

THE  
BOOK  
OF  
OREGON



# 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, but there are core values that a branded Oregon marketing effort can reinforce:

- Pride of place
- Rugged individualism; a willingness to take risks
- A sense that we are in charge of our own destiny
- “Applied idealism”
- Commitment to family
- Public access to the outdoors
- Superior agricultural products
- Quality workmanship; educated workforce
- Creative, innovative people; interesting culture
- Youth oriented
- 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 or an agricultural marketing campaign or 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, editor of the Business Journal, so eloquently put it, “There are few places on earth, and even fewer in the United States, whose mention evokes an 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.”

# THE ELEMENTS

## 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.

# THE ELEMENTS

## 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

## EXAMPLES



# THE ELEMENTS

## GRAPHICS

A great source for graphic pictos as seen in the examples can be found at <http://www.clipart.com/>

## EXAMPLES





# THE ELEMENTS

## GRAPHICS, CONT.

The Book elements—inside pages, covers—have been prepared and made available for download at the Brand Oregon web site. The cover file may be opened in Photoshop (or other photo manipulating software) to be colored and customized for your specific publication.

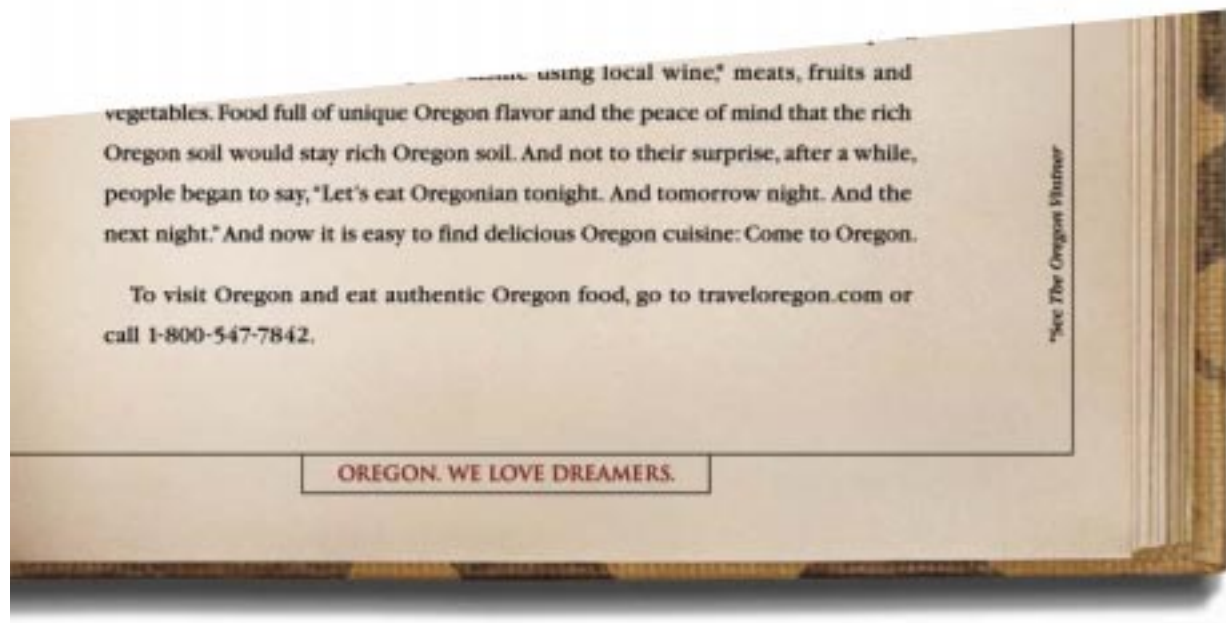


# THE ELEMENTS

## TAGLINE

Tagline usage guidelines and licensing procedures are currently in process.

