

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 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.”

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 image shows an open book. The left page contains a black and white photograph of a person in a wetsuit holding a pink surfboard above their head, standing on a rocky beach. The right page is an advertisement for "THE OREGON ESCAPE". The title is at the top, followed by the subtitle "I.E. A HAWAIIAN ESCAPE REINVENTED MILLION DOLLAR". Below the subtitle is a paragraph of text. A small graphic icon of a suitcase is circled in red. At the bottom of the page is a small line of text: "Book planning your getaway or vacation? Give us a call! 1.800.427.7942".

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.



8 1/2 X 11



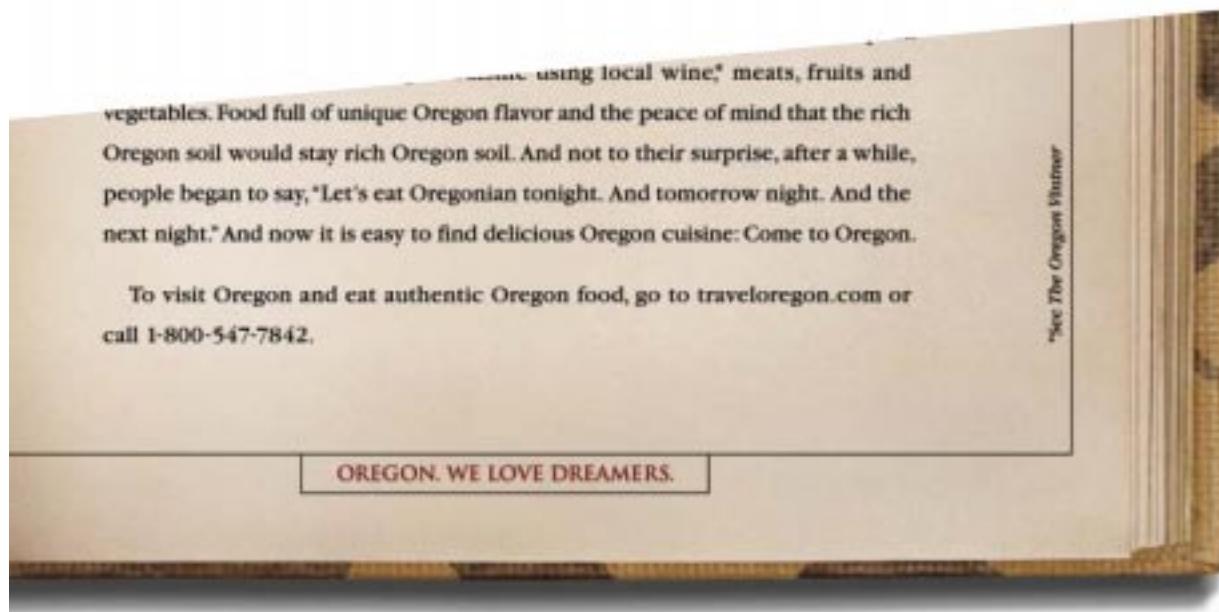
11 X 17

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Trajan Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Secondary Font

Adobe Garamond

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Adobe Garamond Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Adobe Garamond Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Adobe Garamond Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Adobe Garamond Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Adobe Garamond Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

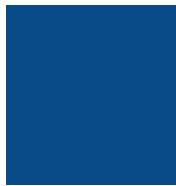
a b c d e f g h i j k l m n o p q r s t u v w x y z

