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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 WOICE 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.

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.

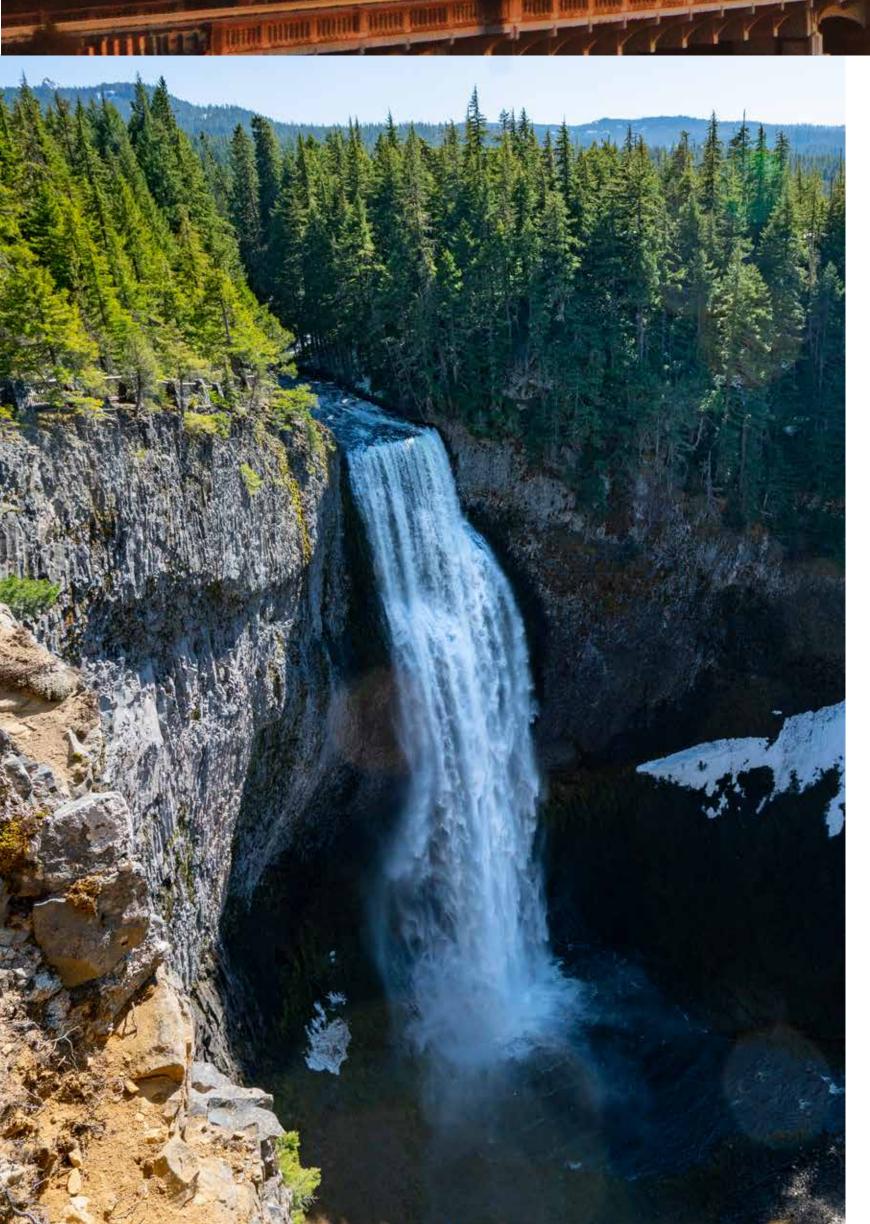
Fun

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.





