

2022

# BRAND STYLE GUIDE

**EUGENE  
CASCADES  
AND COAST**





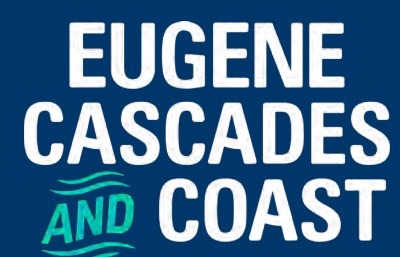
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# Our Core Identity

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## BRAND PROMISE

**The Eugene, Cascades & Coast region has Oregon's greatest variety of adventures in easy to reach, uncrowded places.**

In this one region, there are more than 200 lakes, 10 major waterfalls and 8 rivers to discover. We get to enjoy 3 national forests and miles of open coastline, including the towering Oregon Dunes National Recreation Area.

This is the heart and home of TrackTown USA, of the Mountain Biking Capital of the Northwest, the Covered Bridge Capital of the West and Oregon's Coastal Playground.

This is where artists, innovators and nature seekers come to enjoy what they love and where businesses of all kinds, from tech and timber to food and drink, plant themselves and grow into thriving brands.

The people here are creating so many things for visitors to enjoy: symphonies and theater and hundreds of murals, wine and craft beer, spirits, tea

and coffee served up alongside delicious plates with Oregon truffles, hazelnuts and Dungeness crab.

Here you'll find an escape from the modern world that isn't far away. A few days away here can allow you to immerse yourself in Oregon's beautiful natural wonders and unplug, relax, and reconnect in whichever way you choose – whether it's cheering on the University of Oregon Ducks or breathing in the solitude of a quiet forested trail.

# BRAND VOICE AND TONE

Our voice, tone and visual identity positions us as the expert on our destination. We may talk about the destination in different ways to our different target audiences, but this guide grounds all of our work into one consistent voice, look and feel.

# BRAND PILLARS

## Our four core themes

Beneath our brand essence are four core strengths. Together they embody what visitors value about spending time in our destination.

These four defining strengths should be woven into our branded creative and communications.

### Accessible

It's easy to get here, find information, book your trip, and engage in meaningful experiences. This is a place for all ages, abilities, mobilities and identities.

### Enriching

A few days away here can be made even more rewarding in whichever way you choose: following trails through ancient forests, trying award-winning wine, listening to an orchestra or achieving your personal best in a marathon.

### Fun

Our destination sets free the child in all of us. Here you don't sit back and watch – you jump in and try it for yourself. This is a place where you can be yourself.

### Relaxing

Wind down your own way and at your own pace. Go for a brisk hike, explore a tide pool, try new craft beers or watch a play.

# BRAND TONE

The brand tone reflects our four key strengths.

It's the **how** in how we talk about our destination.



# BRAND TONE

## Accessible

- Lead with the best, but always draw an easy to follow path for visitors to connect with ways to engage in an experience.
- Provide high quality information (maps, images, travel times, distance, booking information).
- Connect visitors with local businesses, guides and outfitters.
- Communicate the value of being close to I-5, Highway 101, the Eugene Airport and Portland.
- Provide examples of how easy it is to be an active participant in the destination and not just a spectator.
- Write copy that is easy to read and conversational. Avoid tourism industry speak (e.g. oenophile, agritourism), unless you are speaking directly to that industry.



# BRAND TONE

## Enriching

- Demonstrate the immense natural beauty that surrounds visitors, regardless of which experience they choose.
- Show ways that our destination is a leader in providing learning opportunities and access to thought leaders.
- Highlight settings, activities and events that are out of the ordinary and contribute to a visitor's well-being.
- Show examples of how we are proud of our communities' heritage and traditions.
- Showcase aspects of visiting the destination that are environmentally responsible and rooted in community.



# BRAND TONE

## Fun

- Communicate how fun it can be to try something new – you don't have to be an expert to have a great time.
- Show how fun is built into all of our key experiences.
- Keep copy informal, friendly and bright.
- Use imagery that captures spontaneous emotion.





# BRAND TONE

## Relaxing

- Use a relaxed and friendly tone in copy.
- Remember that people find different experiences relaxing: for some it's surrounded by friends at a brewery, while for others it may be the solitude of a quiet forest trail.
- Show a mix of fast and slow-paced experiences and natural surroundings in images.
- Highlight events, activities and locations unique to the destination that are specifically designed for relaxation.





# BRAND STORYTELLING TIPS

## Do

- Write in a friendly, relaxed, informed and unpretentious way.
- Write as if you are having a conversation with a friend (consumer audiences) or colleague (business audiences). This will keep your copy friendly and easy to read. When in doubt, say it out loud — does it sound like something you would say naturally in a conversation?
- Think about your audience's perspective and write with a focus on what matters to them, not to you. Imagine that your audience is looking over your shoulder and asking “What’s in it for me?” to keep a customer-centered approach.
- Whenever possible, use specific places, events and experiences to highlight an aspect or experience rather than general references.

