



Brand Guidelines

A user's guide to support the
Tillamook Coast experience

The Tillamook Coast Brand

How These Guidelines Work	1.1
Why Tillamook Coast?	1.2
What is a Destination Promise?	1.3
Why Does Tillamook Coast Need a Brand?	1.4
Our Destination Promise	1.5
Our Brand Pillars	1.6
Our Emotional Benefits	1.7
Our Brand Personality	1.8

Communicating the Brand

Our Copy Style	2.1
Our Key Words and Phrases	2.2
Our Photographic Style	2.3
Matching Brand Messages to Our Markets	2.4
Bringing Our Brand Experiences to Life	2.5

Brand Identities

Brand Identity Inspiration	3.1
The Pictoglyph	3.2
The Wordmark	3.4
The Tagline	3.6
The Tagline Wordmark	3.8

The Oregon Wordmark	3.10
The Brandmark	3.12
The Tagline Brandmark	3.14
The Oregon Brandmark	3.16
The Organization Brandmark	3.18

Brand Elements

Colors	4.1
Typography	4.2
The Swashes	4.3

The Applied Brand

Partner Co-Branding	5.1
Cups & Coasters	5.2
Apparel	5.3
Print Ads	5.4
Brochures	5.5
Smart Phone App	5.6
Gateway Sign	5.7
Visitor Guide	5.8
Business Cabinet	5.9

Resources	6.1
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*Photo courtesy of
Tillamook Design,
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A photograph of a person in an orange jacket and blue jeans standing in a dense forest. The forest is covered in thick moss on the trees and ground. A stream flows through the forest, creating a small waterfall. The scene is lush and green, with many trees and ferns visible.

The Tillamook Coast Brand



1.1 How These Guidelines Work

The brand strategy provides the directions and ideas for portraying and unifying the experiences of the Tillamook Coast. In conjunction with the Tillamook Coast Tourism 2025 Strategy, it acts as a guidance system to inform communications, experience delivery, product development and public policy programs that affect the local visitor economy. It will shape what we want people to think and feel about the Tillamook Coast as a visitor destination.

Photography used in this document are selected from original images provided by local photographers and several stock libraries to present the character of the Tillamook brand.



1.2 Why Tillamook Coast?

You may have already noticed that we are using a new name, the Tillamook Coast. This name demonstrates that we are integral to the famed Oregon Coast experience. It brings focus to our dramatic coastline, diverse waterways, and abundant recreational opportunities. And importantly, it confirms the way many of our visitors think of us when they say, “We’re going to the Coast”.

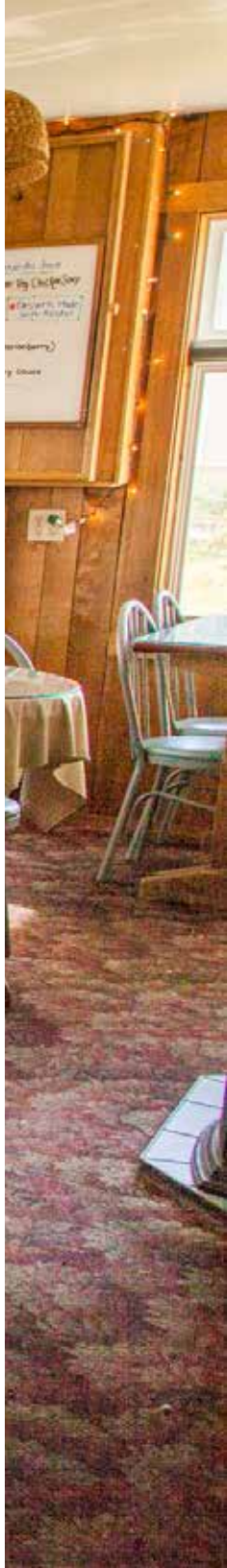


1.3 What is a Destination Brand?

A destination brand makes and fulfills a valued promise. It is a unique blend of physical, intangible and emotional benefits which clearly differentiate a destination from other choices. Importantly, it acts as a guidance system to prioritize and influence every message, process, decision, communication, and investment.

Branding can be considered as the art and science of orchestrating the distinctive messages and experiences that we most want associated with the Tillamook Coast to ensure that they are as unifying, compelling, and rewarding as possible.

Photo courtesy of Tillamook Design, all rights reserved





1.4

Why Does Tillamook Coast Need a Brand?

Competition between places has never been more intense. Our customers have overwhelming choice and are faced with thousands of competing messages every day. What target audiences think of the Tillamook Coast directly impacts whether they will spend time and money here.

To compete in this environment we must be unified and differentiate the Tillamook Coast in ways that are personally relevant and compelling to our target audiences. The Tillamook Coast brand provides a unifying foundation upon which to consistently present the region's leading experiences, words, imagery, products, and distinctive character.



1.5 Our Destination Promise

The Power of Nature

Our Promise:

For those needing to escape the stresses of everyday life and seek the transformative power of nature, the untamed and unspoiled beauty of the Tillamook Coast's natural wonders are the perfect prescription for body and soul.

Only here will they find the enriching, revitalizing and adventure-filled encounters of Oregon's most diverse and varied marine and rain forest environments, all in close proximity to low-key beach-front villages that have not been overdeveloped – and within 90 minutes of Portland.

Our Commitment:

We are dedicated to preserving, enjoying and sharing our unspoiled natural environments and keeping the small town feel and low-key character of our villages, while generating a sustainable visitor economy for resident employment and small businesses.



We present transformational experiences that enable residents and visitors to interact with nature in ways that are compelling, environmentally sensitive and spiritually uplifting.

The Tillamook Coast brand is summarized in the tagline and experiential invitation:
“It’s the natural choice.”

Left photo courtesy of Tillamook Design, all rights reserved



1.6 Our Brand Pillars



These are the compelling strengths that underpin our Destination Promise. They should receive greatest prominence in the region's marketing and product development.

Priority:

Natural Wonders: Our section of the famed Oregon Coast captivates visitors because of its larger than life panoramas, unspoiled beauty and adventure-filled encounters. Here you will find dramatic and beautiful capes, sea stacks, bays and estuaries, mountains, rain forests, rivers, waterfalls, and wildlife.

Beach Traditions: Our coastal villages, family fun and unspoiled beaches have drawn visitors to this spectacular coastline for generations. Here you can chill out and relax on the beach, spend the day beach-combing, savor fresh seafood, search for clams and crabs, or just watch the sunset over the Pacific.

Outdoor Adventures: Our waterways and forests present myriad opportunities interacting with nature through kayaking, fishing, hunting, para sailing, hiking, wildlife watching, cycling, and many other activities.

