

TRAVEL  **OREGON**

TRAVEL OREGON WITH TRAVEL OREGON
2023-2024 STYLE GUIDE & ASSET KIT
07.20.2023

FONTS, LOGOS & LOCKUPS

FONTS & USAGE

SENTINEL

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.

DOWNLOAD FROM:

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

SENTINEL USAGE RULES

All headlines should be set in Sentinel Black.

Note: Anyone creating new assets using the campaign fonts will need to download and license them on their own computer.

SENTINEL

is our campaign headline typeface

Your headline here ————— SENTINEL SHOULD BE USED FOR HEADLINE TYPE

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 £ & @ ? ! / + (. , ;)

FONTS & USAGE MARK PRO

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.

DOWNLOAD FROM:

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

MARK PRO USAGE RULES

All CTAs should be set in FF Mark OT Bold or Heavy.

Note: Anyone creating new assets using the campaign fonts will need to download and license them on their own computer.

MARK PRO

IS OUR PRIMARY TYPEFACE FOR THE CALL TO ACTION

PLAN YOUR TRIP

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 £ & @ ? ! / + (. , : ;)

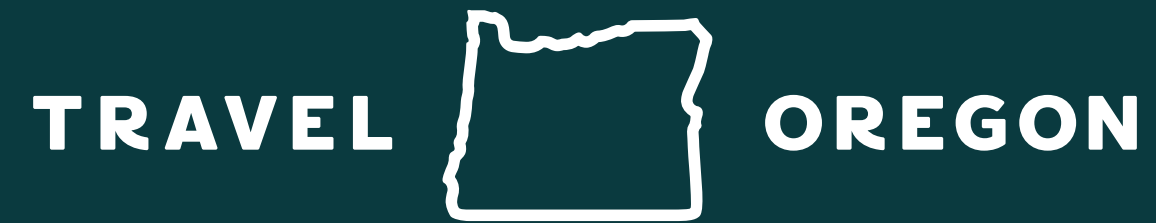
PLAN YOUR TRIP

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 £ & @ ? ! / + (. , : ;)

LOGO PRIMARY & LEFT

All parts of the logo should be easily legible.

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.



TO_Primary_Outline_White



TO_LeftAligned_Outline_White

WORDMARKS MAIN & WELCOME ENGLISH

The campaign and welcome lockups or wordmarks are custom build for the Travel Oregon with Travel Oregon campaign and should be used where introduction or signoff are needed.



TOwTO_LOCKUP_WHT



WelcometoOregon_lockup_WHT

WORDMARKS MAIN & WELCOME SPANISH

The campaign and welcome lockups or wordmarks are custom build for the Travel Oregon with Travel Oregon campaign and should be used where introduction or signoff are needed.

The Spanish-language wordmarks are to be used when addressing a Spanish-speaking audience.



