVEL OREGON

CONTENTS

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 a desert dweller, a brunch aficionado or a 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 trusted guide to our Northwest wonderland.

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 imaginative spirit that makes us unique.

HONEST

Oregonians know who they are, and they own it.

ABUNDANT

Oregon's ecological and cultural wealth rivals any place on earth.

IMAGINATIVE

Oregonians lead by making their own way.

BRAND VOICE

BRAND
VOICE

Travel Oregon's voice 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.

IMAGINATIVE

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 guide. They're proud of their home, but not desperate to convince you how great it is. They lay out the facts and let you decide for yourself. But might occasionally pepper these facts with a unique insight, colorful turn of phrase or light sense of humor.

BRAND
TONE

The tone should be lighthearted and grand, welcoming and proud.

We should speak with a sense of pride, our stories should have the scale to inspire travelers, and we should do it all with a lightheartedness that keeps it fun, engaging and entertaining.

How we say things tells as much about us as what we say. Here are some helpful tips to make sure our tone is right.

✓ **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

— Use positive language.

— Grab people's attention with unexpected associations.

— Consider the traveler's state of mind.

— Give people an opportunity to respond, share and contribute.

— Use the Associated Press Stylebook and Merriam Webster's Dictionary.

✗ **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, negativity or brag.

— Use highly sensitive or offensive topics (religion, politics).

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.

LOGO
SYSTEM

 PHOTO: CLAYTON COTTERELL

LOGO SYSTEM
overview

The Oregon shape functions as a window through which the state's abundance 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.

TRAVEL OREGON

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 letterforms 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.
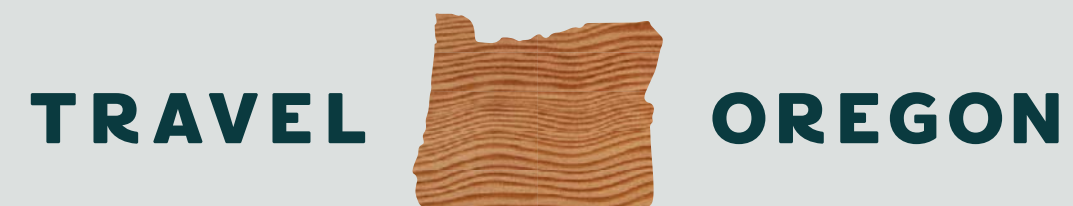
TRAVEL **OREGON**

—
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.

TRAVEL **OREGON**

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

TRAVEL **OREGON**

—
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.

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 outline state shape in Sky White.
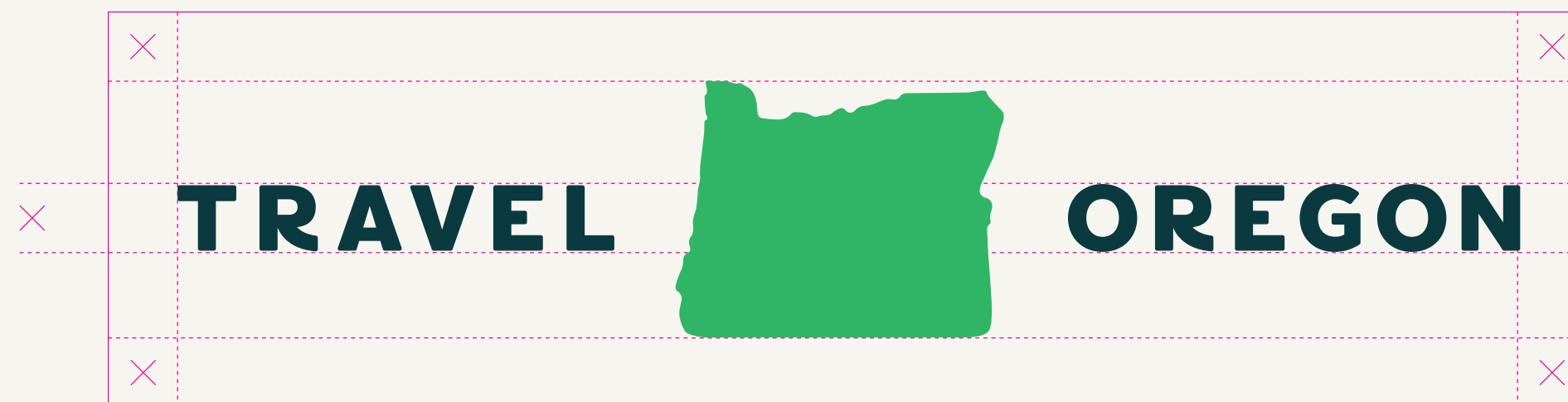
If the background color is distracting, use the solid color fill for the Oregon shape or switch to the one-color outline logo.

