



# BRAND OREGON STYLE GUIDE

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Thank you for your interest in the Brand Oregon style guide. If you are interested in adopting this guide in your own materials, or have questions regarding creative, please feel free to contact either:



For General Brand Oregon Questions:

Nathan Buehler  
Manager, Brand Oregon  
503-986-0050  
[nathan.buehler@state.or.us](mailto:nathan.buehler@state.or.us)



For Tourism Related Questions:

Holly Mactee  
Director Brand Strategy  
Travel Oregon  
503-378-8801  
[holly@traveloregon.com](mailto:holly@traveloregon.com)

# THE OREGON BRAND

The purpose of Brand Oregon and The Book of Oregon (the advertising print campaign) is to educate people on how Oregon and Oregon products are unique and desirable because the people in Oregon dream big and have the drive to turn their dreams into reality.



This Style Guide provides general guidance to organizations interested in using Brand Oregon messages and graphic elements in promotional efforts and campaigns, whether it's for products or services or destinations. It is the hope of Governor Ted Kulongoski to create an opportunity for both the public and private sectors to reinforce the belief that our state is a place that nurtures individuals' dreams, and where quality pervades all forms of business and civic life.

Oregon is many things to many people; these core values represent the underpinnings of the Brand Oregon effort:

- Visionary
- Genuine
- Stewardship
- A place with endless possibilities—where individuals can realize their dreams

Brand Oregon marketing and communications should reflect a commitment to quality and to our people. The tone should capture our idealism and perspective. The look and feel should reinforce Oregon as one of the most geographically diverse and beautiful states in the nation. Our friendliness and warmth towards each other and outsiders also should be reflected in branded communications.

Whether it's a tourism website, an agricultural marketing campaign, a parks facilities guide or a direct-mail piece encouraging business development, we want to stand apart from the average and communicate that Oregon is different. The Brand Oregon campaign is a far-reaching effort that will be as challenging as it is exciting. The bottom line is to define Oregon—our products and services and destinations—in a way that tells our stories and showcases our people.

As Craig Wessel, publisher of the *Business Journal*, so eloquently put it, "There are few places on earth, and even fewer in the United States, whose mention evokes an image of a lifestyle and a type of individual the way Oregon does ... Nobody dreams of moving to Michigan to be 'of them.' Nobody dreams of moving to Arkansas to be part of that lifestyle. But people dream about Oregon. Oregon conjures a picture in the mind's eye and the [Brand Oregon] campaign gives life to that image ... It showcases what is most loved about the state by those of us who live here and what is most longed for by those who do not. A ruggedness. An intelligence. A respect for the environment. And a wildness of land and spirit that is lacking elsewhere."

OREGON. WE LOVE DREAMERS.®

## WRITING/AD COPY

Whether you are developing an ad or a piece of collateral or brochure, the points below help communicate the Brand Oregon style and tone. When developing an ad, each piece should serve as a page in The Book and therefore should be a story about an example (a person, place, event or thing) of Oregon's applied idealism.

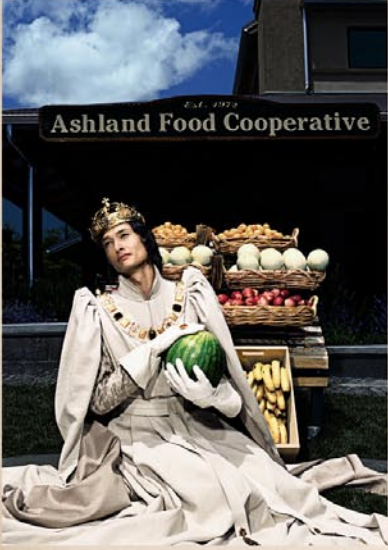
The story should:

- 1 Be about something in Oregon.
- 2 Outline a clear benefit to visiting Oregon or buying an Oregon product or starting a business here.
- 3 Be true.
- 4 Be fun to read.
- 5 Have a title in the format of "The Oregon \_\_\_\_\_."
- 6 Have a subhead which creates interest and gets across the overall point of the story.
- 7 Have the tagline: "Oregon. We love dreamers."




