Eugene, Cascades & Coast
Brand Strategy and Guidelines
Lane County’s destination marketing organization, Travel Lane County, represents an extraordinarily diverse and large geographical area. The “Eugene, Cascades & Coast” brand strategy was developed to showcase the region while leveraging the county’s most readily recognized attributes.

The remarkable breadth of things to see and do across the Oregon Coast, Willamette Valley and Cascade Mountains is, in of itself, a unique draw. Traversed by I-5, Highways 58, 101 and 126, the outdoor adventures in the Eugene, Cascades & Coast region are easily accessible. Our local businesses provide authentic, friendly and expert services and unique, quality products. We are simply the storytellers.

Travel Lane County and their member partners work together to align community messaging for the greatest marketing impact. We set the direction for using one look, one voice, common themes, images and words. The brand functions best as a unifying banner, resonating with visitors and compelling first-time and repeat visits. The brand paints an engaging picture from our palette of emotions, personality, values, keyword phrases, colors, fonts and logos.

We encourage you to join us in adopting and supporting our successful brand strategy.

Through broad and consistent use, “Eugene, Cascades & Coast” gains the recognition and credibility necessary to generate increased prosperity for us all.
Contents

- Destination Promise
- Brand Emotions
- Brand Personality
- Brand Values
- Brand Keywords
- Brand Colors
- Brand Fonts
- Brand Logos
- Special Program Logos
The most important element of our brand is the Destination Promise™. This is the beacon that will guide all that we do in regard to tourism marketing. It captures the way that we want customers to think and feel about us relative to competitors.

The brand is a promise that we must make and keep in every message, every process, every organizational decision, every customer contact, and every communication.

The statement will consistently guide how we project the brand. This is for internal use only.

For those who love to be active and immerse themselves in the great outdoors, the Eugene, Cascades & Coast region has Oregon's greatest variety of soft adventures in the most easy to reach and yet uncrowded locations.

We arouse their senses through an array of relaxing, enriching and action-packed pursuits where they can escape and immerse themselves in some of Oregon's most beautiful natural settings. Here they can take time to reconnect with themselves and with those who are important to them.
The emotional themes conveyed via the Eugene, Cascades & Coast brand sum up how visits to our region may feel for visitors. As central elements of our regional identity, these emotional attributes are best illustrated and emphasized in all appropriate communications. It is not intended that this list be comprehensive, only that at least one of the emotional benefits listed below always be embedded within our marketing messages.
Visitors have access to authenticity, enjoying close-up engagement, and connecting both with our community and with natural wonders.

**Connection**

Visits here rouse the senses, reawaken and deepen the meaningfulness of our lives and can contribute to personal achievements.

**Enrichment**
Fun
Days packed with exciting, challenging and entertaining activities offered in beautiful settings on water, land and above ground.

Relaxation
Escaping the stress of everyday life, whether immersed in nature or enjoying the metro centers, can be soul-soothing and calming.
The brand ‘personality’ describes the characteristics and traits of the Eugene, Cascades & Coast region as if it were a person. It also influences the way Travel Lane County and partners express the brand in their communications.

The characteristics we want the Eugene, Cascades & Coast region to be seen as having are fun, relaxation, connection and enrichment.

See the following pages for details.
Brand Personality

Inspiring
Natural and Fresh
Authentic and Real
Casual and Relaxed
Friendly and Welcoming
Informative and Helpful
Wholesome and Original
Brand Personality

Quirky
Free-Spirited
Fun and Exciting
Youthful and ‘Cool’
Active and Adventurous
Engaging and Entertaining
Brand Values

Brand values are the basic principles that Eugene, Cascades & Coast believes in and stands for. While these are not necessarily messages to openly communicate, everything that is done in the Eugene, Cascades & Coast region in regard to tourism should be consistent with these basic values.