THE SET UP

COLORS

FOR PRINT

PMS 301



FOR THE WEB

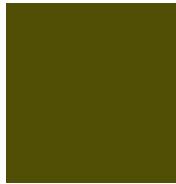
RIVER 43526C

PMS 275



DUSK 3C304B

PMS 581



EARTH 595837

PMS 575



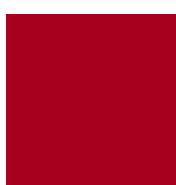
FOREST 455B1B

PMS 159



HARVEST 833D15

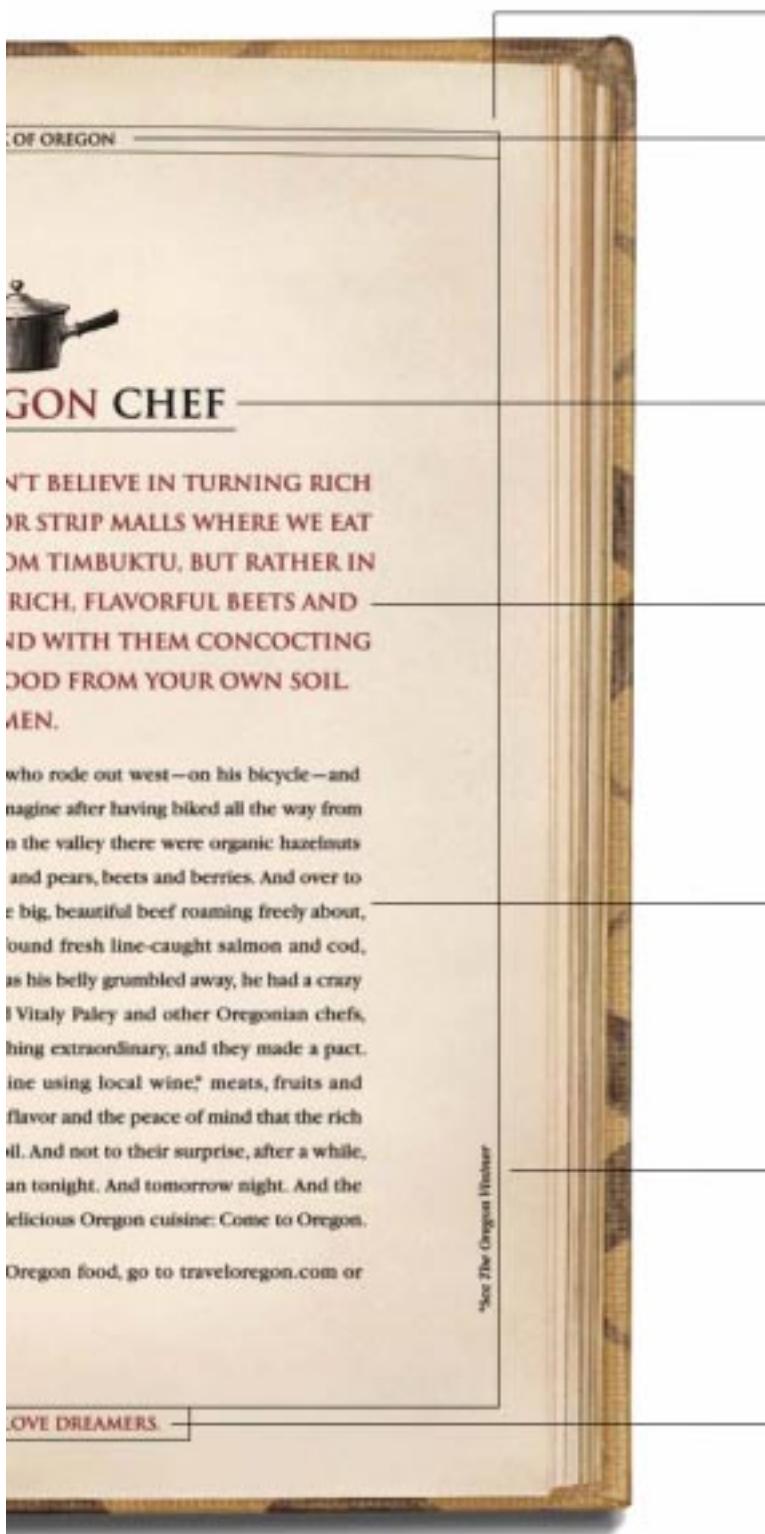
PMS 201



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



EXAMPLES

PRINT

MAGAZINE EDITORIAL

welcome!