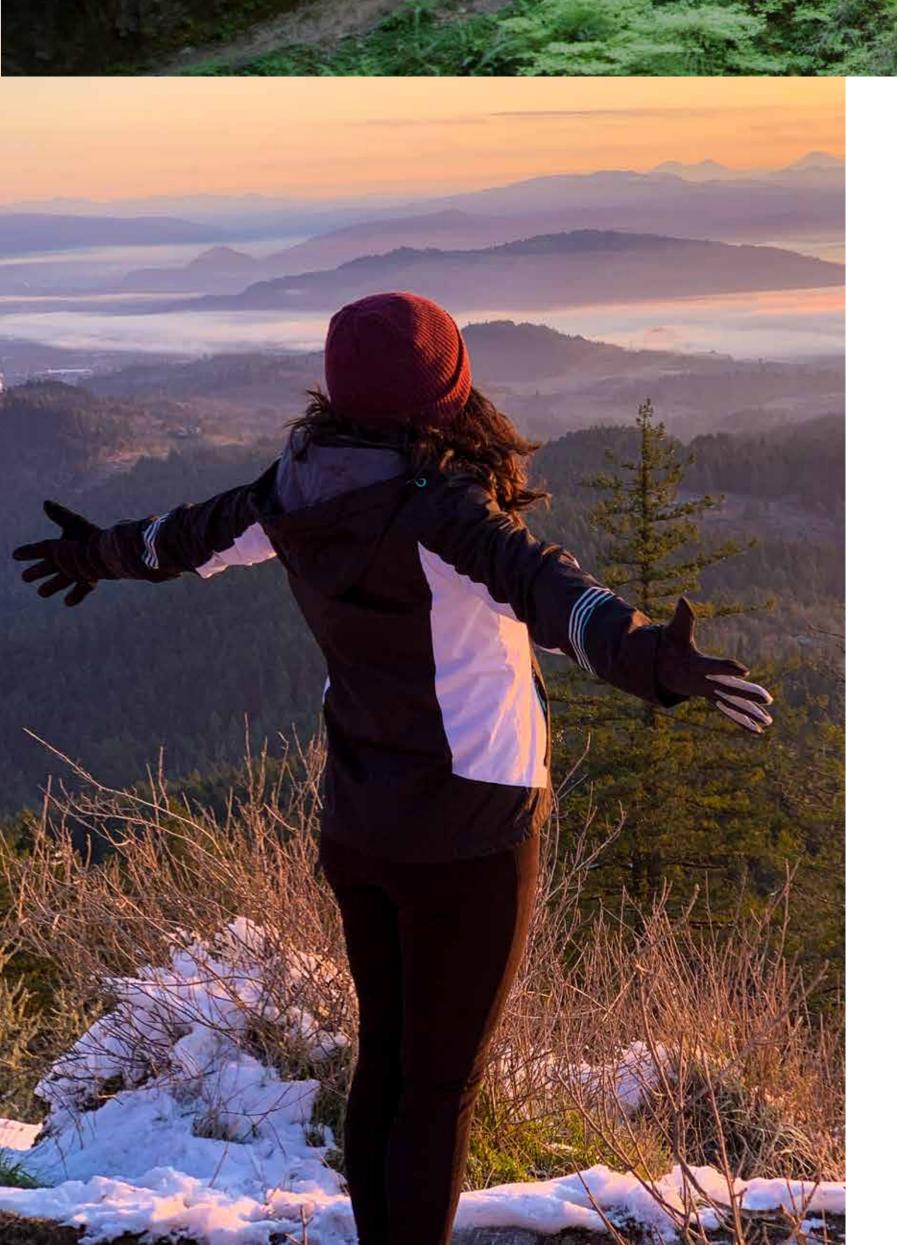
Accessible

The brand tone reflects our four key strengths. It's the **how** in how we talk about our destination.

- 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 out itters.
- 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.

BRANDTONE



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.





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.

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

Join us for your next conference that won't feel like a conference. From mountains to coast and everything in between, this region can offer exactly what you're looking for and help you along the way. Come early or stay late to play in all the natural beauty that is the Eugene, Cascades & Coast region. Come join us!

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

A great city for the arts and outdoors, Eugene is a vibrant destination with plenty to offer. This culinary hub in the South Willamette Valley is a creative haven, a technology hub, a runner's paradise and a river town all in one. Eugene is a cultural hub with a strong network of paths and trails.



