

Eugene, Cascades & Coast Brand Strategy and Guidelines



Travel Lane County 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.



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Destination Promise

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.



Brand Emotions

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.



Brand Emotions

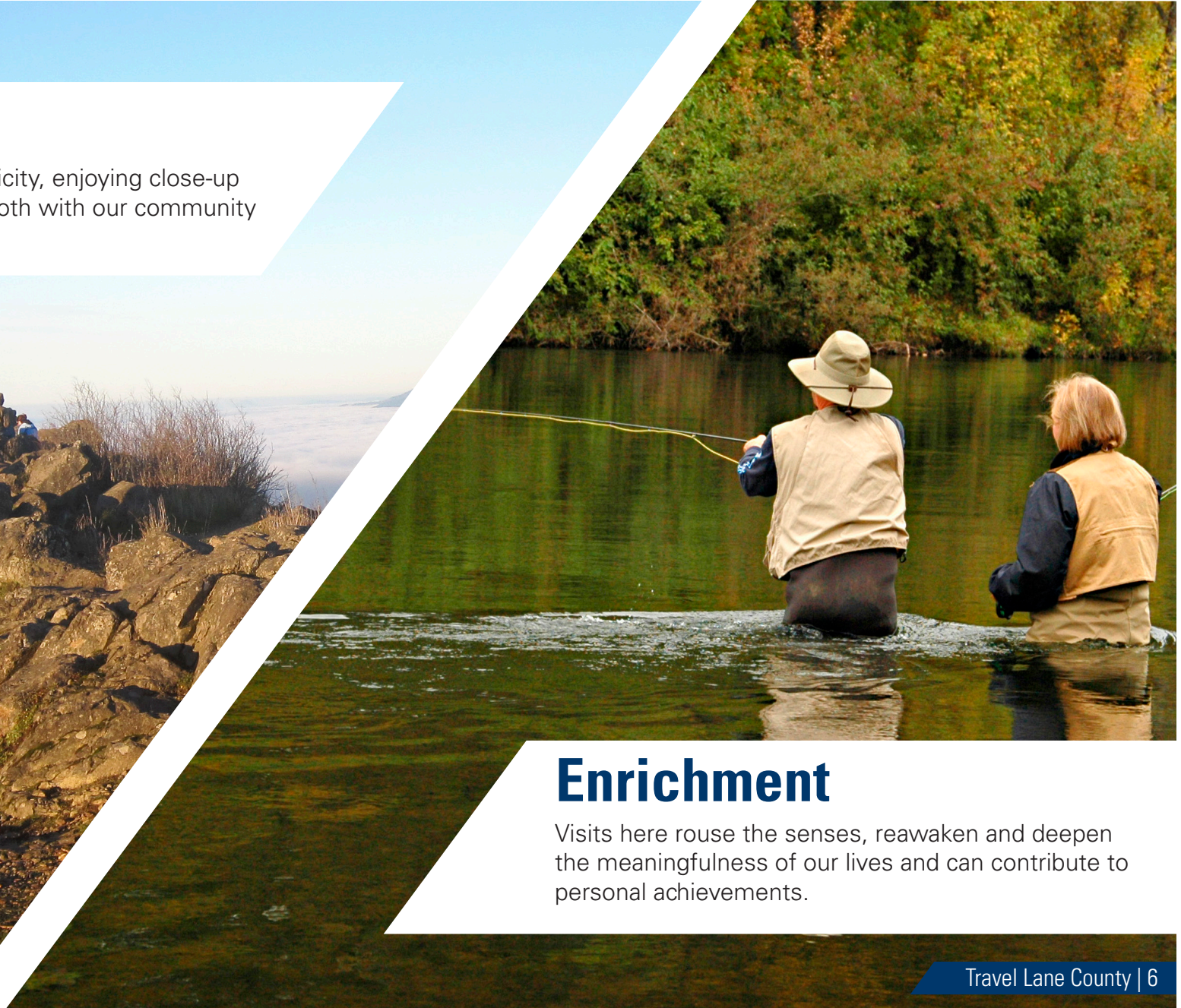
Connection

Visitors have access to authenticity, enjoying close-up engagement, and connecting both with our community and with natural wonders.



