

or.

BRAND STANDARDS | 2021

or.egon
wine

This style guide is designed as a reference tool to assist you in implementing the brand clearly and with a consistent look and feel. A consistent identity will help us build and maintain the reputation of Oregon Wine, and strengthen the way audiences understand our brand. This guide will show you how to apply the brand components in a way that articulates the brand’s identity, elevates the profile of Oregon Wine, and encourages audiences to engage with Oregon’s wine community.

Questions?

Contact the Marketing Department.

“Oregon Wine.” vs. Oregon wine

Oregon Wine (with a capital “W”) refers to Oregon Wine as a brand as well as an idea. For instance, “Oregon Wine [the brand] is proud to represent a diverse coalition of vintners.” And, “Oregon Wine [the idea] is sourced from the power and the purpose of the place.” Oregon wine (with a lowercase “w”) is attached to specific products or product categories. “Sales of Oregon wine grew at retail this year.” And, “Grab your case of Oregon wine.”

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VERBAL DESIGN

“

Oregon Wine is sourced
from the power and
purpose of the place.

OREGON, USA

Internal Brand Proposition

Manifestation

Principle

Grown with humility, produced with daring.

We innovate out of a sense of wonder and possibility. We channel knowledge from our environment and strength from our diversity. We respond to challenges with community.

Humility.

Pure devotion, made to share.

We cultivate stewardship. We grow with intention, producing wines of remarkable balance and depth. Committed to the land and one another, we are open and welcoming to all.

Devotion.

Or.

VERBAL DESIGN
Brand Spirit

Character in the people who make it.
Character in the people who drink it.

Our brand VOICE unites the essential values that the entirety of the Oregon wine community shares—communicating a true, resonating message that elevates all industry members. Our voice keeps us aligned, honest, and relevant.

We are



Open

Inspiring

Resolute

We are

Open

Whether one is new to wine or deeply experienced, Oregon Wine is welcoming to everyone. We are hospitable and optimistic. There is a warm, resolute conviction in everything we say about what we do and why we do it. Be honest. Risk vulnerability. Describe over prescribe. Build trust.

OPEN: “Oregon is the place we’re lucky to call home.”

Not open: “Oregon produces the world’s best wines.”

We are

Inspiring

Our brand is built to spark the imagination and move the heart. And to do that, we can't just tell people Oregon is beautiful. We have to show them by animating the spirit and the history in ways they can feel. Center people when describing the past or the present. Be accurate but not pedantic. Invite the reader in. Reward them.

INSPIRING: "Here is a landscape of vines and soil suffused with volcanic fire and ancient floodwaters."

Not inspiring: "If you've never visited Oregon wine country, you don't know what you're missing."

We are

Resolute

We listen. We’re considerate, thoughtful. We also act. We take risks. We’re determined. It is our humility and devotion that give us confidence. Our appreciation extends equally to the land, the community, and the individual. Be grateful, never boastful. Honor character with rugged grace.

RESOLUTE: “Our friends said we were naive, but we saw the promise of Oregon.”

Not resolute: “Oregon’s climate is well suited to grapegrowing and winemaking.”

Pointers**Substance**

Err on the side of curiosity and verve. Make every word do its work—long form or short. Our language is intentional and well-crafted. When describing or defining Oregon use Oregon, not anywhere else. The boundaries of our character are not etched by anyone else.

Style

Use adjectives judiciously. Use adverbs sparingly. Choose verbs and nouns with precision to avoid the need for additional qualification. Give clear CTAs. Yes to the Oxford comma. Yes to varied sentence length. Yes to short, punchy paragraphs.

Tone

Whether the subject is light-hearted or serious, we approach our audiences as friends we’ve invited for dinner. Familiar. Intimate. Comfortable. We are welcoming and well-read. We write like we speak: informal but informed.

REFRAIN FROM:

- Negativity
- Exclamation points
- Semi-colons (b/c, ugly and unnecessary)
- Vacuous, loquacious verbiage like “vacuous” and “loquacious”
- Clichés

Audience

Consumers

The current and future Oregon Wine drinker is discerning, curious. Adventurous and enthusiastic. They visit tasting rooms and tour vineyards. They cook in and dine out. Either way, they eat and drink well. Some already know Oregon for its abundance of quality and diversity. Many don't know us at all. Most don't know the True Character of Oregon Wine well enough, yet.

To that end, our job is threefold.

- Enhance and promote the reputation of Oregon Wine globally
- Entice wine travelers to visit Oregon Wine country
- Encourage interest in, and at-home purchase of, Oregon Wine

Every engagement should connect the consumer emotionally to Oregon Wine's True Character—inviting them to take action.

Audience

Industry

Thousands of people are dedicated to the pursuit of Oregon wine, from sales reps to tasting room staff to growers and vintners, each replete with character.

No matter how ascendant or established, every vineyard and winery in Oregon benefits from the equity of the Oregon Wine brand.

Every piece of industry communication should work to inclusively strengthen the Board’s relationship with industry members—demonstrating commitment and expertise, while inviting them to take action and play an active role in the continuous, regenerative messaging of True Character.

Or.

VERBAL DESIGN
Brand Tagline

True Character

Some places channel your energies. They direct your hands. They focus your intentions. Some places cultivate purpose, inspire the spirit, and move the heart.

But of all the places, no place is like this place: the coastal ranges, high deserts, and wide valleys of Oregon. A place of rugged grace. Open invitations. And the determination that anything's possible given enough time and effort and patience.

At first, our friends didn't see what we saw. Some said we were brave. Most just called us naive. But they didn't see it: the promise of the Gorge and the valleys of the Willamette, Umpqua, Rogue, and Walla Walla. These landscapes forged by floods and glaciers, cultivated for centuries by caretakers here before us. Beyond the land, we had each other and a vision of what we could do together.

Today, our sense of community and possibility glows even brighter. Tapping the soil. Listening to the vines. Producing vintages of remarkable balance and depth. Today, as we remain humbled by the lessons of every harvest and inspired by the promise of every spring, we still find no better compliment than, "You've got to try this."