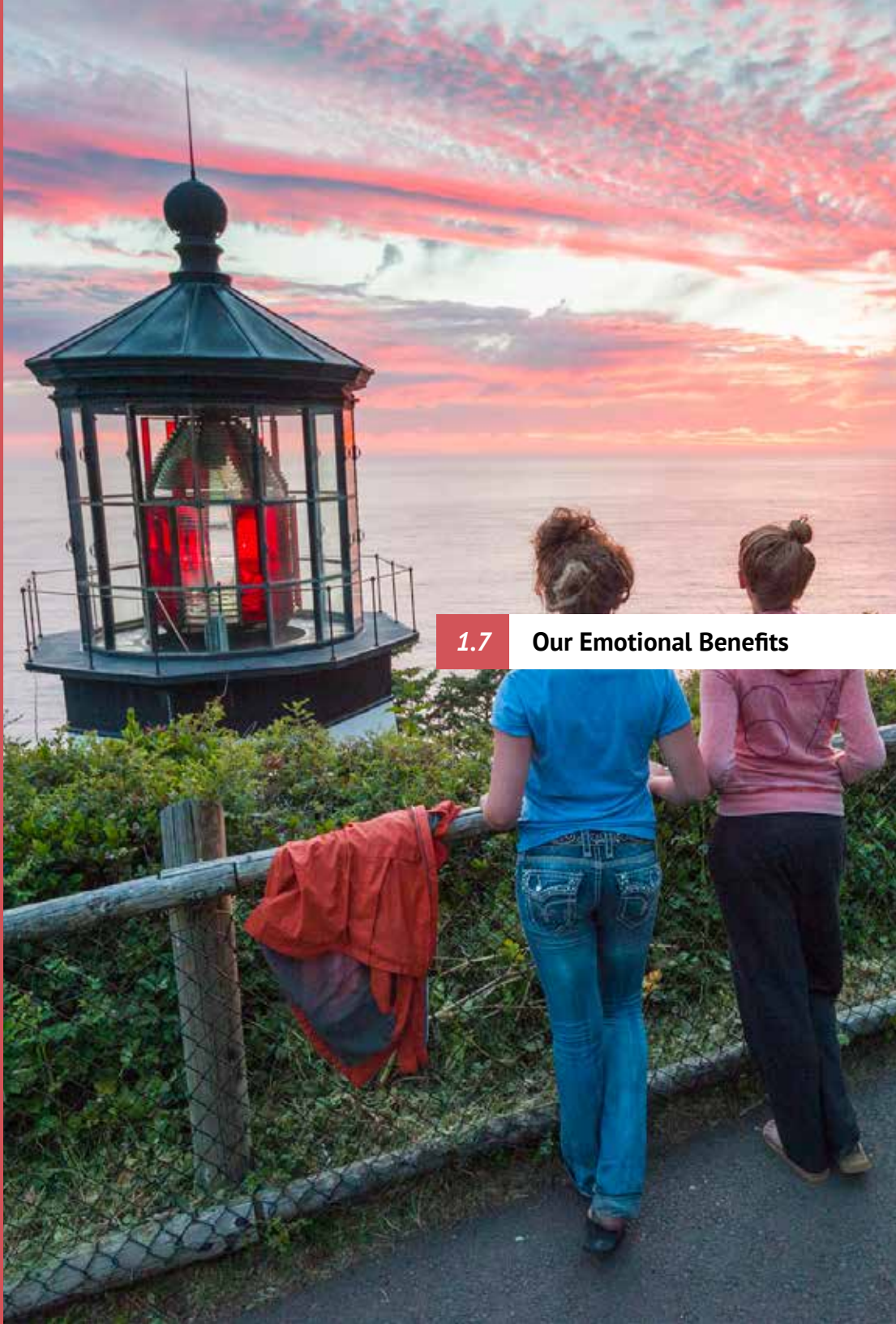
Complementary:

History and Culture: Our bond with the ocean, bays, farms and forests influences our lifestyle and can be explored in villages, museums, galleries and living traditions.

Nature's Bounty: Our climate, fertile valleys and waterways create the environments that have made us famous for our seafood, agriculture, artisan foods, dairy and cheese products, and opportunities for wild food foraging in the forests and along the shoreline.

Events: Our events and celebrations enhance our enjoyment of nature and the great outdoors.