Enrichment

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



Brand Emotions

Fun

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

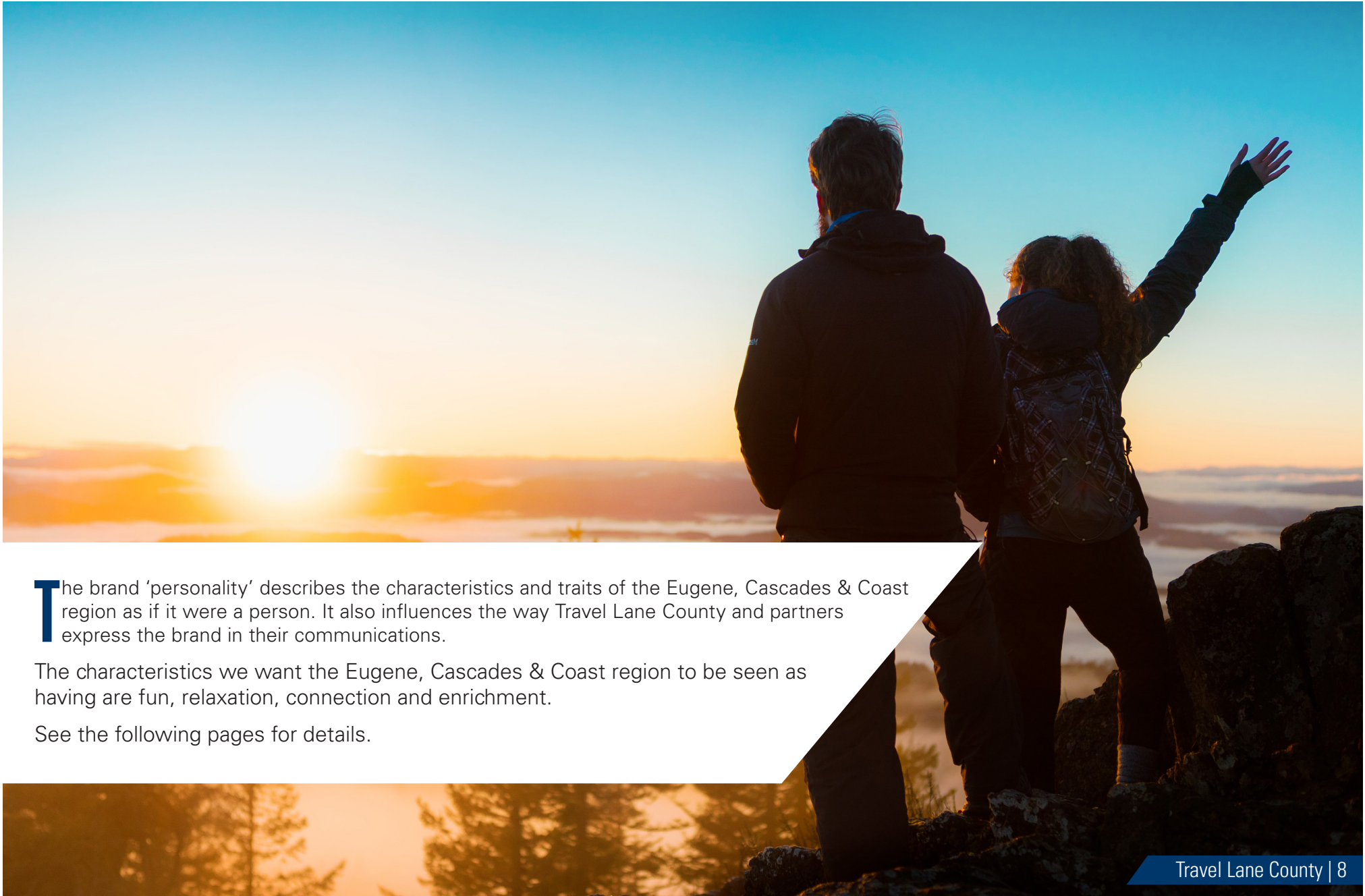


Relaxation

Escaping the stress of everyday life, whether immersed in nature or enjoying the metro centers, can be soul-soothing and calming.



Brand Personality



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

A group of five people are riding in a purple dune buggy on a sand dune. They are all wearing helmets and goggles, and some have their arms raised in excitement. The buggy is kicking up a large cloud of sand behind it. The dune is a light tan color, and the sky is a clear blue. The overall scene conveys a sense of adventure and fun.

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

Brand Colors

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 Eugene, Cascades & Coast 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.