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.
- Web page headers.

TRAVEL OREGON

—
LOGOTYPE + COLOR

TRAVEL OREGON

—
LOGOTYPE AS ONE COLOR

TRAVEL OREGON

—
LOGOTYPE + IMAGE

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 outline state shape in Sky White.
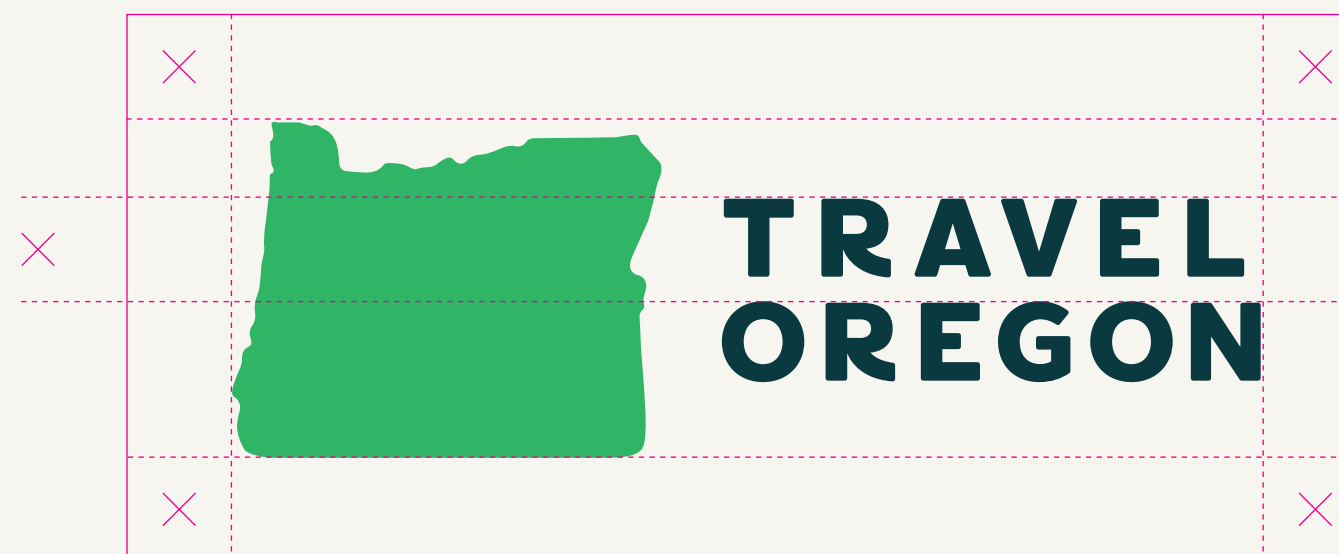
If the background color is distracting, use the solid color fill for the Oregon shape or switch to the one-color outline logo.

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.

TRAVEL OREGON

TRAVEL OREGON

TRAVEL OREGON

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.

TRAVEL
OREGON

—
LOGOTYPE + COLOR

TRAVEL
OREGON

—
LOGOTYPE AS ONE COLOR

TRAVEL
OREGON

—
LOGOTYPE + IMAGE

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 outline 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 outline 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.

