

TRAVEL **OREGON**

ONLY SLIGHTLY EXAGGERATED
SPRING STYLE GUIDE & ASSET KIT
03.25.2019

ABOUT THE CAMPAIGN

Have you ever tried to snap a picture of Mt. Hood, only to look at your phone and think, "No, but it's better than that. I swear! You have to believe me, social media!"? Even with the most advanced cameras and editing software, it's almost impossible to capture what you're really seeing, feeling, and experiencing in Oregon. That's because Oregon is magic, and you really have to be here to get it. Oregon feels like it was plucked out of the greatest tales of fantasy and adventure, so let's give it the treatment it deserves.

(NOTE: Internal language. Not consumer-facing copy.)

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FONTS

TILDA PETITE

DOWNLOAD FROM:

<https://store.typenetwork.com/foundry/fontbureau/fonts/tilda>

TILDA USAGE RULES

Tilda should always be used in its Petite style. It should only be used as a headline font. It should never be used as body copy or as title type lockups (like our OOH executions). If it is used in a title lockup, it needs to be reviewed by W+K prior to release.

Note: Anyone creating new assets using the campaign fonts will need to download and license them on their own computer.

SCENIC ATTRACTION

Clear Lake

*Pa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

TRAVEL OREGON
LOGO



TO_Primary_White_RGB.ai



TO_Stacked_White_RGB.ai

SPRING MEDIA

KEY VISUAL



SPRING MEDIA BANNERS

300 x 600



300 x 250



970 x 250



728 x 90



NESKOWIN GHOST FOREST

KEY VISUAL



NESKOWIN GHOST FOREST

BANNERS

160 x 600



300 x 600



300 x 250



970 x 250



728 x 90



NESKOWIN GHOST FOREST WALLPAPERS

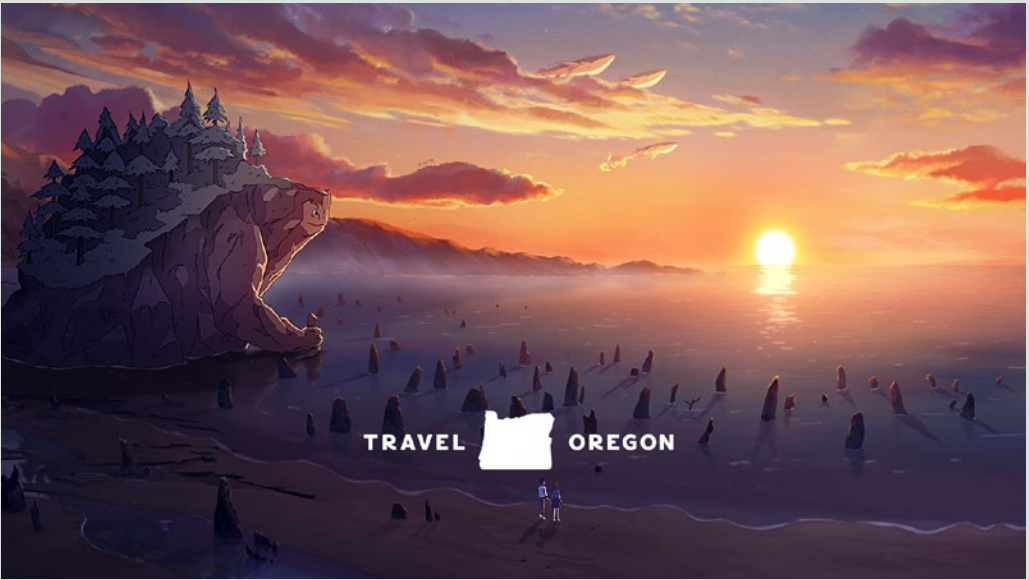
1440x3040 Samsung S10 (At 20%)



1242x2688 iPhone XS Max (At 20%)



1920x1080 Desktop (At 20%)



1535x2048 iPad (At 20%)



NESKOWIN GHOST FOREST

SOCIAL POSTS

2048x1152 Facebook (At 20%)



1024x512 Twitter (At 30%)



2048x1152 Instagram (At 20%)



THREE SISTERS

LOCKUP



Type_ThreeSisters.ai
Type_ThreeSisters.eps

KEY VISUAL



THREE SISTERS BANNERS

160 x 600



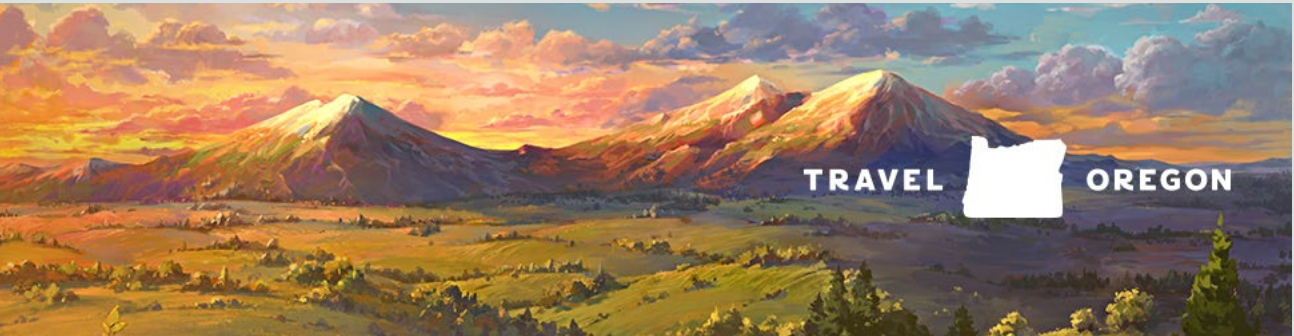
300 x 600



300 x 250



970 x 250



728 x 90



THREE SISTERS WALLPAPERS

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THREE SISTERS

SOCIAL POSTS

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OREGON CAVES NATIONAL MONUMENT

