

OREGON

BRANDING THE STATE



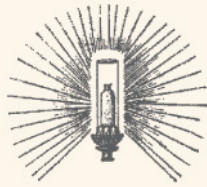
BRANDING THE STATE

AS THE EARLY SETTLERS NEARED THE END OF THEIR MIGRATION WEST, THEY WERE FACED WITH A DECISION. AFTER MONTHS OF HARDSHIP THEY FINALLY APPROACHED THE WESTERN-MOST END OF THE OREGON TRAIL, WHERE THERE STOOD A SIGN. AN ARROW POINTING SOUTH READ IN BRIGHT YELLOW LETTERS, "GOLD!" THE OTHER ARROW POINTED NORTH AND SIMPLY SAID, "OREGON."



OREGON BRAND MISSION

TO BUILD OREGON'S ECONOMIC HEALTH BY APPLYING
UNIFIED BRANDING PRACTICES TO OREGON PRODUCTS,
PEOPLE AND PLACES.



APPLIED IDEALISM

IN A COUNTRY WHERE OK IS TOO OFTEN OK, THERE
IS A LAND UP IN THE NORTHWEST CORNER OF
NORTH AMERICA CALLED OREGON WHERE PEOPLE
HAVE BIG DREAMS AND, FOR SOME REASON, SEE
NO POINT IN NOT FOLLOWING THEM.

It is a refuge for idealism. Where it's still possible to grow the best hazelnuts. Where it's still possible to turn your idea into a multi-million-dollar company. Where it's still possible to truly enjoy life. Where possibility is still a real possibility. And it is why this enclave of visionaries loves dreamers so much.

OREGON IDEALISTS

HAVING AN IDEA AND MAKING IT HAPPEN.



Tom McCall, Barbara Roberts, Gert Boyle, Bill Bowerman, Chief Joseph

Oregon is home to an inordinate number of people who not only dream big, but make those dreams happen. Former Governor Tom McCall dreamed of a pristine Oregon for years to come, so he left us with the Oregon Bottle Bill that significantly reduced litter and became a model for states all across America.

University of Oregon track coach Bill Bowerman dreamed of making the ultimate running shoe. Now, years later, his dream has become the largest sports brand in the world.

The dreams continue today. From small entrepreneurs to teachers to writers—Oregon is full of idealists who are changing the world.

OREGON BRAND VALUES



GENUINE

SINCERE, HONEST, DOWN-TO-EARTH. CALL IT WHAT
YOU WANT, OREGONIANS HAVE IT IN SPADES.



VISIONARY

OREGONIANS TAKE A LONG-TERM VIEW WHEN IT
COMES TO FINDING SOLUTIONS TO PROBLEMS AND
PLANNING FOR FUTURE SUCCESS.



STEWARDSHIP

OREGONIANS HAVE A STRONG SENSE OF COMMUNITY
AND A QUIET PRIDE ABOUT THEIR STATE THAT THEY
WISH TO PASS ON TO FUTURE GENERATIONS.

OREGON'S BUSINESS DRIVERS

THERE ARE CURRENTLY THREE BUSINESS CATEGORIES
THAT BRAND OREGON IS FOCUSING ON TO PROMOTE
ECONOMIC HEALTH IN OREGON.

1. Agriculture
2. Business Opportunities
3. Tourism



AGRICULTURE

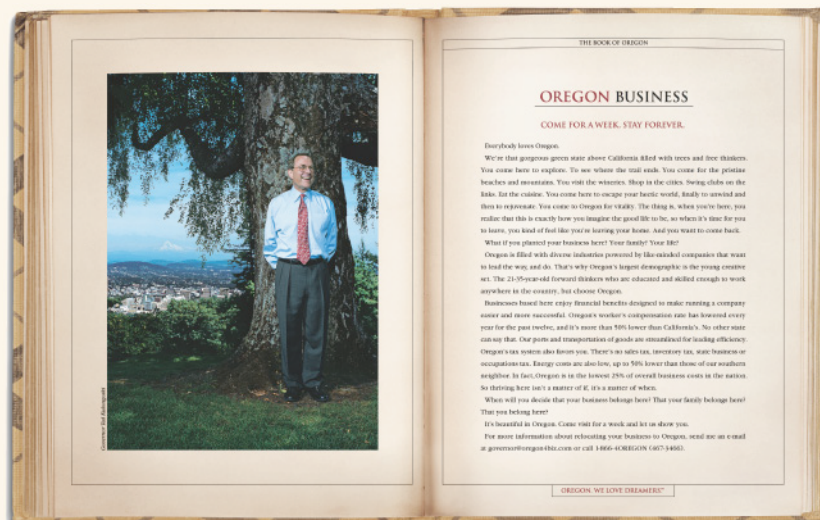
WHILE SOME PLACES MANAGE THEIR FARMLAND, FORESTS AND WATERWAYS IN ORDER TO HARVEST THE MOST PRODUCT POSSIBLE, OREGONIANS HAVE A CRAZY NOTION THAT THE FOOD THEY GROW IS ONLY AS GOOD AS THE WATER AND THE SOIL IT COMES FROM.





BUSINESS OPPORTUNITIES

AN UNUSUALLY HIGH NUMBER OF YOUNG CREATIVE TALENT,
A FAVORABLE BUSINESS CLIMATE AND A BALANCED LIFESTYLE
MAKE OREGON OPEN FOR BUSINESS. AS A RESULT, OREGON HAS
BECOME HOME TO COMPANIES LIKE NIKE, ADIDAS, COLUMBIA
SPORTSWEAR, INTEL AND TEKTRONIX, AND IS A LEADER IN
OPEN-SOURCE DEVELOPMENT AND NANOTECHNOLOGY.





