



BRAND
guidelines

OREGON WINE COUNTRY
Willamette
Valley

BRAND STORY

Oregon's Willamette Valley is one of the world's most majestic food and wine destinations where lush, gorgeous landscape offers endless outdoor adventures. Discover back roads beckoning you to explore historic communities that welcome you with warm, genuine hospitality and invite you to share in their passion for crafting artisanal, Oregon-made products. At the heart of the valley lies the famous Willamette River surrounded by farm lands, rolling hills and towering mountains where your inner explorer will be breathless as you journey through experiences only this land can offer.

VOICE

The Willamette Valley's voice is genuine, warm and friendly with a touch of fun and quirkiness while also remaining informative, knowledgeable and passionate about the land and culture.

PERSONALITY

The Willamette Valley is confidently rooted in its land, its history, and its own good fortune. Its sweeping vistas and bountiful lands attracted thoughtful, gutsy and fearless pioneers who welcome the curious while investing in sustainability and longevity. Thus, the valley is authentic and intimate with harmonious communities that don't take themselves too seriously. Yet adventure weaves its way throughout, offering surprises and delights to those who seek the treasures of the valley.

BRAND ESSENCE

Rooted in Agriculture
Sophisticated
Handcrafted
True to the Land
Connected by the River

Lush Landscapes
Adventurous
Natural Beauty
Bountiful
Nostalgic

Authentic
Classy
Artisan
Unpretentious
Gutsy

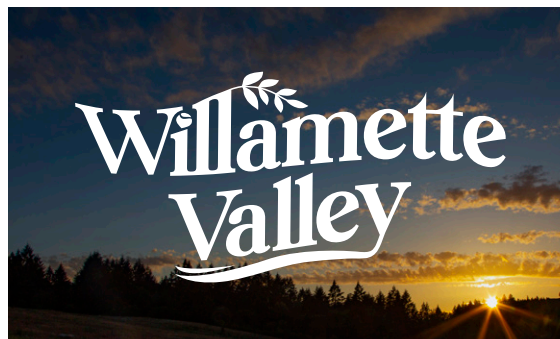




Logo with Tagline



Logo without Tagline



LOGO

The logo should always be used in full-color and on a white or light-colored background.

TAGLINE

Using the logo with the tagline Oregon Wine Country is recommended in applications with a culinary, food, and beverage focus. The logo may be used with and without the tagline at the discretion of the Willamette Valley Visitors Association.

REVERSED LOGO

Use the reversed logo on dark colors or photos. Be mindful when using the reversed logo that there is strong contrast for legibility.



LOGO COLOR USAGE

The color of the logo should not be changed. Only use the approved full-color logo or 1-color logo in Fresh Hops Green.

LOGO SIZE & SPACING

The safety area around the logo should remain clear of any type or graphics. The minimum clear space is shown at left, but more white space is preferred.

Please pay close attention to the legibility of the tagline when using the logo at small size. Use the logo without the tagline at smaller sizes for best results.



Minimum Size Guidelines

Print: 1.5" wide

Digital: 115 px wide

Primary Colors

Oregon Truffles

C 67	R 69	HEX#
M 59	G 70	45463C
Y 70	B 60	
K 43		

Fresh Hops

C 62	R 104	HEX#
M 32	G 129	68813B
Y 96	B 59	
K 14		

Wildflowers

C 33	R 180	HEX#
M 13	G 188	B4BC33
Y 100	B 51	
K 1		

Hot Springs

C 100	R 0	HEX#
M 44	G 94	005E62
Y 55	B 98	
K 25		

Secondary Colors

Valley Skies

C 36	R 162	HEX#
M 12	G 196	A2C4D1
Y 13	B 209	
K 0		

Stone Fruit

C 12	R 216	HEX#
M 60	G 125	D87D53
Y 73	B 83	
K 1		

Pinot Noir

C 58	R 106	HEX#
M 84	G 59	6A3B5D
Y 39	B 93	
K 24		

Pinot Blanc

C 4	R 243	HEX#
M 5	G 234	F3EACD
Y 21	B 205	
K 0		

COLOR PALETTE

The color palette was inspired by the natural surroundings and represents the landscape, tastes, and experiences found in the Willamette Valley.

The colors are rich and varied, adding depth and range to the palette. When selecting and pairing colors, the primary colors should be the focus and used in larger applications, while the secondary colors are to be used in smaller instances.

Header 1

Boston Angel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Header 2

Lemon Milk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Subhead

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY

Typography Example:

NATURALLY
adventurous

Yet Refined by Design

For more than 50 years, intentional hands have cultivated the Willamette Valley into the world-renowned Oregon Wine Country. Rich in character and culture, you'll find not only some of the best varietals to cross your palate, but unrivaled outdoor adventures and off-the-beaten-path epicurean experiences only this land can offer.



OREGON WINE COUNTRY

Willamette Valley

NATURALLY
delicious



UNCORK THE
adventure

Willamette Valley Brand Applications