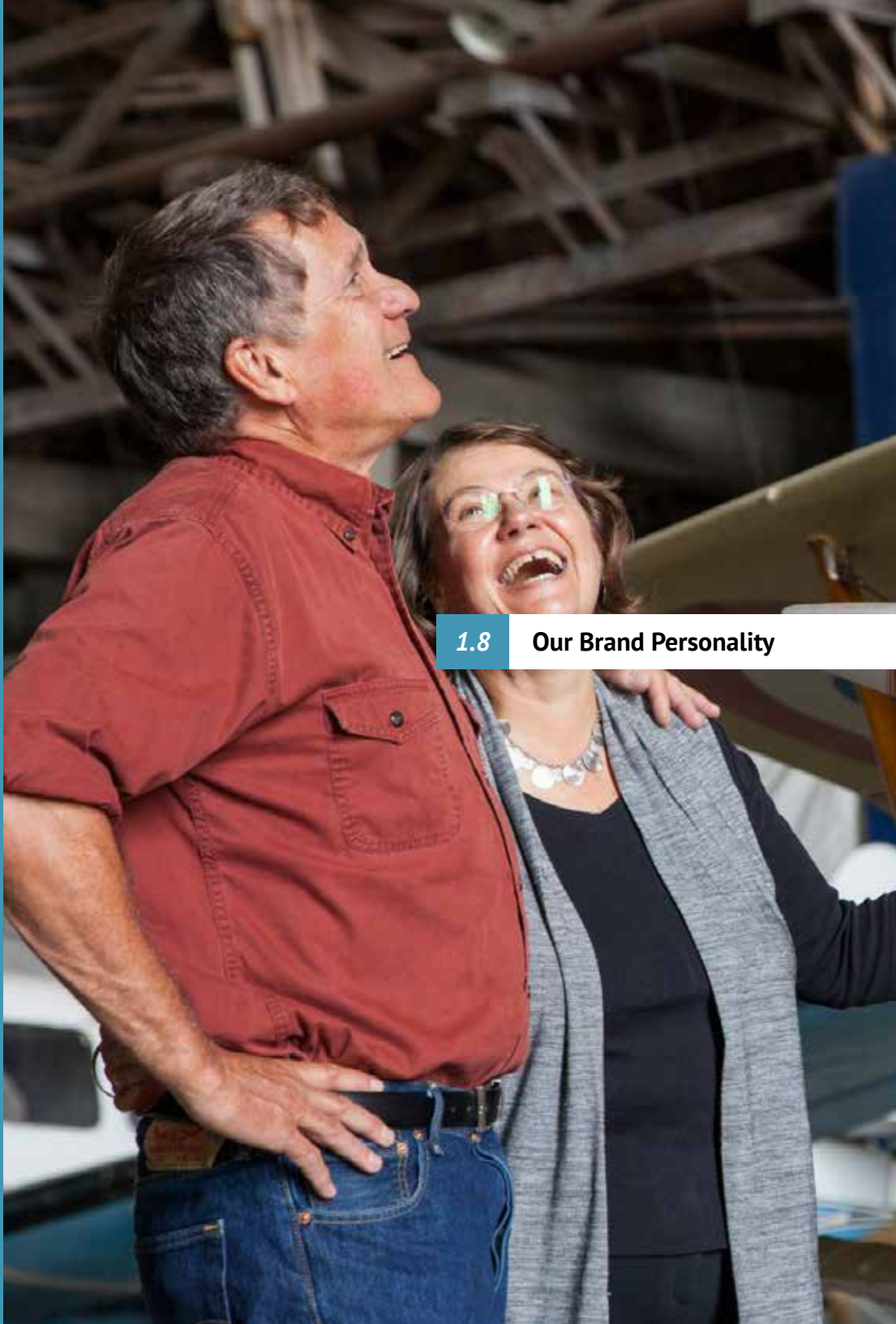
1.7

Our Emotional Benefits

Emotional benefits reflect how we want the Tillamook Coast's visitors to feel through their contact and experiences with the region. The Tillamook Coast brand conveys and provides a sense of:

- Discovery
- Freedom
- Inspiration
- Rejuvenation
- Romance
- Togetherness

Photo courtesy of Tillamook Design, all rights reserved



1.8 Our Brand Personality

Our brand personality describes the characteristics and traits of the Tillamook Coast as if it were a person. These traits influence the feel and tone of voice we use in communications. The Tillamook Coast brand personality is:

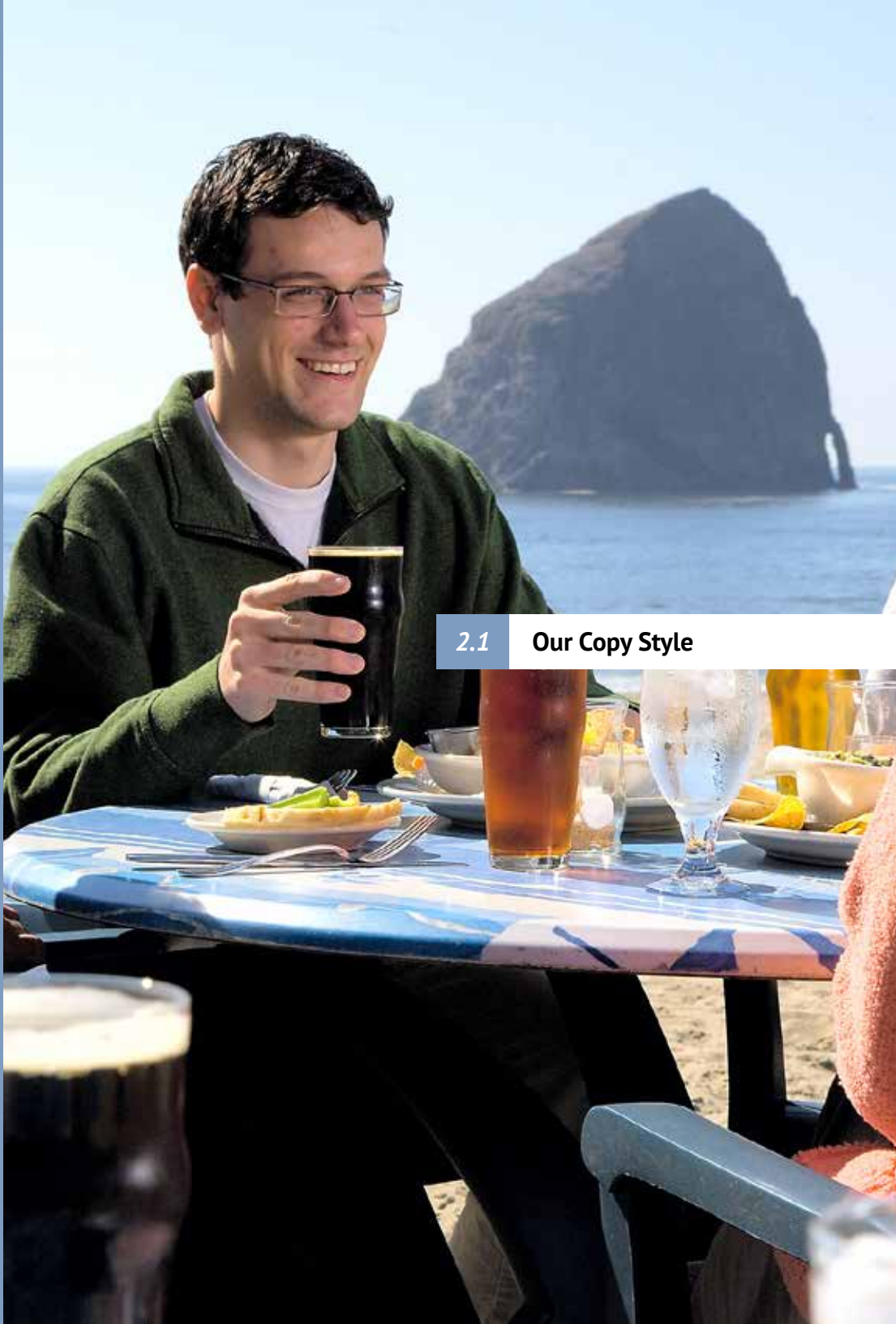
- Authentic
- Environmentally sensitive
- Inspiring
- Natural
- Relaxed
- Untamed

Photo courtesy of Tillamook Design, all rights reserved

A photograph of a man and a young boy standing on a paved path in a lush, green forest. They are both looking at an informational sign mounted on a wooden post. The man is wearing a pink shirt and blue jeans, and the boy is wearing a red and white plaid shirt and grey pants. The sign appears to be a map or a guide. The forest is dense with various trees and plants, and the ground is covered with fallen leaves and twigs.

Communicating the Brand

*Photo courtesy of
Tillamook Design,
all rights reserved*



2.1 Our Copy Style

The Tillamook Coast brand will be embedded in the copy for brochures, web sites, advertising, online communications and collateral materials. Wherever possible, copy should describe experiences with action-oriented and evocative language to provide a feel for what the reader will experience. Importantly, it must make the reader feel as though they're already enjoying the sights, sounds, smells, and sensations of the Tillamook Coast.

Copy should always be written in a friendly, relaxed, informative, and unpretentious manner to match our personality. It should be conversational and create the feel and tone of a one-on-one conversation. It should be enticing and motivational, yet realistic and factual. It must not contain hype or exaggeration.