To support its promise, Eugene, Cascades & Coast believes in being:

Accessible
Community-Spirited
Excellent Value
Environmentally Responsible
Friendly and Fun
Imaginative and Creative
Proud of Its Heritage and Traditions
Welcoming and Hospitable
## Brand Keywords

### Easily Accessible
- Accessible
- Action-packed
- Affordable
- Close proximity/close by
- Comfortable
- Convenient
- Diverse
- Easy
- Fast access
- Friendly
- Leisurely driving
- Nearby
- Quick reference
- Readily available
- Safe
- Surrounded
- Time-saving
- Thrilling
- Uncongested/uncrowded
- Well informed

### Enrichment
- Achievement
- Authentic
- Awaken
- Enchanting
- Enrich
- Exclusive
- Fascinating
- Fulfilling
- Healthy/good for you
- Immerse yourself
- Inspiring
- Intriguing
- Learn
- Memorable
- Real
- Rewarding
- Satisfying
- Savor
- Stimulating
- Wholesome

### Fun
- Amuse
- Breathtaking
- Creative
- Delight
- Different
- Discover
- Ease
- Enchanting
- Engaging
- Entertaining
- Exciting
- Exhilarating
- Fun/funny
- High spirits
- Invigorating
- Pleasure/pleasurable
- Refreshing
- Rejoice
- Relish
- Shared experience
- Stimulating

### Relaxation
- Casual
- Comforting
- Easy pace
- Energizing
- Escaping
- Fresh air
- Get back to reality
- Laid back
- Not crowded
- Peaceful
- Rejuvenate
- Relax
- Revitalize
- Serene
- Slower pace/
- No traffic
- Small town atmosphere
- Stress free
- Tranquility
- Unplug/unwind
Color is an important component in building recognition since it is the quickest way to identify a brand, almost subconsciously. Eugene, Cascades & Coast has designated an official palette of colors to represent the brand and logo. Consistent application of the palette enhances the effectiveness of all communications.

A logo may appear in one color or black. For one-color, use black or PMS 295 C. All CMYK or RGB colors should be matched to Pantone PMS when used in one or two color applications. 100% White (Knockout) may also be used for the one color version. As the signature is available in the correct colors, and various file formats both vector and bitmap based, including EPS, GIF and JPEG from the identity committee, there is no need to redraw, reformat or recreate any art.

**Brand Colors**

**CMYK**
- Printer

**RGB**
- Web and ink jet/laser printers,
  - Microsoft Office products such as Word

**PMS**
- Printer

**Hexadecimal (WEB)**
- Content pages,
  - E-newsletters
**Brand Colors**

**PRIMARY COLORS**

- **CMYK:** 100/60/0/50  
  **PMS:** 295C  
  **Web:** 00386C

- **CMYK:** 100/60/0/0  
  **PMS:** 2945C  
  **Web:** 0066B3

- **CMYK:** 41/2/0/0  
  **PMS:** 2905C  
  **Web:** 8CD2F4

- **CMYK:** 60/10/5/0  
  **PMS:** 2915C  
  **Web:** 58B7DD
## PRIMARY COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>PMS</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>40/0/100/53</td>
<td>88/117/25</td>
<td>7496C</td>
<td>587524</td>
</tr>
<tr>
<td>Green</td>
<td>40/0/100/38</td>
<td>109/141/36</td>
<td>7495C</td>
<td>6D8D24</td>
</tr>
<tr>
<td>Green</td>
<td>25/0/80/30</td>
<td>148/165/69</td>
<td>none</td>
<td>94A545</td>
</tr>
<tr>
<td>Green</td>
<td>25/22/65/0</td>
<td>197/184/117</td>
<td>617</td>
<td>C5B875</td>
</tr>
</tbody>
</table>
SECONDARY / SPOT COLORS

- **CMYK**: 0/50/100/33
- **RGB**: 177/106/15
- **PMS**: 7511C
- **Web**: B16A0F

- **CMYK**: 0/49/85/17
- **RGB**: 210/128/52
- **PMS**: 7412C
- **Web**: D28034

- **CMYK**: 2/12/100/0
- **RGB**: 253/215/0
- **PMS**: none
- **Web**: FDD700

- **CMYK**: 10/10/30/0
- **RGB**: 229/219/184
- **PMS**: none
- **Web**: E5DBB8
<table>
<thead>
<tr>
<th>Brand Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SECONDARY / SPOT COLORS</strong></td>
</tr>
<tr>
<td><strong>CMYK</strong></td>
</tr>
<tr>
<td>38/38/44/2</td>
</tr>
<tr>
<td>41/67/49/12</td>
</tr>
<tr>
<td>0/100/63/50</td>
</tr>
<tr>
<td>50/40/5/3</td>
</tr>
</tbody>
</table>
Brand Colors - Sports

SPORTS COMMISSION COLORS

### Brand Colors

**CMYK:** 0/67/100/28  
**RGB:** 185/89/21  
**Web:** B95915

**CMYK:** 90/61/37/19  
**RGB:** 34/86/114  
**Web:** 225672

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# Brand Fonts - Primary

These are the fonts primarily used for most communication pieces and do not need approval.