TRAVEL OREGON .COM

—
LOGOTYPE + COLOR

TRAVEL OREGON .COM

—
LOGOTYPE AS ONE COLOR

TRAVEL OREGON .COM

—
LOGOTYPE + IMAGE

OVERALL LOGO GUIDELINES

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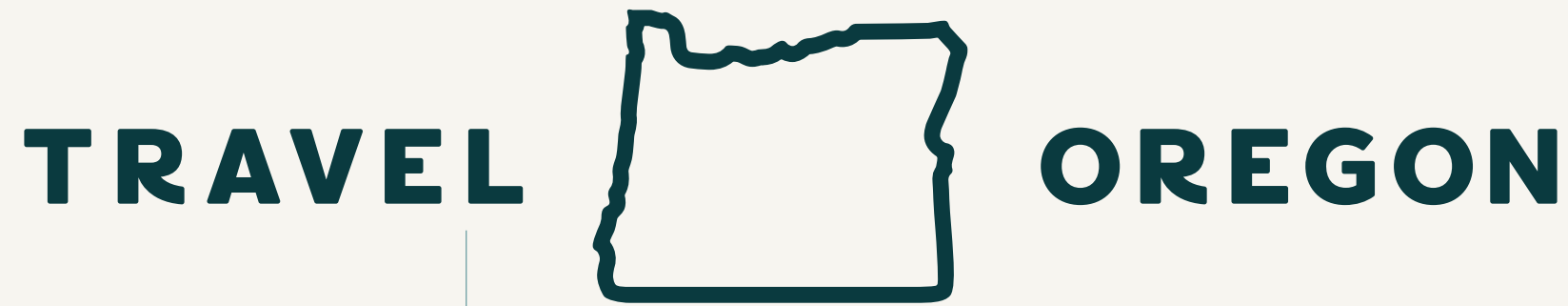
LOGOTYPE
& OUTLINE
GUIDELINES

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 the Oregon window with white or any other color. It 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 newspaper, use either straight black or white.

TRAVEL OREGON

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.

TRAVEL OREGON
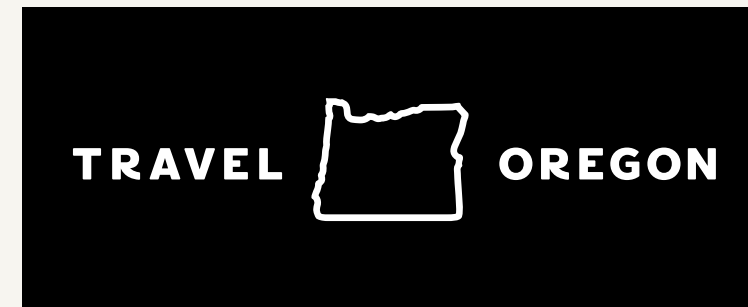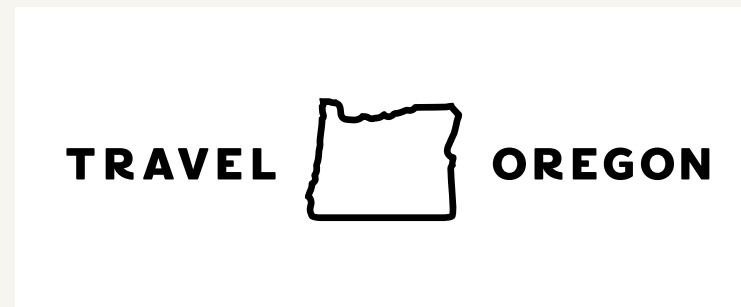
TRAVEL OREGON

LOGOTYPE BLACK AND WHITE
FOR NEWSPRINT OR BLACK AND WHITE MEDIA REVERSE LOGO AND OREGON WINDOW OUT AS EITHER 100% BLACK OR WHITE.