TOwTO_LOCKUP_SP_WHT



WelcometoOregon_lockup_SP_WHT

DIGITAL BANNERS ENGLISH

DARK SKY CENTRAL OREGON

970 x 250



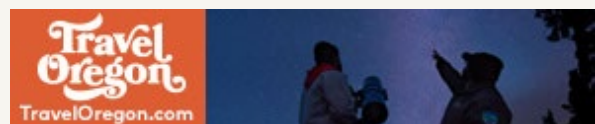
728 x 90



320 x 50



300 x 60



300 x 250



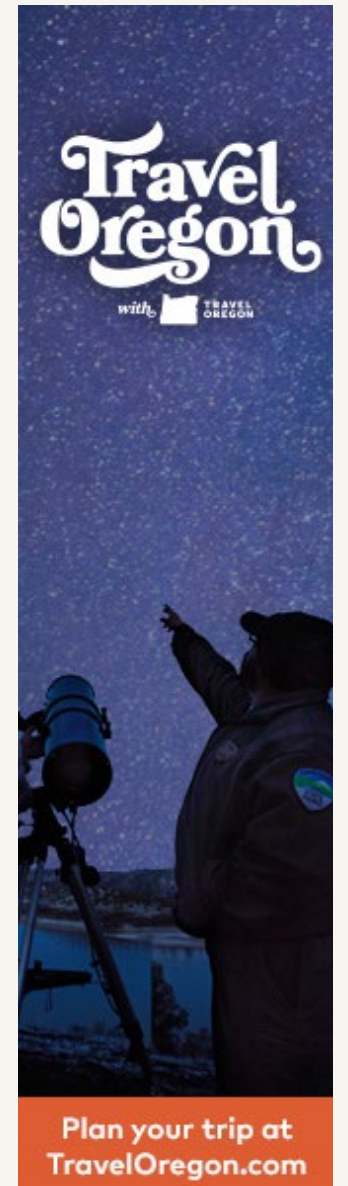
336 x 280



300 x 600



160 x 600

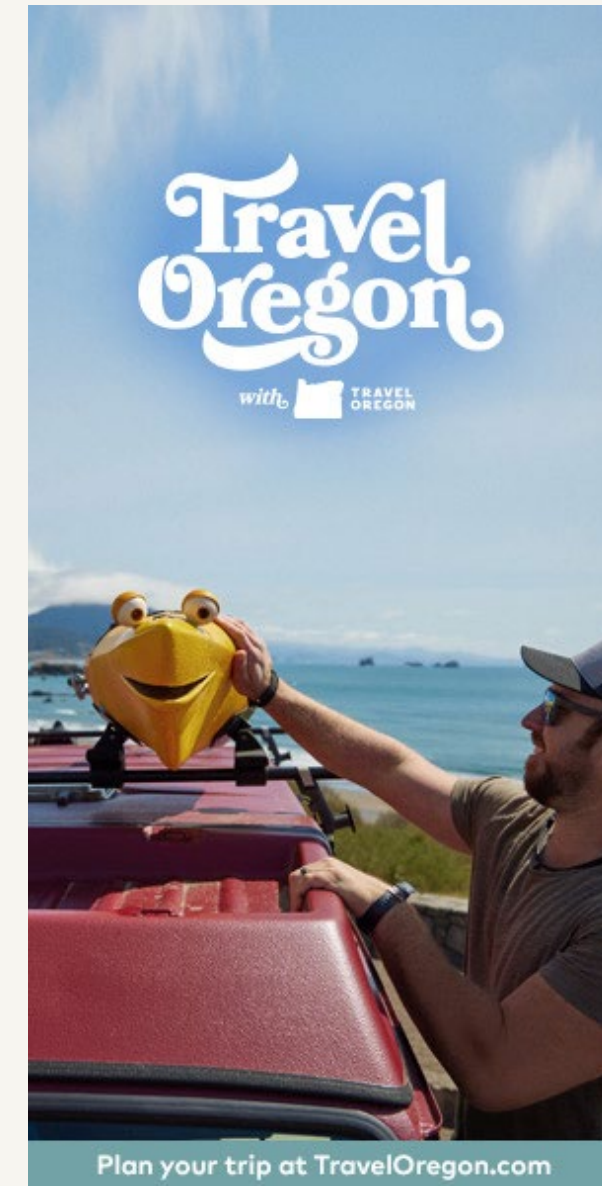


KAYAKYAK OREGON COAST

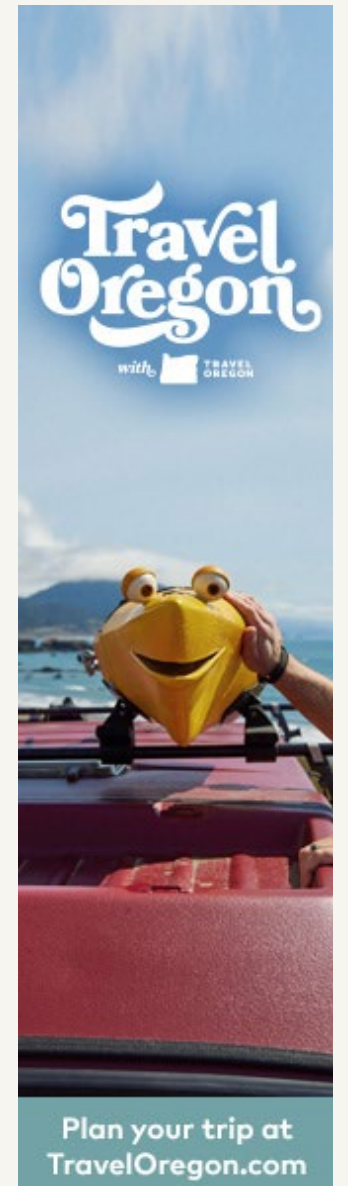
970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