Oregon Wine is sourced from the power and the purpose of the place. Risk, resilience, and reward. Expressions you'll discover with every visit and every glass, tracing the adventure and character back to the people who make it.

Oregon Wine. Choose **True Character.**

What it is and how it's used

Our manifesto sets the verbal tempo and narrative direction for the Oregon Wine brand—a concise articulation of our purpose and positioning. It is our rallying cry.

Or.

VERBAL DESIGN

Brand Tagline

True Character

True is authentic, honest, and steadfast. It describes our wines, our people, and the experience that Oregon promises wine enthusiasts around the world.

Character in the people who make it. Character in the people who drink it. Character in the land and the climate. Character in the glass. Character in the cellar. Character is the defining feature of every experience with Oregon Wine.

Our VERBAL SYSTEM has been informed and shaped by field research, conversations with growers and producers, market analysis and opportunities, brand strategy, creative intuition, and OWB's strategic plan.

There are five distinct features. Tagline. Brand statement. Global call-to-action. Three narrative pillars. And finally, a brand position from which all messaging originates.

The verbal system works like a tree. From roots to fruit, there is a hierarchy of visibility but every element is equally important. Beginning with the internal positioning and working outward to the tips of the most consumer-facing branches.

Brand tagline

True Character

Brand statement

Oregon Wine is sourced from the power and the purpose of the place.

Global call-to-action

Choose True Character

Narrative pillars

Diversity and discovery.
This is our place.

Humility and community.
This is our power.

Meaning and intent.
This is our purpose.

Brand Positioning

Grown with humility, produced
with daring.

Value Prop

Pure devotion, made to share.

We innovate out of a sense of wonder
and possibility. We channel knowledge
from our environment and strength from
our diversity. We respond to challenges
with community.

Manifestation

We cultivate stewardship. We grow with
intention, producing wines of remarkable
balance and depth. Committed to the
land and one another, we are open and
welcoming to all.

Humility

Principle

Devotion

Our NARRATIVE PILLARS provide definition and substance to the meaning of place, power, and purpose as expressed by the brand statement: “Oregon Wine is sourced from the **power** and the **purpose** of the **place**.”

Foundational to the verbal design, the narratives are at once flexible and fixed. We can pull them apart, subtract, add, multiply, and/or use exactly as composed. This is brand copy we harvest from for our marketing assets: radio spots, email campaigns, out-of-home, landing pages, ads, and more.

While each pillar takes a slightly different form, together they exemplify the openness, inspiration, and resolve of the Oregon Wine brand.

**Diversity and discovery.
This is our place.**



There are the stories of Oregon you know. That picture in your head when you hear the word “Pacific” and think not sun but rain, Doug firs dripping in dappled light—steamy cafes, fly fishing for salmon, and piney IPAs.

Then there are the stories of Oregon you don’t know yet. The ones you discover in the vast expanse of Oregon wine country. A place of astonishing range, from coastal mountains to valley slopes to river gorges and high deserts. A place that wears its wild, audacious heart on its sleeve. A place that once you’re here, there’s no going back without part of its wonder alive inside you.

Here is adventure. Here is a landscape of vines and soil suffused with volcanic fire and ancient floodwaters. Here is a warm and welcoming community of winemakers. Each with their own obsessions, ideas, and ways of approaching the Oregon waiting for you to discover.

It pays in depth and flavor to be of a place so bold.

Choose True Character.

Explore Oregon Wine.

**Humility and community.
This is our power.**

It takes a certain character to grow an Oregon grape for an Oregon wine. Character to imagine what the fruit will hold. Character to will that imagination into existence. Character to trust the rhythms of the seasons, the passing of the rains and the sun.

Character to honor the power of the land.

It is a power that doesn't come from us, but a power that shapes us. A power grounded by humility, grown with community. A power inspired by possibility and renewal. A power that pursues not fame or fortune, but something momentous and undeniable. A power that embraces—completely, fully, unconditionally—this pure Oregon winemaking thing.

Choose True Character.

Drink Oregon Wine.

Meaning and intent.
This is our purpose.

When people ask why grow grapes and produce wine in Oregon, we glance around at the land and the vineyards and the cellars, and we say:

Because, look at it.

This is why we invite people to eat and drink at our table. Why sharing can't be diminished by critique. Why we trust the rain and value the sun. Why we'll never quit the place we're so lucky to call home. Why we always work together to give the world our best.

Why we mean what we do and do what we mean. Why open invitations are the only invitations that we send. And why we say: "Here, you've got to try this."

Choose True Character. Enjoy Oregon Wine

Enjoy Oregon Wine.

A man with a beard and a black cap is sitting on a large hay bale in a rustic barn. He is wearing dark overalls over a long-sleeved shirt. The barn has wooden walls and a window in the background. A pair of scissors is hanging on the wall to the right. The lighting is warm and focused on the man and the hay bale.

VISUAL DESIGN

“Character in the people
who make it. Character in
the people who drink it.”

OREGON WINE

or.egon wine



What it is and how it's used.

The best brands stick in our brains because their presence is defined by the repetition of the same logo, fonts, colors, and images. Once we see them enough, they become instantly recognizable, bringing us a clear sense of reliability and security. The wordmark should be used as the primary representation of the Oregon Wine brand.

A logo is the embodiment of the brand. It is the brand simply summed up in one neat little package. Therefore the logo must be legible at all times without obstructions. We ask that anyone using the logo maintain a minimum area of clearance surrounding the logo to let it breathe, equal to the height of the "o". Respect the minimum size of use set at 3mm letter height. All logo variations can be reversed to white on dark backgrounds.

or.

The structured side of wine. There is a method and a science behind every glass. Yet varying widths tie into the organic and handcrafted nature of the mark. Elegantly wild.

or.egon
wine

Unique push and pull, from flowing corners to hard 90 degree angles—representing the blend between the art and science of winemaking.

Pour flowing from the “g” to “e,” moving as wine is poured—hitting the bottom of the glass and gently up onto the sides.