2.2 Our Key Words & Phrases

The following are some of the key words and phrases that are important when communicating the Tillamook Coast brand.

accessible, exhilarating, freedom, *fresh*, fun, adventurous, perfect prescription, *natural wonders*, not-overdeveloped, *refresh*, artisan, arts and crafts, *discovery*, dramatic, invigorating, it's the natural choice, serene, small town feel, authentic, beach-front villages, *revitalizing*, rugged, savor, *laughter*, reconnect, lush, natural, take the challenge, tranquility, unplug/unwind, green, immerse yourself, inspiring, *just 90 minutes from Portland*, rejuvenate, relax, easy pace, energizing, pampering, enriching, escape, *unspoiled beauty*, captivating, curiosity, breathtaking, stress free, untamed, wild



2.3 Our Photographic Style



High quality photography can be one of the most potent and versatile communication elements in the Tillamook Coast's brand toolkit. This is because the stunning sense of place, seasons, moods and colors of the Tillamook Coast make it extremely photogenic.

Images should project enriching, revitalizing and adventure-filled experiences that reflect our brand pillars, benefits and distinctive character. Questions to ask when selecting images to reflect the brand are:

- Are these real people doing real things in real places?
- Are the images believable?
- Do they have a WOW factor or strong "wish you were here" flavor?
- Do the subjects look natural and not posed?
- Are the subjects doing something interesting?
- Will the photographs resonate with the target audience?





Matching Brand Messages to Our Markets

These are the key messages that should be conveyed to our target audiences. Each target audience will be fine-tuned annually according to available budgets, opportunities, and events.

Market	Characteristics	Key Message
Coastal Getaways	Mainly reside in Oregon, Washington, Idaho and Utah.	The Tillamook Coast is the best place to unwind and experience the unspoiled natural beauty of the famed Oregon Coast.
Special Interests	Mainly reside in Oregon, Washington, Idaho and Utah.	The Tillamook Coast is where you'll find myriad opportunities to pursue your favorite nature-based, recreational and cultural interests.
International	Visitors to the West Coast from Europe, UK, Australia, and Canada.	The Tillamook Coast is the best place to experience the unspoiled and untamed natural beauty of the famed Oregon Coast.
Meetings and Conferences	Meeting planners and delegates, mainly Oregon-based.	Plan your next meeting surrounded by the beauty of the Tillamook Coast.

Photo courtesy of Tillamook Design, all rights reserved





2.5 Bringing Our Brand Experiences to Life

Consistently delivering memorable Tillamook Coast brand experiences will require a 360° focus by many partners. The programs for activating these experiences and bringing our brand pillars to life are outlined in the Tillamook Coast Tourism 2025 Strategy. They address:

- Sustainable Community Tourism
- Nature-based Experiences
- Cultural Experiences and Events
- Village Experiences
- Lodging and Conferences
- Professional Development
- Partnerships



Brand Identities

Photo courtesy of Dan Best Photography, all rights reserved

Brand Identity Inspiration

Once a successful destination brand is articulated from diligent research, understanding and deliberation, it takes flight through various visual communications such as advertising, printed collateral, merchandise, web media and signage. At the heart of these tangible assets are nine Brand Identity Graphics referred to as either Pictoglyphs, Wordmarks, Brandmarks or Taglines.

The final Tillamook Coast Brand Identities have evolved from several concepts that were inspired by the textures, colors and features from the natural environment. The rugged coastal rock formations represent a timeless relationship between land and sea, witnessed by moss covered trees and soaring sea birds- all reflected in the arts and crafts personality of the communities.

After hundreds of fonts were evaluated, two were selected and combined into a custom treatment that captures the character and brand essence of the region.



Coastal Rock Formations



Arts and Crafts

Tillamook Coast

Sunday Monday Font

Tillamook

FG Rebecca Font

3.1



Sea Birds in Flight



Moss Covered Trees

The Pictoglyph

The Pictoglyph represents the interdependent relationship between land, sea and wildlife.

Clear space

The clear space around the Pictoglyph must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the left rock formation represents the minimum clear space required between the outer most elements of the Pictoglyph and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Pictoglyph shall never be reproduced smaller than 3/4" horizontally.



3/4"

The Pictoglyph (cont)

When is it used?

The Pictoglyph alone should be used in a limited manner. It is most effective when used as a graphic punctuation after the full brandmark has already been visually established to give it relevance.

It may be used once only as a special graphic presentation as long as the Wordmark has a presence on the same application or within a multi-page document or website.

Parts of it may be used as a background graphic. In this case, the clear space rule may be ignored but only when a minimum of 40 % of the image is cropped out.

Prohibited Use

The Pictoglyph should be used accurately and consistently. The following examples illustrate how misuse of the Pictoglyph will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the color from what has been approved in this document.



Never reorganize elements of the Pictoglyph.



Never obstruct the Pictoglyph with a graphic, text or object.



Never reproduce the Pictoglyph as a single color.



Never place a Pictoglyph over a dark or photographic background.



Never squeeze, stretch or distort the Pictoglyph.



Never slant or skew the Pictoglyph.



Never use the Pictoglyph in a sentence.



Never pair the Pictoglyph with another brand or organization name.

The Wordmark

The Wordmark represents the green, moss covered forests that caress the coastline.

Clear space

The clear space around the Wordmark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the “s” is the minimum clear space required between the outer most elements of the Wordmark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Wordmark shall never be reproduced smaller than 1 1/4” horizontally.



1 1/4"

The Wordmark (cont)

When is it used?

The Wordmark should be used when ample vertical space is limited or when a more subtle identifier is appropriate.

The white version shall be used against colored or photographic backgrounds.

Prohibited Use

The Wordmark should be used accurately and consistently. The following examples illustrate how misuse of the Wordmark identity will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the color from what has been approved in this document.



Never reorganize elements of the Wordmark



Never obstruct the Wordmark with a graphic, text or object.



Never alter the tint of the Wordmark's color.



Never place a colored Wordmark over a dark or photographic background. Always use 100% white.



Never squeeze, stretch or distort the Wordmark.



Never slant or skew the Wordmark.



Never use the Wordmark in a sentence.



Never pair the Wordmark with another brand or organization name that conflicts with specifications on page 5.1.

The Tagline

The Tagline communicates the brand in a short, concise statement.

Clear space

The clear space around an isolated Tagline must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the width of “the” is the minimum clear space required between the outer most elements of the isolated Tagline and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Tagline shall never be reproduced smaller than 1” horizontally.

it's the natural choice



it's the natural choice



1"

The Tagline (cont)

When is it used?

When a Brand Identity without a Tagline is used, but the brand message still needs graphic reinforcement, the Tagline may be incorporated in the same application as an isolated element.

An isolated Tagline as a graphic should not be used in close proximity to either the Tagline Brandmark or the Tagline Wordmark.

It may be reproduced in any of the primary and secondary brand colors as long as it compliments the palette of the application it is in and is clearly legible. It may be reproduced in white against fields of black or any of the brand colors that offer legible contrast. It may be used over photography as long as it is clearly legible and not obscured by contrasting textures or shapes.

Prohibited Use

The Tagline should be used accurately and consistently. The following examples illustrate how misuse of the Tagline will diminish its impact and reflect unfavorably on the Tillamook Coast brand.

it's the natural choice

Never use colors other than what has been approved in this document.