**OREGON.  
WE LOVE DREAMERS.**



# THE SET UP

## FONTS

Primary Font

Adobe Trajan

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trajan Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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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*

# THE SET UP

## COLORS

FOR PRINT

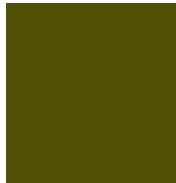
PMS 301



PMS 275



PMS 581



PMS 575



PMS 159



PMS 201



FOR THE WEB

RIVER 43526C

DUSK 3C304B

EARTH 595837

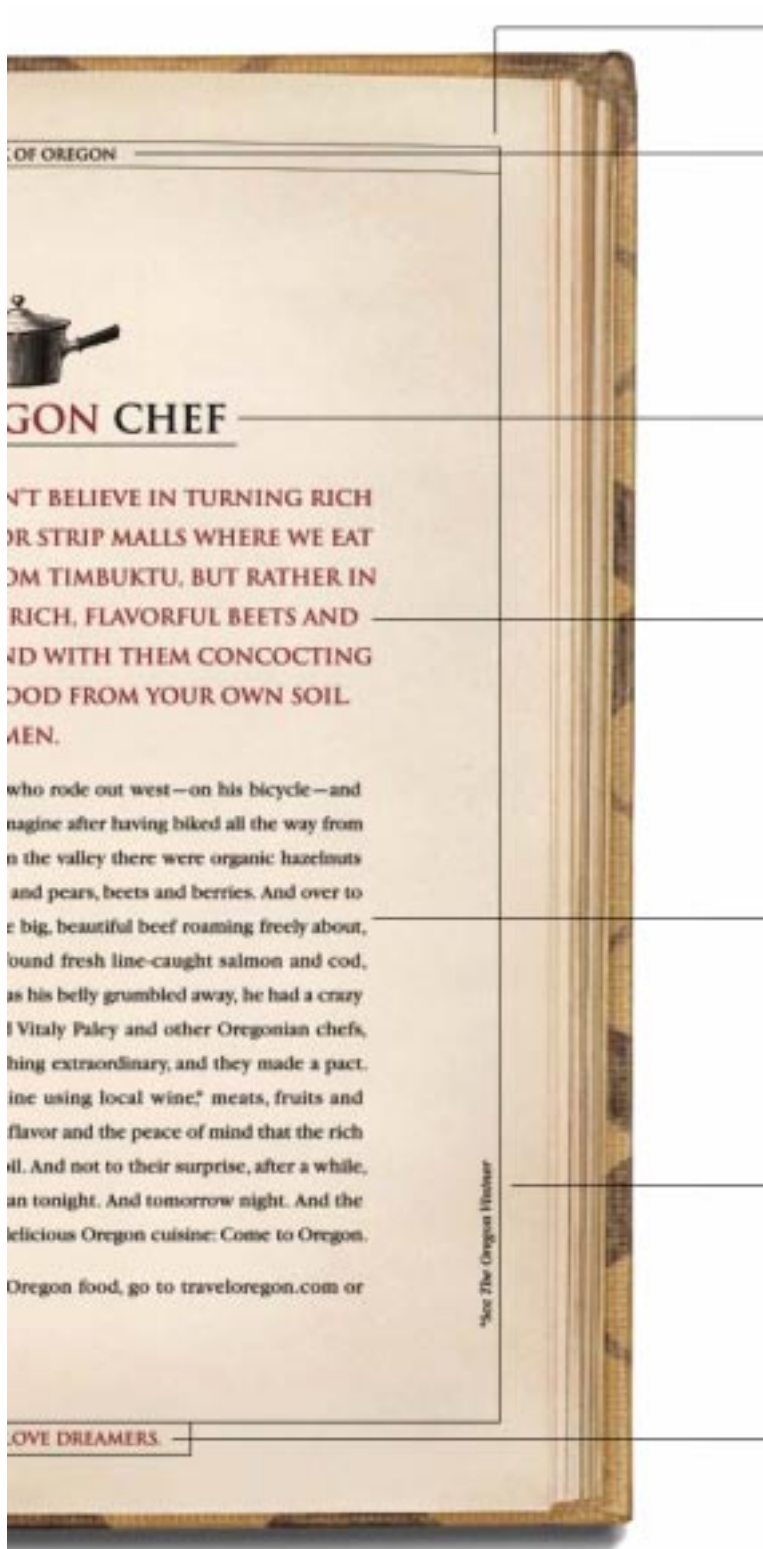
FOREST 455B1B

HARVEST 833D15

PINOT 600708

# THE SET UP

## 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

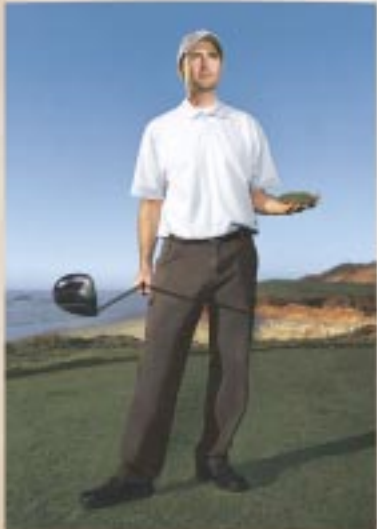
Typeface: Trajan Bold  
Type size: 8pt  
Alignment: Centered  
Color: PMS 201

# EXAMPLES

## PRINT

### PRINT ADS

THE BOOK OF OREGON



**THE OREGON GOLF ENTHUSIAST**

FOR EXAMPLE, THE MAN WHO GAVE BIRTH, AND NOT ONLY DID HE GIVE BIRTH BUT OF ALL THINGS TO A GOLF COURSE AND NOT ONLY DID HE NOT ONLY GIVE BIRTH BUT OF ALL THINGS TO A GOLF COURSE, BUT TO THE FINEST GOLF COURSE IN THE WHOLE ENTIRE WORLD—THE OTHER 284 GOLF COURSES IN OREGON TRYING FOR A CLOSE 2ND.

In the beginning there was golf. It evolved from men who dropped off outside a ladies store in Astoria and started hitting small pebbles with sticks into little wooden holes on their walk over town. Over the years, the game spread over and was refined and replaced by small dimpled balls, sticks by the thousand-dollar driving clubs, tees by the multi-thousand-dollar tees, and so on. But then came the man who remembered what golf was meant to be and created a new links course in central Oregon. There after he called himself, Oregon, on the Pacific Coast. A walking course for wild windy weather who don't mind a little weather if some should come their way. Where you play the best weather there is course. A course which begs the question, if it golf the way it should be or golf the way it could be? And if you don't believe it, come see for yourself. As the man who created the finest golf course in the whole entire world also made it open to the public.