- 1 Though Greg Higgins was not born in Oregon, Oregon is where he is pursuing his dream.
- 2 The clear benefit to the consumer—in this case the tourist—is the unique and delicious cuisine he is creating.
- 3 The story was written based on an interview with Greg Higgins.
- 4 It is written in the style of a story versus the style of an ad.
- 5 "The Oregon Chef" is quick and generic.
- 6 The subhead explains the philosophy of the Oregon chef and shows why this philosophy makes the cuisine better, without giving away the whole story.
- 7 The Oregon tagline.

Here are a couple more examples of the ads from The Book of Oregon campaign.



THE BOOK OF OREGON



### THE OREGON THESPIAN

BY WHICH WE MEAN SOMEONE WHO SEES NO REASON WHY A DECREPIT OLD CHAUTAUQUA STAGE OUT IN THE DEEP WOODS OF OREGON CAN'T BE TURNED INTO A SHAKESPEARE FESTIVAL THAT IS SO FANTASTIC—WE SEE NO REASON TO BE COY ABOUT IT—THAT PEOPLE COME FROM ALL OVER THE WORLD TO TAKE PART.

Many years ago in a land we call Ashland, Oregon, there lived a gathering place. It was an old, run-down stage in the middle of the woods that hadn't been used in even many more years—or it was, anyway, until a man spied it and saw something much different. The man didn't see a decrepit old stage but a place of enchantment. Surrounded by the violent rivers and gentle hills of southwestern Oregon, there wasn't a need for fancy sets or elaborate costumes. In fact, there was something so captivating about the place that he envisioned people coming all the way to Oregon and living the theater for a week at a time. And they came. The serious theatergoers and the not so serious theatergoers. Actors and actresses from places too far off to mention. The little stage turned into three. Two shows turned into eleven. The man began to understand that what he had really seen was a new way to experience the theater. Not the after-dinner-and-before-bed type, but something more akin to a pilgrimage. Where people make the journey because, unlike any other theater they've been to before, they aren't simply taking in a performance, but playing an important part.

Come experience the arts in Oregon and see how nature inspires creativity. Go to [traveloregon.com](http://traveloregon.com) or call 1-800-547-7842 to plan your cultural immersion.

OREGON. WE LOVE DREAMERS™



THE BOOK OF OREGON



### THE OREGON CYCLIST

FOR INSTANCE, THE ONE WHO WAS SO CRAZY ABOUT RIDING AROUND IN THE BEAUTIFUL OREGON COUNTRY THAT WHEN ITS SMALL TOWNS WERE IN TROUBLE HE GATHERED UP ALL HIS CYCLING FRIENDS—1,008 OF THEM—AND SET OUT TO MAKE SURE THAT BEAUTIFUL OREGON COUNTRY STAYED BEAUTIFUL OREGON COUNTRY.

This is a story about a man who loved to ride his bicycle in Oregon. He rode through the mountains, through the valleys and desert, and when he got tired he'd rest in one of the small hospitable towns along the way. And he would have kept on riding along, except that one day on his journey he came across a woman who was weeping. She told him her town was struggling and might not survive because there weren't enough people visiting. And it wasn't just hers, but others too. Now the man was upset by this. For if the town disappeared, where would he find a nice place to rest? He had an idea. He asked all the people he knew if they wanted to join him on his next adventure, which he called Cycle Oregon. The following year he and 1,008 of his closest friends set out to experience Oregon in the best way possible—on bicycle. They toured through the dramatic landscape by day and stopped in the small towns along the way to refuel—the townspeople giving them their best welcome. The visitors were so enchanted by the whole experience that the next year it became 2,012 of his closest friends. And then 2,503. And to this day, one of the best ways to enjoy Oregon is by bike. Because after you've been taken in by the scenery, you will be just as quickly taken in by Oregonians.

Start planning your route through Oregon country. Go to [traveloregon.com](http://traveloregon.com) or call 1-800-547-7842.

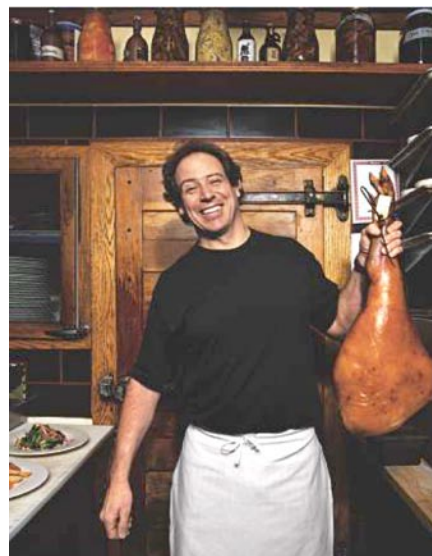
OREGON. WE LOVE DREAMERS™

## PHOTOGRAPHY

Photography is focused on people. When your article or story is about a person or their business the photos used must be a portrait or contain a couple of individuals, so that they are the focus. The environment is always secondary, but must add value, intrigue and interest to the image. When showcasing product, service or industry, try to get photos that contain people performing the service, making the product or on the job in the industry.