JUNCTION CITY

North of Eugene and Springfield, Junction City is a must-visit for those interested in agritourism experiences. This agricultural hub is known for its farming heritage and the popular Junction City Scandinavian Festival. Explore the surrounding farmlands or head west to discover the wineries of the Lower Long Tom AVA.



VENETA-FERN RIDGE

Discover the unique character of Veneta, a small town located west of Eugene that anchors several nearby unincorporated communities including Crow, Elmira, Noti, Vaughn, and Walton. Take some time to explore the local wineries and enjoy the serene beauty of Fern Ridge Reservoir, which offers multiple opportunities for outdoor recreation.



SPRINGFIELD

Springfield, where new restaurants and shops line Main Street. Springfield has a lively downtown, is the official hometown of "The Simpsons," and you can find numerous murals dedicated to the famous show around town. Enjoy the nearby outdoor recreation opportunities at Dorris Ranch and Thurston Hills, which provide easy access to fun for the whole family.



LOWELL

Located in the foothills of the Cascade Mountains, Lowell is a perfect destination for water sports enthusiasts. With three nearby lakes, there's plenty of opportunity for boating, fishing, and swimming as well as covered bridges, hiking and mountain biking trails and wildlife viewing opportunities.



OAKRIDGE & WESTFIR

Nestled in the Cascade Mountains and surrounded by the Willamette National Forest, Oakridge is the perfect base camp for exploring worldclass mountain biking trails, hiking, paddle sports, wildlife viewing, and more. Nearby Westfir is a smaller community with additional recreation amenities, located at the southern end of Forest Road 19 / Aufderheide Scenic Drive.



Florence is Oregon's Coastal Playground and home to a charming Old Town, a river boardwalk and the iconic Heceta Head Lighthouse. Enjoy outdoor recreation on the Siuslaw River, the Oregon Dunes to the south, or take in the stunning views at Cape Perpetua or the Sea Lion Caves.



COTTAGE GROVE

Cottage Grove is the Covered Bridge Capital of the West. Explore the town's historic downtown area, wander along Bohemia Mountain, or pedal the Row River Bike Trail. Tour six covered bridges, admire over 20 outdoor murals, and then settle into small-town Americana by grabbing a bite to eat in this town that was twice voted an All American City.



A stone's throw from Eugene-Springfield, Interstate 5, and the McKenzie River area, Coburg is a charming small town with easy access to outdoor recreation. This delightful town boasts 1800s architecture and sits surrounded by farmland. Take a stroll through town and discover vintage items or head out to the great outdoors for a fun-filled adventure.



Nestled a few miles inland from the Oregon coast, Dunes City is a small community with plenty to offer outdoor enthusiasts. From RV and tent camping to vacation rentals, this is a great place to get away from it all. Venture out to Siltcoos and Woahink Lakes. Honeyman State Park is one of Oregon's most popular campgrounds. Siltcoos River Trail offers a peaceful kayak trip all the way to the beach.



MCKENZIE RIVER

The McKenzie River valley features a crystal clear river, towering forests, charming small towns, and working agricultural landscapes. From fishing and rafting to forest bathing and waterfalls, outdoor adventurers will find what they're looking for here.



Just outside of Eugene and Springfield, Creswell is a gateway to both outdoor recreation and Oregon wine country. Home to a local favorite Creswell Bakery, parks and a golf course, this friendly town is known for its annual 4th of July parade.

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 destination marketing organization responsible for tourism 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.

