

BRAND OREGON STYLE GUIDE

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THE OREGON BRAND

The purpose of Brand Oregon and The Book of Oregon (this 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 heart to make their dreams happen.

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 and 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."

WRITING/AD COPY

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.

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



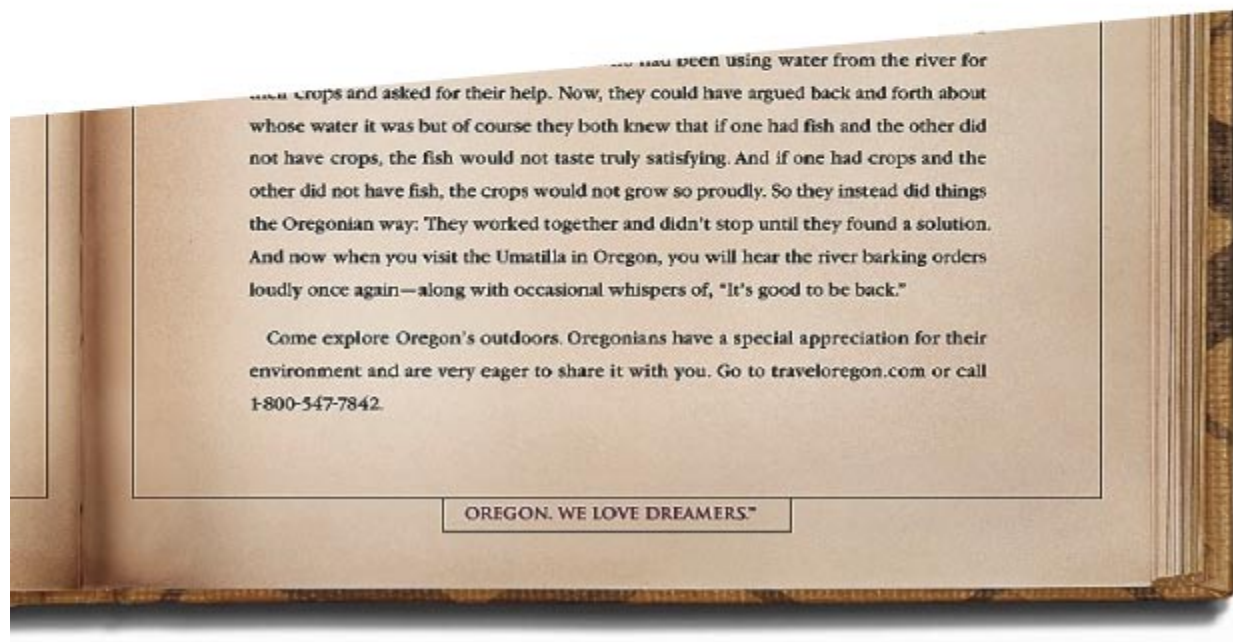
The Book elements have been prepared and made available for download on the Brand Oregon web site's Downloads page (<http://www.oregon.gov/BRANDOREGON>).

TAGLINE

Tagline usage guidelines and licensing procedures are currently in process.

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

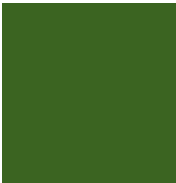
PMS 581
C 0
M 0
Y 94
K 69



#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

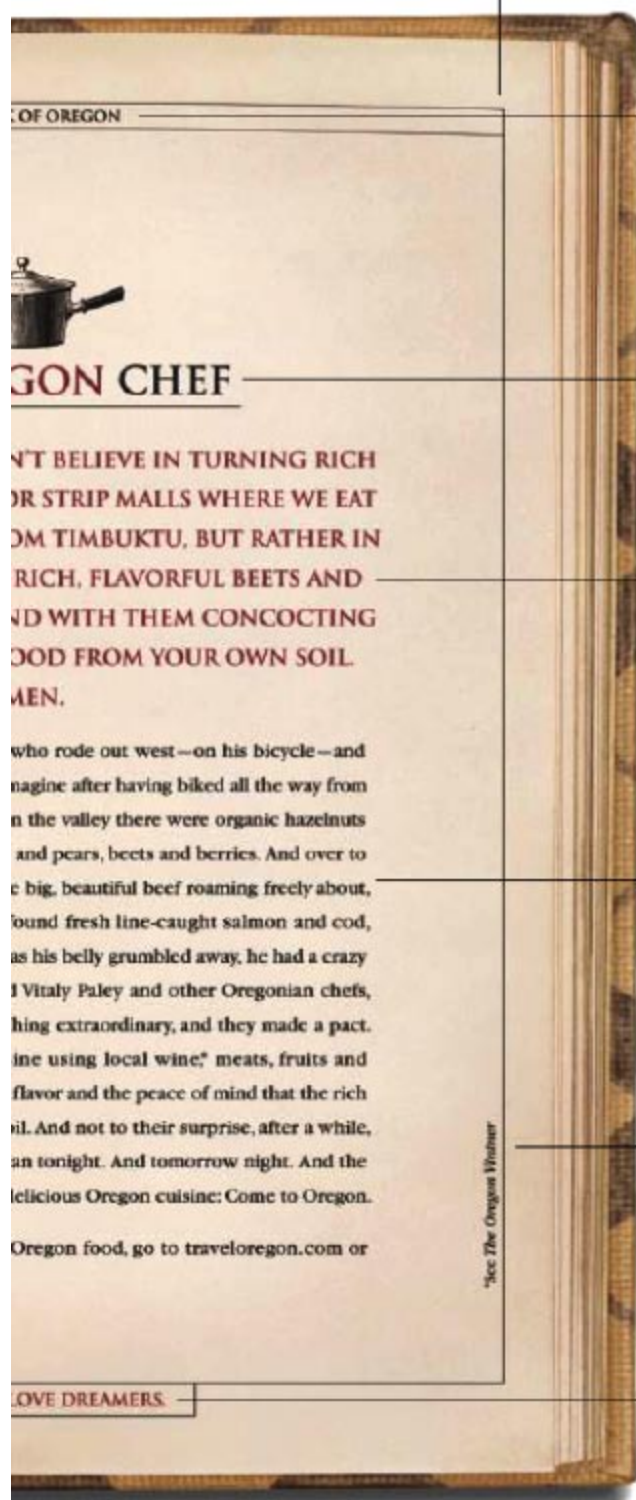
Pinot

PMS 201
C 0
M 100
Y 65
K 34



#600708

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