TRAVEL SOUTHERN OREGON: Logo Asset Guide

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SOUTHERN
OREGON

Primary Logo Black

TRAVEL
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OREGON

BOX NEVER INCLUDED.

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OREGON

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Color callouts on Pg. 14

TRAVEL
SOUTHERN
OREGON

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BOX NEVER INCLUDED.

TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

Primary Logo w/ Tagline Black

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BOX NEVER INCLUDED.

Primary Graphic Logo Black

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Primary Graphic Logo Teal, Sage, Gold
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BOX NEVER INCLUDED.

Primary Graphic Logo w/ Tagline Black

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Primary Graphic Logo w/ Tagline Teal, Sage, Gold
Color callouts on Pg. 14

BOX NEVER INCLUDED.

SECONDARY! USE SPARINGLY!

ONLY TO BE USED ON BUSY
PHOTOGRAPHY IN CASES WHERE
MAIN LOGOS & GRAPHIC LOGOS
ARE NOT LEGIBLE!

TRAVEL SOUTHERN OREGON

SECONDARY Graphic Logo White

BOX NEVER INCLUDED.

SECONDARY! USE SPARINGLY!

ONLY TO BE USED ON BUSY PHOTOGRAPHY IN CASES WHERE MAIN LOGOS & GRAPHIC LOGOS ARE NOT LEGIBLE!

TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

SECONDARY Graphic Logo w/ Tagline White

DO NOT use the secondary graphic logo on images that are not busy. It is unnecessary.

DO NOT use color logos on busy images where any color becomes lost or illegible.

DO NOT add a background to a logo.

DO NOT change the scale of a logo or tagline.

DO NOT use logos on images that don't have contrast compared to the logo.

DO NOT change the color of a logo.

DO NOT add or eliminate things from a logo.

DO NOT stretch, squish, or distort a logo.

ONLY use secondary graphic logo on images that are too busy for the standard graphic logo to be legible.

DO use the graphic logo on images that are not too busy, and contrast compared to the logo.

DO use the primary logo on images that are not too busy, and contrast compared to the logo.

DO use color logos on images that are not too busy, & on which you can see every color easily.

DO use logos on contrasting colors.

DO use logos on contrasting colors.

DO use logos on contrasting colors on which you can see every color easily.

TRAVEL SOUTHERN OREGON *(logo in cloud)*

TRAVEL SOUTHERN OREGON *(logo text)*

URL SPANS WIDTH OF
"OREGON" IN LOGO.

TRAVELSOUTHERNOREGON.COM

DO typeset the URL in Avenir Black.
Tracking set to 50. All caps.

TRAVELSOUTHERNOREGON.COM

URL SPANS WIDTH OF
"OREGON" IN LOGO.

DO typeset the URL in Avenir Black.
Tracking set to 50. All caps.

Avenir is available for purchase here:
https://www.fonts.com/font/linotype/avenir

TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

TRAVELSOUTHERNOREGON.COM

EQUAL DISTANCE BETWEEN CLOUD AND TAGLINE, TAGLINE AND URL.

URL SPANS WIDTH OF "OREGON"

DO typeset the URL in Avenir Black. Tracking set to 50. All caps.

TRAVEL SOUTHERN OREGON

DO SOMETHING GREAT

TRAVELSOUTHERNOREGON.COM

EQUAL DISTANCE BETWEEN LINE AND TAGLINE, TAGLINE AND URL.

URL SPANS WIDTH OF "OREGON".

DO typeset the URL in Avenir Black. Tracking set to 50. All caps.

Avenir is available for purchase here:
https://www.fonts.com/font/linotype/avenir

WHAT FILES TO USE
FOR WHICH PROJECTS
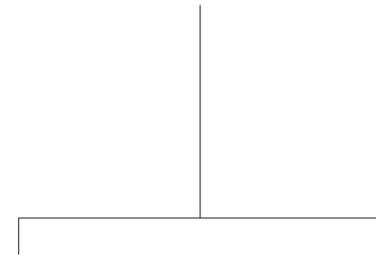
FOR WEB (RGB)

.png
.tiff
.pdf
.eps
.ai

FOR PRINT (CMYK)

.tiff
.eps
.pdf
.jpg
.ai

COLOR PALETTE

TEAL

CMYK	100 / 8 / 18 / 38
RGB	0 / 113 / 140
HEX	#00718C
PANTONE	315C

SAGE

CMYK	31 / 5 / 36 / 16
RGB	154 / 181 / 153
HEX	#9AB599
PANTONE	7494 C

OLIVE

CMYK	22 / 9 / 100 / 39
RGB	137 / 138 / 23
HEX	#898A17
PANTONE	582 C

GOLD

CMYK	0 / 38 / 95 / 0
RGB	251 / 170 / 0
HEX	#FBAA26
PANTONE	137 C

BLACK

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
HEX	#000000

WHITE

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#ffffff

THANK YOU.

For more information, please contact:
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