A message from Governor Theodore R. ("Ted") Kulengoski

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

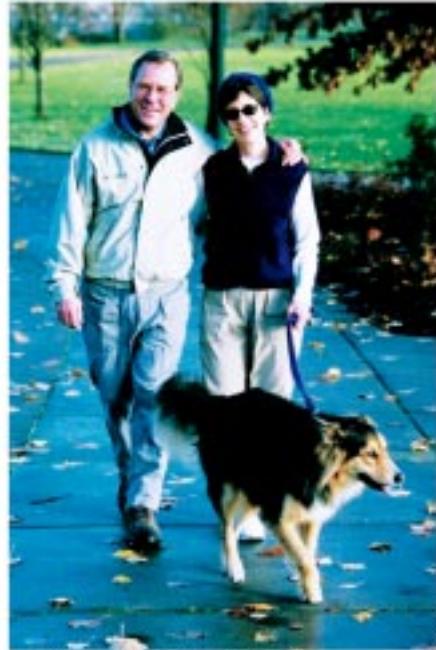
We certainly lure dreamers. By nature's grace, this is a place of unmatched beauty. It calls to our sense of adventure as well as to our belief in social responsibility, hard work and a better tomorrow. I heard the call as my dreams led me here with my family more than 30 years ago.

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 Henley through Salem's Riverfront Park.

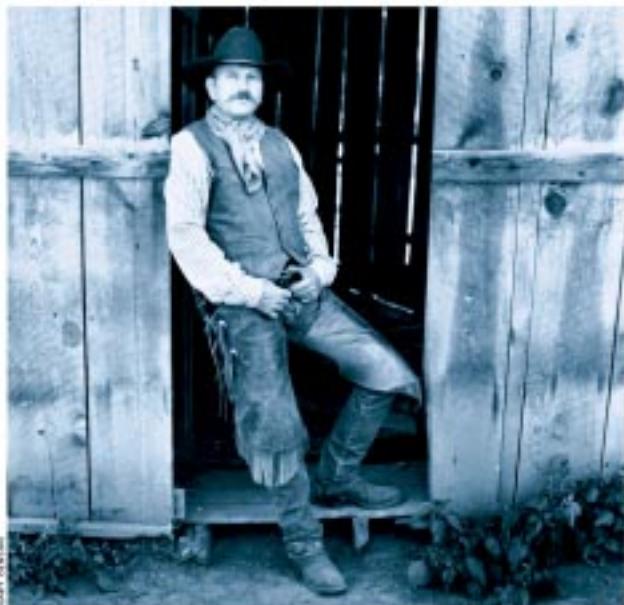
OREGON. WE LOVE DREAMERS.

EXAMPLES

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.

— Megue Norton

EXAMPLES

PRINT

FACT SHEET—METALS INDUSTRY

OREGON. WE LOVE DREAMERS.



JOHN OREGON'S DREAM TEAM

When Nielsen

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 AfterMachine's California dream turned sour they knew worth to find and doubled their facility size to produce components for medical devices and other uses.

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

REALITY: WORLD CLASS BUSINESS CLIMATE

- Low workers' compensation rates with no consecutive years of cuts 65% lower than California
- No sales tax
- No inventory tax
- No worldwide unitary tax
- No business or occupation tax
- Ultra low costs among the lowest on West Coast - up to 50% lower than those of our southern neighbor and most similar

REALITY: STREAMLINED PROCESS

- Customized environmental & regulatory processes
- Past-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
- RailNet 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 Gosselin, owner, Coyote 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.oregon4biz.com

FRONT

OREGON. WE LOVE DREAMERS.

REALITY: LOW OPERATING COSTS

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

	\$0	\$10K	\$20K	\$40K	\$60K	\$80K
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Business Components						
100% State-owned Avg Industrial Electricity Rate (\$/MWh)	\$0.040	\$0.049	\$0.060	\$0.069	\$0.080	\$0.090
100% purchased Avg Electricity (\$/MWh)	\$0.065	\$0.069	\$0.080	\$0.090	\$0.095	\$0.100
100% purchased Avg Natural Gas (\$/MWh)	\$0.014	\$0.017	\$0.021	\$0.024	\$0.026	\$0.028
100% purchased Avg Commercial Natural Gas Price Model	\$0.015	\$0.016	\$0.017	\$0.018	\$0.019	\$0.020
100% Commodity Insurance Rate Employee Only	\$0.008	\$0.010	\$0.012	\$0.014	\$0.016	\$0.018
100% Avg Workers Compensation Rate per \$100 of Payroll	\$0.008	\$0.012	\$0.016	\$0.020	\$0.024	\$0.028
100% State Income Tax	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
100% Commerce Tax	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
100% Avg Actual Wage-for-Paid Employee	\$131.50	\$171.49	\$221.31	\$281.10	\$351.20	\$421.30
100% Net Income Tax	\$0	\$0	\$0.000	\$0.000	\$0.000	\$0.000
100% Net Income Tax Refund	\$0	\$0	\$0	\$0	\$0	\$0
100% Avg Property Tax Rate for Market Value of Property	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000