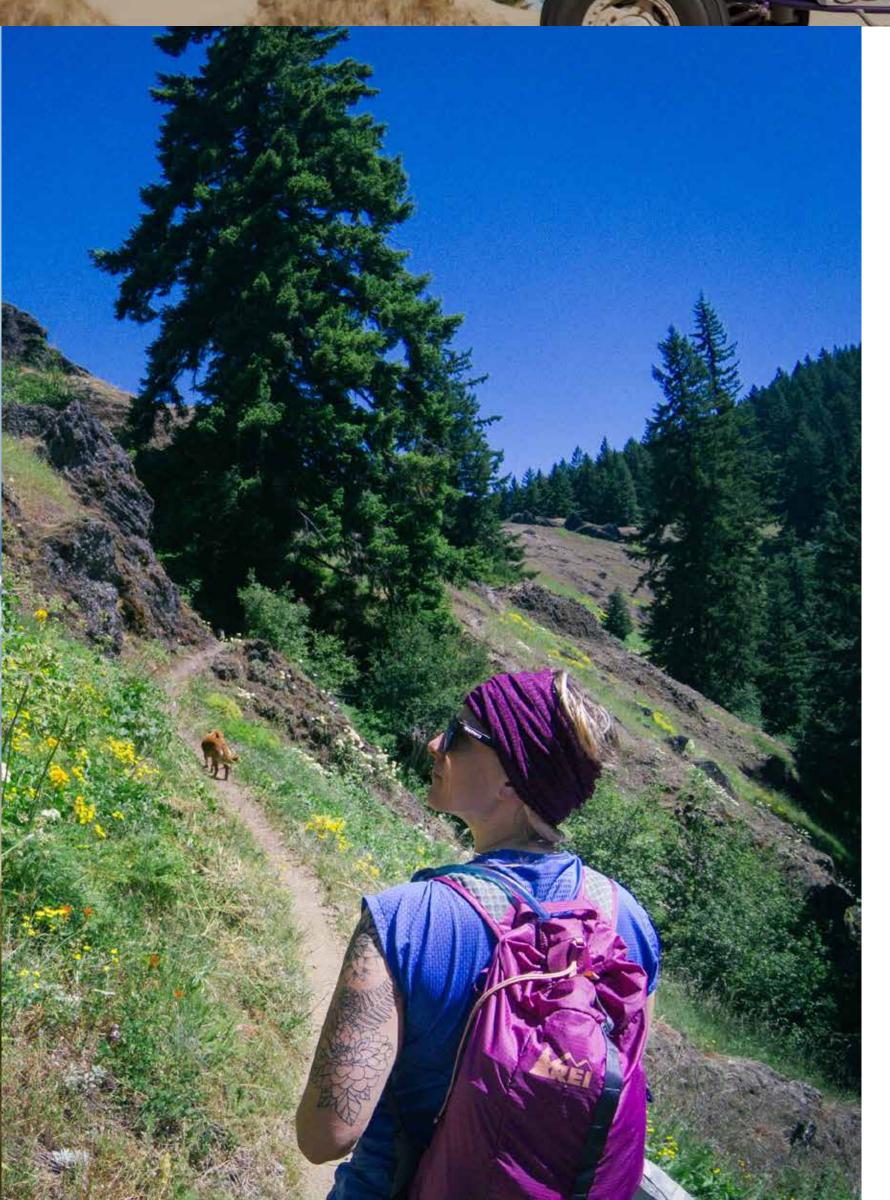
Examples of how to talk about the organization locally/with stakeholders:

I 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.



RAJES



Do:

- Always position the destination as Eugene, Cascades & Coast
- Use "Lane County" and "county" in industry context
- 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 ONLY O

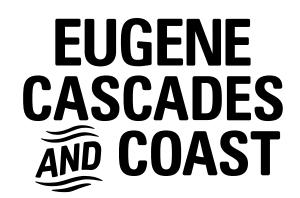
LOGOS

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.

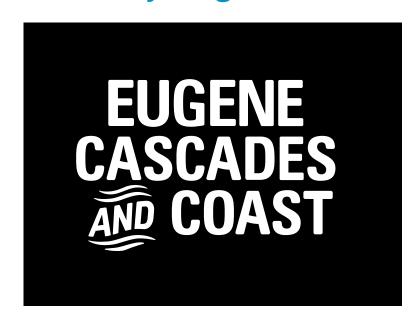
As one of our most important assets, the brandmark must always appear as shown in these brand identity guidelines. Never attempt to redraw or re-scale the brandmark, separated the components or add other graphic elements. Primary logo - Full Color



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 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)