It's the natural choice

Never display the tagline in another font.

it's the natural choice



Never obstruct the tagline with a graphic, text or object.

it's the natural choice

Never alter the tint of the tagline's color.

it's the natural choice

Never place a colored tagline over a dark or photographic background. Always use 100% white.

it's the natural choice

Never squeeze, stretch or distort the tagline.

it's the natural choice

Never slant or skew the tagline.

Because it's the natural choice of course

Never use the tagline in a sentence.

Organic Grocery
it's the natural choice

Never pair the tagline with another brand or organization name.

The Tagline Wordmark

The Tagline Wordmark represents the green, moss covered forests that caresses the coastline and is anchored with the Tagline.

Clear space

The clear space around the Tagline Wordmark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the “s” is the minimum clear space required between the outer most elements of the Tagline Wordmark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Tagline Wordmark shall never be reproduced smaller than 1 3/4” horizontally.

Tillamook Coast
it's the natural choice



Tillamook Coast
it's the natural choice

1 3/4"

Tagline Wordmark (cont)

When is it used?

The Tagline Wordmark should be used when ample vertical space is limited for in-state marketing collateral or general merchandise.

The white version shall be used against colored or photographic backgrounds.

Prohibited Use

The Tagline Wordmark should be used accurately and consistently. The following examples illustrate how misuse of the Tagline Wordmark will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the Tagline Wordmark.



Never obstruct the Tagline Wordmark with a graphic, text or object.



Never alter the tint of the Tagline Wordmark's color.



Never place a colored Tagline Wordmark over a dark or photographic background. Always use 100% white.



Never squeeze, stretch or distort the Tagline Wordmark.



Never slant or skew the Tagline Wordmark.



Never use the Tagline Wordmark in a sentence.



Never pair the Tagline Wordmark with another brand or organization name.

The Tagline Wordmark

The Oregon Wordmark represents the green, moss covered forests that caress the coastline and is anchored with the word “Oregon”.

Clear space

The clear space around the Oregon Wordmark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the “s” is the minimum clear space required between the outer most elements of the Oregon Wordmark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Oregon Wordmark shall never be reproduced smaller than 1 3/4” horizontally.

Tillamook Coast
Oregon



Tillamook Coast
Oregon

1 3/4"

Oregon Wordmark (cont)

When is it used?

The Oregon Wordmark should be used when vertical space is limited and for out-of-state marketing collateral or merchandise.

The white version shall be used over colored or photographic backgrounds.

Prohibited Use

The Oregon Wordmark should be used accurately and consistently. The following examples illustrate how misuse of the Oregon Wordmark will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the Oregon Wordmark.



Never obstruct the Oregon Wordmark with a graphic, text or object.



Never alter the tint of the Oregon Wordmark's color.



Never place a colored Oregon Wordmark over a dark or photographic background. Always use 100% white.



Never squeeze, stretch or distort the Oregon Wordmark.



Never slant or skew the Oregon Wordmark.



Never use the Wordmark with Oregon in a sentence.



Never pair the Oregon Wordmark with another brand or organization name.

The Brandmark

The Brandmark is a combination of the Pictoglyph and the Wordmark.

Clear space

The clear space around the Brandmark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the “s” is the minimum clear space required between the outer most elements of the Brandmark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Brandmark shall never be reproduced smaller than 1 3/4” horizontally.



1 3/4"

The Brandmark (cont)

When is it used?

The Brandmark must be applied over uninterrupted white space and isolated away from complicated or competing elements. It works best as a leading graphic followed by content rather than a signature preceded by content.

Prohibited Use

The Brandmark should be used accurately and consistently. The following examples illustrate how misuse of the Brandmark will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the Brandmark.



Never obstruct the Brandmark with a graphic, text or object.



Never alter the tint of the Brandmark's color.



Never place a Brandmark over a dark or photographic background.



Never squeeze, stretch or distort the Brandmark.

3.13



Never slant or skew the Brandmark.



Never use the Brandmark in a sentence.



WILDLIFE TOURS
Never pair the Brandmark with another brand or organization name.

Tagline Brandmark

The Tagline Brandmark is a combination of the Pictograph, Wordmark and Tagline. It is sometimes referred to as the Full Brandmark.

Clear space

The clear space around the Tagline Brandmark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the “s” is the minimum clear space required between the outer most elements of the Tagline Brandmark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Tagline Brandmark shall never be reproduced smaller than 1 3/4” horizontally.



Tagline Brandmark (cont)

When is it used?

The Tagline Brandmark should always be used when introducing the brand for the first time and where the use of an isolated Tagline is not possible. It must be applied over uninterrupted white space and isolated away from complicated or competing elements.

Prohibited Use

The Tagline Brandmark should be used accurately and consistently. The following examples illustrate how misuse of the Tagline Brandmark will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the Tagline Brandmark.



Never obstruct the Tagline Brandmark with a graphic, text or object.



Never alter the tint of the Tagline Brandmark's color.



Never place a Tagline Brandmark over a dark or photographic background.



Never squeeze, stretch or distort the Tagline Brandmark.

3.15



Never slant or skew the Tagline Brandmark.



Never use the Tagline Brandmark in a sentence.



Never pair the Tagline Brandmark with another brand or organization name.

Oregon Brandmark

The Oregon Brandmark is a combination of the Pictograph, Wordmark and the word “Oregon”.

Clear space

The clear space around the Oregon Brandmark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the height of the “s” is the minimum clear space required between the outer most elements of the Oregon Brandmark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Oregon Brandmark shall never be reproduced smaller than 1 3/4” horizontally.



Oregon Brandmark (cont)

When is it used?

The Oregon Brandmark should be used when introducing the brand to markets outside of Oregon. It must be applied over uninterrupted white space and isolated away from complicated or competing elements.

An isolated Tagline may be used in visible proximity, but must be isolated and never grouped with the Oregon Brandmark.

Prohibited Use

The Oregon Brandmark should be used accurately and consistently. The following examples illustrate how misuse of the Oregon Brandmark will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the Oregon Brandmark.



Never obstruct the Oregon Brandmark with a graphic, text or object.



Never reproduce the Oregon Brandmark as a single color.



Never place a Oregon Brandmark over a dark or photographic background.



Never squeeze, stretch or distort the Oregon Brandmark.



Never slant or skew the Oregon Brandmark.



Never use the Oregon Brandmark in a sentence.



Never pair the Oregon Brandmark with another brand or organization name.

Organization Mark

The Organization Mark is a combination of the reversed Wordmark over a black field and a reversed “Visit” over one of three primary colors; sage, coast and clay.

Clear space

The clear space around the Organization Mark must be maintained at all times. These areas must never be invaded by other graphics, borders or photographic elements.

The distance defined by the width of the first letter “T” in the Wordmark is the minimum clear space required between the outer most elements of the Organization Mark and the definable outer edge of a field or the nearest edge of another graphic or visual element.

Minimum Size

The Organization Mark shall never be reproduced smaller than 2” horizontally.



Organization Mark (cont)

When is it used?