SCALING
GUIDELINES

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

TRAVEL OREGON

LOGOTYPE + IMAGE

WHEN THE WOOD GRAIN LOGO IS USED, THE LOGO SHOULD NEVER BE SCALED DOWN BELOW 3 IN. WIDE.

TRAVEL OREGON

3 IN.
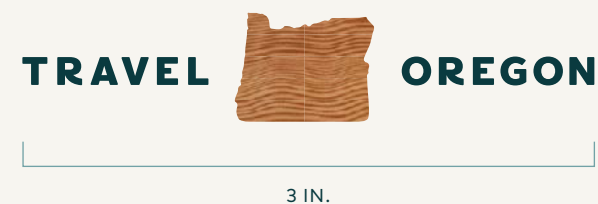
LOGOTYPE + COLOR

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

TRAVEL OREGON
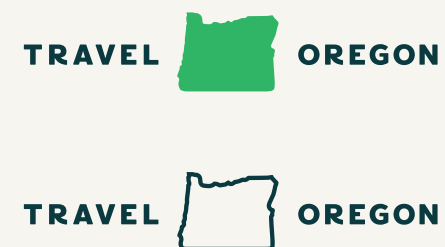
TRAVEL OREGON

SMALLEST SIZE

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

TRAVEL OREGON

TRAVEL OREGON

1.25 IN.

SCALING
GUIDELINES

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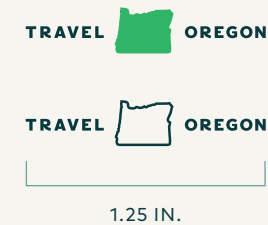
TRAVEL OREGON

LOGOTYPE + IMAGE

WHEN THE WOOD GRAIN LOGO IS USED, THE LOGO SHOULD NEVER BE SCALED DOWN BELOW 1.75 IN. WIDE.

TRAVEL OREGON

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.

TRAVEL OREGON

TRAVEL OREGON

SMALLEST SIZE

DO NOT SCALE DOWN THE LOGO BELOW .75 IN. WIDE.

TRAVEL OREGON

TRAVEL OREGON

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 left-aligned or 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 RBG/HEX numbers for web. For better control in print 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

PHOTO: JAK WONDERLY

COLOR PALETTE
overview

Our color palette comes from Oregon and was inspired by 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.

MOSS GREEN
—

C 75 **M** 0 **Y** 82 **K** 0
R 48 **G** 181 **B** 102
HEX 30B566
PANTONE 2257 C

COLOR
PALETTE

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

When ADA compliance online is not achieved with the main primary and regional colorways, large and small web text HEX values are provided.
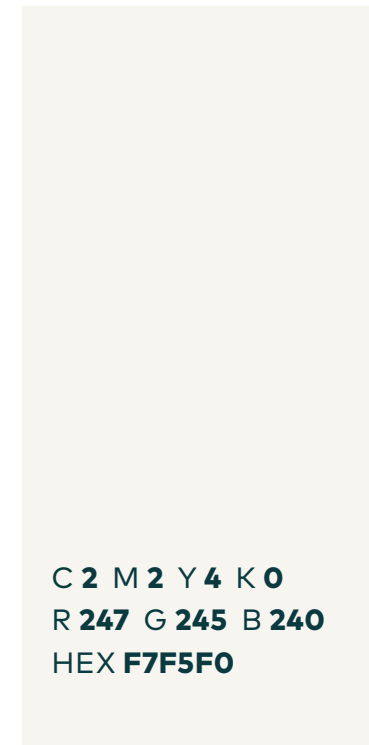
Large text is defined as 18 pixels in height. Small text is 17 pixels or less.
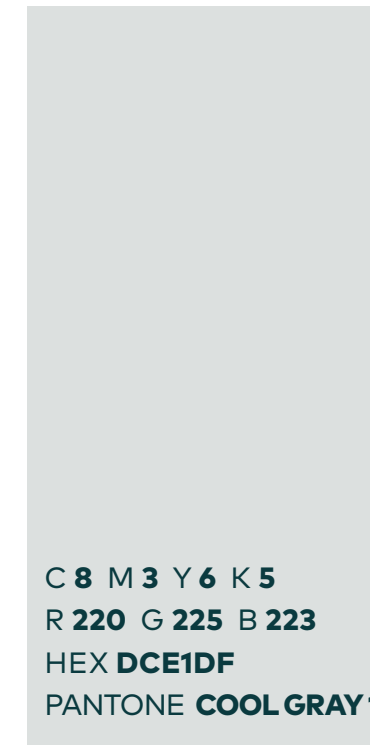
MOSS GREEN