300 x 250



336 x 280



300 x 60



BOOTS EASTERN OREGON

970 x 250



728 x 90



320 x 50



300 x 60



300 x 250



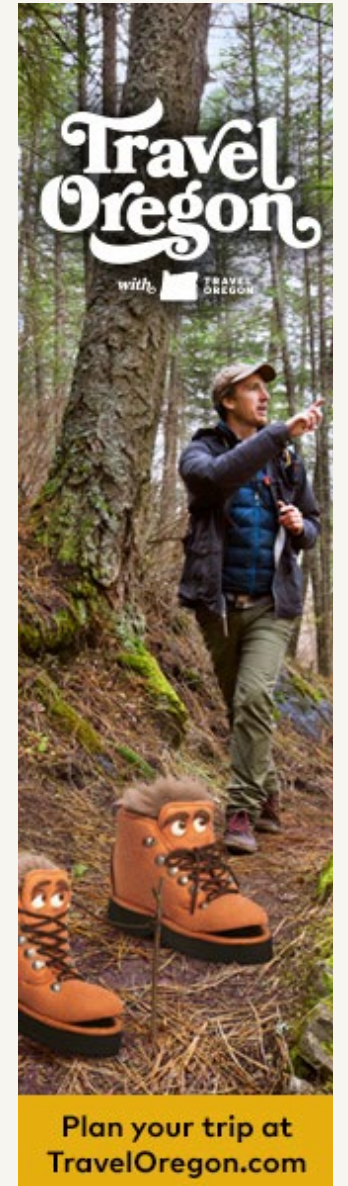
336 x 280



300 x 600



160 x 600



SUSTAINABILL MT. HOOD & GORGE

970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



300 x 250



336 x 280



300 x 60



TELEPHONE PAUL PORTLAND REGION

970 x 250



728 x 90



320 x 50



300 x 60



300 x 250



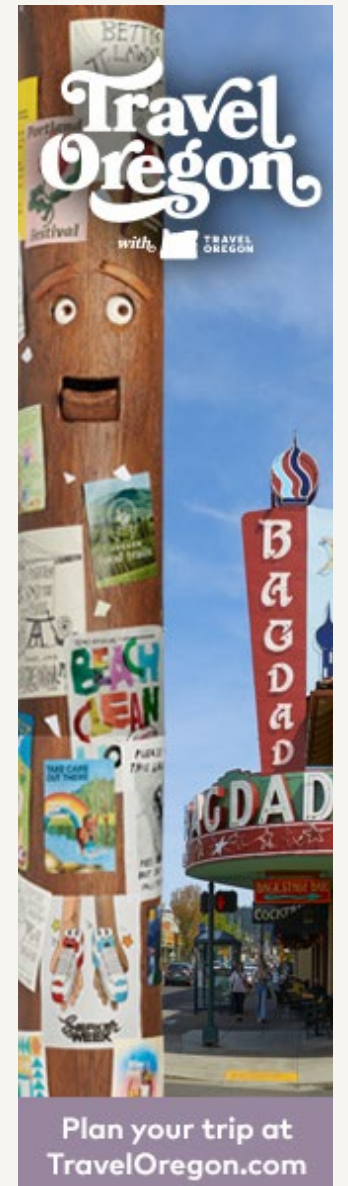
336 x 280



300 x 600



160 x 600

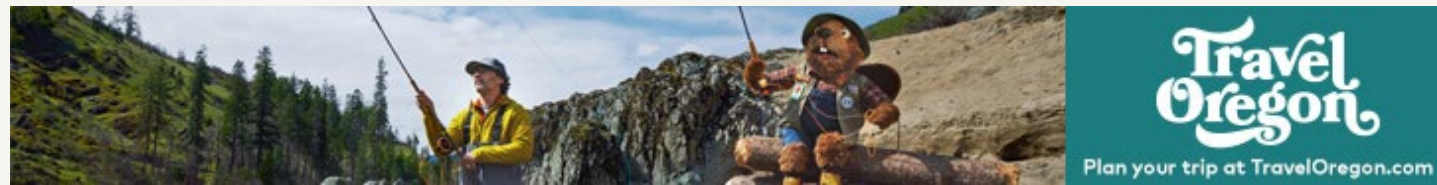


SUSTAINABILL SOUTHERN OREGON

970 x 250