SUALIDENTITY

LOGO SPECS

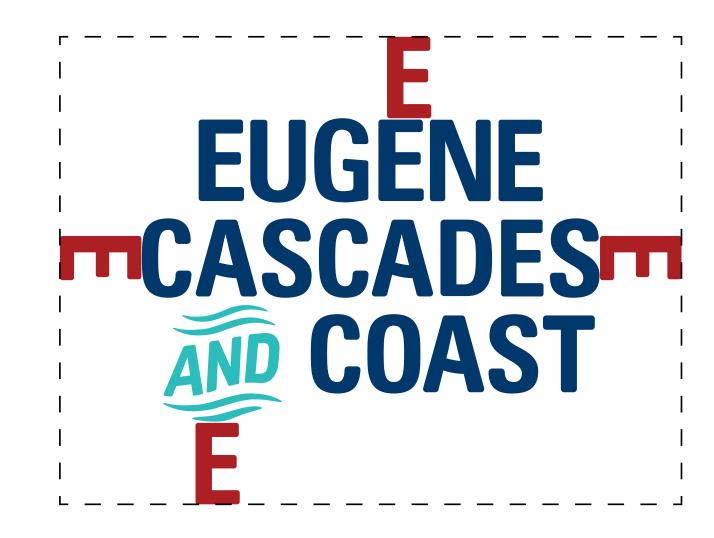
A "safe area" is requied to provide the brandmark with a minimum of clear space on all sides and prevent interference from other graphics, text, folds or edges. minumum of the "E" in the logo.

Primary logo - Full Color



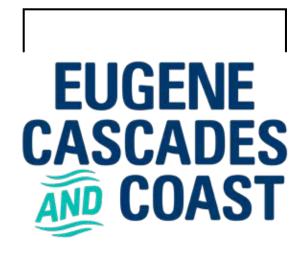
CMYK - 100, 60, 0, 50 RGB - 0, 56, 10 HEX - 00386C PMS 280C (closest value)

CMYK - 70, 0, 32, 0 RGB - 0, 191, 179 HEX - OOBFB3 PMS 3262C (closest value)



Advertising

Minumum 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.

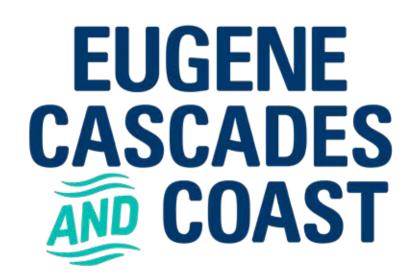
Change the proportion or direction of the brandmark.

Combine the brandmark with any other elements other than those uses identified in this manual without proper development and approval.

VISUALIDENTITY

LOGOS

Primary Sports logo - Full Color



— SPORTS

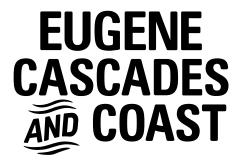
CMYK - 100, 60, 0, 50 RGB - 0, 56, 10 HEX - 00386C CMYK - 70, 0, 32, 0 RGB - 0, 191, 179 HEX - 00BFB3 Primary Meetings logo - Full Color



— 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



EUGENE CASCADES AND COAST

— SPORTS —

— MEETINGS —

Sports/Meeting logo - White





Primary logo variation - White/Aqua "AND"



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.

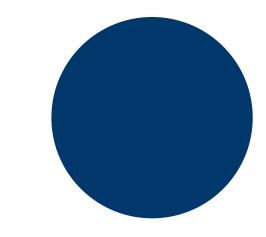
The palette includes the following builds to achieve each color. Listed below are what each build means and the appropriate times to use each.

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.

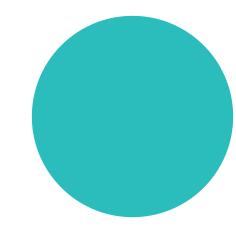
RGB is used for digital/online applications and some large format printers. It stands for Red, Green and Blue and our palette is made of a parts of each color.

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 digestble 6 character code.

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 - OOBFB3 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 HEX - BC3C1E PMS 2599C (closest value)



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



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

VISUAL DENIET

GRAPHIC ELEMENTS

These elements should be used sparingly and with Brand Manager approval.