C 75 M 0 Y 82 K 0
R 48 G 181 B 102
HEX 30B566
PANTONE 2257 C

SMALL WEB TEXT 28834C
LARGE WEB TEXT 319B59

SKY WHITE

C 2 M 2 Y 4 K 0
R 247 G 245 B 240
HEX F7F5F0

CLOUD GRAY

C 8 M 3 Y 6 K 5
R 220 G 225 B 223
HEX DCE1DF
PANTONE COOL GRAY 1

DEEP BLUE

C 77 M 35 Y 40 K 70
R 10 G 58 B 63
HEX 0A3A3F
PANTONE 330 C

WILLAMETTE VALLEY

C 8 M 85 Y 33 K 26
R 174 G 58 B 93
HEX AE3A5D
PANTONE 7433 C

CENTRAL OREGON

C 1 M 75 Y 87 K 2
R 222 G 92 B 50
HEX DE5C32
PANTONE 7579 C

SMALL WEB TEXT C7461C

PORTLAND REGION

C 40 M 45 Y 20 K 5
R 152 G 134 B 159
HEX 98869F
PANTONE 2079 C

SMALL WEB TEXT 826B8E

OREGON COAST

C 55 M 20 Y 30 K 5
R 114 G 162 B 166
HEX 72A2A6
PANTONE 5493 C

SMALL WEB TEXT 597B7D
LARGE WEB TEXT 7699A6

MT. HOOD & THE GORGE

C 44 M 28 Y 55 K 5
R 146 G 155 B 124
HEX 929B7C
PANTONE 5783 C

SMALL WEB TEXT 6F785E
LARGE WEB TEXT 8F9778

EASTERN OREGON

C 0 M 26 Y 100 K 10
R 230 G 175 B 16
HEX E6AF10
PANTONE 2007 C

SMALL WEB TEXT 946F2E
LARGE WEB TEXT B9890E

SOUTHERN OREGON

C 82 M 26 Y 44 K 9
R 28 G 124 B 127
HEX 1C7C7F
PANTONE 2236 C

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 RBG/HEX numbers for web. For better control in print 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 brand 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, with a large selection of typeface weights or different headline personalities.

TYPOGRAPHY
PRIMARY SANS

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.

MARK PRO

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 A SUBHEAD AS WELL.

Fultua qui egitam sim hoctuus, sultorunum 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.

MARK READS WELL AT LARGE AND SMALL SIZES. WHEN USING AS BODY COPY, SET IN SENTENCE CASE TO ACHIEVE THE BEST LEGIBILITY.

TYPOGRAPHY
PRIMARY SANS

PURCHASE MARK PRO FROM:

https://www.myfonts.com/fonts/fontfont/mark

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

MARK PRO 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 PRO 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 PRO HEAVY

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 PRO 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 PRO 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 £ & @ ? ! / + (. , : ;)

MARK PRO 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
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, sultorunum 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 BOLD
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 Black Italic

SENTINEL 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 £ & @ ? ! / + (.,:;)

+ Sentinel Bold Italic

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 Semibold Italic

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 Medium Italic

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 Book Italic

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 £ & @ ? ! / + (.,:;)

+ Sentinel Light Italic

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:

https://outofthedark.xyz/gza

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 Industry. 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 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.