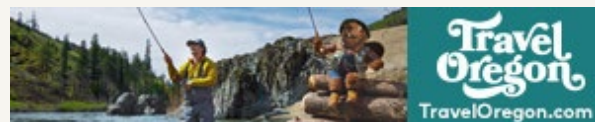
728 x 90



320 x 50



300 x 60



300 x 250



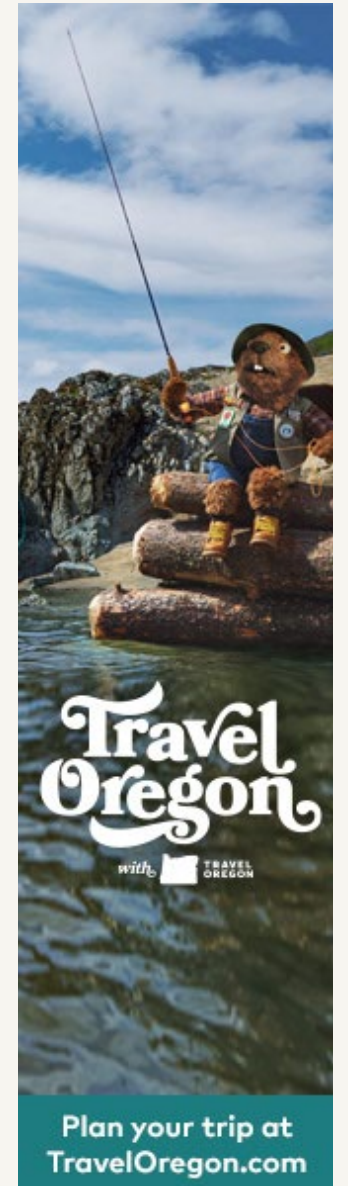
336 x 280



300 x 600



160 x 600



ROSA WILLAMETTE VALLEY

970 x 250



728 x 90



320 x 50



300 x 60



300 x 250



336 x 280



300 x 600



160 x 600



DIGITAL BANNERS SPANISH

DARK SKY CENTRAL OREGON

970 x 250



728 x 90



320 x 50



300 x 60



300 x 250



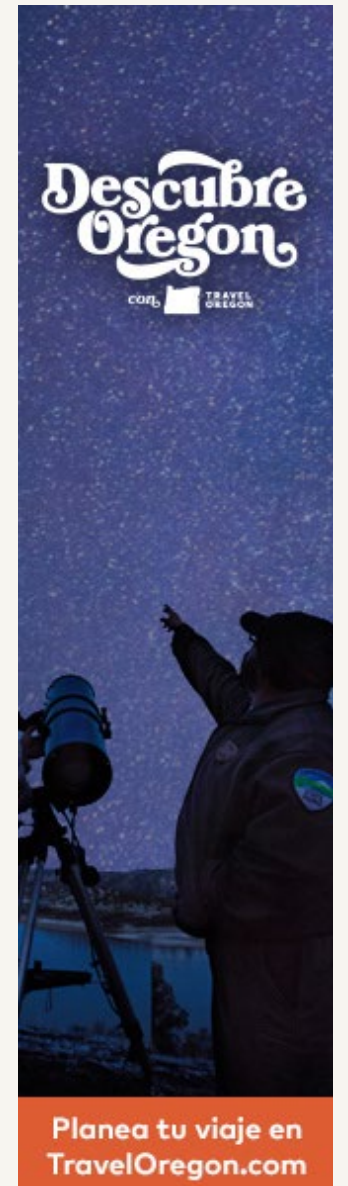
336 x 280



300 x 600



160 x 600



KAYAKYAK OREGON COAST

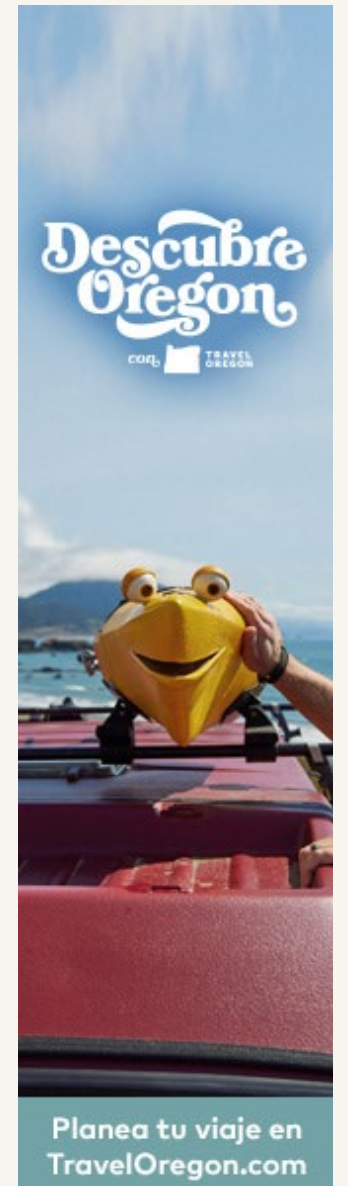
970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