<table>
<thead>
<tr>
<th>Approved Fonts</th>
<th>Size / Leading</th>
<th>Example</th>
<th>Where It’s Used</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Headline only</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>IMPACT REGULAR</strong></td>
<td>should always be used <strong>no smaller than 18pt</strong></td>
<td><strong>IMPACT 18pt</strong></td>
<td>Advertisements, Publications, Flyers</td>
</tr>
<tr>
<td><strong>Arial Black</strong></td>
<td>should always be used <strong>no smaller than 12pt</strong></td>
<td><strong>Arial Black 12pt</strong></td>
<td>Advertisements, Publications, Flyers / Word, Excel, Power-Point</td>
</tr>
<tr>
<td><strong>Body Text</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Univers 57</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Univers LT Std - 57 Condensed</strong></td>
<td>Advertisements, Publications, Flyers</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Univers 67</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Univers LT Std - 67 Condensed</strong></td>
<td>Advertisements, Publications, Flyers</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Univers 45</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Univers LT Std - 45 Light</strong></td>
<td>Advertisements, Publications, Flyers</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Univers 65</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Univers LT Std - 65 Bold</strong></td>
<td>Advertisements, Publications, Flyers</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td><strong>Univers LT Std - 65 Bold</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Arial</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Arial Bold</strong></td>
<td>Advertisements, Publications, Flyers / Word, Excel, Power-Point, Outlook</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td><strong>Arial Bold</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Arial Bold</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Arial Bold</strong></td>
<td>Advertisements, Publications, Flyers / Word, Excel, Power-Point, Outlook</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td><strong>Arial Bold</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Arial Narrow</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Arial Narrow</strong></td>
<td>Advertisements, Publications, Flyers / Word, Excel, Power-Point, Outlook</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td><strong>Arial Narrow</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Arial Narrow Bold</strong></td>
<td>10pt / 12pt leading</td>
<td><strong>Arial Narrow Bold</strong></td>
<td>Advertisements, Publications, Flyers / Word, Excel, Power-Point, Outlook</td>
</tr>
<tr>
<td></td>
<td>8pt / 11pt leading</td>
<td><strong>Arial Narrow Bold</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Brand Fonts - Digital Planners

<table>
<thead>
<tr>
<th>Font</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica LT Std Ultra Compressed</td>
<td>These are used primarily in digital planners, but Helvetica and Electra can also be viewed as primary fonts and do not need approval.</td>
</tr>
<tr>
<td>Helvetica LT Std Light</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 47 Light Condensed</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 47 Light Condensed Oblique</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 57 Condensed</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 57 Condensed Oblique</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 67 Medium Condensed</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 67 Medium Condensed Oblique</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 77 Bold Condensed</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 45 Light</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 55 Roman</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 65 Medium</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 75 Bold</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 85 Heavy</td>
<td></td>
</tr>
<tr>
<td>Helvetica Neue LT Std 95 Black</td>
<td></td>
</tr>
<tr>
<td>Electra LT Std Regular</td>
<td></td>
</tr>
<tr>
<td>Electra LT Std Cursive Display</td>
<td></td>
</tr>
<tr>
<td>Electra LT Std Bold</td>
<td></td>
</tr>
<tr>
<td>Electra LT Std Bold Display</td>
<td></td>
</tr>
<tr>
<td>Electra LT Std Bold Cursive</td>
<td></td>
</tr>
<tr>
<td>Electra LT Std Bold Cursive Display</td>
<td></td>
</tr>
<tr>
<td>Chronicle Text G1 Roman</td>
<td></td>
</tr>
<tr>
<td>Chronicle Text G1 Italic</td>
<td></td>
</tr>
<tr>
<td>Chronicle Text G1 Semibold</td>
<td></td>
</tr>
<tr>
<td>Chronicle Text G1 Semibold Italic</td>
<td></td>
</tr>
<tr>
<td>P22 Underground Regular</td>
<td></td>
</tr>
<tr>
<td>P22 UNDERGROUND BOLD</td>
<td></td>
</tr>
<tr>
<td>Knockout Medium</td>
<td></td>
</tr>
</tbody>
</table>
There are several orientations for the configurations to ensure proper emphasis and readability on various applications. The following description will illustrate some of the uses for each orientation. Therefore the relationships between each part of the signature are not to be altered. The signature is available in digital format and never needs to be redrawn, revised or recreated. The signature is available in Pantone Matching System® (PMS), grayscale, white, and various file formats both vector and bitmap based, including, EPS, Gif, and JPEG. Appropriate versions should be used for maximum readability.