TOURISM

BECAUSE OREGONIANS HAVE BIG DREAMS AND THE DESIRE AND ABILITY TO MAKE THEM A REALITY, OREGON HAS BECOME AN ESCAPE FROM THE EVERYDAY VACATION. IT IS A PLACE WHERE YOU CAN HAVE GENUINE EXPERIENCES WITH DIVERSE CULTURES.



BRAND OREGON PARTNERSHIP PHILOSOPHY

BRAND OREGON IS FUELED BY PARTNERSHIPS THAT MAKE OUR BRANDING CAMPAIGN A SUCCESS. SO FAR WE HAVE PARTNERED WITH THE SEAFOOD, DAIRY, WINE, HAZELNUT, PEAR AND TOURISM COMMISSIONS, AS WELL AS THE OREGON ECONOMIC DEVELOPMENT ASSOCIATION, TO INCREASE EXPOSURE AND CREATE RESULTS. YOU COULD BE NEXT.

1. Your product or service should be consistent with Oregon's brand values.
2. Your product, service or company should have a compelling story which somehow exemplifies "applied idealism."
3. Your product or service should be differentiated from other commodity products.
4. Your product or service should have available marketing funds.

[CLICK HERE TO VIEW REPORTS ON THE OREGON BOUNTY AND OREGON SEAFOOD PARTNERSHIPS.](#)

PARTNERSHIP OPPORTUNITIES

LEARN HOW YOU CAN PARTICIPATE IN BRAND OREGON.

SHARE YOUR OREGON STORY

IF YOU HAVE A UNIQUE OREGON STORY TO TELL,
SUBMIT IT AT WWW.MYOREGONSTORY.COM SO WE CAN
ADD IT TO OUR GROWING WEB SITE.

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MY OREGON STORY

THE OREGON ANGLER

GROWING UP IN OREGON MEANT PLAYING OUTSIDE ON A BOAT. I CONSIDER MYSELF LUCKY TO HAVE GROWN UP IN A PLACE THAT MAKES A SPECIAL PRIDE IN OUR OUTDOOR ENVIRONMENT. TODAY I ENJOY MOST EVERY DAY MAKING A LIVING ON THE WATER, HELPING PEOPLE PURSUE THE ICON OF THE NORTHWEST—BIG, PACIFIC SALMON.

I grew up along the Sandy River and started fishing at the ripe old age of eight. The Sandy River is a pretty good representation of what all rivers in Oregon are like. It starts at the base of Mt. Hood, the tallest mountain in Oregon, is fed by glacier water, and it runs north where it empties into the mighty Columbia River around the historic city of Tillamook.

I have ever been guiding the waters of Oregon for more than 21 years. As the owner of Hookup Guide Service and a fly guide by whom I don't have the fish to get out on the water and start fishing... even if I don't have



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MY OREGON STORY

THE OREGON GOURMET

I STARTED PRACTICAL GOURMET AND A UNIQUE LINE OF CHOCOLATES, EXTREME CHOCOLATES, IN JANUARY 2002. BEING AN OREGON DREAMER, I PLAN TO CONTINUE DESIGNING, CREATING AND MARKETING SUPERIOR OREGON BAKERY CREATIONS AND CHOCOLATE CREATIONS.

Hot peppers and chocolates... after seeing the movie 'Chocolate' I knew there had to be some way to marry the two flavors. The result, after two months of experimenting, was a compatible match, and my very unique chocolate line, Extreme Chocolates by Practical Gourmet, was born.

After a 25-year career in marketing in Oregon and Florida, I decided Oregon was the best place to start my new bakery business. So I did in January 2002. But after product demand soon surpassed my original baking location in Klamath, I moved to a larger facility in Astoria. My husband and




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MY OREGON STORY

THE OREGON GROCER

SIMPLY STATED, ZUPAN'S MARKETS ARE SUPERMARKETS FOR PEOPLE WHO LOVE GREAT FOOD. THE STORES ARE A REFLECTION OF MY PASSION FOR UNDERSTANDING MY GREAT LOVE OF COOKING AND THE FIBRE I TAKE IN CREATING AND DELIVERING A GREAT MEAL. I TRULY BELIEVE THAT THE FRESHEST PRODUCTS AND THE FRESHEST INGREDIENTS ARE THE KEY TO THE BEST MEAL!

I grew up in Oregon and have been in the grocery business my entire life—well, I love it. My grandparents migrated to the late 40s in Oregon from Yugoslavia (near Concord). My grandfather drove a truck, hauling produce back from California to Oregon. My father, John Zupan, began his grocery career in Oregon working at Fred Meyer in the produce department. He worked his way up from clerk to produce manager to district manager throughout the late 60s and early 70s. In 1975, my father opened up his very first grocery store in Oregon, called Zupa's.



USE OUR GRAPHIC STANDARDS

BRAND OREGON HAS POSTED ITS STYLE GUIDE AT
WWW.OREGON.GOV/BRANDOREGON/ SO YOU CAN MAKE
YOUR PUBLICATIONS AND MARKETING COMPATIBLE
WITH THE BRAND OREGON LOOK.

BECOME PART OF OUR IDENTITY SYSTEM



PARTICIPATE IN OUR CO-OP MARKETING CAMPAIGN

WE CAN WORK TOGETHER TO DEVELOP AN AD AND
A MEDIA PLAN CUSTOM-MADE FOR YOUR OREGON
INDUSTRY, PRODUCT OR SERVICE.



**TO BE PART OF OUR IDENTITY SYSTEM OR
CO-OP MARKETING PROGRAM, CONTACT:**

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