## Don't

- Use flowery, overly descriptive language, idioms, cliches or marketing jargon. If it's hard to write, it's likely hard to read.
- Use tourism industry terminology, phrases or acronyms in consumer-facing communications.
- Use superlatives like “breath-taking” or “world-class.” Instead, describe how a particular experience takes your breath away or cite awards and designations that mark something as world-class.



# POSITIONING EUGENE, CASCADES & COAST

Our external communications to our target markets always lead with Eugene, Cascades & Coast positioning. Consistent repetition of this destination name is important to market awareness.

Examples of how to talk about the destination to our target markets:

## Leisure Travelers

Welcome to the Eugene, Cascades & Coast region of Oregon. Stretching from the central Oregon Coast to the towering Cascade Mountains, anchored by Eugene and Springfield in the South Willamette Valley, this region is a place of happy contrasts. Here a spirited athletic culture is thriving alongside the laid-back pace of river recreation. You'll find artists, innovators and nature seekers enjoying iconic and hidden places to sip a beer, explore history, bike the riverfront or hike to epic views. Get to know the many towns that call this place home, each rooted in their own distinct sense of place.

## Meeting Planners

Whether you're planning an intimate meeting or a citywide conference, the Eugene, Cascades & Coast region has it all—great venues and hotels, incredible Pacific Northwest cuisine, world-renowned wine country and natural beauty beyond compare. Let us help you discover the perfect venue and build a unique itinerary that only this region can deliver and attendees will always remember.

## Sports Event Planners

Eugene, Cascades & Coast's reputation as a powerhouse sports destination on the West Coast continues to grow. The team at the Eugene, Cascades & Coast Sports Commission is ready to assist you in bringing your sports event here. Come play with us!



# OUR COMMUNITIES



**EUGENE** Where the arts are unbounded, the trails uncrowded, and the eateries uncommon. Walk or run along the river, find peace in the forest, or take in the view from the top of a butte. Then catch a show at one of many unique venues, and pick a place to eat – from fine dining to food carts, the focus is fresh and local.



**SPRINGFIELD** Where public art is plentiful, craft beer beckons and river paths are picturesque. Cycle or saunter along the Willamette River. Tour outdoor art and murals. Wander through quaint, downtown shops. See familiar sites from “The Simpsons” TV show. Try a new brew.



**FLORENCE**  
**Oregon’s Coastal Playground**  
Grab a sandboard and carve your way through North America’s largest coastal dunes. Hop on a horse. Go clamming or crabbing. Stroll along the boardwalk. Savor a bowl of chowder. Shop local boutiques and enjoy live entertainment at the casino.



**DUNES CITY**  
**It’s Simply Paradise**  
Where the dunes meet Woahink and Siltcoos Lakes. Take a wild and scenic ride on an OHV or dune buggy. Opt for a peaceful paddle on the Siltcoos River or tread wooded paths that lead to wide-open beaches. Set up basecamp at the foot of the dunes near freshwater lakes.



**COTTAGE GROVE** Where local history is as long as the bike paths. Pedal or walk through six historic covered bridges. Amble along Bohemia Mountain in search of wildflowers. Tour more than 20 outdoor murals. Then settle into small-town Americana and grab a bite to eat.



**MCKENZIE RIVER** Where the waterfalls and rapids will quicken your heart and leave you breathless. Hike or bike the magnificent McKenzie River Trail. Scout waterfalls and old growth forests. Fish from the shore, or cast a line from a legendary McKenzie River drift boat.



**JUNCTION CITY** Where agriculture and viticulture is the culture, and small-town events make you feel right at home. Cruise the back roads. Go wine tasting. Buy grains, baked goods, produce and meat straight from the farm. Swing a golf club overlooking valley vineyards. Learn about beekeeping, or sample some honey.



**LOWELL** Where a tranquil setting meets the great outdoors. Explore three big beautiful lakes. Tour five historic covered bridges. Look for wildflowers and wild blackberries while you hike the trails. Or try a round of disc golf.



**VENETA-FERN RIDGE** Where wineries meet wildlife. Sample Oregon’s famed Pinot and go sailing and camping. Watch the mist rise from the marshes and a Great Blue Heron take flight at Perkins Peninsula.



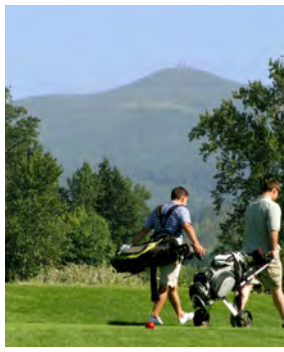
**OAKRIDGE**  
**Mountain Biking Capital of the Northwest**  
Where you’ll find miles of single track, without lots of people. Bring your bike or rent one; there’s a trail for everyone. After your downhill ride, swap stories and battle scars over a pint. See Oregon’s second-highest single-drop waterfall, then hike or camp at nearby Waldo Lake.