300 x 250



336 x 280



300 x 60



BOOTS EASTERN OREGON

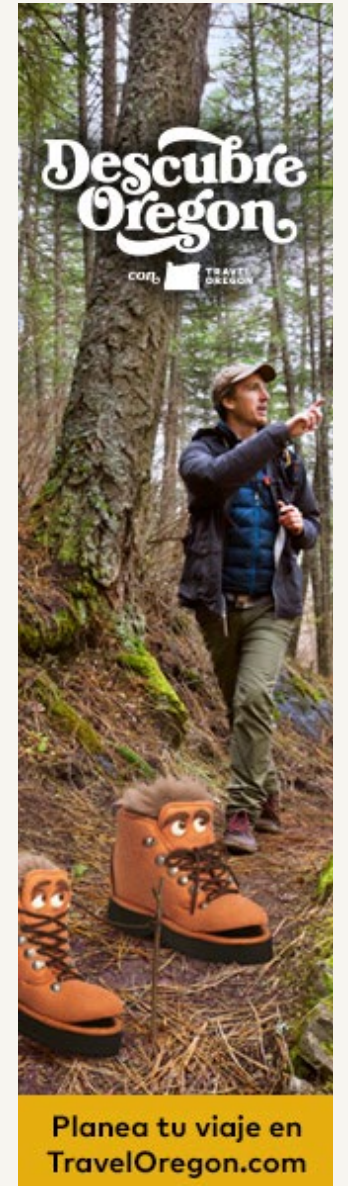
970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



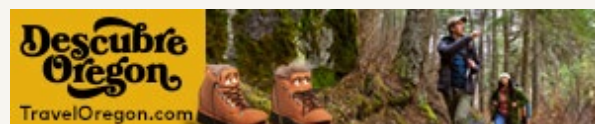
300 x 250



336 x 280



300 x 60



SUSTAINABILLL MT. HOOD & GORGE

970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



300 x 250



336 x 280



300 x 60



TELEPHONE PAUL PORTLAND REGION

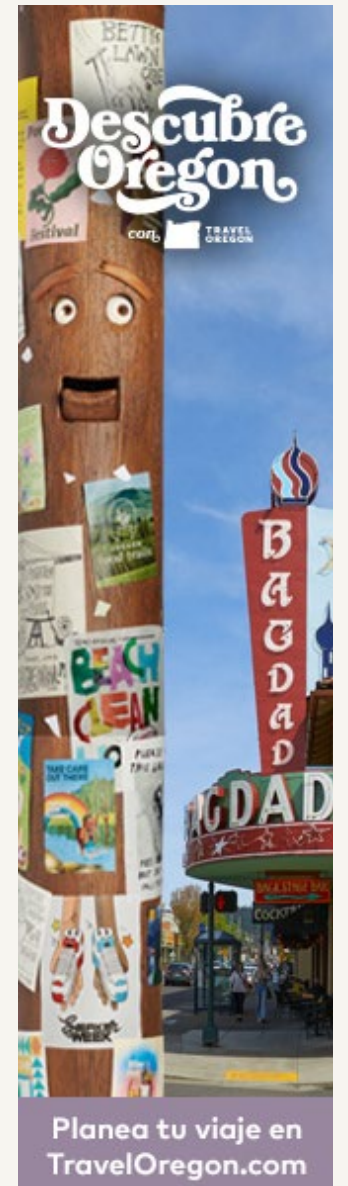
970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