The Organizational Mark is used for business communications and never to promote targeted destination marketing unless it is used as a sponsorship recognition.

It may be reproduced in one of the three authorized primary brand colors (sage, coast and clay) paired with black behind the white Wordmark, but never should occur together with any of the other two colored versions on the same visual application.

Prohibited Use

The Organization Mark should be used accurately and consistently. The following examples illustrate how misuse of the Organizational Mark will diminish its impact and reflect unfavorably on the Tillamook Coast brand.



Never change the colors from what has been approved in this document.



Never reorganize elements of the Organization Mark.



Never obstruct the Organization Mark with a graphic, text or object.



Never reproduce the Organization Mark as a single color.



Never place a Organization Mark over a black background.



Never squeeze, stretch or distort the Organization Mark.



Never slant or skew the Organization Mark.



Never use the Organization Mark in a sentence.



Never pair the Organization Mark with another brand or organization name.

A photograph of a long wooden pier extending from the left side of the frame into a body of water. The pier is supported by numerous vertical wooden posts. At the end of the pier, there is a small, two-story wooden building with a gabled roof and several windows. The sky is filled with soft, orange and yellow clouds, suggesting a sunset or sunrise. The water reflects the colors of the sky and the structure of the pier.

Brand Elements

Photo courtesy of Don Best Photography, all rights reserved

Colors

The Tillamook Coast Brand is supported by primary, secondary and tertiary color sets. These colors reflect the character of the Tillamook Coast and should never be altered.

The primary set includes seven Pantone colors. One or more of these colors are used to represent the Brand Identity Graphics.

The secondary set consists of screen tints of the primary set. These are to be used as complimentary treatments for subtle graphic effects.

The tertiary set consists of rich colors from the environment. These are to be used as complimentary treatments for more vibrant effects.

All colors are broken down into reproduction formulas for print media (CMYK), digital (RGB) and web media (HEX).

Primary

Forrest
PMS 3435

CMYK 86/45/81/49
RGB 21/71/50
HEX 15/47/32

Clay
PMS 4655

CMYK 23/43/58/2
RGB 194/148/115
HEX C2/94/73

Sand
PMS 475

CMYK 3/20/29/0
RGB 245/207/178
HEX F5/CF/82

Sage
PMS 5555

CMYK 66/35/56/11
RGB 91/127/113
HEX 5B/7F/71

Coast
PMS 7459

CMYK 73/27/20/0
RGB 66/150/180
HEX 42/96/B4

Earth
PMS 4625

CMYK 44/74/81/59
RGB 81/44/29
HEX 51/2C/1D

Black

CMYK 0/0/0/100
RGB 35/31/32
HEX 23/1F/20

Secondary

70% 40% 30% 15%

70% 40% 30% 15%

70% 40% 30% 15%

70% 40% 30% 15%

70% 40% 30% 15%

70% 40% 30% 15%

70% 40% 30% 15%

Tertiary

Dawn
PMS 7418

CMYK 12/82/61/1
RGB 211/84/89
HEX D3/54/59

Dusk
PMS 7412

CMYK 14/56/95/2
RGB 214/130/49
HEX D6/82/31

Moss
PMS 5783

CMYK 38/25/55/1
RGB 167/167/94
HEX A7/A7/SE

Stone
PMS 405

CMYK 55/53/59/25
RGB 105/96/87
HEX 69/60/57

Twilight
PMS 7653

CMYK 43/46/32/2
RGB 152/135/148
HEX 98/87/94

Shadow
PMS 652

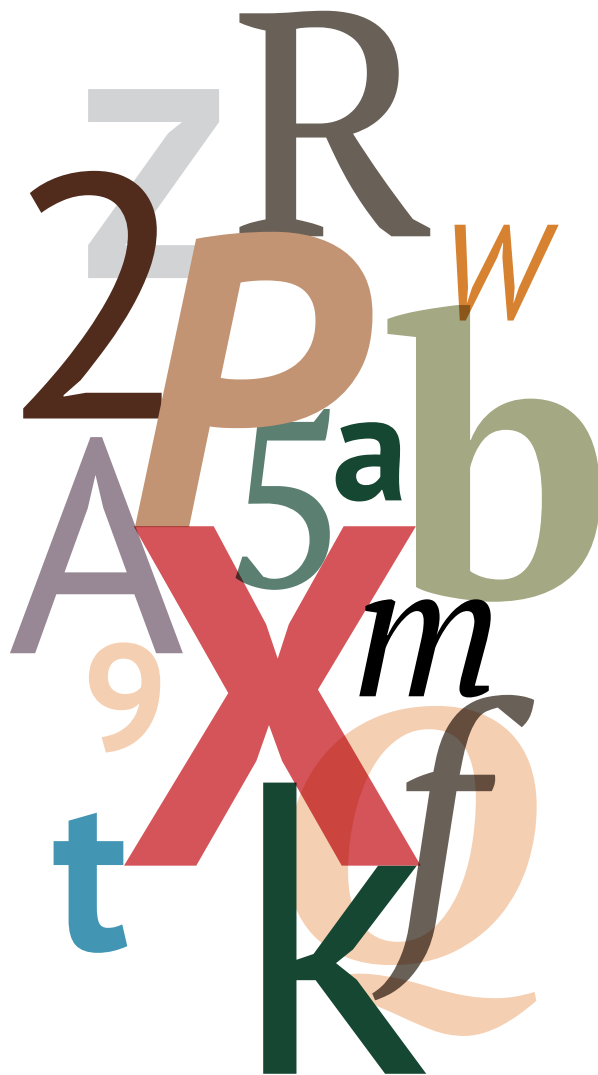
CMYK 53/32/11/0
RGB 126/155/192
HEX 7E/9B/C0

Typography

Regulated typography is a powerful tool used to support the Tillamook Coast brand and should be used in all forms of visual communication to maintain a strong and unified brand expression.

PT Font Family

PT is the primary font family for the Tillamook Coast brand. It was selected out of thousands of fonts to be compatible with the Brand Identities. It includes 8 styles that can be used together or separately while avoiding visual competition with the Brand Identities.



PT Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Serif Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PT Serif Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

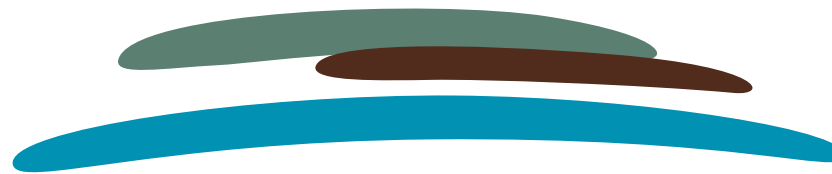
The Swashes

There will be occasions where graphic embellishments add helpful visual impact to a visual communication as long as they do not compete with or diminish the character of the brand.

Three multi-color swashes are accent graphics taken from a portion of the Pictoglyph and stylized into stand-alone graphic elements. They can be used in whole or part as background designs or graphic flairs for special effects.