**WESTFIR** Where Oregon’s longest covered bridge marks the beginning of epic mountain biking and hiking trails. Raft a fast and fun Wild and Scenic section of the North Fork of the Middle Fork of the Willamette River. Journey down the Aufderheide Scenic Byway in search of wildflowers. Cap it off with a local beer under the stars.



**COBURG** Where delightful 1800s architecture is complemented by antique shops, farms and the McKenzie River. Shop for antiques. Explore the back roads on the Willamette Valley Scenic Bikeway and visit a u-pick farm.



**CRESWELL** Where scenic country roads lead to a friendly small town. Visit part of the Applegate Trail. Try a giant cinnamon roll. Say hi to the alpacas and hit the golf course.



# OUR BUSINESS NAMES

While we use our destination name in all of our external communications to our target markets, our organization is well-known locally and in the industry as Travel Lane County, the organization responsible for destination marketing of the region. Travel Lane County is the official face, voice and facilitator of the destination.

The Eugene, Cascades & Coast Sports Commission was created to build credibility and a foundation for future sports business, and to communicate the value of sports events locally and to prospective planners. The Eugene, Cascades & Coast Sports Commission is part of Travel Lane County.

## Examples of how to talk about the organization locally/with stakeholders:

I'm [name] with Travel Lane County. We promote the Eugene, Cascades & Coast region to leisure travelers, meeting and sports planners.

I'm [name] with the Eugene, Cascades & Coast Sports Commission, part of Travel Lane County. We promote the area as a destination for sports events.



# DOS AND DON'TS

## Do:

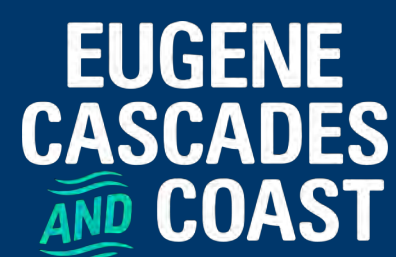
- Always position the destination as Eugene, Cascades & Coast to our target markets
- Use “Lane County” and “county” when communicating locally with our stakeholders and the industry
- Use Travel Lane County to refer to our organization
- Use the Eugene, Cascades & Coast Sports Commission when talking with sports planners or local stakeholders specifically about local work in the sports event industry
- Reference Lane County where necessary to tie our organization name to our destination, or to further strengthen understanding of where the destination is located

## Don't:

- Lead or describe the destination as Lane County in external communications to our target markets
- Refer to our organizational name as Eugene, Cascades & Coast

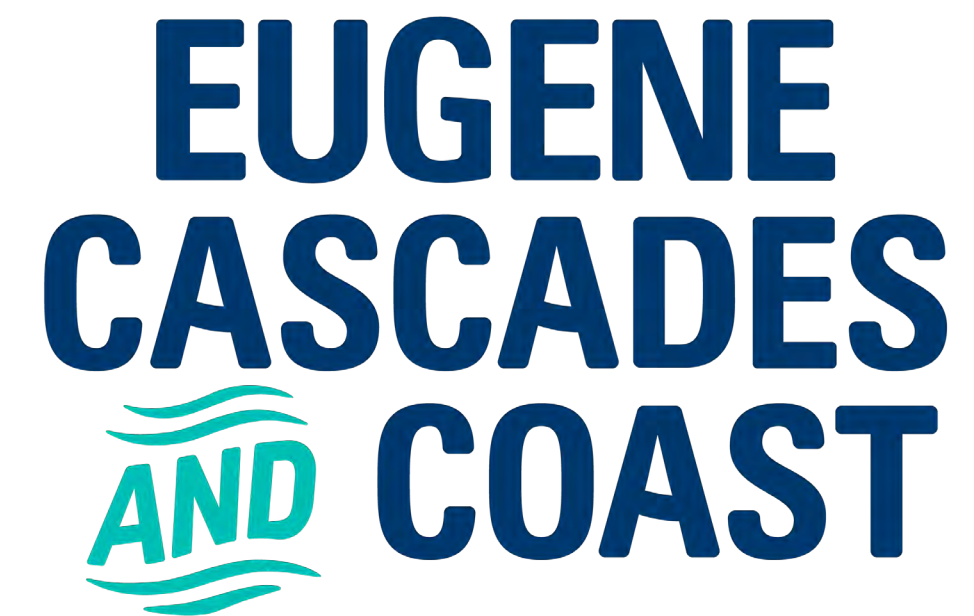


# Visual Identity



## LOGOS

**Primary logo** - Full Color



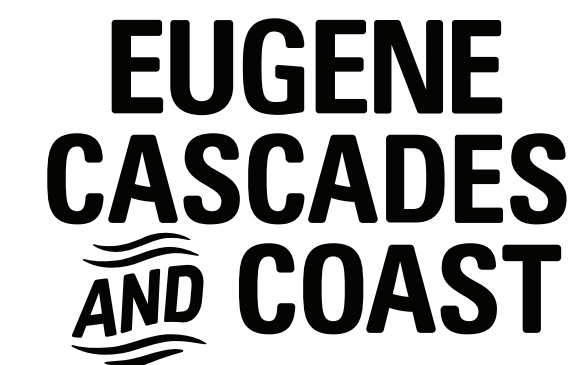
● CMYK - 100, 60, 0, 50  
RGB - 0, 56, 10  
HEX - 00386C  
PMS 280C (closest value)

● CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)

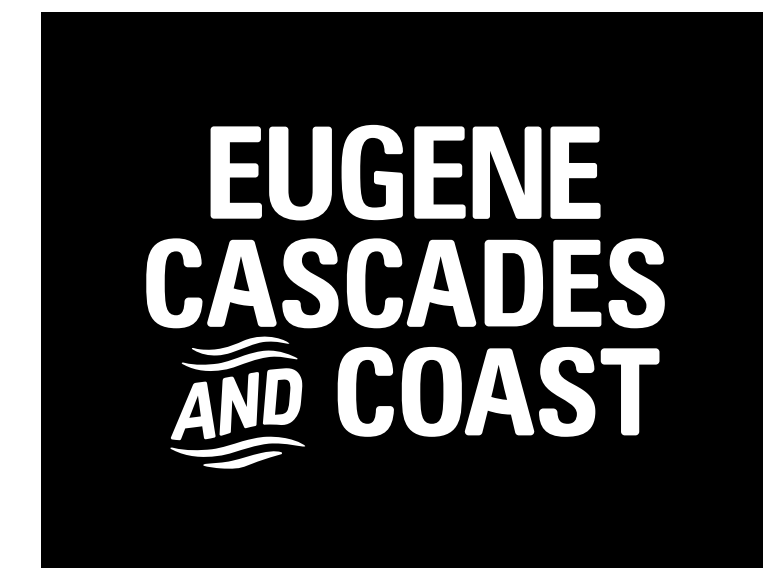
The full color version of the brandmark is the primary brandmark of the identity system. It is strongly recommended that this version be used in branded applications whenever possible.

As one of our most important assets, the brandmark must always appear as shown in these brand identity guidelines. Never attempt to redraw or re-scale the brandmark, separate the components or add other graphic elements.

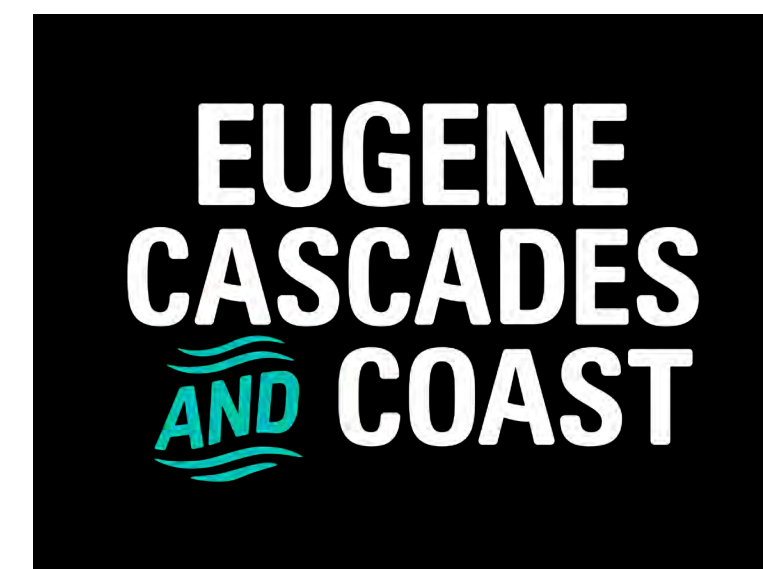
**Primary logo** - Single color



**Primary logo** - White



**Primary logo variation** - White/Aqua "AND"



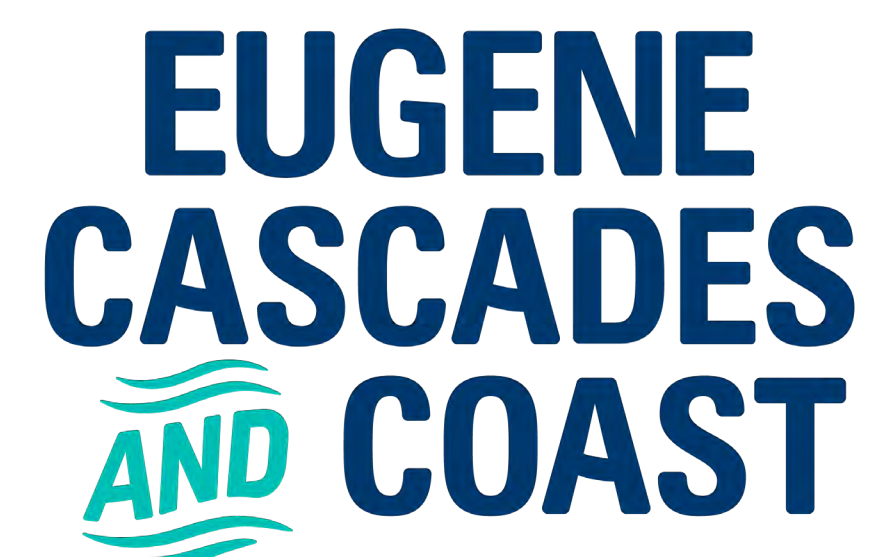
This is the preferred variation, and the all-white version should be used only when the aqua "AND" will not work for the placement

● CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)



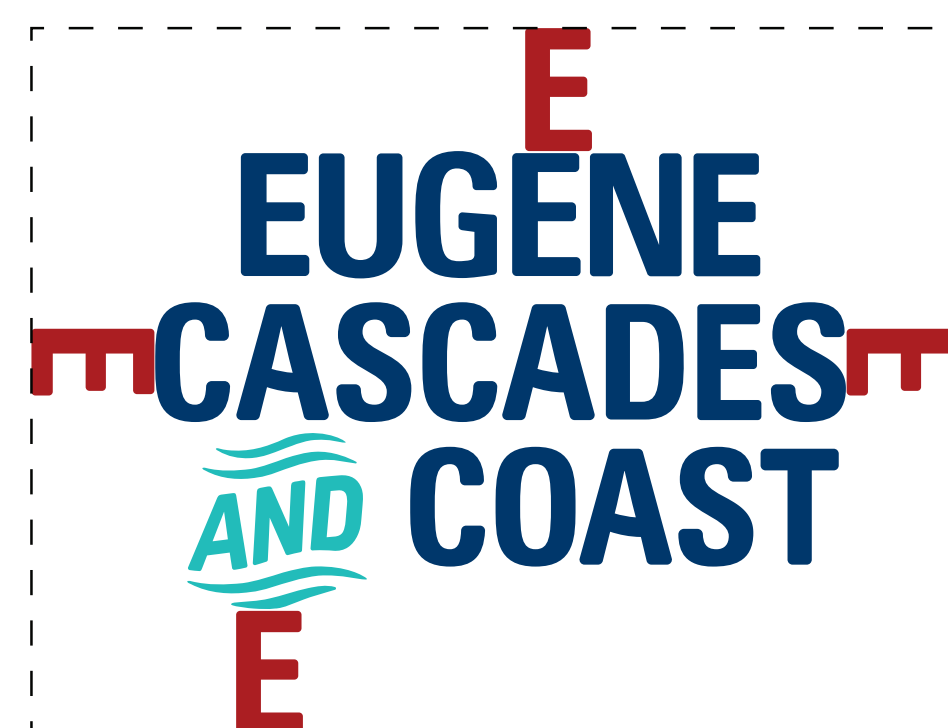
# LOGOS SPECS

**Primary logo** - Full Color



● CMYK - 100, 60, 0, 50  
RGB - 0, 56, 10  
HEX - 00386C  
PMS 280C (closest value)

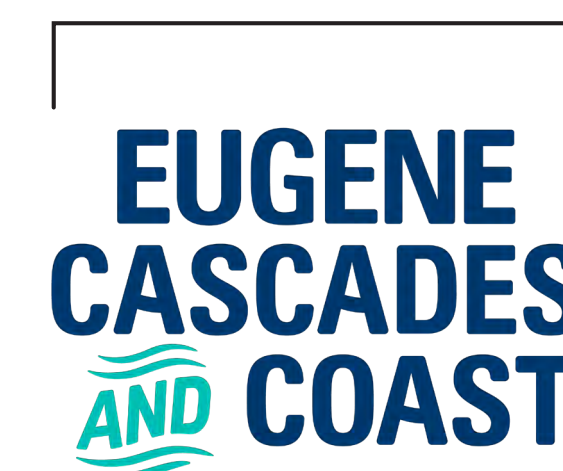
● CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)



A “safe area” is required to provide the brandmark with a minimum of clear space on all sides and prevent interference from other graphics, text, folds or edges. minumum of the “E” in the logo.

**Advertising**

Minimum size = 1”



**Size of Brandmark**

The size of the brandmark will vary according to the application and will depend on visual effectiveness. As a general rule, on a full-page magazine ad, the brandmark should never be smaller than 1” in width. In most other applications, the brandmark should be sized to visually match this proportion.