Lower case “i” used to separate “or” from the rest of the state name—showcasing the state’s abbreviation and giving further substance to a recognizable brand element that can be utilized individually in future campaigns.

or.egon
wine

Color Use Approved

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Color Use Approved

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wine

Color Use Approved

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wine

Color Use Approved

TRUE CHARACTER

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wine

EST — 1847

or.egon
wine

B O A R D

Consumer Brandmark

What it is and how it's used.

This is the full brand lockup which includes brand tagline, wordmark, and established date. This should not be altered in any way. Additional color uses are available within the brand color system. This example shows primary red and secondary white type on a dark background. If the background is light, keep primary as red and change the secondary type to brand midnight color. This should be used in consumer facing instances.

Industry Brandmark

What it is and how it's used.

This is the industry facing brand lockup for Oregon Wine Board. This should be used only within industry communication and not for consumer facing communication. This example shows primary red and secondary white type on a dark background. If the background is light, keep primary as red and change the secondary type to brand midnight color. This should be used in all industry facing instances.



Fill Space

What it is and how it's used.

The fill space of the wordmark is available for use to add additional messaging or specific call-outs for individual instances. Use Avenir Black, letter-spacing should be twice the size of font, and left aligned. The additional messaging or call-outs should not exceed two lines (roughly 18 characters) and must adhere to the font size and letter-spacing rules stated above. All uses must be approved by Oregon Wine Board prior to dispersement.

DO NOT alter the wordmark in any way.

Below are samples of what we do not allow within our marks.

DO NOT add drop shadow



DO NOT distort or skew



DO NOT rotate



DO NOT use colors outside provided system



DO NOT remove or alter elements





Secondary Mark

The Secondary Mark hints at the experiences waiting to be discovered in the vast expanses of Oregon Wine country. Unexpected. Surprising. Compelling.

Secondary Mark Usage

Oregon is stunning, and known for its shape in many ways. However it's been done, and we're not here for the expected. Extending the four corners of the state creates a frame we can fill with stories. The hidden gem of the state is represented in this organic, handcrafted shape of Oregon.

With uneven, uniquely textured, and utterly undefined line-weight, this mark represents the soils and landscapes of Oregon.



Pulling the 'or.' from the unique word mark and placing it solo inside the state lines allows for a memorable and modern secondary mark that evokes a true representation of Oregon character.

Secondary Mark on dark background

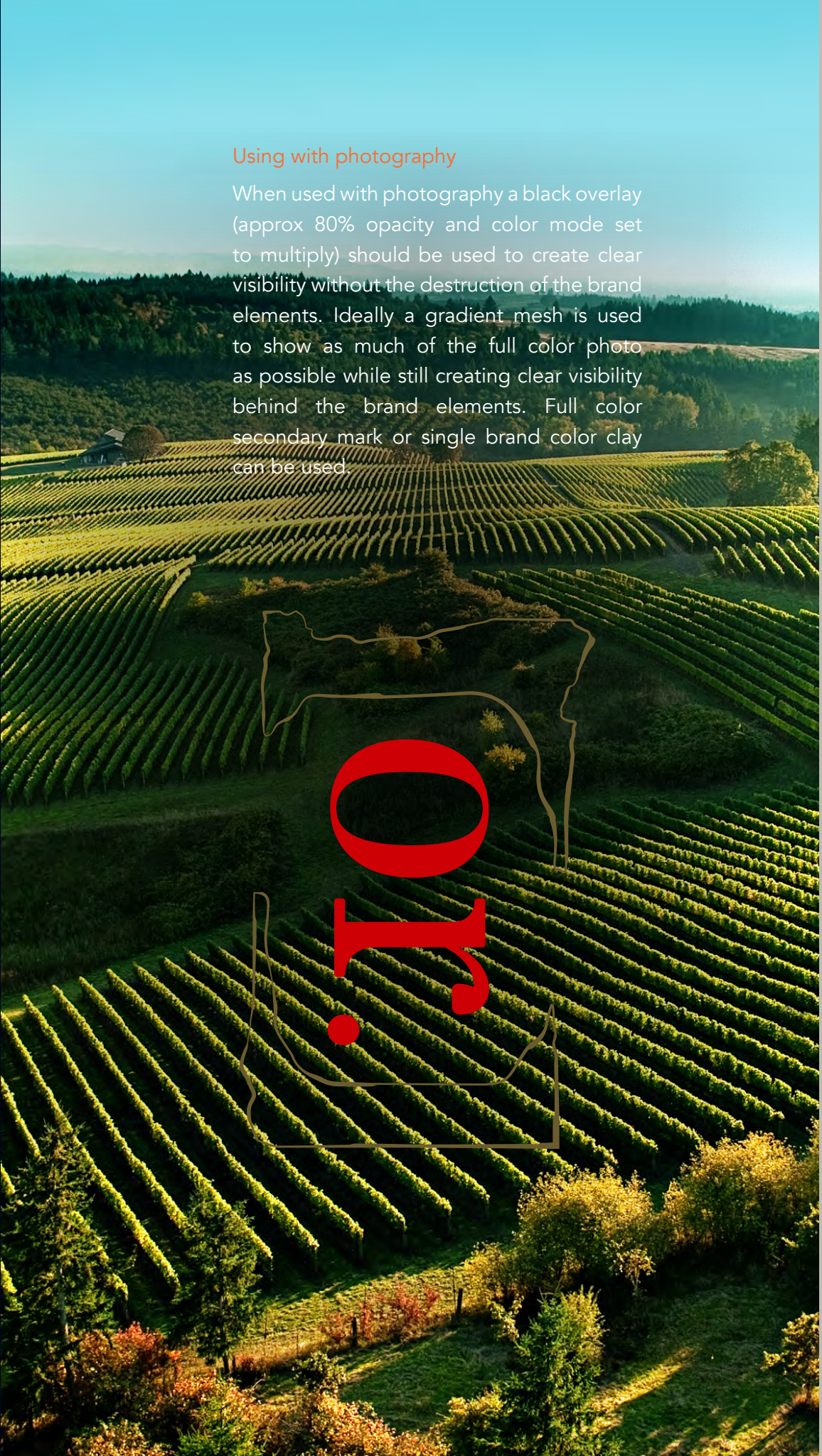
When used on dark background, either the full color Secondary Mark or single brand color Clay can be used.