Hypothetical Comparison						
Using Hypothetical Business Components and assuming \$200k Investment (\$20k = Land, \$180k = Building/Equipment), \$200k in Sales or Value of Product, \$10k in Net Income and \$10k in Net Profit from Average Annual Revenue						
100% State-owned Avg Industrial Electricity Rate (\$/MWh)	\$0	\$10K	\$20K	\$40K	\$60K	\$80K
100% purchased Avg Electricity (\$/MWh)	\$0.040	\$0.049	\$0.060	\$0.069	\$0.080	\$0.090
100% purchased Avg Natural Gas (\$/MWh)	\$0.014	\$0.017	\$0.021	\$0.024	\$0.026	\$0.028
100% purchased Avg Commercial Natural Gas Price Model	\$0.015	\$0.016	\$0.017	\$0.018	\$0.019	\$0.020
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100% Commerce Tax	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000	\$0.000
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100% Net Income Tax Refund	\$0	\$0	\$0	\$0	\$0	\$0
100% Avg Property Tax Rate for Market Value of Property	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000	\$1.000

*2010 Oregon Business Forecast of sales tax. *Assumed PPE for sales, utility fee for electric service fee. **Assumed life expectancy of total fee.

Data Source: Oregon Department of Revenue and Oregon Dept. of Energy.

100% Commodity Insurance Premium rate: Oregon Department of Consumer Protection, Oregon Department of Business Services.

100% Avg Workers Compensation Rate per \$100 of Payroll: Oregon Department of Consumer Protection, Oregon Department of Business Services.

100% State Income Tax: Oregon Department of Revenue, Oregon Dept. of Taxation.

100% Commerce Tax: Oregon Department of Revenue, Oregon Dept. of Taxation.

100% Avg Actual Wage-for-Paid Employee: Oregon Department of Consumer Protection, Oregon Department of Business Services.

100% Net Income Tax: Oregon Department of Revenue, Oregon Dept. of Taxation.

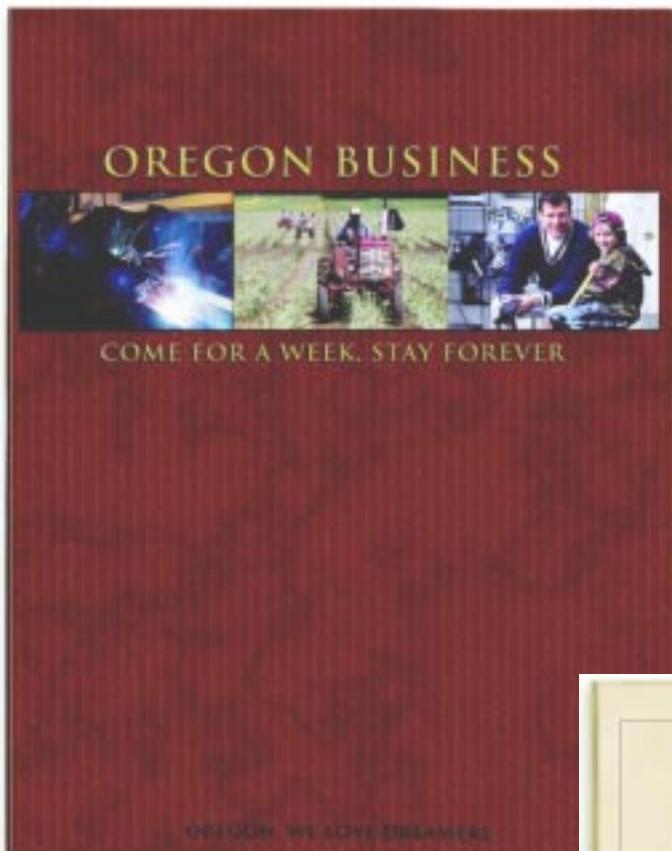
100% Avg Property Tax Rate for Market Value of Property: Oregon Department of Revenue, Oregon Dept. of Taxation.