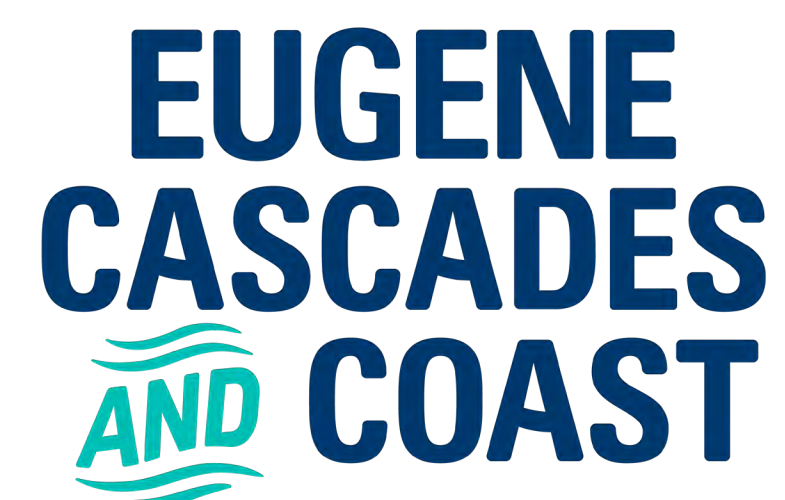
**Brandmark Format Restrictions**

When using the brandmark, **do not:**  
Separate or rearrange components of the brandmark.  
Change the proportion or direction of the brandmark.  
Combine the brandmark with any other elements other than those uses identified in this manual without proper development and approval.



# LOGOS

## Primary Sports logo - Full Color

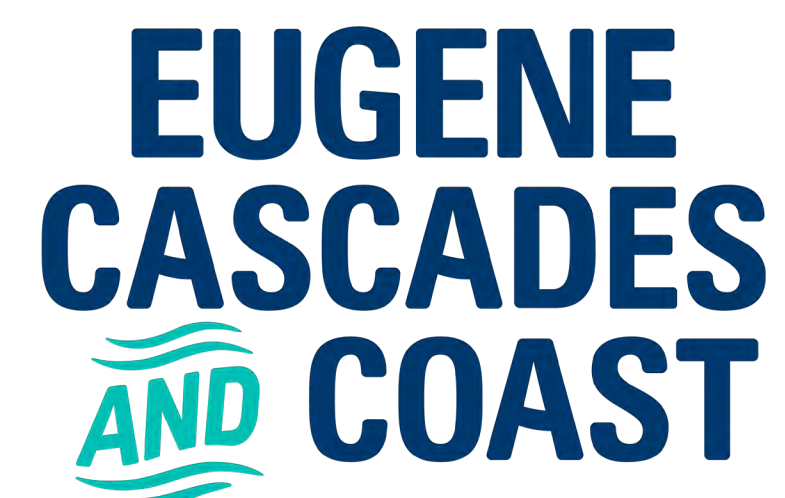


— SPORTS —

● CMYK - 100, 60, 0, 50  
RGB - 0, 56, 10  
HEX - 00386C  
PMS 280C (closest value)

● CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)

## Primary Meetings logo - Full Color

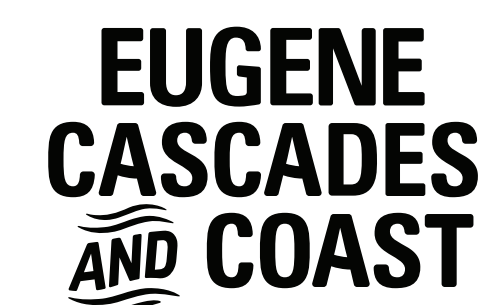


— MEETINGS —

● CMYK - 100, 60, 0, 50  
RGB - 0, 56, 10  
HEX - 00386C  
PMS 280C (closest value)

● CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)