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

TRAVEL OREGON
FOREVER

ALTERNATE FONTS

The following alternate fonts are only to be used for non-consumer-facing material when absolutely necessary. Instances where these fonts may appear are in PowerPoint or Google Slides presentations when the preferred brand fonts are not available.

Never use these fonts when the brand fonts are available for use. If you are a vendor, please request our font package prior to using alternate fonts.

ALTERNATE FONT
SANS-SERIF

Use Arial in place of Mark Pro and as a last resort.

This family should be available as part of your computer's system fonts.

ARIAL

IS TO BE USED IN PLACE OF MARK PRO

ARIAL 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 £ & @ ? ! / + (. , : ;)

ARIAL 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 £ & @ ? ! / + (. , : ;)

ARIAL BOLD 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 £ & @ ? ! / + (. , : ;)

ARIAL 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 £ & @ ? ! / + (. , : ;)

ARIAL 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 £ & @ ? ! / + (. , : ;)

ALTERNATE FONT
SERIF

Use Georgia in place of Sentinel and as a last resort.

This family should be available as part of your computer's system fonts.

GEORGIA

IS TO BE USED IN PLACE OF SENTINEL

GEORGIA 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 £ & @ ? ! / + (. , : ;)

GEORGIA BOLD 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 £ & @ ? ! / + (. , : ;)

GEORGIA 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 £ & @ ? ! / + (. , : ;)

GEORGIA 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 £ & @ ? ! / + (. , : ;)

ALTERNATE FONT
DISPLAY

Travel Oregon's brand typography has been carefully curated to be ownable within industry- and consumer-facing material.

The font alternatives outlined previously here are only meant to be used in practical instances that are internal-facing only. Because of that, the system here has been streamlined to only two fonts.

For the official Travel Oregon typographic system, refer to pages 40–47.

GZA SEMINEGRA

does not have an alternate option.

PHOTOGRAPHY

PHOTOGRAPHY
overview

Composition, point of view and color grading will elevate images and evoke a sense of Oregon. Carefully considered compositions and different angles will help create curiosity for the viewer while color will remain as true to its location as possible.

Photography of people should include diversity and be visually welcoming to all. We will represent Oregon in an honest and unique way that will help to set Travel Oregon apart from other state travel agencies.

Avoid solo travelers staring over cliffs and into the abyss. All people should be shown hiking on trail, biking with helmets, and boating with life vests, etc.

PHOTOGRAPHY
LANDSCAPES

Oregon's diverse landscapes will provide stunning backdrops that complement Travel Oregon's identity. Big scenes will capture the breadth of the state while more personal shots will showcase Oregon and its people.

PHOTOGRAPHY
PEOPLE

We won't glorify people. Instead, we will tell the story of Oregonians with a more intimate point of view. Since our logo mark serves as a window into Oregon, we'll photograph people from a third-person point of view, looking into their experience. Images of people will also help to determine scale against massive backgrounds.

PHOTOGRAPHY
AERIAL

Based on the research we've done, not many state tourism commissions utilize aerial photography in their content.

We find there is tremendous opportunity in creating imagery that serves as texture to complement other photographic content.

PHOTOGRAPHY
TEXTURES

Textures would be an easy tie-in to the textural world we are already using in the logo mark, which makes the state graphic ownable.

REGIONAL LOGOTYPES

REGIONAL LOGOTYPES
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 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.

PROGRAMS

BRAND STYLE GUIDE PHOTO: KAMRIN NIELSEN

PROGRAMS
overview

In order to create a cohesive system, each of the program logos makes use of the Travel Oregon green, the Oregon state shape and the brand fonts.

PROGRAMS

This is a cohesive and flexible system for the Travel Oregon programs that allows them to clearly link to the overall branding system.