Clay (see color page for code)

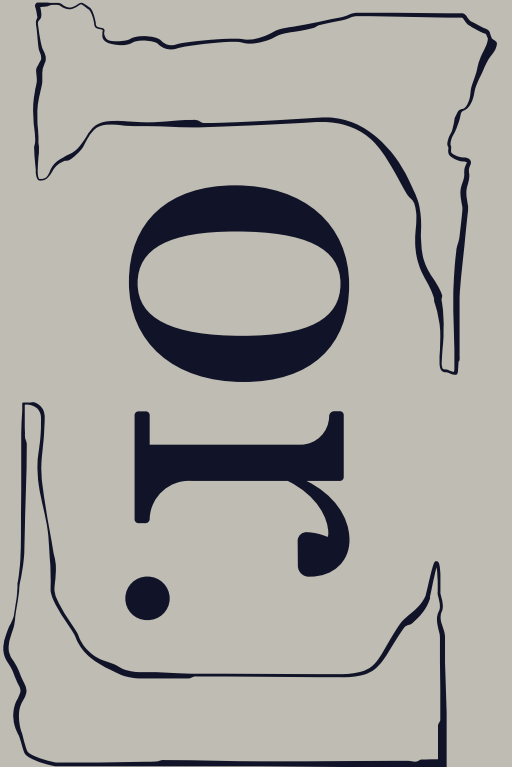
Using with photography

When used with photography a black overlay (approx 80% opacity and color mode set to multiply) should be used to create clear visibility without the destruction of the brand elements. Ideally a gradient mesh is used to show as much of the full color photo as possible while still creating clear visibility behind the brand elements. Full color secondary mark or single brand color clay can be used.

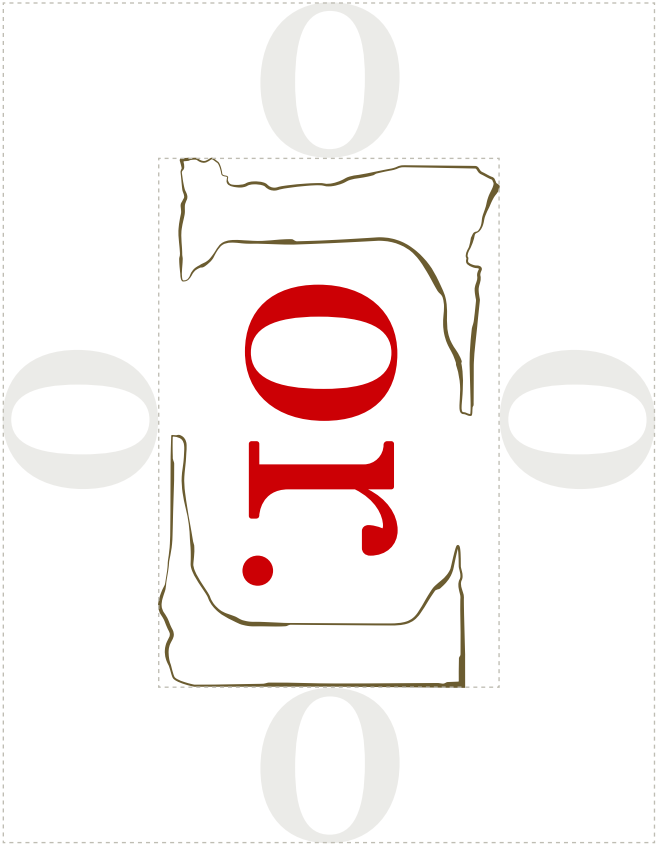


Secondary Mark on light background

When used on light background, either the full color Secondary Mark or single color Midnight can be used.



Midnight (see color page for code)



Secondary Mark

What it is and how it's used.

The secondary mark is intended, at the outset, to be used in conjunction with the wordmark in external settings. As Oregon Wine develops equity with the new brand, it can be used by itself as a landmark.

The Secondary Mark is three elements: The state outline, the state abbreviation, and the two in lockup together. While the complete mark takes priority, the state outline and vertical abbreviation can be excerpted as individual elements. For example, the state abbreviation can be seen in the brand's PowerPoint template, and even used horizontally in the marketing campaign idea seen on page 35.

We ask that anyone using the secondary mark maintain a minimum area of clearance surrounding the tag to let it breathe, equal to the height of the "o".

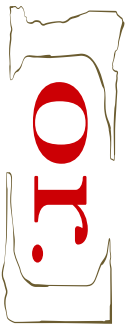
DO NOT alter the secondary mark in any way.

Below are samples of what we do not allow within our marks.

DO NOT add drop shadow



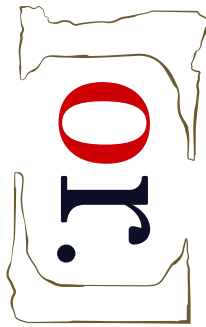
DO NOT distort or skew



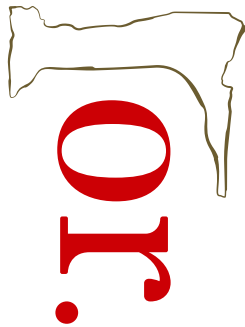
DO NOT rotate



DO NOT use colors outside provided system



DO NOT remove or alter elements



or.