There should be an appropriate amount of space around the logo so it is not crowded by other graphic components or words whether in Travel Lane County produced work or when others are using the logo (such as sponsorships). Larger logos will need to be evaluated based on application.

<table>
<thead>
<tr>
<th>Logo Size</th>
<th>Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 inch high/wide</td>
<td>1/8 inch</td>
</tr>
<tr>
<td>2 inch high/wide</td>
<td>1/4 inch</td>
</tr>
<tr>
<td>5 inch high/wide</td>
<td>1/2 inch</td>
</tr>
</tbody>
</table>

To be used when the primary does not work with the space.
Logos Variations

Travel Lane County owns the copyright and trademark rights to the Eugene, Cascades & Coast brand logo inclusive of graphics, copy, fonts and design. Only Travel Lane County can authorize the use of the brand logo, in any and all forms, to another party.

Incorrect Usage

Listed below are some points for incorrect usage of the logos to abide by:

- Never combine or incorporate the elements of the identity with any other trademarks or symbols.
- Do not create any new trademarks, symbols or names which incorporate the identity elements.
- Never reduce a signature smaller than the minimum size (1 inch high for vertical and 1 inch wide for horizontal).
- Do not fill the negative shapes of the logo with a color other than the background.
- Never position the signature on a background that doesn’t provide sufficient contrast for the logo.
- Never rotate the signature or position them on an angle that is not parallel to the horizontal axis.

If one or more of these incorrect usages are required, approval is needed. Each request is evaluated on a case by case basis.
Brand Logos

Text-Only Logos

Spot color

EUGENE CASCADES & COAST

EUGENE CASCADES & COAST

EUGENE CASCADES & COAST

EUGENE CASCADES & COAST

EUGENE CASCADES & COAST

EUGENE CASCADES & COAST

EUGENE CASCADES & COAST

Sports Commission

Sports Commission

Sports Commission

Colors:

- CMYK: 100, 60, 0, 50
- RGB: 0, 56, 108
- Web: #00386C
Sports Commission Logo Variations

Spot color

This is Eugene, Cascades & Coast Sports' primary logo.

This is a secondary logo to be used when the primary does not work with the space.

Single color black

Sport Commission colors

CMYK
90, 61, 37, 19

RGB
24, 86, 114

Web
225672

CMYK
0, 67, 100, 28

RGB
185, 89, 21

Web
B95915
Brand Logos

Digital Ads

Text-only Logos

Single color black

Reversed color black
Brand Logos

Sports Commission Text Only

Single color black

Reversed color black

EUGENE CASCADIES & COAST
SPORTS COMMISSION
OREGON

CMYK
100, 100, 100, 100

RGB
0, 0, 0

Web
000000
Special Program Logos

Eugene Ale Trail

Spot color

Single color black
Special Program Logos

Eugene Distillery Trail

Full color primary logo

Full color text only logo

Single color black

CMYK
100, 60, 0, 50

RGB
0, 36, 108

Web
00386C
Special Program Logos

South Willamette Wine Trail

Color

Single color black
Show Your Ticket

Full color

Single color black
Special Program Logos

Oregon Sports Summit

CMYK
10, 10, 30, 0
RGB
229, 219, 184
Web
E5DBB8

CMYK
87, 21, 100, 7
RGB
10, 139, 68
Web
0A8B44

CMYK
93, 84, 0, 0
RGB
49, 73, 159
Web
31499F
Special Program Logos

Eugene Tasting Trails

Full color
Usage: in app or to promote Eugene Tasting Trails app only.

Single color black

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