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## INTRODUCTION

A walk without direction often turns into a wilderness rescue operation. These Brand Standards are meant to be a guide as the brand forges out into the wilderness of the marketplace. While we have tried to envision every use-case for the brand in the world, there is no way we can anticipate everything. When there is a question of usage in the future, we ask you to contact the final arbiter of all things brand for VCO, the Vice President of Marketing.

## HOW TO USE THIS GUIDE

Visit Central Oregon's Brand Guide is a direct, uncomplicated way for the creative display of our brand. It offers many examples that inspire and convey the essentials – and it's structured in such a way that you can get started right away. This guide is a living document that is being extended continuously across all touchpoints.

All of Visit Central Oregon's brand features are proprietary. If you opt to use any trademarks, logos, designs, and/or other brand features, you must have permission to use the logo before publication in print or digital mediums.

Primary:  
Vertical Logo



Secondary:  
Horizontal Logo



## LOGO

(Consumer facing)

The Visit Central Oregon logo is the graphic representation of 300 days of blue skies and sun. The Sun's Rays in the logo also represent the myriad of activities that our great weather and high desert environment provide our visitors. Our brand's personality is fun, warm and welcoming no matter who you are and where your interests lie. In consumer-facing messaging you will use this mark. All messaging associated with Visit Central Oregon should reflect our personality.

Only use the secondary (horizontal) logo when there is not enough vertical space to read Central Oregon. The Sun and Rays logo mark shall always be 1.5 times the height of the Brand Name.

Minimum height of either "Central Oregon" logo shall be 1".



## LOGO COLORS

The primary color for the Visit Central Oregon Logo is the defined blue. (See Color Palette) Other color options are also permissible as the logo mark and logotype are unmistakable. Different colors should be used when the execution requires an alternate color for readability.



These brand guidelines also allow for the colors of the Rays and Sun to be manipulated to fit a specific marketing need. Remember, fun is our first brand personality trait. If you are manipulating the colors of any element in the logo, each permutation must be approved prior to publication.

Primary:  
Vertical Logo



Secondary:  
Horizontal Logo



## LOGO

(Trade facing)

When using the logo in industry trade messages, you should use the VISIT Logo. This logo should only be used if the word VISIT is big enough to be legible, otherwise default to the Consumer-Facing Logo. This logo shall be used to clarify to the trade exactly which organization from Central Oregon is talking.

Minimum height of the vertical "Visit Central Oregon" logo shall be 1.5".

Minimum height of the horizontal "Visit Central Oregon" logo shall be 1".



Minimum print height for "Visit" version: 1.5"



Minimum print height: 1"



## LOGO USAGE

To maintain legibility and impact, the logo should have at least the height and width of the OREGON "O" as negative space surrounding the logo.

### Sizing

Our logo needs to be clear and legible, especially when using the "Visit" version.

Minimum height of either "Central Oregon" logo shall be 1".

Minimum height of the vertical "Visit Central Oregon" logo shall be 1.5".

Minimum height of the horizontal "Visit Central Oregon" logo shall be 1".





DO NOT STRETCH VERTICALLY



DO NOT ROTATE



DO NOT STRETCH HORIZONTALLY



DO NOT REPOSITION THE "SUN" LOGO



DO NOT REMOVE THE "SUN" LOGO

## LOGO ALTERATIONS

While there are endless ways to modify or customize a logo, none should be undertaken. Here you will find a sample of a few to avoid. Ultimately, utilizing the official digital artwork and color palette is best.



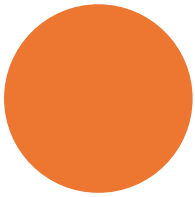
## ICON USAGE

The Sun and Rays Icon in toto and its parts may be used as a graphic element as long as it bleeds off the page and retains its orientation. This is a case of the bigger, the better. Rays (if used as a full-bleed element) also need to bleed out of the space and not be a floating element inside the space.

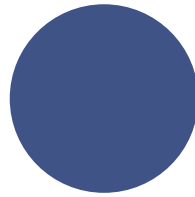
## COLOR PALETTE

These are the primary and secondary colors of the brand. The primary blue is the primary color for the logo mark and type. Please use these colors when adjusting the color of the mark and type. All color combinations must be approved by the VP of Marketing prior to publication or broadcast.

### PRIMARY:

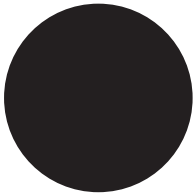


CMYK	RGB	PMS	HEX
C: 3	R: 238	158 C	#EE7623
M: 66	G: 118		
Y: 91	B: 35		
K: 0			

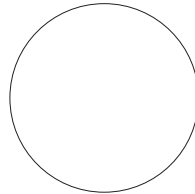


CMYK	RGB	PMS	HEX
C: 80	R: 52	282U	#343C5C
M: 70	G: 60		
Y: 30	B: 92		
K: 40			

### SECONDARY:

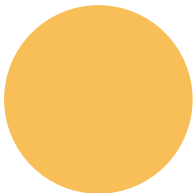


CMYK	RGB	PMS	HEX
C: 0	R: 2	-	#020025
M: 0	G: 0		
Y: 0	B: 37		
K: 100			

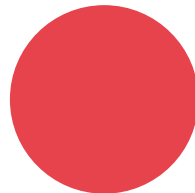


CMYK	RGB	PMS	HEX
C: 0	R: 255	-	#FFFFFF
M: 0	G: 255		
Y: 0	B: 255		
K: 0			

### TERTIARY:



CMYK	RGB	PMS	HEX
C: 2	R: 248	141C	#F8BE58
M: 27	G: 190		
Y: 76	B: 88		
K: 0			



CMYK	RGB	PMS	HEX
C: 4	R: 230	710C	#E6454E
M: 88	G: 69		
Y: 68	B: 78		
K: 0			

PRIMARY:  
NEUTRAFACE BOLD

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

SECONDARY/BODY COPY:  
ROBOTO LIGHT

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

## TYPOGRAPHY

The typographic personality of the brand is intended to be bold, direct and personable. The headline typeface is NEUTRAFACE BOLD. Keeping headlines short and using all caps is a great start in creating bold, eye-catching layouts. The full type family can be utilized in order to provide greater flexibility and hierarchy for message content.

The secondary/body copy face for Visit Central Oregon is Roboto Light.

## CONTACT INFO

For any questions or approvals on the proper use of the  
Visit Central Oregon Logo Mark, please contact:

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VP of Marketing

541-241-0020

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