300 x 250



336 x 280



300 x 60



SUSTAINABILLL SOUTHERN OREGON

970 x 250



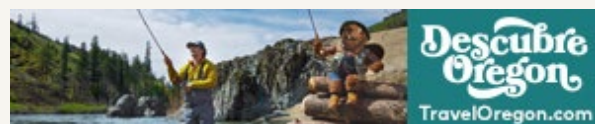
728 x 90



320 x 50



300 x 60



300 x 250



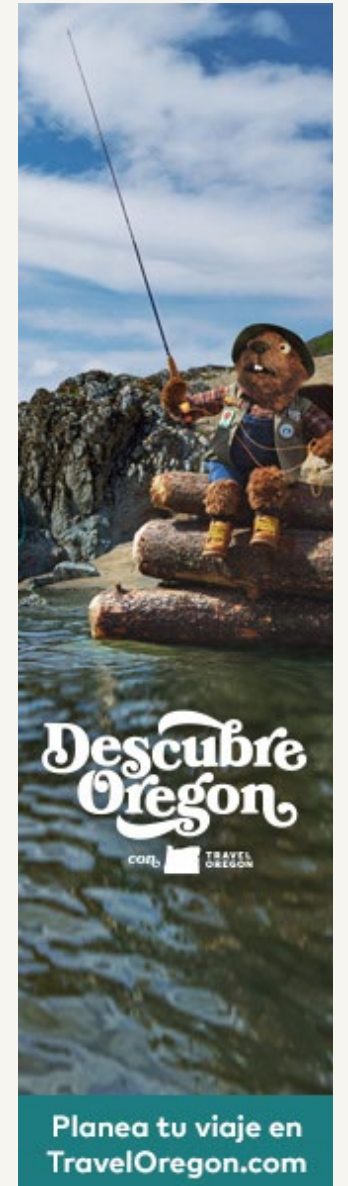
336 x 280



300 x 600



160 x 600



ROSA WILLAMETTE VALLEY

970 x 250



300 x 600



160 x 600



728 x 90



320 x 50



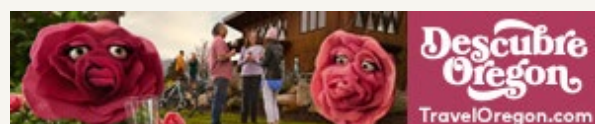
300 x 250



336 x 280



300 x 60



BRAND STILL KVS, & DOTCOMS

DARK SKY CENTRAL OREGON

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



KAYAKYAK OREGON COAST

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



BOOTS EASTERN OREGON

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



SUSTAINABILL MT. HOOD & GORGE

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



TELEPHONE PAUL PORTLAND REGION

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



SUSTAINABILL SOUTHERN OREGON

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



ROSA WILLAMETTE VALLEY

KEY VISUAL (1920 x 1080) & DOTCOM (2000 x 1125)



DOTCOM (800 x 1350)



DOTCOM (800 x 800)



DIGITAL WALLPAPERS

DIGITAL WALLPAPERS (ENGLISH)

7 REGIONS

DESKTOP (1920 x 1080)



OREGON COAST



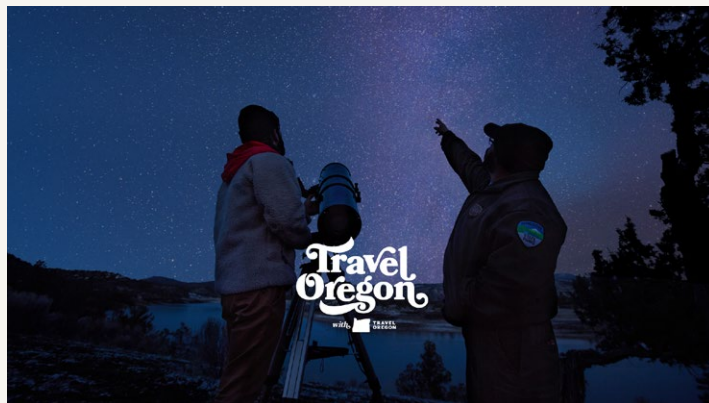
WILLAMETTE VALLEY



EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON



SOUTHERN OREGON



PORTLAND REGION

DIGITAL WALLPAPERS (SPANISH) 7 REGIONS

DESKTOP (1920 x 1080)



OREGON COAST



WILLAMETTE VALLEY



EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON



SOUTHERN OREGON



PORTLAND REGION

DIGITAL WALLPAPERS SOUTH COAST

MOBILE (1440 x 3120)