The photography must be:

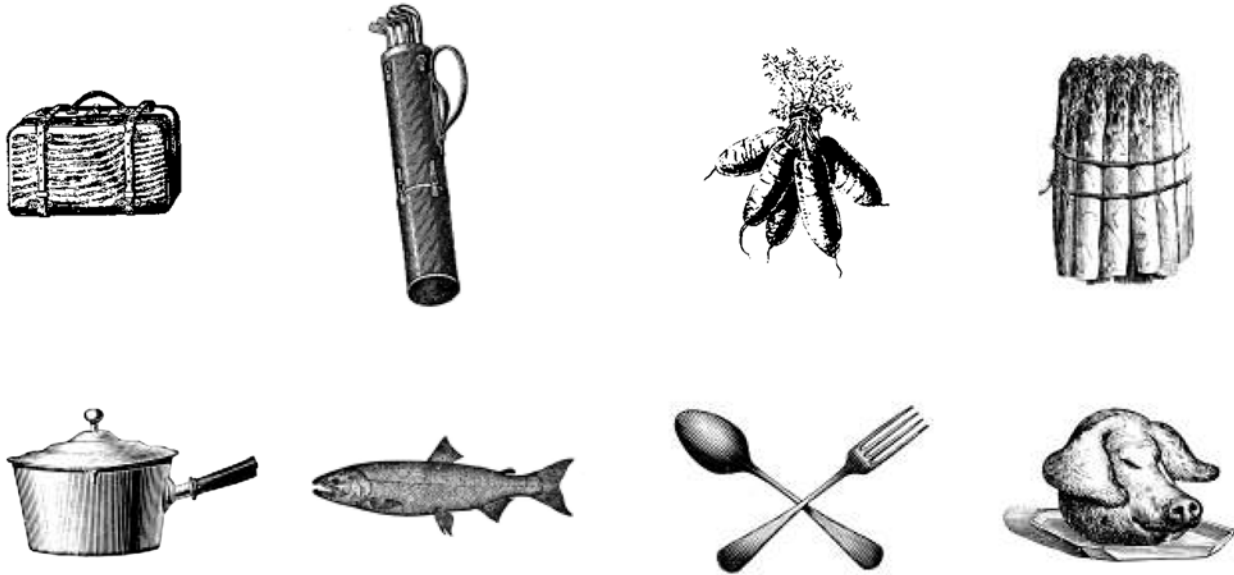
- inviting
- graphic (for stopping power in publications)
- modern/fresh
- humorous/quirky/intriguing



# GRAPHICS

A great source for graphic pictos as seen in the examples can be found at <http://www.clipart.com/>