TRAVEL **OREGON**

ASK OREGON

TRAVEL **OREGON**

CULINARY & AGRITOURISM STUDIO

TRAVEL **OREGON**

RIDE OREGON

TRAVEL **OREGON**

RURAL TOURISM STUDIO

TRAVEL **OREGON**

OUTDOOR RECREATION DEVELOPMENT

TRAVEL **OREGON**

BICYCLE TOURISM STUDIO

PROGRAM
GUIDELINES

The following are guidelines for setting up the program logos.

Because the Travel Oregon program names vary in length, there are two options for setting the program names, in either one or two lines.

EACH LOGO CONTAINS:

- Primary Travel Oregon logo.

- Program name.

- Usage of Mark OT font.

- Usage of Moss Green and either Deep Blue or Sky White from the brand color palette.

GUIDELINES FOR ONE-LINE PROGRAM NAME
—

TRAVEL OREGON

ASK OREGON

TRAVEL OREGON LOGO
USE THE PRIMARY CENTERED TWO-COLOR LOGO. ALWAYS CENTER LOGO ABOVE PROGRAM NAME.

COLOR
TYPE SHOULD BE SET IN DEEP BLUE UNLESS USING ON A DARK BACKGROUND, IN WHICH CASE, SET IN SKY WHITE.

FONT
MARK OT HEAVY
FONT SIZE: 49pt
TRACKING: 60

GUIDELINES FOR TWO-LINE PROGRAM NAME
—

TRAVEL OREGON

OUTDOOR RECREATION DEVELOPMENT

TRAVEL OREGON LOGO
USE THE PRIMARY CENTERED TWO-COLOR LOGO. ALWAYS CENTER LOGO ABOVE PROGRAM NAME.

COLOR
TYPE SHOULD BE SET IN DEEP BLUE UNLESS USING ON A DARK BACKGROUND, IN WHICH CASE, SET IN SKY WHITE.

FONT
MARK OT BLACK
FONT SIZE: 38.4pt
TRACKING: 90
LEADING: 43pt
CENTERED

PROGRAM
SIZE & SPACING

When setting up a program logo, use the following sizing and spacing guidelines.

In circumstances such as a poster or some brochures, it may be necessary for the size ratio of the type and the logo to change. This is okay, but the Travel Oregon logo should never be larger in relation to the program name than shown here.

TRAVEL   OREGON

ASK OREGON

—
X-HEIGHT
ONE-LINE PROGRAM NAME

X-HEIGHT EQUALS THE HEIGHT OF THE TRAVEL OREGON LOGO. THE HEIGHT OF THE ONE-LINE PROGRAM NAME SHOULD MATCH THE X-HEIGHT.

TRAVEL OREGON LOGO

SHOULD NEVER EXCEED THE X-HEIGHT OF THE PROGRAM NAME. IF NECESSARY IT CAN GET SMALLER; HOWEVER, IT SHOULD ALWAYS BE LEGIBLE.

LOGO AND PROGRAM SPACING

SPACING BETWEEN LOGO AND PROGRAM NAME IS HALF OF THE X-HEIGHT.

TRAVEL   OREGON

OUTDOOR RECREATION DEVELOPMENT

—
X-HEIGHT
TWO-LINE PROGRAM NAME

X-HEIGHT EQUALS THE HEIGHT OF THE TRAVEL OREGON LOGO. TWO-LINE PROGRAM NAME SHOULD BE TWO TIMES THE X-HEIGHT.

TRAVEL OREGON LOGO

SHOULD NEVER EXCEED THE X-HEIGHT OF THE PROGRAM NAME. IF NECESSARY IT CAN GET SMALLER, HOWEVER, IT SHOULD ALWAYS BE LEGIBLE.

LOGO AND PROGRAM SPACING

SPACING BETWEEN LOGO AND PROGRAM NAME EQUALS HALF OF THE X-HEIGHT.

TWO-LINE PROGRAM LEADING

LEADING EQUALS HALF THE X-HEIGHT.

THANK YOU

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

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Cover photo: Clayton Cotterell