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

RGB:
0/56/108

Web:
00386C



CMYK:
100/60/0/0

PMS:
2945C

RGB:
0/102/179

Web:
0066B3



CMYK:
41/2/0/0

PMS:
2905C

RGB:
140/210/244

Web:
8CD2F4



CMYK:
60/10/5/0

PMS:
2915C

RGB:
88/183/221

Web:
58B7DD



Brand Colors

PRIMARY COLORS



CMYK:
40/0/100/53

PMS:
7496C

RGB:
88/117/25

Web:
587524



CMYK:
40/0/100/38

PMS:
7495C

RGB:
109/141/36

Web:
6D8D24



CMYK:
25/0/80/30

PMS:
none

RGB:
148/165/69

Web:
94A545



CMYK:
25/22/65/0

PMS:
617

RGB:
197/184/117

Web:
C5B875



Brand Colors

SECONDARY / SPOT COLORS



CMYK:
0/50/100/33

PMS:
7511C

RGB:
177/106/15

Web:
B16A0F



CMYK:
0/49/85/17

PMS:
7412C

RGB:
210/128/52

Web:
D28034

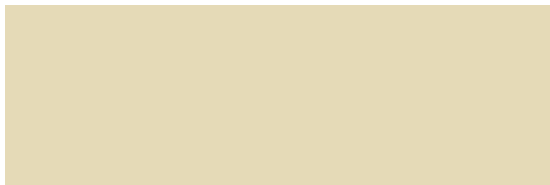


CMYK:
2/12/100/0

PMS:
none

RGB:
253/215/0

Web:
FDD700



CMYK:
10/10/30/0

PMS:
none

RGB:
229/219/184

Web:
E5DBB8



Brand Colors

SECONDARY / SPOT COLORS

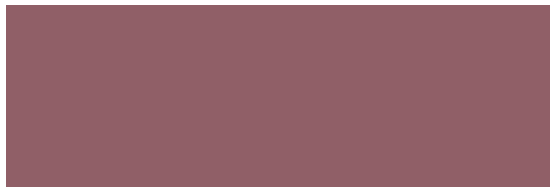


CMYK:
38/38/44/2

PMS:
none

RGB:
163/148/136

Web:
A39488



CMYK:
41/67/49/12

PMS:
none

RGB:
145/95/109

Web:
915F6D

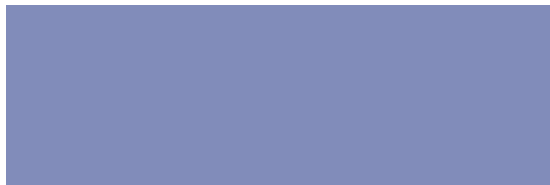


CMYK:
0/100/63/50

PMS:
none

RGB:
139/0/39

Web:
8B0027



CMYK:
50/40/5/3

PMS:
none

RGB:
101/109/146

Web:
656D92



Brand Colors - Sports

SPORTS COMMISSION COLORS



CMYK:
0/67/100/28

PMS:
1675C

RGB:
185/89/21

Web:
B95915



CMYK:
90/61/37/19

PMS:
none

RGB:
34/86/114

Web:
225672



Brand Fonts - Primary

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

Approved Fonts	Size / Leading	Example	Where It's Used
Headline only IMPACT REGULAR	should always be used no smaller than 18pt	IMPACT 18pt	Advertisements Publications Flyers
Arial Black	should always be used no smaller than 12pt	Arial Black 12pt	Advertisements Publications, Flyers / Word, Excel, Power-Point
Body Text Univers 57	10pt / 12pt leading 8pt / 11pt leading	Univers LT Std - 57 Condensed Univers LT Std - 57 Condensed	Advertisements Publications Flyers
Univers 67	10pt / 12pt leading 8pt / 11pt leading	Univers LT Std - 67 Condensed Univers LT Std - 67 Condensed	Advertisements Publications Flyers
Univers 45	10pt / 12pt leading 8pt / 11pt leading	Univers LT Std - 45 Light Univers LT Std - 45 Light	Advertisements Publications Flyers
Univers 65	10pt / 12pt leading 8pt / 11pt leading	Univers LT Std - 65 Bold Univers LT Std - 65 Bold	Advertisements Publications Flyers
Arial	10pt / 12pt leading 8pt / 11pt leading	Arial Arial	Advertisements Publications, Flyers / Word, Excel, Power- Point, Outlook
Arial Bold	10pt / 12pt leading 8pt / 11pt leading	Arial Bold Arial Bold	Advertisements Publications, Flyers / Word, Excel, Power- Point, Outlook
Arial Narrow	10pt / 12pt leading 8pt / 11pt leading	Arial Narrow Arial Narrow	Advertisements Publications, Flyers / Word, Excel, Power- Point, Outlook
Arial Narrow Bold	10pt / 12pt leading 8pt / 11pt leading	Arial Narrow Bold Arial Narrow Bold	Advertisements Publications, Flyers / Word, Excel, Power-Point, Outlook