Choose True Character

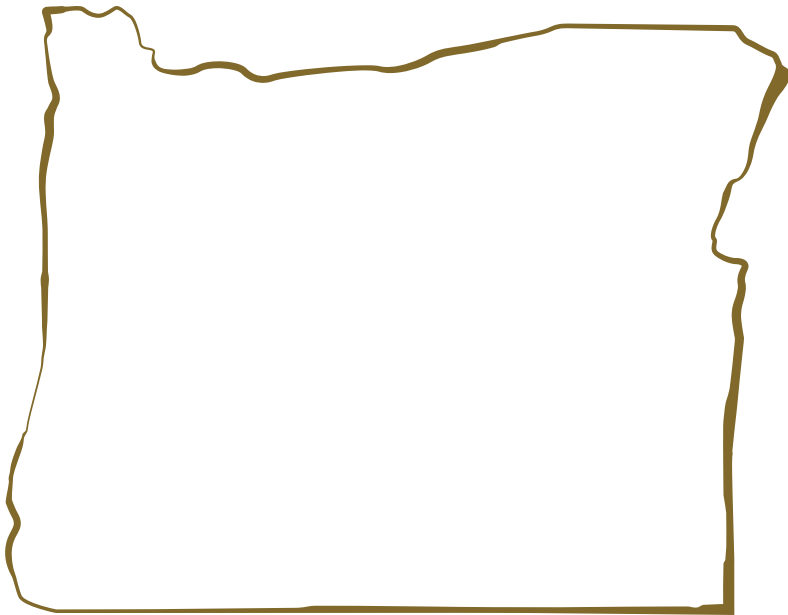
What it is and how it's used.

Utilizing the or. from the secondary mark provides the opportunity to build future campaigns. The abbreviation can also be used both vertically and horizontally as a mark for a page or slide footer. It should follow the same color guidelines described on page 28.

or.

State

The state of Oregon is a primary and pivotal element of the Oregon Wine brand. It can be used both as a hand-drawn element, or as a dotted line. The hand-drawn element is established and should not be re-created in any way. The dashed line should be used at an intentional thin line weight with gaps at 1x the length of the dash. See line work for ideal appearance when using lines within the brand.



Line Work

Line work, both solid or dashed, can be used throughout the Oregon Wine brand. Use to separate communication, direct the eye, or visually engage the audience. Lineweight should stay thin and consistent in relation to the artwork used within the collateral piece. The dashed line should be used at an intentional thin line weight, with gaps between each dash of 1x the length of the dash. Use Moss color code whenever possible. No colors outside the provided color system can be used without approval.



Color

Our brand colors match the biodiversity of Oregon's landscape, from coastal ranges to high deserts to river gorges. A visual symphony that is balanced but astounding, curated but wild, and nuanced but approachable.

Midnight
Primary Dark

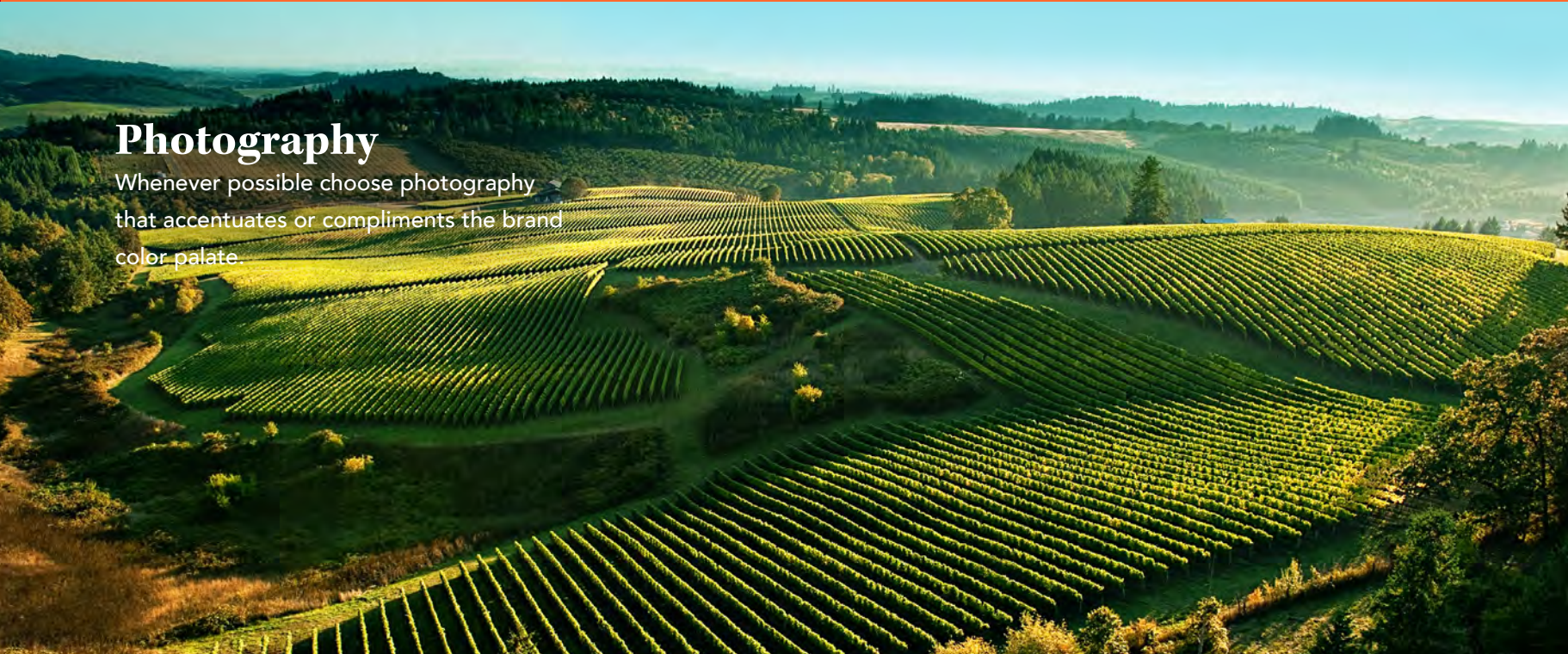
Moss
Secondary Dark

Clay
Secondary Light

Redwood
Primary

High Desert
Accent

Photography
Whenever possible choose photography
that accentuates or compliments the brand
color palate.