Such uses should be proposed to the brand manager for approval prior to implementation.

An application example can be seen on page 5.3 in the following section.



A wide-angle photograph of a coastal town, likely in the Pacific Northwest. The foreground shows a calm body of water with several small boats, including a larger motorboat with a canopy and several smaller rowing or fishing boats. The middle ground features a shoreline with houses, a small dock, and a forested hill. In the background, a range of rugged, forested mountains stretches across the horizon under a clear blue sky.

The Applied Brand

Partner Co-Branding

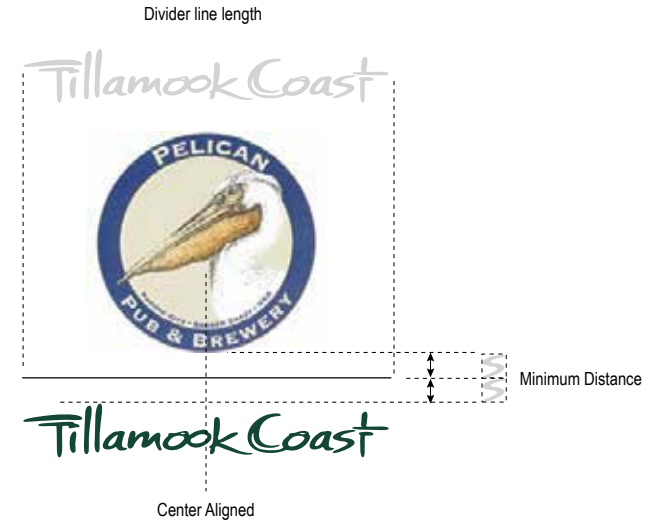
There will be occasions where partner brands will want to incorporate the Tillamook Coast Brand Identity in their marketing materials.

There are two options that partner brands may use—horizontal and vertical.

For co-branded applications over a white background, the Wordmark may be used as either black or forest. The divider line shall be .5 pt. thick in black.

For co-branded applications over a dark or black background, the Wordmark may be used as 100% white. The divider line shall be .5 pt. thick in white.

In all cases, co-branded relationships will utilize the Tillamook Wordmark in accordance with these guidelines to maintain the integrity of the Tillamook Coast Brand.



Cups & Coasters

Coffee cups and drink coasters are popular items visitors buy as gifts or souvenirs.

Private vendors who want to use Tillamook Brand identities in their custom products must contact the Visit Tillamook Coast office for a brand licensing release. Only after a submitted brand licensing release has been approved may a retailer use a Tillamook Coast Brand identity for retail purposes.



Apparel

Tillamook Coast apparel is an important retail vehicle that will be a popular product for visitors looking for gifts or souvenirs.

Private vendors who want to use any of the Tillamook Coast Brand identities in their custom products must contact the Visit Tillamook Coast office for a brand licensing release. Only after a submitted brand licensing release has been approved may a retailer use a Tillamook Coast Brand identity for retail purposes.



Display Advertising

Advertising should be visually bold and use minimal copy.

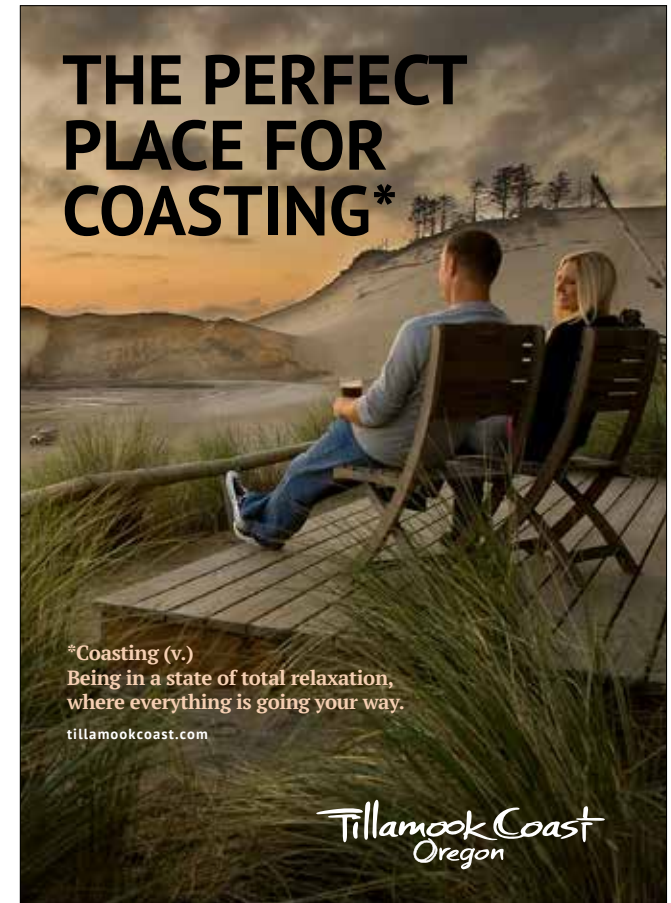
It is recommended that ads incorporate full photographic backgrounds using imagery that depicts people engaged with the environment.

Ads that target in-state markets should use a 100% white Tagline Wordmark.

Ads that target out-of-state markets should use a 100% white Oregon Wordmark.



For in-state markets



For out-of-state markets

Rack Brochures

Rack brochures can be an effective means to deliver regional information to visitors in or near the environment. Such materials can be available at information kiosks, visitor centers and public attractions.

Multiple brochures are more effective if they share a common design and theme.



It is recommended that a short evocative word or statement be used to set the tone and/or to imply the brochure's content.

The Tagline Brandmark should be placed within the top quarter of a rack brochure so it is visible when contained in communal rack fixtures.

Full bleed photographic imagery should be bold and relative to the featured article.