\*Come play the best at Shoshone Course at any of the other 279 unique public courses in Oregon, but first go to [www.oregon-golf.com](http://www.oregon-golf.com) or call 1-800-947-7844.

OREGON WE LOVE BREADED!

THE BOOK OF OREGON



**THE OREGON ESCAPE**

I.E. A BREAK FROM THE RAIN-OF-THE-MILL HEAVEN.

There is a place up in the mountain ranges of North America called Oregon where things are not broken or used. While everything seems to be getting more globalized and automated, there are still in Oregon they are creating a regional course which are only better here but is better for the environment and for our health and for the local economy. And it's like other wine makers endeavor to replace the name of European wine, Oregon owners instead are putting their own and believe so deeply that Oregon wine is its own special delight. But don't go and make the boring lives in Oregon more unique than anywhere else in the world. So it may not surprise you that some of the best golf courses in Oregon don't look anything like anyone at Shoshone's look at it. Well, because Oregonians have their own ideas about what golf should be too. Where even though it might be one of the best courses in the world, it is still open to the public. It is the center of Oregon. Oregonians believe their beaches are one of their most precious gifts, and are from the company's enjoyment, not just that of a few. And if this all seems a little odd or a little extreme or just plain confusing, come see and have a look for yourself. It's over the mountains. Walk up and down the coast. Taste the beauty of the valleys. Talk to the subjects of the dream and maybe you'll want to think Oregonians aren't so crazy after all.