BACK

EXAMPLES

PRINT

BUSINESS RECRUITMENT MATERIALS

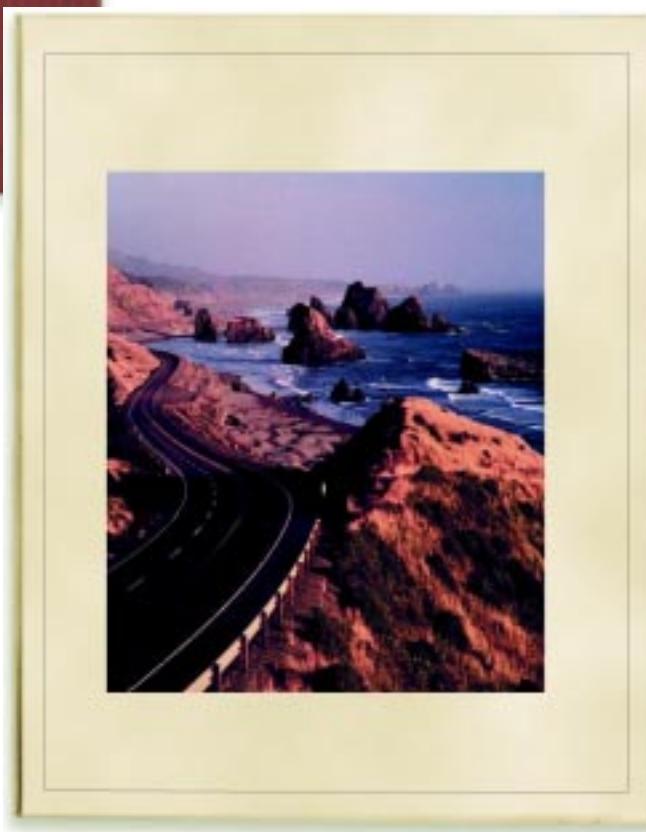


FRONT COVER



BACK
COVER

INSIDE FRONT COVER



EXAMPLES

PRINT

BUSINESS RECRUITMENT MATERIALS, CONT.

INSIDE SPREAD

The image shows the inside spread of a recruitment brochure. The left page is titled "OREGON PROPERTY TAX" and discusses how voter-passed ballot measures have reduced tax burdens on businesses and individuals. It includes a list of property tax exemptions for individuals. The right page is titled "INSURANCE REQUIREMENTS" and highlights Oregon as the first state to experience twelve consecutive reductions in workers' compensation rates. Both pages feature the "Oregon We Love Dreamers" logo at the bottom.

OREGON PROPERTY TAX

TWO VOTER-PASSED BALLOT MEASURES DURING THE 1990'S HAVE REDUCED TAX BURDEN ON BOTH BUSINESSES AND INDIVIDUALS.

Property taxes are used to support local zoning division costs in public schools, cities, and counties. Property taxes are not used to finance state needs.

The tax applies to privately-owned real property such as land, homes, farms, stores, factories, warehouses and commercial offices. Personal property subject to taxation includes machinery, equipment and supplies used to produce income or with the potential of producing income. However, personal property held for the use and enjoyment of individuals is exempt. Inventory which will be sold in the ordinary course of business also is exempt.

The property tax rate is calculated annually by the county assessor based on levels of local taxing districts on total assessed value. With the exception of new approved bond issues, the property tax rate is limited by state constitution to 1.5 percent of assessed value based on the fair market value. The increase in valuation on property is limited to 1 percent per year. Oregon's average tax per \$1,000 of real market value was approximately .411 in 2002.

PROPERTY TAX EXEMPTIONS FOR INDIVIDUALS

- Oregon Zone-shares: a five-year exemption for building new residences with components up to 17 years in construction.
- Oregon Investment Property—exempts first portion of legal investments.
- Construction-in-progress—exempts new property built for pleasure during the construction phase.
- Economic Development—exempts land and property as exemption for qualified business.
- Small City Business Income Tax Credit—exempts net losses for qualified companies.