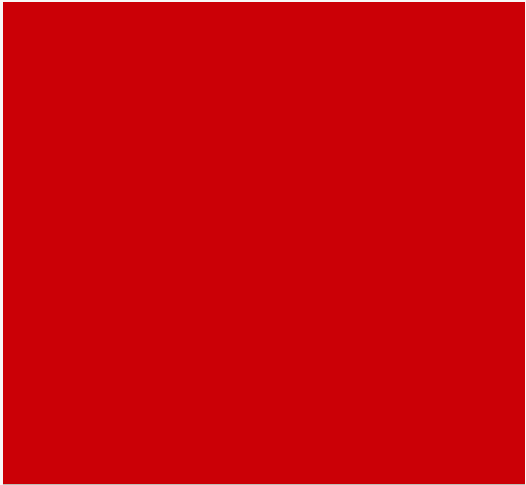


Color Codes



Midnight

Hex 000429
CMYK 99 84 45 51
RGB 0 4 41
PMS PMS 289C



Redwood

Hex CB0006
CMYK 10 98 93 1
RGB 203 0 6
PMS PMS 1789C



Moss

Hex 80682A
CMYK 40 51 100 21
RGB 128 104 42
PMS PMS 1265C



High Desert

Hex FF692F
CMYK 0 72 82 0
RGB 255 105 47
PMS PMS 1645C



Clay

Hex BFBDB3
CMYK 24 21 26 0
RGB 191 189 179
PMS PMS 400C

Black

Hex 000000
CMYK 100 100 100 100
RGB 0 0 0
PMS PMS 0000

White

Hex FFFFFFFF
CMYK 0 0 0 0
RGB 100 100 100
PMS PMS 0000

All CMYK and Pantone represented here are for reference only. All colors should be proofed and approved for printing with the printer.



Typography

We have chosen to pair a serif type with a sans serif type. The serif speaks to Oregon's deep geological and human history. The sans serif expresses the vitality of our growers and producers and the wines they make. Together, they help shape the True Character of the Oregon Wine brand.

Primary

Kepler

Named after the German Renaissance astronomer, Kepler is a contemporary type family created by Adobe type designer Robert Slimbach in the tradition of classic modern 18th-century typefaces. This is an important element in the Oregon Wine brand. Smooth curves intermixed with hard lines and abrupt edges create a fluid and organic presence to the brand. Kepler should be used in cohesion with Avenir shown on the next page. Kepler is primary and used for headlines and text that should have a distinct visibility apart from body copy or secondary text.

Kepler is available and licensed for all uses, both personal and commercial with an active Adobe Creative Cloud subscription. If Kepler is not available, use Georgia with the same rules illustrated on page 43.

Aa

Aa 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
01 02 03 04 05 06 07 08 09

Secondary

Avenir

Avenir is a sans serif typeface in the tradition of geometric type styles. Although classified as a geometric typeface, Avenir (which means ‘future’ in French) has some humanist features that bring warmth and openness to the typeface. The typeface is exceptionally legible and clear to read, making it highly versatile for use in body text.

Avenir is a font for purchase and needs to be licensed through a font foundry for use. Individual license of this font are available for purchase at most font foundries including [fonts.com](https://www.fonts.com) and [myfonts.com](https://www.myfonts.com). For questions on use or licensing this font please contact your marketing department.

Aa

Aa 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
01 02 03 04 05 06 07 08 09

THIS IS A SUBHEAD

This is a headline.

There are the stories of Oregon you know. That picture in your head when you hear the word “Pacific” and think not sun but rain, Doug firs dripping in dappled light—steamy cafes, fly fishing for salmon, and piney IPAs. Then there are the stories of Oregon you don’t know yet. The ones you discover in the vast expanse of Oregon wine country. A place of astonishing range, from coastal mountains to valley slopes to river gorges and high deserts. A place that wears its wild, audacious heart on its sleeve. A place that once you’re here, there’s no going back without part of its wonder alive inside you.

This is your call to action.

Subhead

What it is and how it’s used.

Subhead should be in Avenir [Heavy], all caps with 50pt letter-spacing.

Headline

What it is and how it’s used.

The headline should be the largest and most prominent text, short and to the point. All headlines are sentence case. Sentence case enables readability and should be applied to all marketing materials. Only the brand tagline, True Character, is in title caps. Headlines are in Kepler (bold), no letter-spacing. The red period is used at the end of the headline only.

Paragraph Text

What it is and how it’s used.

Paragraph text is the bulk of your copy on any given document both digital or print. This copy should be formatted accordingly in Avenir font using various font weights and sizes as necessary. Base font shown is Avenir [Book] 12pt size, 18pt line-height.

Call to Action

What it is and how it’s used.

The call to action should be pulled from the messaging architecture. It’s set in Avenir [Heavy], 50pt letter-spacing and sentence-casing.



Photography

1. **Define the story.** Before any photo is shot or selected the story must be clearly defined. What is the photo’s function? What emotion or experience do we want viewers to have upon seeing the photo? How does every photo selection reflect and reinforce True Character?

2. **Dictate style.** Because authenticity and trust are critical, we prefer photography that captures natural action and processes through an “invisible” camera lens.

3. **Be unscripted.** When necessary to stage a commissioned shoot, subjects should engage the viewer/camera directly. The environment should be natural and comprised of expected visuals. Subjects should not “pretend” to be doing something just for the shot.

Do:

- Photos should be warm in tone and hue.
- Photos should be vibrant in color and rich in detail. Contrast should be used to define spaces and accentuate drama.
- Composition should be clear and uncluttered. When including people, they should have prominent placement so focal point and action are clear. Keep in mind “white space” for text and graphic usage.
- Diversity is at the core of Oregon Wine’s efforts. Demand diversity that is intentionally welcoming to all consumers and industry members.
- Landscape photography should prioritize focus, no blurred depth of field.
- All photos should have imperceptible processing - documentary style.

Do not:

- Desaturate photos.
- Use unnatural vignetting.
- Blur depth of field.

REGIONAL ATTRIBUTES

“

A place that wears
its wild, audacious
heart on its sleeve.