Start planning your getaway at [www.oregon-golf.com](http://www.oregon-golf.com) or by calling 1-800-947-7844.

OREGON WE LOVE BREADED!

## PRINT

### MAGAZINE EDITORIAL

# welcome!

## A message from Governor Theodore R. ("Ted") Kulongoski

Are you dreaming of a trip to Oregon? As governor, I'm proud to introduce the state's new slogan: "Oregon. We love dreamers."

We certainly lure dreamers. By nature's grace, this is a place of unmatched beauty. It calls to our sense of adventure as well as to our belief in social responsibility, hard work and a better tomorrow. I heard the call as my dreams led me here with my family more than 30 years ago.

I was following some extraordinary dreamers. The Lewis and Clark Corps of Discovery and the early pioneers' dreams of beauty and bounty came true in the Oregon Territory.

Today Oregon is second nationally in agricultural commodities (200 of them), including excellent wines. This locally grown produce is showcased on our restaurant menus — often alongside fresh Pacific seafood.

Arts and culture thrive in Oregon, from small communities to the Portland metropolitan area. The Oregon Shakespeare Festival in Ashland is world-renowned; other cultural festivals dot the state. The Pendleton Round-Up and other rodeos celebrate Indian heritage, as do tribal museums and celebrations that highlight the lives of the very first Oregonians.

We invite you to discover Oregon, where renowned chefs, four-star hotels and world-class golf coexist with roadside diners, native ceremonies and snowboard slopes. Come see what Oregonians discovered years ago: Once you've seen Oregon, there's no going home. And once you call Oregon home, there's no going anywhere else.



Oregon Governor Ted Kulongoski and his wife, Mary, enjoy a walk with Honey through Sabon's Riverfront Park.

## OREGON. WE LOVE DREAMERS.

[www.traveloregon.com](http://www.traveloregon.com)

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## PRINT

### MAGAZINE EDITORIAL

# oregondreams



## Izzy Oren: kibbutz to cowboy

Growing up on a kibbutz in Israel, Izzy Oren harbored a secret fantasy: He wanted to be a cowboy. Nurtured by the romanticized Western novels of German writer Karl May, Oren kept his dream alive by riding anything in the settlement with four hooves and a tail — cows, mostly.

The dream slumbered as Oren studied archaeology and history and traveled Europe. It slept as he emigrated to the United States and embarked on a career as CEO of a trading company in California.

Finally, when Oren was 42, the dream came alive. "I was traveling more in the West," Oren says, with a marked European accent reminiscent of his Bulgarian birth. "The dream was rekindled every time I saw open space and some animals, and soon I started looking for land."

He looked in Texas, Oklahoma and Arizona, but it was in Oregon ("the most magnificent state in the Union") that Oren found the land of every cowboy's dreams. The 120,000-acre Ponderosa Ranch sprawls across the remote Silvies Valley in Oregon's high desert country near Burns. For the last 15 years, the ranch has been home to Oren, his wife and two children, up to 4,000 head of cattle and a transient population of paying ranch guests.

It's a real working cattle ranch, and Izzy Oren, with his bushy handlebar mustache, often-aching backside and well-worn batwing chaps, is a real working cowboy. The best part? "I am living my dream," Oren says simply.

— Megan Morton



# EXAMPLES

## PRINT

### FACT SHEET—METALS INDUSTRY

#### OREGON. WE LOVE DREAMERS.



##### JOIN OREGON'S DREAM TEAM

###### When Neilsen

*Manufacturing of Sales started up over 45 years ago, did they dream they would one day fabricate parts for some of the best known high-tech companies in the world?*

*When AirtechMachine's California dream turned sour they head north to find and double their facility size to produce components for medical devices and other uses.*