## Sports/Meeting logo - Single color



— SPORTS —

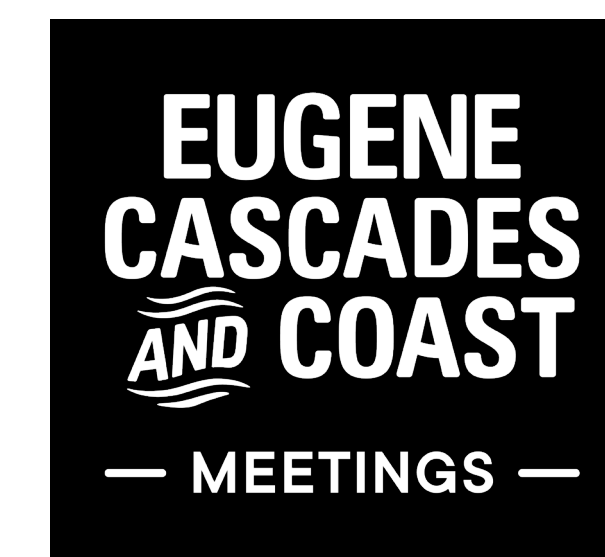


— MEETINGS —

## Sports/Meeting logo - White



— SPORTS —

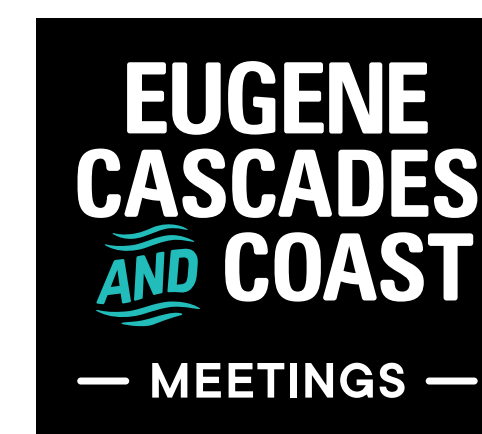


— MEETINGS —

## Primary logo variation - White/Aqua "AND"



— SPORTS —



— MEETINGS —

● CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)

This is the preferred variation, and the all-white version should be used only when the aqua "AND" will not work for the placement





# COLOR PALETTE

The color palette presented below should be used in the design and production of all marketing and communications materials.

The primary color palette consists of the dark blue and aqua that are part of the logo. The secondary palette provides a selection of colors that can be used as accents to complement the primary palette and images. The secondary palette is not designed to be used as the primary color in marketing and communications materials.

The palette includes the following builds to achieve each color. Listed below are what each build means and the appropriate times to use each.

CMYK is a build primarily used for 4 color offset printing. C=Cyan, M=Magenta, Y=Yellow and K=Black Percentages of each of these four colors will make up the different colors represented in our palette.

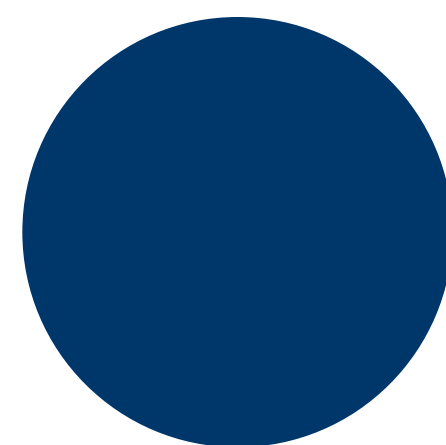
RGB is used for digital/ online applications and some large format printers. It stands for Red, Green and Blue and our palette is made of a parts of each color.

Hexadecimal color codes are one type of HTML color code that you'll often hear referred to as hexadecimal color or hex. It is a formula that compresses the RGB values in a more easily digestible 6 character code.

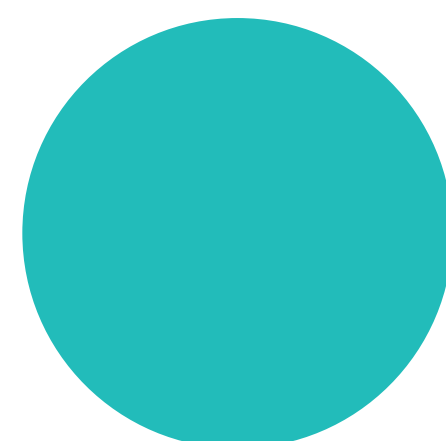


# COLOR PALETTE

## Primary Colors

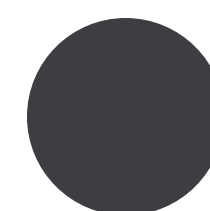


CMYK - 100, 60, 0, 50  
RGB - 0, 56, 10  
HEX - 00386C  
PMS 280C (closest value)

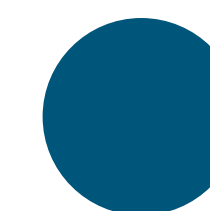


CMYK - 70, 0, 32, 0  
RGB - 0, 191, 179  
HEX - 00BFB3  
PMS 3262C (closest value)

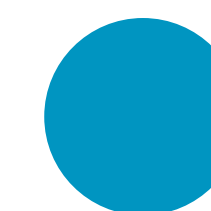
## Secondary Colors



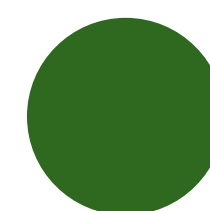
CMYK - 35, 29, 26, 76  
RGB - 84, 88, 90  
HEX - 54585A  
PMS 280C (closest value)



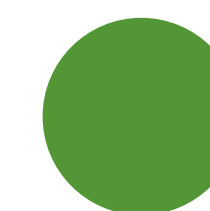
CMYK - 84, 17, 0, 57  
RGB - 22, 92, 125  
HEX - 165C7D  
PMS 7700C (closest value)



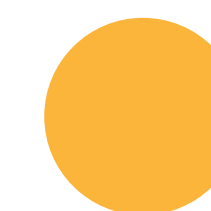
CMYK - 88, 21, 13, 2  
RGB - 0, 146, 189  
HEX - 00386C  
PMS 2183C (closest value)