OREGON COAST



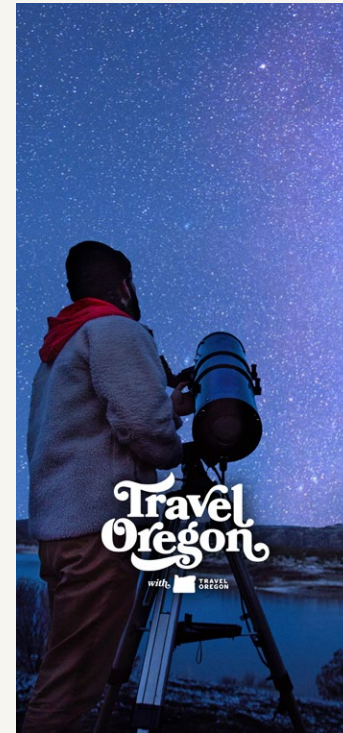
WILLAMETTE VALLEY



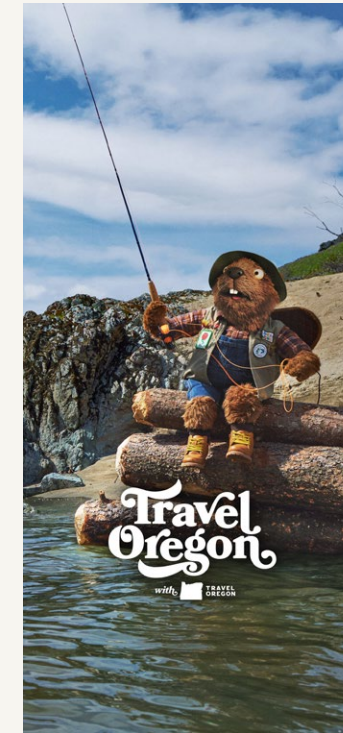
EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON



SOUTHERN OREGON



PORTLAND REGION



TRAVEL OREGON



WILLAMETTE VALLEY



EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON



SOUTHERN OREGON



PORTLAND REGION

SOCIAL

HERO HEADERS CENTRAL OREGON

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



HERO HEADERS OREGON COAST

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



HERO HEADERS EASTERN OREGON

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



HERO HEADERS MT. HOOD & GORGE

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



HERO HEADERS PORTLAND REGION

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



HERO HEADERS SOUTHERN OREGON

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



HERO HEADERS WILLAMETTE VALLEY

YOUTUBE COVER (2260 x 1440)



FACEBOOK COVER (1125 x 633)



TW COVER (1500 x 500)



SOCIAL POSTS

16:9 HORIZONTAL

16:9 (1920 x 1080)



OREGON COAST



WILLAMETTE VALLEY



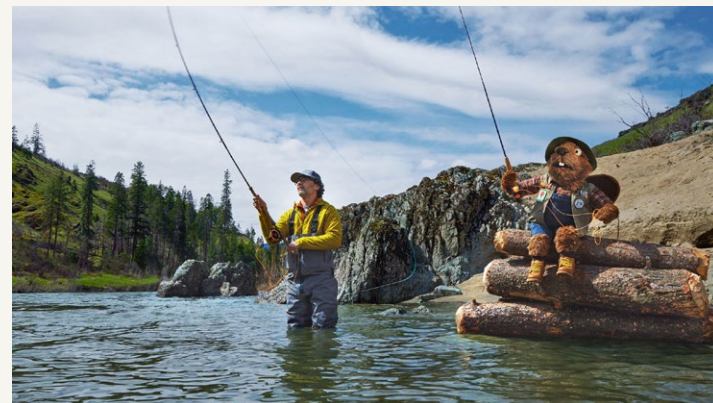
EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON



SOUTHERN OREGON



PORTLAND REGION

SOCIAL POSTS

9:16 VERTICAL + SQUARE

9:16 (1080 x 1920)



OREGON COAST



WILLAMETTE VALLEY



EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON

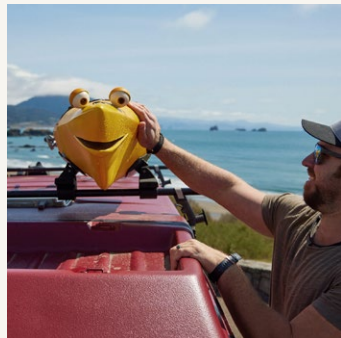


SOUTHERN OREGON



PORTLAND REGION

1:1 (1200 x 1200)



OREGON COAST



WILLAMETTE VALLEY



EASTERN OREGON



MT. HOOD & THE GORGE



CENTRAL OREGON



SOUTHERN OREGON



PORTLAND REGION

THANK YOU