Transparent-white-double-wave

These can be used over any color in our brand palette

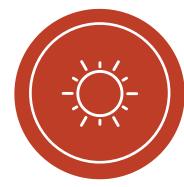
Date Markers



Icons



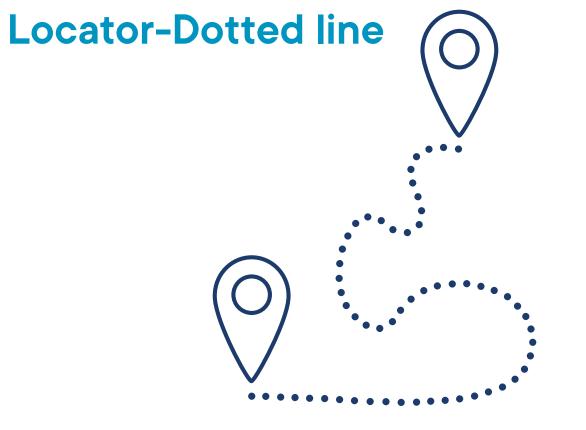






Arrow-left and arrow-right





Aqua-vertical-frame

Blue-wave-frame

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 li 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 &@?!?+<>(.,;;)

WSUAL DENTITY

TYPOGRAPHY

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

ELECTR REGULAR
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 BOLD CURSIVE

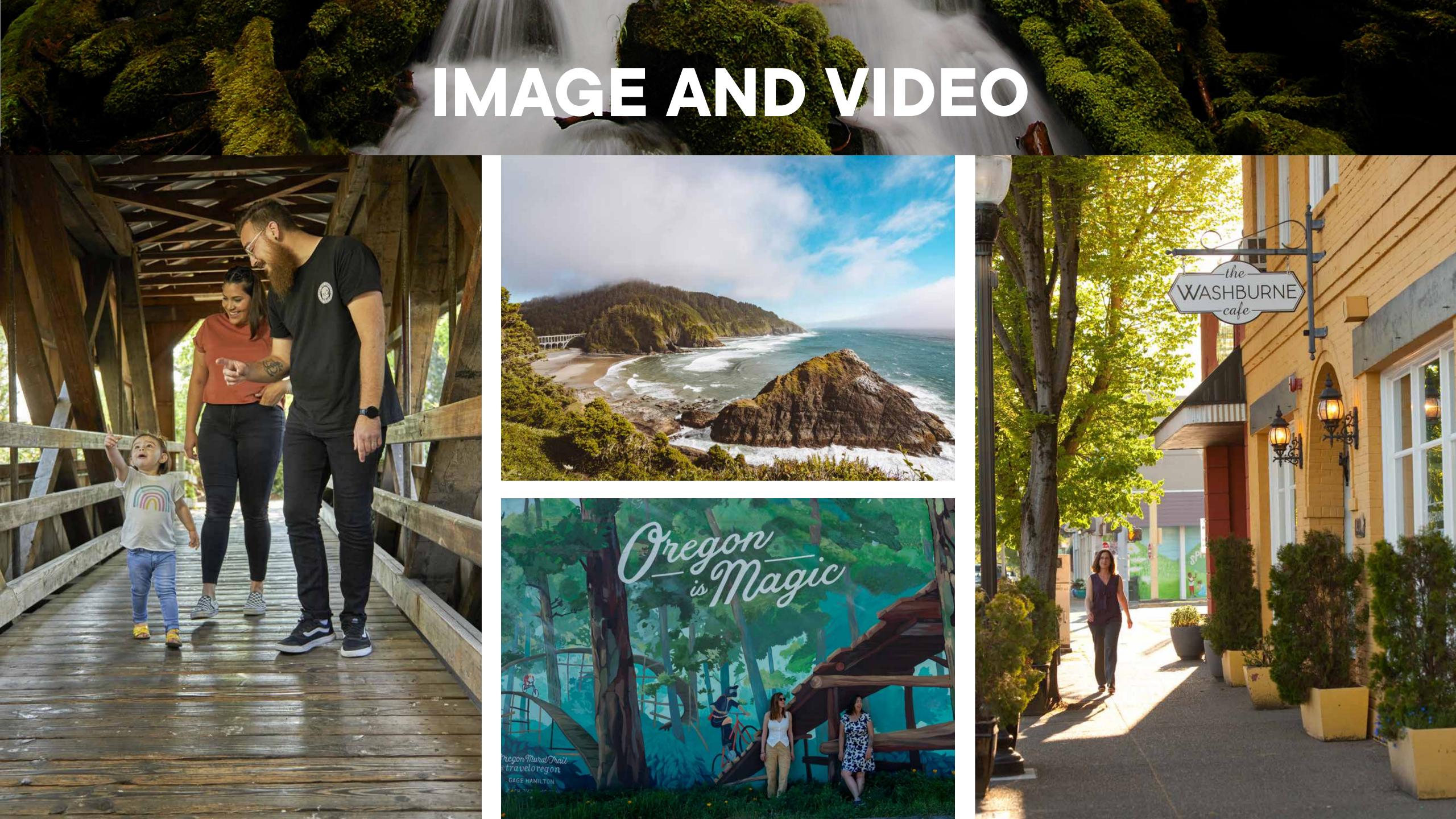
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