Brand Fonts - Digital Planners

Helvetica Lt Std Ultra Compressed

Helvetica LT Std Light

Helvetica Neue LT Std 47 Light Condensed

Helvetica Neue LT Std 47 Light Condensed Oblique

Helvetica Neue LT Std 57 Condensed

Helvetica Neue LT Std 57 Condensed Oblique

Helvetica Neue LT Std 67 Medium Condensed

Helvetica Neue LT Std 67 Medium Condensed Oblique

Helvetica Neue LT Std 77 Bold Condensed

Helvetica Neue LT Std 45 Light

Helvetica Neue LT Std 55 Roman

Helvetica Neue LT Std 65 Medium

Helvetica Neue LT Std 75 Bold

Helvetica Neue LT Std 85 Heavy

Helvetica Neue LT Std 95 Black

These are used primarily in digital planners, but Helvetica and Electra can also be viewed as primary fonts and do not need approval.

Electra LT Std Regular

Electra LT Std Cursive Display

Electra LT Std Bold

Electra LT Std Bold Display

Electra LT Std Bold Cursive

Electra LT Std Bold Cursive Display

Chronicle Text G1 Roman

Chronicle Text G1 Italic

Chronicle Text G1 Semibold

Chronicle Text G1 Semibold Italic

P22 Underground Regular

P22 UNDERGROUND BOLD

Knockout Medium

Brand Logos

Logos

Full color primary logo



Secondary full color logo



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

No 'Real Adventure' version



Minimum Space Around Logo

Logo Size	Space
1 inch high/wide	1/8 inch
2 inch high/wide	1/4 inch
5 inch high/wide	1/2 inch



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.

Brand Logos

Logos Variations



Travel Lane County to be used In region use



Oregon version to be used out of region use

Single color black



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
— O R E G O N —

EUGENE
CASCADES
& COAST
TRAVEL LANE COUNTY

EUGENE
CASCADES & COAST
SPORTS COMMISSION

EUGENE
CASCADES
& COAST
SPORTS COMMISSION

EUGENE
CASCADES
& COAST
SPORTS COMMISSION



CMYK
100, 60, 0, 50

RGB
0, 56, 108

Web
00386C

Brand Logos

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



CMYK
90, 61, 37, 19

RGB
34, 86, 114

Web
225672



CMYK
0, 67, 100, 28

RGB
185, 89, 21

Web
B95915

Sport Commission
colors

Brand Logos

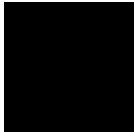
Digital Ads Text-only Logos

Single color black

**EUGENE
CASCADES
& COAST
OREGON MEETINGS**

Reversed color black

**EUGENE
CASCADES
& COAST
OREGON**



CMYK
100, 100, 100, 100

RGB
0,0,0

Web
000000

Brand Logos

Sports Commission Text Only

Single color black

**EUGENE
CASCADES
& COAST**

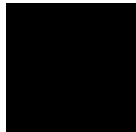
SPORTS COMMISSION

OREGON

Reversed color black

**EUGENE
CASCADES
& COAST**

SPORTS COMMISSION



CMYK
100, 100, 100, 100

RGB
0,0,0

Web
000000

Special Program Logos

Eugene Ale Trail

Spot color



Single color black



CMYK
60, 34, 100, 16

RGB
107, 125, 42

Web
6B7D2A

Special Program Logos

Eugene Distillery Trail

Full color primary logo



Full color text only logo

**EUGENE
DISTILLERY
TRAIL**

Single color black



**EUGENE
DISTILLERY
TRAIL**



CMYK
100, 60, 0, 50

RGB
0, 56, 108

Web
00386C

Special Program Logos

South Willamette Wine Trail

Color



Single color black



CMYK
50, 100, 55, 10

RGB
135, 38, 83

Web
872653

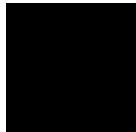
Special Program Logos

Show Your Ticket

Full color



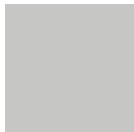
Single color black



CMYK
74, 68, 67, 89

RGB
0, 0, 0

Web
010000



CMYK
50, 100, 55, 10

RGB
198, 198, 197

Web
872653



CMYK
100, 85, 32, 18

RGB
0, 56, 108

Web
00386c



CMYK
25, 22, 64, 0

RGB
197, 184, 117

Web
c5b875



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

Web
e5dbb8

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



CMYK
100, 60, 0, 50

RGB
0, 53, 108

Web
00386c



CMYK
67, 34, 100, 20

RGB
10, 139, 68

Web
0A8B44