INSURANCE REQUIREMENTS

OREGON IS THE FIRST STATE IN THE NATION TO EXPERIENCE TWELVE ANNUAL CONSECUTIVE REDUCTIONS IN WORKERS COMPENSATION RATES.

WORKERS COMPENSATION INSURANCE

All employees doing business in Oregon are subject to the Oregon Workers' Compensation law. Employers must have workers' compensation insurance below their employee and can meet this requirement by buying coverage from any commercial insurance company qualified to write workers' compensation insurance or from OWD, a public non-profit organization. Large employers who qualify may be certified as a self-insured employer if they wish. Those without the insurance are subject to penalties and will be liable for all claim costs if one of their employees is injured on the job.

Oregon is the first state in the nation to experience twelve annual consecutive reductions in workers' compensation rates. Reductions have resulted in a drop in rates of 17.6 percent since 1990—a savings of \$6.8 billion in employee. In 2002 the overall average rate reduction was 1.0 percent—the overall average reduction for the manufacturing sector was 1.0 percent in 2002. These reductions have proven to be a major factor in the successful operation of companies in Oregon and is considered to be a model for other states. Oregon's premiums continue to stay flat or decline even as neighboring states experience substantial increases.

UNEMPLOYMENT INSURANCE

Unemployment insurance (UI) taxes are used to fund an insurance program for covered workers who become unemployed through no fault of their own. Most employers are subject to unemployment insurance laws. New employers are assigned a "base rate" until they have had sufficient "experience" to qualify for an "experience-based" rate—usually about three years. In 2002, the rate was calculated on each employer's first \$10,000 of wages. Employers with an experience rating will have rates anywhere from 0.3 to 5.4 percent (according to the 2002 base rate schedule). The experience rating is based solely on the employment experience of the company and does not vary according to industry history.

In addition, employers must pay a federal unemployment insurance tax based on payroll—Federal Unemployment Tax Act (FUTA).

OREGON WE LOVE DREAMERS

SEPARATE, 1 PAGE SUMMARY

The image shows a one-page summary document titled "INCENTIVE SUMMARY". It features the "OREGON. WE LOVE DREAMERS." logo at the top. The document lists various incentives available in Oregon, including grants, tax credits, and other financial assistance programs. It also includes a small photograph of a person working on a solar panel.

INCENTIVE SUMMARY

OREGON. WE LOVE DREAMERS.

- City of Grants Pass
- State of Oregon
- Oregon Department of Energy
- Oregon Department of Energy
- Blackstone Business Incubator
- Oregon Energy Trust Program
- Industrial energy efficiency support
- Tax credits in one of the best business climates in America!

Grants Pass up to \$10,000
Oregon Business Tax Credit up to \$200,000
Solar market penetration tax credit up to credit approved and prior approval
Business Energy Tax Credit up to \$2.5 million per year will be based on \$50 million in tax credits
based on \$50 million in financing
Industrial energy efficiency support
Tax credits in one of the best business climates in America!

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%

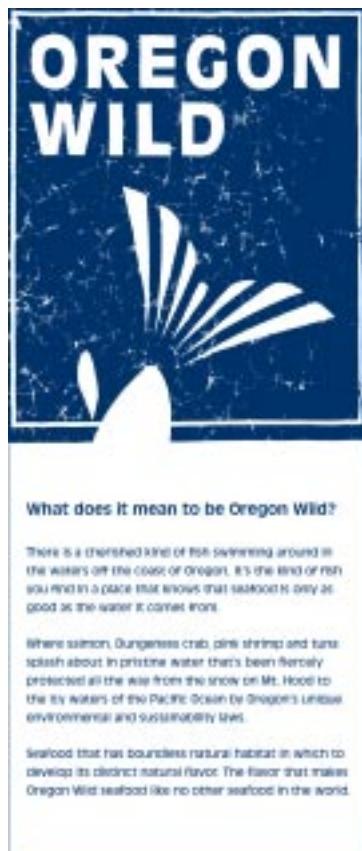
PMS 3015
C 100%
M 55%
Y 23%
K 0%

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

Typeface—Antique Olive Bold

EXAMPLES

POINT OF PURCHASE



EXAMPLES

POINT OF PURCHASE, CONT.



EXAMPLES

OUTDOOR ADVERTISING