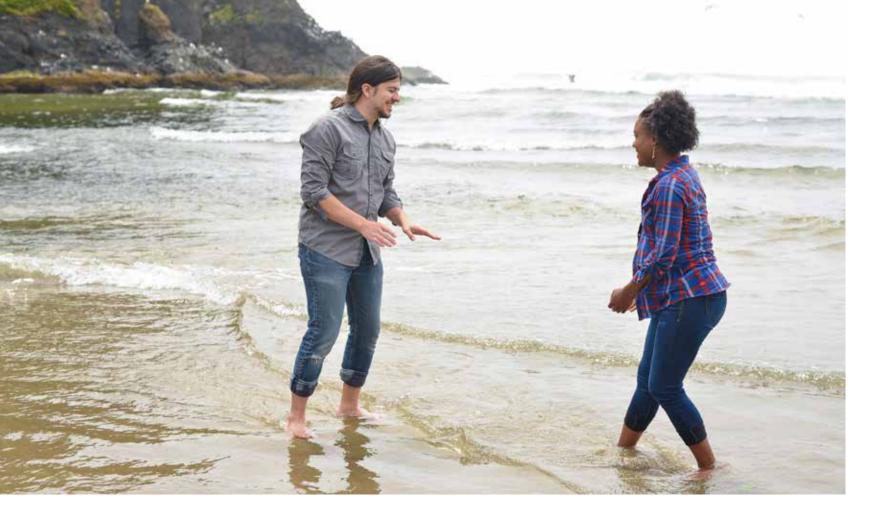
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

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

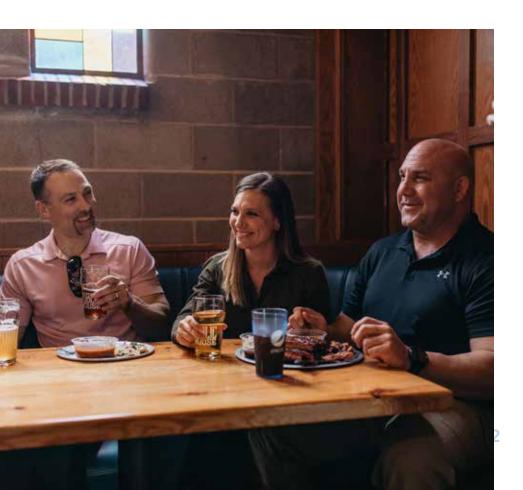
ELECTRA BOLD CURSIVE DISPLAY Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 &@?!?+<>(.,:;)

ELECTRA REGULAR 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 &@?!?+<>(.,:;)











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

IMAGE AND WIDEO

ADDITIONAL RESOURCES

Travel Lane County Style Guide

Photo & video library asset link