*If you can dream it, we'll help you achieve it.*

##### REALITY:

###### WORK CLASS BUSINESS CLIMATE

- Low workers' compensation rates with the consecutive years of cuts 100% lower than California
- No sales tax
- No inventory tax
- No worldwide unitary tax
- No business license occupation tax
- Utility costs among the lowest on West Coast - up to 50% lower than those of our southern neighbor and more reliable

##### REALITY:

###### STREAMLINED PROCESS

- Coordinated environmental & regulatory processes
- Fast-track construction permits

##### REALITY:

###### LOCATION & LOGISTICS

- Oregon's ports offer transportation to East Asian destinations, one to two days sooner than California ports.
- Seven commercial airports, two international airports
- Pacific Northwest is a hub for regional distribution

##### REALITY:

###### HIGH-QUALITY WORKERS

- Oregon's largest demographic is the young creative set, the 21-35 year old forward thinkers who are educated and skilled enough to work anywhere in the country but choose Oregon
- "We are growing our company because we have been able to find the right mix of skilled people eager to work to high quality standards." Steve Gierhart, owner, Copark Manufacturing
- Oregon has one of the highest unemployment rates in the nation and the high quality of life keeps skilled workers here.

##### REALITY:

###### BUSINESS-TARGETED INCENTIVES

- Enterprise Zone property tax abatement
- E-Commerce Zones
- Strategic investment income tax exemptions
- Energy conservation tax credits
- Pollution control tax credits
- Research tax credits

#### TURN YOUR DREAM INTO REALITY

Oregon Economic and Community Development Dept.  
888.742.1212 • www.oregonbiz.com

FRONT

#### OREGON. WE LOVE DREAMERS.

##### REALITY: LOW OPERATING COSTS

Total First Year of Operation Ownership Costs for Hypothetical Business (details below)

	OR	CA	WA	AZ	NV	TX
<b>Business Comparison</b>						
100,000 sq ft Industrial/Manufacturing Shop (\$200)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
100,000 sq ft Commercial/Office/Store (\$200)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
100,000 sq ft Commercial/Office/Store (\$200)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
100,000 sq ft Commercial/Office/Store (\$200) (with 50% exemption)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
100,000 sq ft Commercial/Office/Store (\$200) (with 100% exemption)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
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	OR	CA	WA	AZ	NV	TX
<b>Hypothetical Company</b>						
100,000 sq ft Commercial/Office/Store (\$200) (with 100% exemption)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
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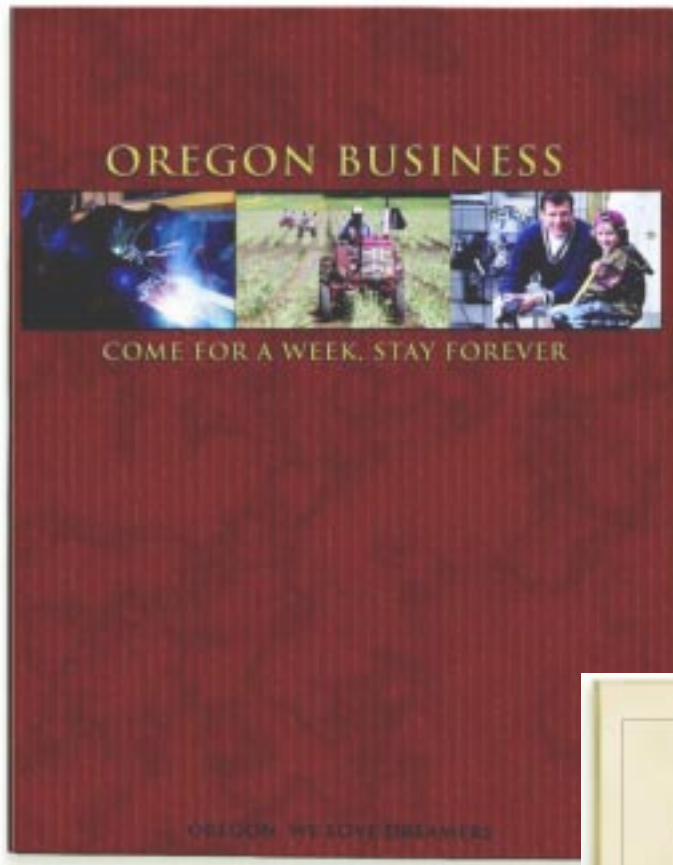
100,000 sq ft Commercial/Office/Store (\$200) (with 100% exemption)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
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100,000 sq ft Commercial/Office/Store (\$200) (with 100% exemption)	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000