## EXAMPLES



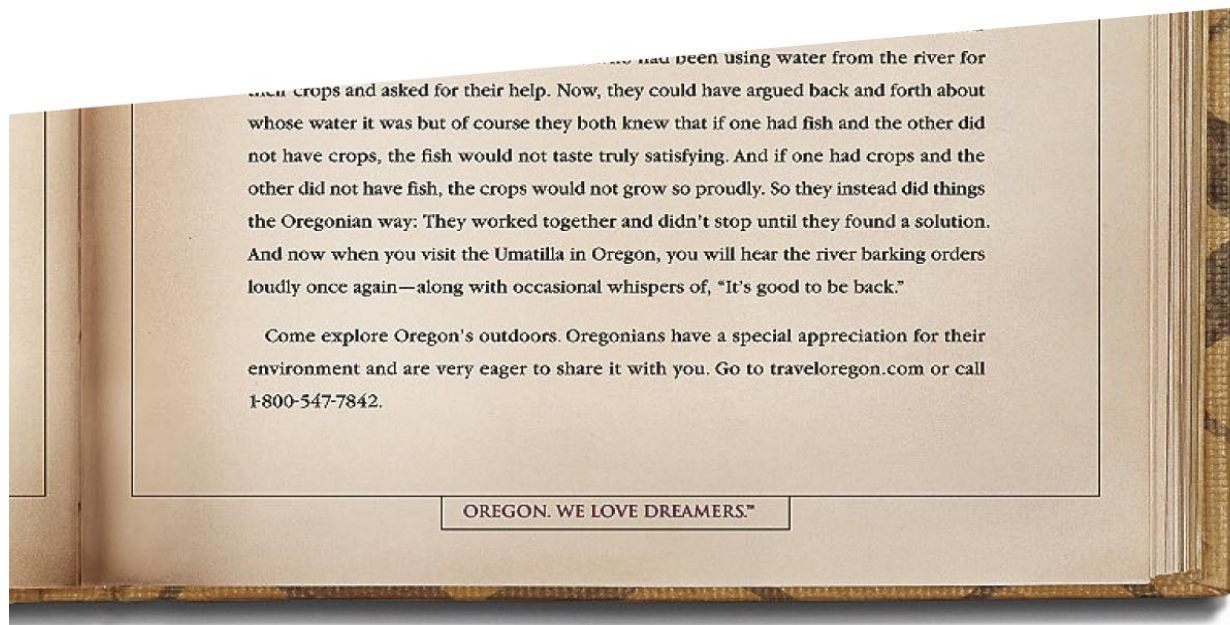
The Book elements have been prepared and made available for download on the Brand Oregon web site's Downloads page (<http://www.oregon.gov/BRANDOREGON>).



TAGLINE

OREGON. WE LOVE DREAMERS.®

OREGON.  
WE LOVE DREAMERS.®



OREGON. WE LOVE DREAMERS.®

# FONTS

Primary Font

Adobe Trajan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trajan Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

---

Secondary Font

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Adobe Garamond Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

Adobe Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Adobe Garamond Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*Adobe Garamond Bold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