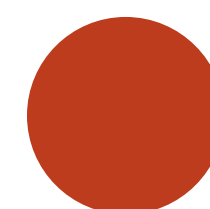
CMYK - 61, 0, 99, 56  
RGB - 40, 89, 0  
HEX - 285900  
PMS 2280C (closest value)



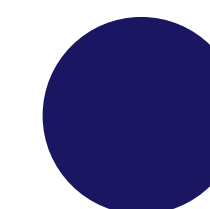
CMYK - 62, 1, 100, 25  
RGB - 101, 141, 27  
HEX - 658D1B  
PMS 370C (closest value)



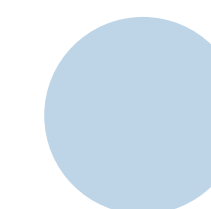
CMYK - 0, 32, 87, 0  
RGB - 241, 180, 52  
HEX - 658D1B  
PMS 143C (closest value)



CMYK - 0, 85, 98, 20  
RGB - 190, 60, 30  
HEX - BC3C1E  
PMS 2599C (closest value)



CMYK - 100, 100, 7, 38  
RGB - 36, 31, 85  
HEX - 241F55  
PMS 274C (closest value)



CMYK - 21, 7, 2, 3  
RGB - 187, 199, 214  
HEX - BBC7D6  
PMS 537C (closest value)



# TYPOGRAPHY

The approved fonts for all marketing and communications materials are from the TT Commons and Electra families.

Other fonts may be used with discretion but should not be used without proper approval by the Integrated Marketing creative team.

When using any of these fonts, modification or distortion of the typeface is highly discouraged. Typefaces may be bold or italic in body copy when appropriate.

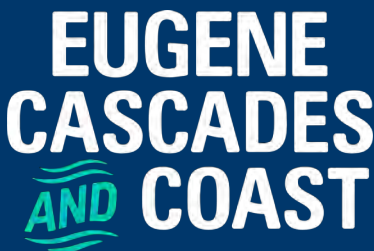


# SAN SERIF

## TT Commons family

When used as a headline  
Kerning should be set to 30 points

TT Commons is our preferred font for headlines and subheads. It can also be used as body copy.



TT COMMONS BLACK  
TT COMMONS BOLD  
TT COMMONS DEMI BOLD  
TT COMMONS BOOK  
TT COMMONS LIGHT  
TT COMMONS THIN

**TT COMMONS BLACK - ITALIC**  
**TT COMMONS BOLD - ITALIC**  
**TT COMMONS DEMI BOLD - ITALIC**

**TT COMMONS BLACK**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS BOLD**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS DEMI BOLD**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS BOOK**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS LIGHT**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS THIN**  
**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 0123456789 &@?!?+<>{.,;:})**

*TT COMMONS BOOK - ITALIC*  
*TT COMMONS LIGHT- ITALIC*  
*TT COMMONS THIN -ITALIC*

**TT COMMONS BLACK - ITALIC**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS BOLD - ITALIC**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS DEMI BOLD - ITALIC**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS BLACK - BOOK ITALIC**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS BLACK - LIGHT ITALIC**  
**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 0123456789 &@?!?+<>{.,;:})**

**TT COMMONS BLACK - THIN ITALIC**  
**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 0123456789 &@?!?+<>{.,;:})**



# SERIF

## Electra family

Electra is our preferred font family for body copy. It can also be used as a headline/subhead font, though TT Commons is preferred.

ELECTRA BOLD

*ELECTRA BOLD CURSIVE*

*ELECTRA BOLD CURSIVE DISPLAY*

ELECTRA REGULAR

*ELECTRA CURSIVE DISPLAY*

### ELECTRA BOLD

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### *ELECTRA BOLD CURSIVE*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
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### ELECTRA BOLD DISPLAY

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### *ELECTRA BOLD CURSIVE DISPLAY*

*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 0123456789 &@?!?+<>(.,;:)*

### ELECTRA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
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&@?!?+<>(.,;:)

### *ELECTRA REGULAR CURSIVE DISPLAY*

*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 0123456789 &@?!?+<>(.,;:)*





# IMAGE AND VIDEO







# PHOTOGRAPHY AND VIDEOGRAPHY GUIDELINES AND CHECKLIST

## Do

- Show imagery that is realistic and true to the real experience
- Mix wide shots with textural/close-in to tell a more complete story
- Choose lighting and techniques that are natural
- Feature models that reflect the demographics of our target markets
- Capture natural reactions and people comfortably enjoying the experience
- Choose images that trigger an emotional response
- Show people engaging in being good travelers by following local rules and regulations and being safe and respectful of our outdoor spaces

## Don't

- Add filters, sun flares or spots
- Feature overly posed, unnatural models
- Use images that are unrealistic experiences
- Show people off trail, with their back to the ocean, standing on driftwood or in other unsafe situations



# ADDITIONAL RESOURCES

[Travel Lane County Style Guide](#)

[Photo & video library](#)