

OREGON  
*tour & travel*  
ALLIANCE  
—  —

# OREGON TOUR & TRAVEL ALLIANCE

# OREGON TOUR & TRAVEL ALLIANCE LOGO

This mark is set in a simple, elegant typographic style, utilizing the Travel Oregon brand fonts and the Oregon state silhouette to tie into overall Travel Oregon brand look and feel.

The words "tour & travel" have been set in lowercase letters to create an inviting, friendly feel, while also showing off the personality of the serif font. "Oregon" and "alliance" are set in the sans serif font Mark to create visual depth to the wordmark.

Below the word mark sits Oregon's silhouette between two horizontal lines, which mimics the primary Travel Oregon logo.



VERSION 1  
SET IN DEEP BLUE.



VERSION 2  
SET IN DEEP BLUE AND MOSS GREEN.

# OREGON TOUR & TRAVEL ALLIANCE ON DARK BACKGROUND

When using the logo on a dark background, use Sky White or Cloud Gray for the logo color. Only the Oregon state shape can be set in Moss Green.

All parts of the logo should be easily legible. Always make sure there is enough contrast between the background and the whole logo.



—  
VERSION 1  
FOR USE ON DARK BACKGROUNDS.  
SET ALL IN SKY WHITE.



—  
VERSION 2  
FOR USE ON DARK BACKGROUNDS.  
SET IN SKY WHITE AND MOSS GREEN.

# CLEAR SPACE GUIDELINES

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



$\bar{X}$  HEIGHT  
X = THE HEIGHT OF THE  
OREGON STATE SHAPE

# SCALING GUIDELINES

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5 INCHES

## LARGE SCALE

THIS LOGO HAS BEEN DESIGNED TO WORK WELL AT LARGE AND SMALL SCALES. ALWAYS MAKE SURE THE ENTIRE LOGO REMAINS LEGIBLE.

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2.5 INCHES

## SMALL SCALE

THIS LOGO HOLDS UP WELL WHEN SCALED SMALL FOR BACKS OF BROCHURES, ETC. ALWAYS MAKE SURE THE ENTIRE LOGO REMAINS LEGIBLE.

NEVER SCALE BELOW 1 INCH WIDE.

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1 INCH

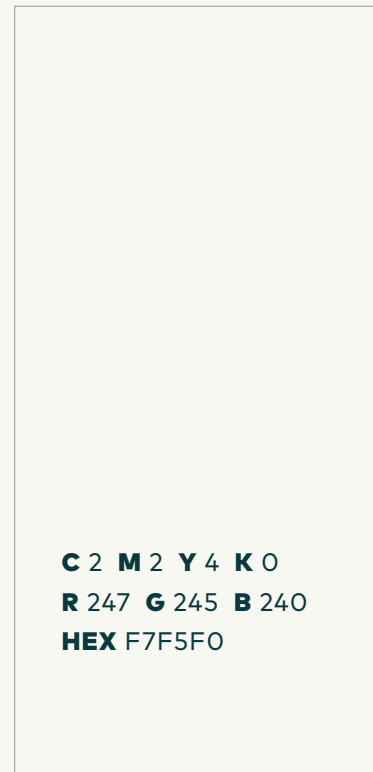
# COLOR PALETTE GUIDELINES

In order to stay consistent with the Travel Oregon brand identity, always use the official color palette.

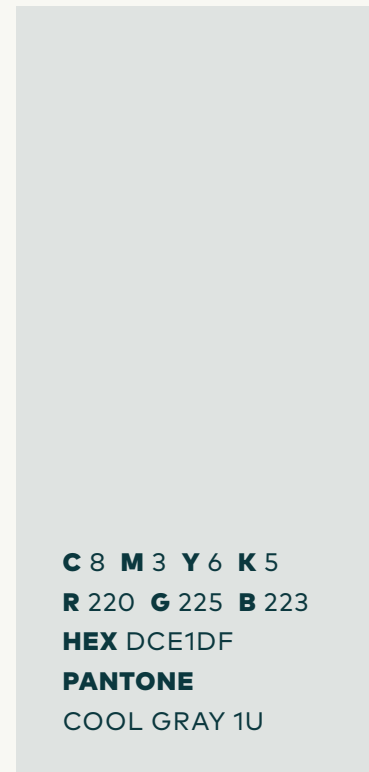
## SPECIFIC OTTA USAGE GUIDELINES:

- Only use Moss Green in the Oregon state shape.
- All other elements of the logo should be set in either Sky White, Cloud Gray, or Deep Blue depending on what works best with the background.
- Always make sure the entire logo remains legible.

SKY WHITE



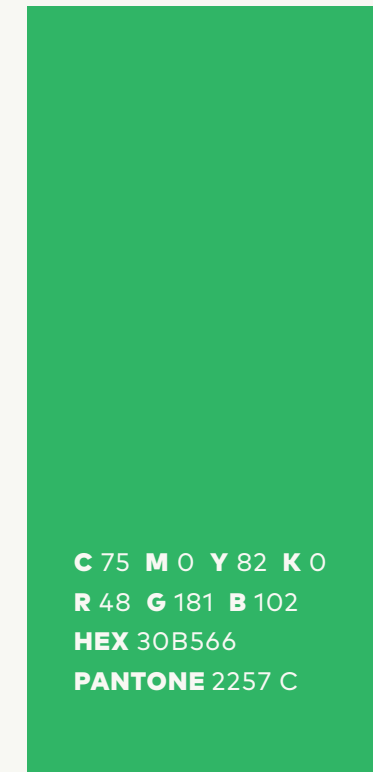
CLOUD GRAY



DEEP BLUE



MOSS GREEN



# GENERAL GUIDELINES

To ensure a consistent and appropriate brand identity, follow these logo usage guidelines.



## GENERAL GUIDELINES:

- Use logo artwork provided as Adobe Illustrator–based EPS files.
- Use the Travel Oregon color palette only: CMYK values for print and RGB/HEX numbers for web. For better control in color output, use the PMS numbers also provided.
- Logo artwork should always appear upright.
- A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined on the Clear Space Guidelines page.
- Use only the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.



## PLEASE DON'T:

- Re-create, delete, crop, or reconfigure the logo.
- Use any colors not included in the Travel Oregon brand colors.
- Present the logo on vibrating colored background combinations.
- Change the logo's orientation.
- Put a white box around the logo when placed on a dark or busy background.
- Reconfigure or change the size or placement of any logo elements.
- Stretch or squeeze the logo to distort proportions.
- Adjust the words' kerning.



THANK  
YOU