BACK

# EXAMPLES

## PRINT

### BUSINESS RECRUITMENT MATERIALS

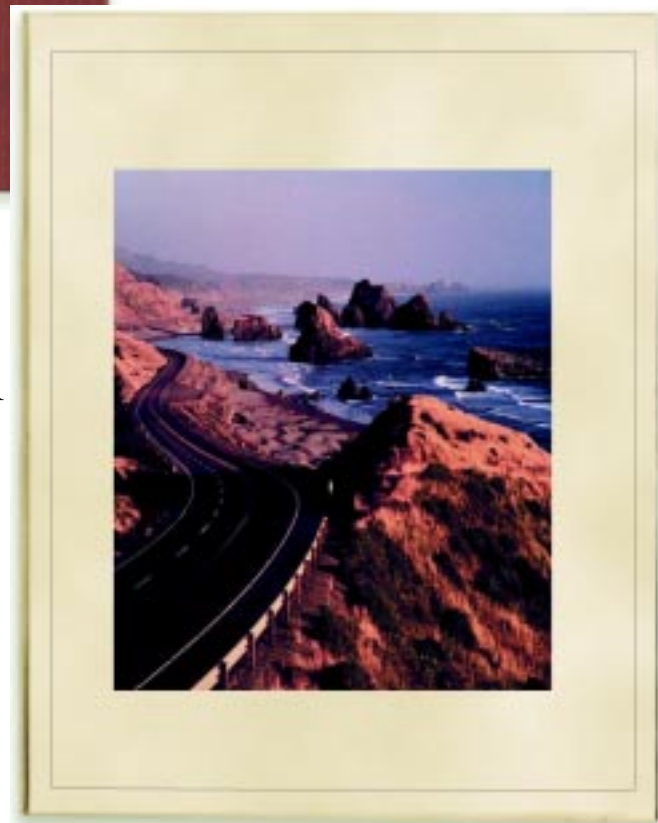


FRONT COVER



BACK COVER

INSIDE FRONT COVER

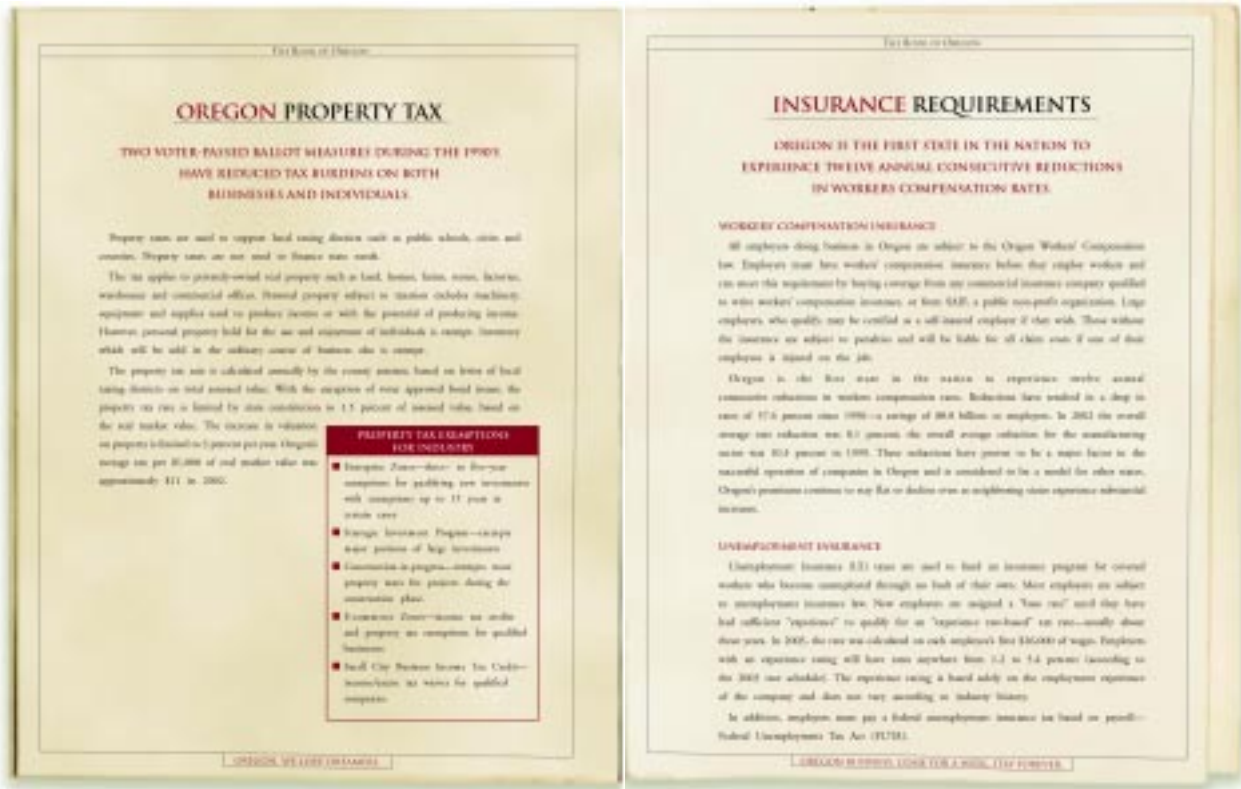


# EXAMPLES

## PRINT

### BUSINESS RECRUITMENT MATERIALS, CONT.

#### INSIDE SPREAD



### SEPARATE, 1 PAGE SUMMARY



# EXAMPLES

## LABEL PROGRAM

A series of Brand Oregon product labels has been created—Oregon Born, Oregon Wild and Oregon Raised—to identify Oregon-produced products in retail stores, on merchandise and in packaging. The standards for using these labels are currently being developed; the new seafood campaign uses the Oregon Wild label. Additional labels may be created through marketing partnerships established between Brand Oregon and our partner organizations.



PMS 384  
C 64%  
M 41%  
Y 100%  
K 19%

PMS 3015  
C 100%  
M 55%  
Y 23%  
K 0%

PMS 1955  
C 46%  
M 97%  
Y 87%  
K 7%

Typeface—Antique Olive Bold

# EXAMPLES

## POINT OF PURCHASE



**What does it mean to be Oregon Born?**

It's a way of harvesting the beauty in Oregon, that's really more like raising your own kids. It's about looking to the past, present and future of each shellfish or herb/nut or berry and doing what's best to bring out their own distinctive character. Oregon seafood comes from the pristine rivers and oceans and beaches of Oregon, where they have unique environmental and sustainability laws to protect seafood's natural habitat so they grow up taking the way they were raised to, fresh. Flavorful. The way they have for thousands of years.



**What does it mean to be Oregon Wild?**

There is a cherished kind of fish swimming around in the waters off the coast of Oregon. It's the kind of fish you find in a place that knows that seafood is only as good as the water it comes from.

Where salmon, Dungeness crab, pink shrimp and tuna splash about in pristine water that's been fiercely protected all the way from the snow on Mt. Hood to the icy waters of the Pacific Ocean by Oregon's unique environmental and sustainability laws.

Seafood that has boundless natural habitat in which to develop its distinct natural flavor. The flavor that makes Oregon Wild seafood like no other seafood in the world.



# EXAMPLES

## POINT OF PURCHASE, CONT.



# EXAMPLES

## OUTDOOR ADVERTISING