OREGON WINE

REGIONAL TAGLINE	-----
REGIONAL HEADLINE	-----
REGIONAL PILLARS	-----

Regional Messaging

Our REGIONAL MESSAGING works to distinguish the character of the Rogue Valley, Willamette Valley, Umpqua Valley, Walla Walla Valley, Columbia Gorge, and Portland under the umbrella of the larger state brand.

Every region receives a tagline, three descriptive pillars for place, power, and purpose, and regional headline.

Regional assets can be used when talking about regions online, within travel guides, or in any other collateral.

Regional partners and even individual brands can also use these materials as a graphic element while still utilizing their own brand system and logo.

True Gorge

Where inspiration runs steep.

Bold. Expansive. Surprising.

True Willamette Valley

Where distinction is grown.

Renowned. Innovative. Collective.

True Rogue Valley

Where imagination is just the start.

Diverse. Unlimited. Inviting.

True Umpqua Valley

Where promise meets experience.

Genuine. Rooted. Bountiful.

True Portland

Where different needs no invitation.

Vibrant. Creative. Indomitable.

True Walla Walla Valley

Where obsessions take root.

Absolute. Resilient. Audacious.

TRUE GORGE	
Bold. Expansive. Surprising.	c g
Where inspiration runs steep.	

TRUE PORTLAND	
Vibrant. Creative. Indomitable.	p dx
Where different needs no invitation.	

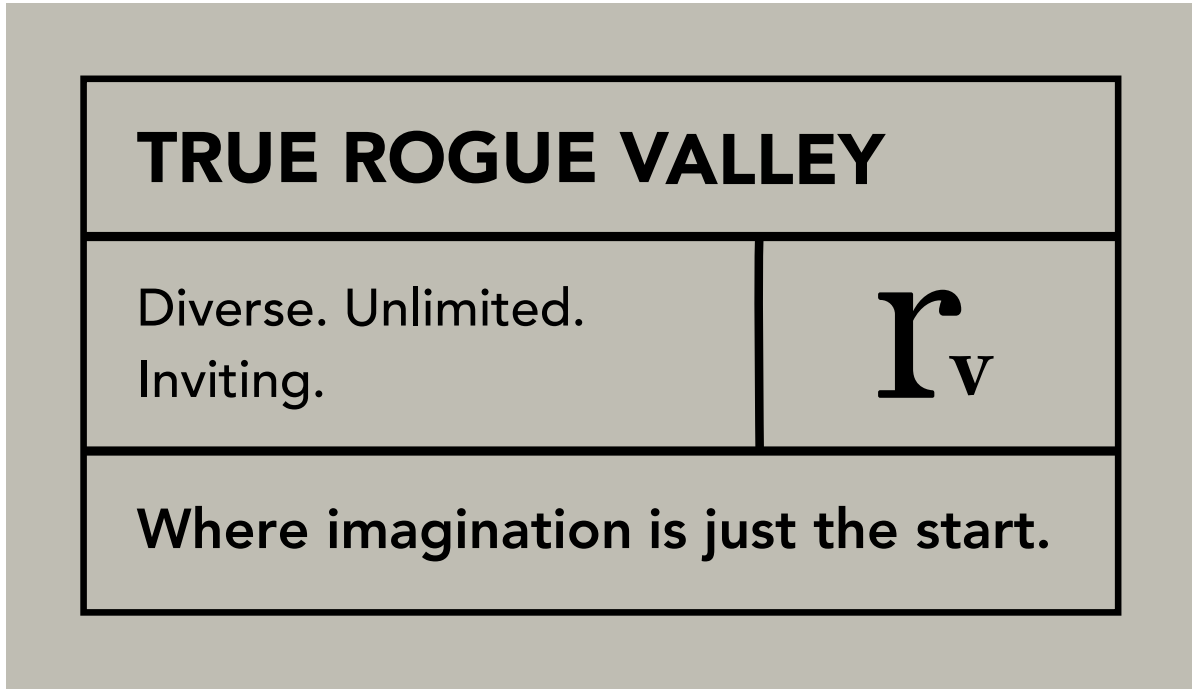
TRUE ROGUE VALLEY	
Diverse. Unlimited. Inviting.	r v
Where imagination is just the start.	

TRUE UMPQUA VALLEY	
Genuine. Rooted. Bountiful.	U v
Where promise meets experience.	

TRUE WALLA WALLA VALLEY	
Absolute. Resilient. Audacious.	W w
Where obsessions take root.	

TRUE WILLAMETTE VALLEY	
Renowned. Innovative. Collective.	W v
Where distinction is grown.	

The Willamette Valley AVA is an appellation of origin defined by federal rule, for use in wine labeling and marketing solely in accordance with applicable state and federal rules.



Regional Tags

What it is and how it's used.

The regional tags are an approved set of objects and should not be altered in any way. All uses must be approved by Oregon Wine Board prior to dispersement.

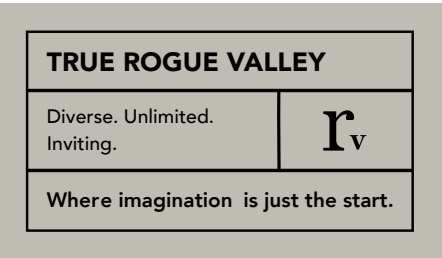
Sample of how the regional tag and wordmark lock up. We ask that anyone using the regional tags maintain a minimum area of clearance surrounding the tag to let it breathe, equal to the height of key letter in the abbreviation.



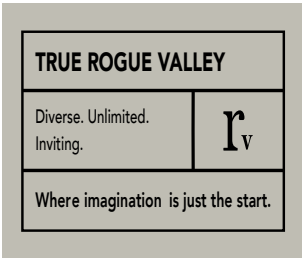
DO NOT alter the regional tags in any way.

Below are examples of what we do not allow within our marks.