COLORS

FOR PRINT

FOR THE WEB

River

PMS 301  
C 100  
M 43  
Y 0  
K 18



#43526C

Dusk

PMS 275  
C 100  
M 94  
Y 0  
K 38



#3C304B

Earth

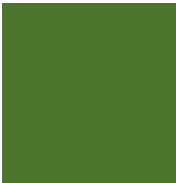
PMS 581  
C 0  
M 0  
Y 94  
K 69



#595837

Forest

PMS 575  
C 51  
M 0  
Y 91  
K 51



#455B1B

Harvest

PMS 159  
C 0  
M 65  
Y 100  
K 9



#833D15

Pinot

PMS 201  
C 0  
M 100  
Y 65  
K 34

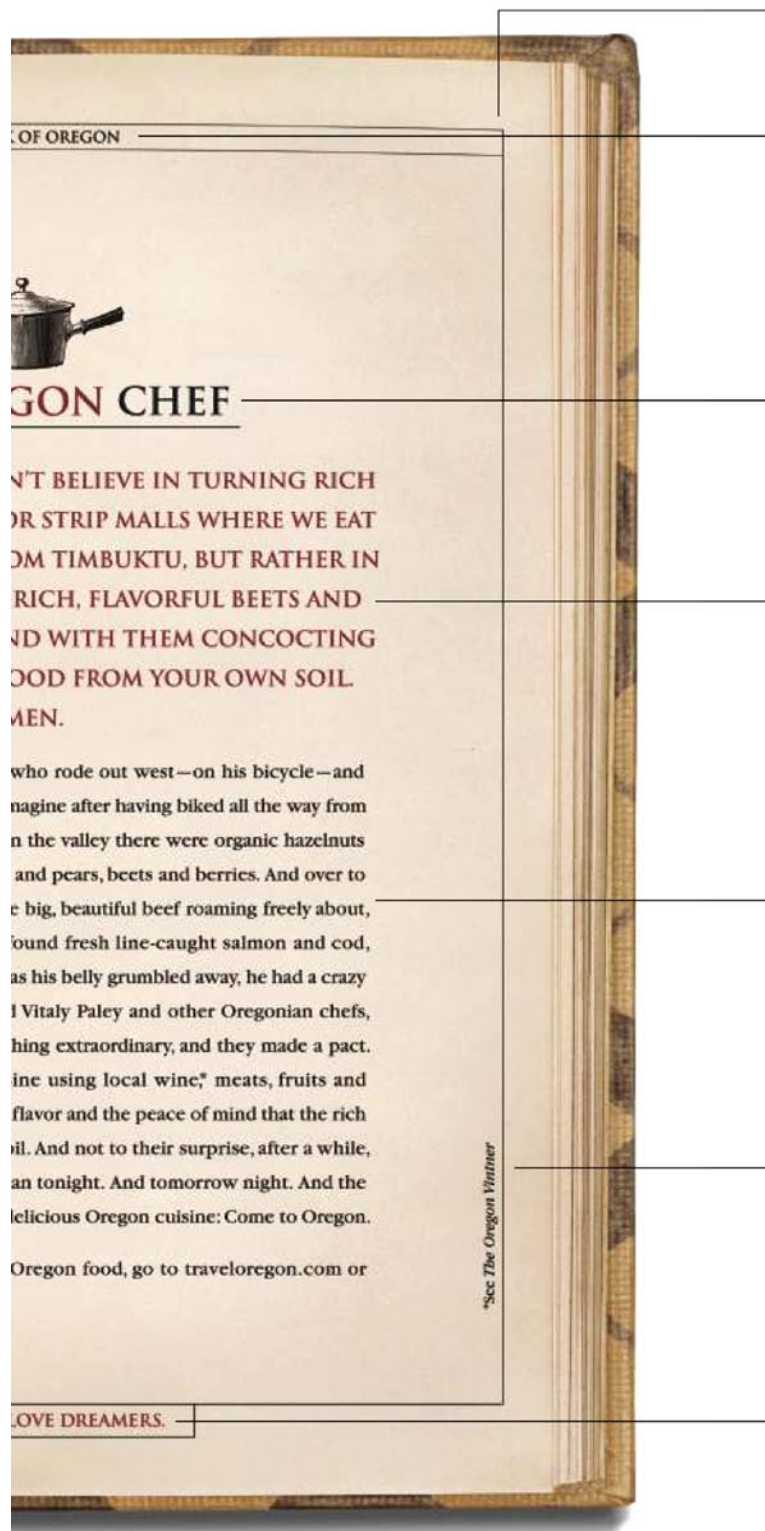


#600708

## SECONDARY COLORS

This color palette evokes a softer tone and was used in the Oregon Bounty campaign and brochure.

# PLACEMENT AND DOCUMENT SETTINGS



## Rule Lines

Size: 0.4pt  
Color: Black

## Book Title

Typeface: Trajan Bold  
Type size: 8pt  
Alignment: Centered  
Color: Black

## Heading

Typeface: Trajan Bold  
Type size: 19pt  
Alignment: Centered  
Color: Black & PMS 201

## Subhead

Typeface: Trajan Bold  
Type size: 10.8pt  
Leading: 20pt  
Alignment: Centered  
Color: PMS 201

## Body Copy

Typeface: Garamond  
Type size: 10pt  
Leading: 17.3pt  
Alignment: Justified  
Color: Black

## Footnotes/Photo credits

Typeface: Garamond Semibold Italic  
Type size: 10pt  
Leading: 17.3pt  
Alignment: Justified  
Color: Black

## Tagline

Typeface: Trajan Bold  
Type size: 8pt  
Alignment: Centered  
Color: PMS 201

# CREATIVE MATERIALS

The following are all examples of creative materials in the Brand Oregon style.





## CENTRAL OREGON

### MT. HOOD AND THE COLUMBIA RIVER GORGE

**WINERIES**

**60. Cathedral Ridge Winery**  
4260 Pine Canyon Drive  
Hood River, Oregon 97031  
(541) 386-2882  
www.cathedralridgewinery.com  
From I-5 take Exit 62 - US-30 toward Wier Hood River. Turn right onto Cascade Ave / US-30. Turn right onto Country Club Rd. Turn left onto Paradise Rd. Turn right onto Pine Canyon Dr.  
Hours Open: Sat. & Sun., 11-5.

**61. Phessant Valley Vineyard & Winery**  
3090 Access Drive  
Hood River, Oregon 97031  
(541) 387-3040  
www.phessantvalleywinery.com  
From I-5 take Exit 62 - US-30 toward Wier Hood River. Turn right onto Cascade Ave / US-30. Turn right onto Cascade Ave / US-30. Turn right onto 136 St. Turn right onto 126 St. 126 becomes Tucker Rd. Turn left to stay on Tucker Rd. Turn right onto Access Dr (opposite road sign).  
Hours Open: Sat. & Sun., 11-6.