KEY VISUAL



OREGON CAVES NATIONAL MONUMENT

BANNERS

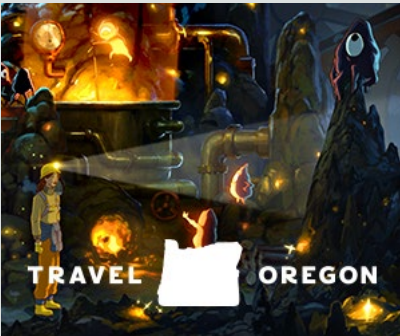
160 x 600



300 x 600



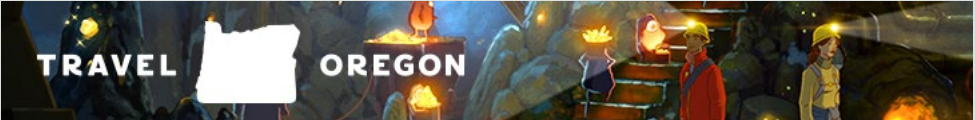
300 x 250



970 x 250



728 x 90



OREGON CAVES NATIONAL MONUMENT

WALLPAPERS

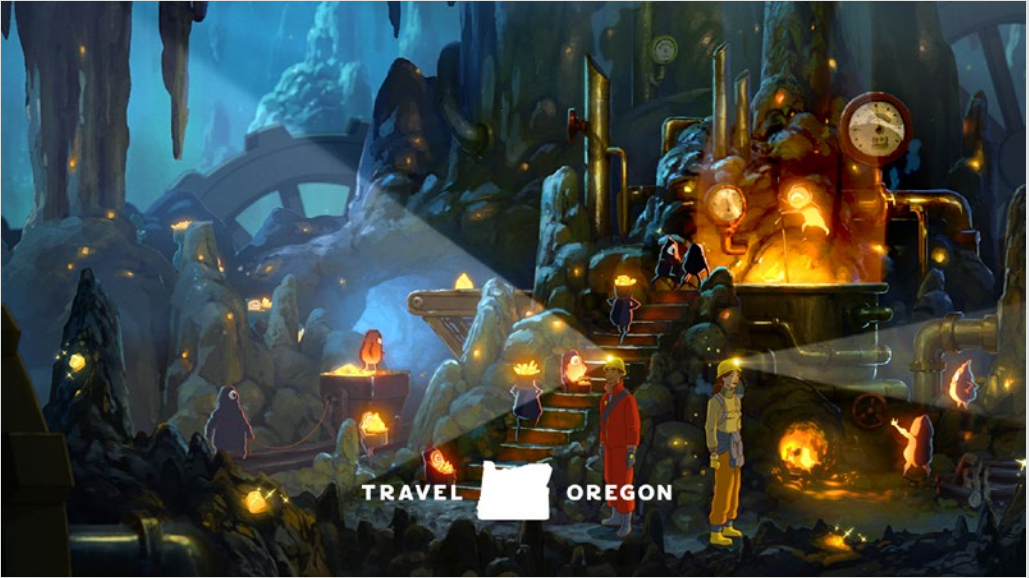
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OREGON CAVES NATIONAL MONUMENT

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CLEAR LAKE

LOCKUP



Type_ClearLake.ai
Type_ClearLake.eps

KEY VISUAL



CLEAR LAKE BANNERS

160 x 600



300 x 600



300 x 250



970 x 250



728 x 90



CLEAR LAKE
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CLEAR LAKE SOCIAL POSTS

1152x2048 Facebook (At 20%)



1152x2048 Instagram (At 20%)



1080x1920 Instagram Stories (At 20%)



512x1024 Twitter (At 30%)



SANDY RIVER DELTA

KEY VISUAL



SANDY RIVER DELTA

BANNERS

160 x 600



300 x 600



300 x 250



970 x 250



728 x 90



SANDY RIVER DELTA WALLPAPERS

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SANDY RIVER DELTA

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PORTLAND

KEY VISUAL



KEY VISUAL



KEY VISUAL



PORTLAND BANNERS

160 x 600



300 x 600



300 x 250



970 x 250



728 x 90



PORTLAND WALLPAPERS

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PORTLAND

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PORTLAND

SOCIAL POSTS

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1024x512 Twitter (At 30%)



2048x1152 Instagram (At 20%)



STEENS MOUNTAIN

LOCKUP



Type_SteensMountain.ai
Type_SteensMountain.eps

KEY VISUAL



STEENS MOUNTAIN

BANNERS

160 x 600



300 x 600



300 x 250



970 x 250



728 x 90



STEENS MOUNTAIN WALLPAPERS

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STEENS MOUNTAIN

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512x1024 Twitter (At 30%)



TULIP FIELDS

LOCKUP



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Type_TulipFields.eps

KEY VISUAL



TULIP FIELDS

BANNERS

160 x 600



300 x 600



300 x 250



970 x 250



728 x 90



TULIP FIELDS
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HOT SPRINGS

KEY VISUAL



HOT SPRINGS

SOCIAL POSTS

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1024x512 Twitter (At 30%)



2048x1152 Instagram (At 20%)



OREGON COAST

LOCKUP



Type_MagicCoast.ai
Type_MagicCoast.eps

KEY VISUAL



WATERFALLS

LOCKUP



Type_Waterfalls.ai
Type_Waterfalls.eps

KEY VISUAL