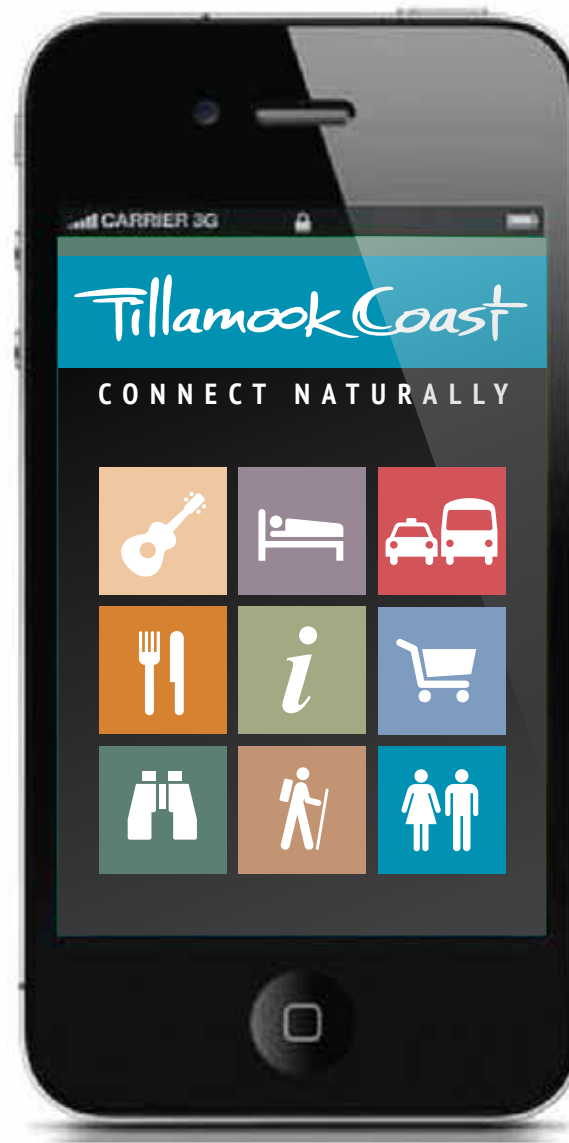


Smart Device App

Community smart device apps are a growing trend in delivering information about a community.

Typically, they are made available to visitors and local patrons as free downloads.

There are many developers who provide both custom and template solutions in a range of costs.



Point of Arrival Gateway

Primary Gateway signs mark points of arrival into Tillamook Coast. They let visitors know that they have arrived at a unique place and that a memorable experience awaits.

A gateway sign is an opportunity to make the best first impression to visitors entering your community for the first time. This first impression will set the tone for a visitor's experience.

The Tillamook Coast gateway sign should be made of materials that are indicative of the area but is constructed for longevity, legibility and in compliance with local codes and regulations.



5.7



Visitor's Guide

The visitor's guide should be treated as a travel magazine. The articles within it tell the reader about key attractions and events in Tillamook Coast.

It also serves as a passive marketing tool, written in a positive and entertaining voice supported by professional photography printed on magazine-grade paper stock.

The Tillamook Wordmark is used as a masthead that remains unchanged from issue to issue.

Visitor's Guide is part of the masthead and also remains unchanged in each issue.

Full bleed photographic imagery should be bold and relative to the featured article.

Titles of key articles within the issue are featured on the cover with a short descriptive caption.

The organization credit remains a fixed element from issue to issue



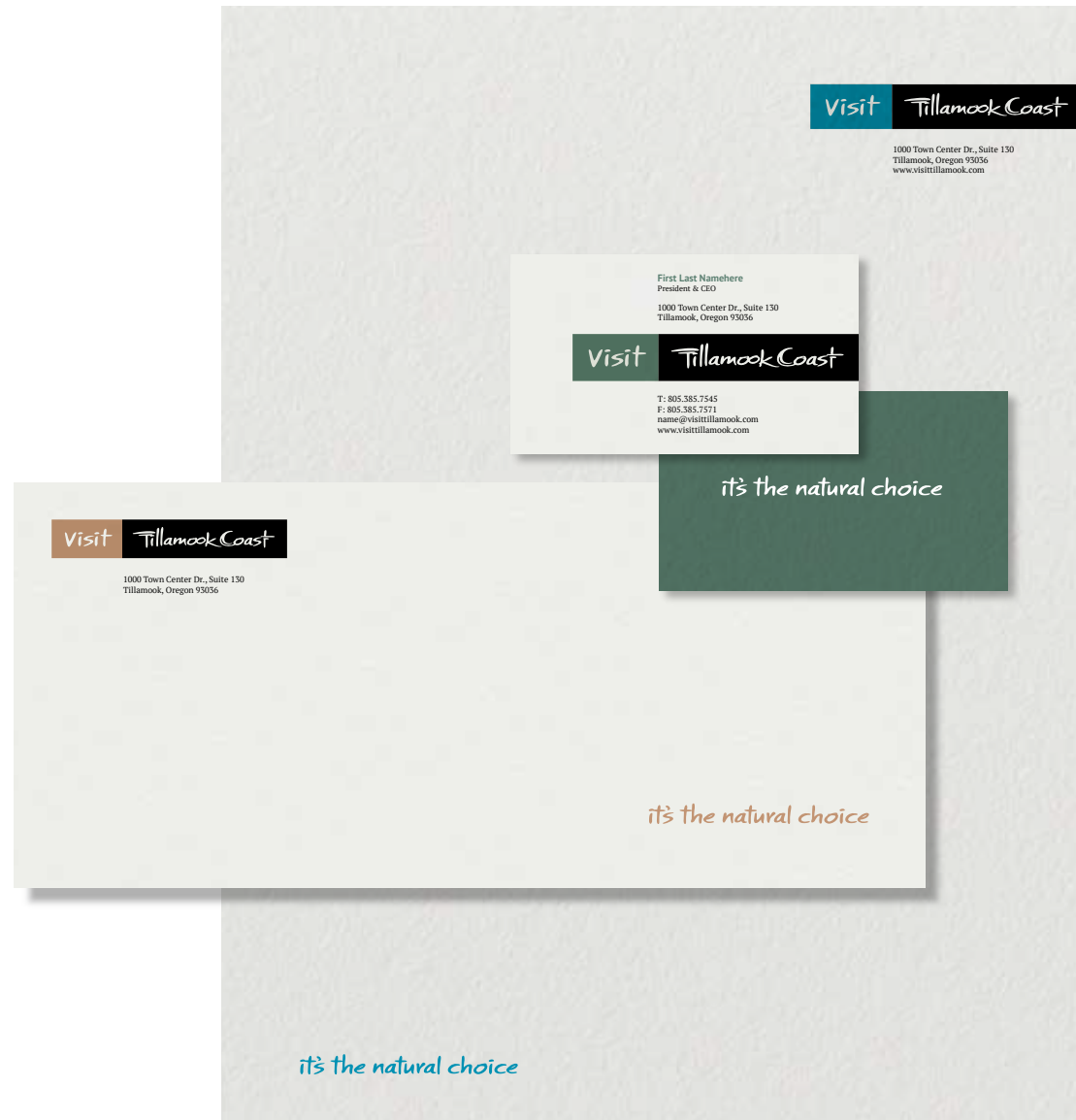
Business Cabinet

A Business Cabinet includes a business card, letterhead and envelope. The ensemble is less of a marketing tool and more of a business communication vehicle.

Although these materials should be more conservative than the Tillamook Coast marketing materials, they should convey a branded flavor that welcomes the reader to the region while establishing a credible persona.

It is recommended that each piece of the ensemble be treated with a different version of the three available Organization Mark colors.

The Tagline is used in an isolated format and colored to match the respective color in each Organization Mark.





For information and assistance regarding adoption and use of the Tillamook Coast brand and visual identity, e-mail us at info@TillamookCoast.com.

Visit us online at TillamookCoast.com

The Tillamook Coast brand strategy was created following extensive research and community consultation by Total Destination Marketing.

DestinationBranding.com

The brand identities and brand guidelines were designed by Axia Creative.

AxiaCreative.com