**62. Dry Hollow Vineyards**  
3410 Dry Hollow Lane  
The Dalles, Oregon 97058  
(541) 296-2953  
www.dryhollowvineyards.com  
From I-5 take Exit 63 toward Wier The Dalles. Turn left onto W 6th St / US-30. Turn right onto Cherry Blossom Rd. Turn left onto W 9th St. Turn right onto Mt Hood St. Turn right onto 46th Ave. Turn right onto Dry Hollow Rd. Turn right onto Dry Hollow Lane.  
Hours Open: Sat. & Sun., 11-6

**RESTAURANTS**

**44. Don Guido's Italian Cuisine**  
7330 E. Hwy 26  
Rhododendron, Oregon 97049  
(503) 622-5141  
www.donguidos.com

**45. Rendezvous Grill & Tap Room**  
67149 E. Hwy 26  
Wickiup, Oregon 97055  
(503) 622-6837  
www.rendezvousgrill.net

**46. The Resort at The Mountain**  
68010 E. Fairway Ave.  
Wickiup, Oregon 97067  
(800) 606-5666  
www.resortoregon.com

**47. Stonehedge Gardens**  
3605 Cascade Ave.  
Hood River, Oregon 97031  
(541) 386-9940  
www.stonehedgegardens.com

**48. Wildwood Cafe & Catering**  
65000 E. Hwy 26  
Wickiup, Oregon 97067  
(503) 622-0298

**WINERIES**

**63. Marquis Winery**  
643 N.W. Colerado Ave.  
Bend, Oregon 97701  
(541) 330-0919  
www.marquiswinery.com  
From Bend Hwy 97, take Exit 138 toward Deschutes/Mt. Bachelor. Turn Right on Colerado Ave.  
Hours Open: Sat. 11:30-7; Sun. 12-5; Fri. & Sat. Nov. 25, 26, 11:30-7; Sun. Nov. 27, 12-5.

**50. Deschutes Brewery & Public House**  
1804 N.W. Bond  
Bend, Oregon 97701  
(541) 382-5242  
www.deschutesbrewery.com

**51. Jackalope Grill**  
1245 S. Hwy 97  
Bend, Oregon 97702  
(541) 318-8435

**52. Merenda Restaurant & Wine Bar**  
900 N.W. Wild St.  
Bend, Oregon 97701  
(541) 330-2394  
www.merendarestaurant.com

**RESTAURANTS**

**49. The Blacksmith Restaurant**  
231 N.W. Greenwood Ave.  
Bend, Oregon 97701  
(541) 318-0908  
www.theblacksmithrestaurant.com

**53. The Pine Tavern Restaurant**  
967 N.W. Bond  
Bend, Oregon 97701  
(541) 382-5581  
www.pinetavern.com

**54. Saccato's at The Firehall**  
5 N.W. Mianoxata, Suite 100  
Bend, Oregon 97701  
(541) 312-3109  
www.saccatosfirehall.com

**55. Zylco Restaurant**  
1085 S.E. Third St.  
Bend, Oregon 97702  
(541) 312-2899  
www.zylcoalehem.com

### OREGON BOUNTY GRAND PRIZE

One lucky couple will enjoy an Oregon Bounty escape, compliments of Travel Oregon. The winner will taste Portland with an overnight at the Blue Plum Inn and dinner at the renowned Fife Restaurant, and savor the wine country with an overnight at scenic Youngberg Hill Vineyards & Inn and dinner at the Dundee Bistro. Also included are private tours and tastings at Erath Vineyards and Sokol Blosser Winery. Visit [TravelOregon.com/bounty](http://TravelOregon.com/bounty) for a chance to win.

DETAILED MAPS AND LODGING AT [WWW.TRAVFOREGON.COM/BOUNTY](http://WWW.TRAVFOREGON.COM/BOUNTY) PAGE 11

# THE LOGO

The Brand Oregon logo was created to serve as an "umbrella" logo for the entire Brand Oregon campaign. In the shape of the great state of Oregon, it is used in respect to economic development, tourism, and agriculture materials. This encompassing mark can be used for all state communication and marketing efforts. The logo may be used through Brand Oregon Advisory Board approval. Contact [marcom@state.or.us](mailto:marcom@state.or.us) for more information.





# ICONS

Below are icons in the Brand Oregon family. These were developed for use for specific projects and partners that fit into the brand of Oregon.