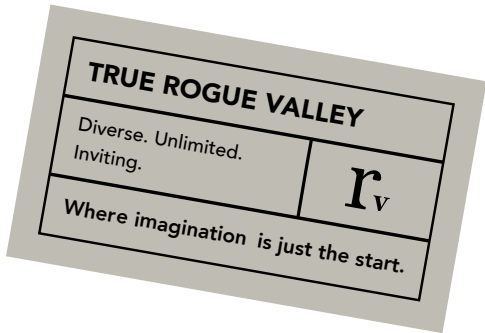
DO NOT add drop shadow



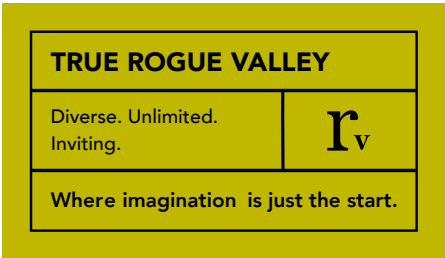
DO NOT distort or skew



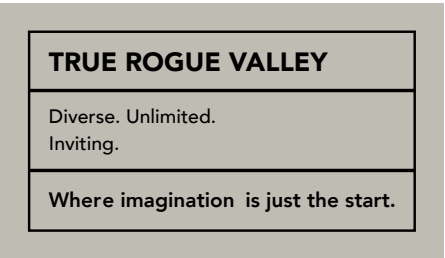
DO NOT rotate

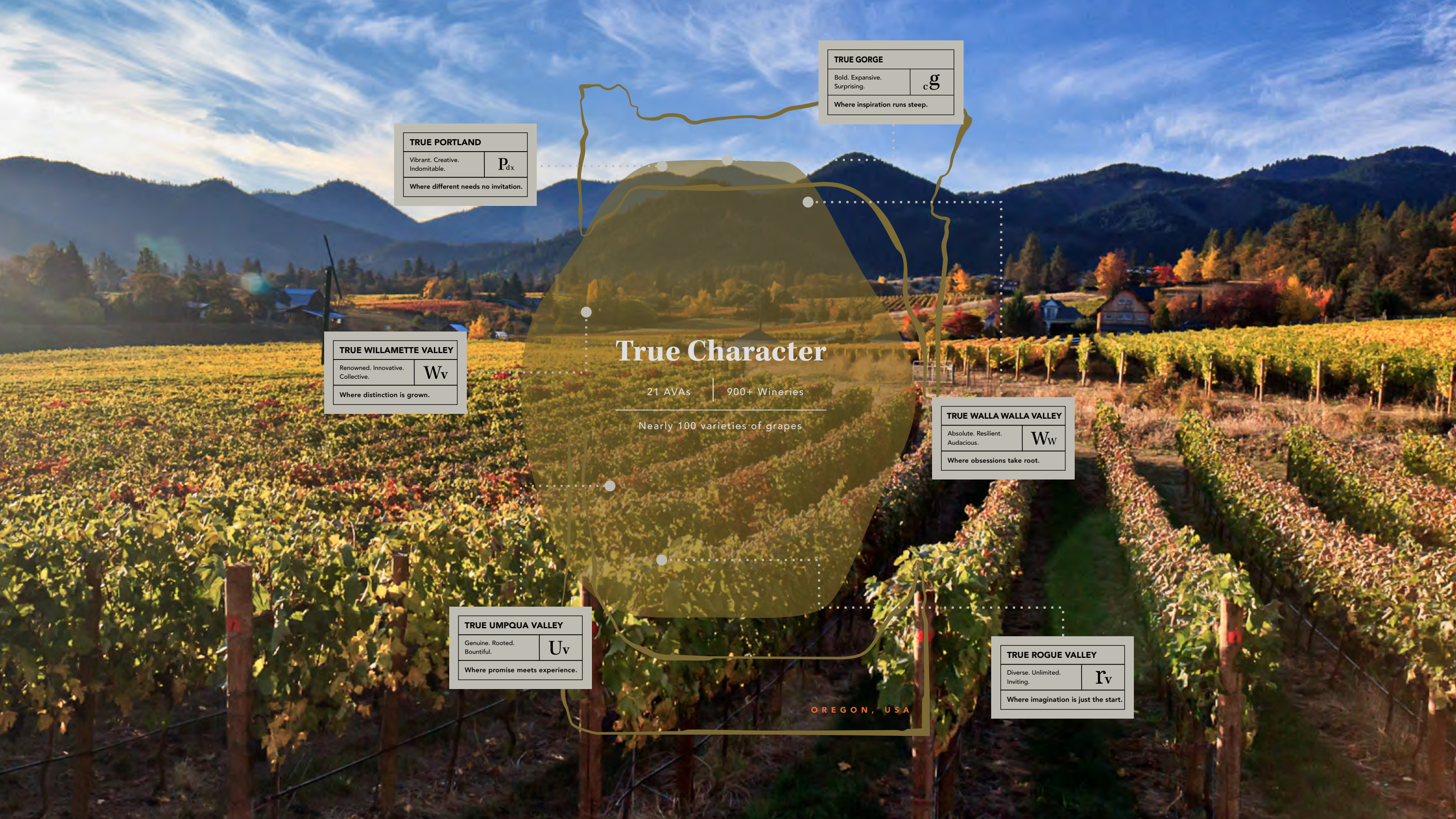


DO NOT use colors outside provided system



DO NOT remove or alter elements





TRUE PORTLAND	
Vibrant. Creative. Indomitable.	P _{dx}
Where different needs no invitation.	

TRUE WILLAMETTE VALLEY	
Renowned. Innovative. Collective.	W _v
Where distinction is grown.	

TRUE UMPQUA VALLEY	
Genuine. Rooted. Bountiful.	U _v
Where promise meets experience.	

TRUE GORGE	
Bold. Expansive. Surprising.	cōg
Where inspiration runs steep.	

TRUE WALLA WALLA VALLEY	
Absolute. Resilient. Audacious.	W _w
Where obsessions take root.	

TRUE ROGUE VALLEY	
Diverse. Unlimited. Inviting.	R _v
Where imagination is just the start.	

True Character

21 AVAs | 900+ Wineries

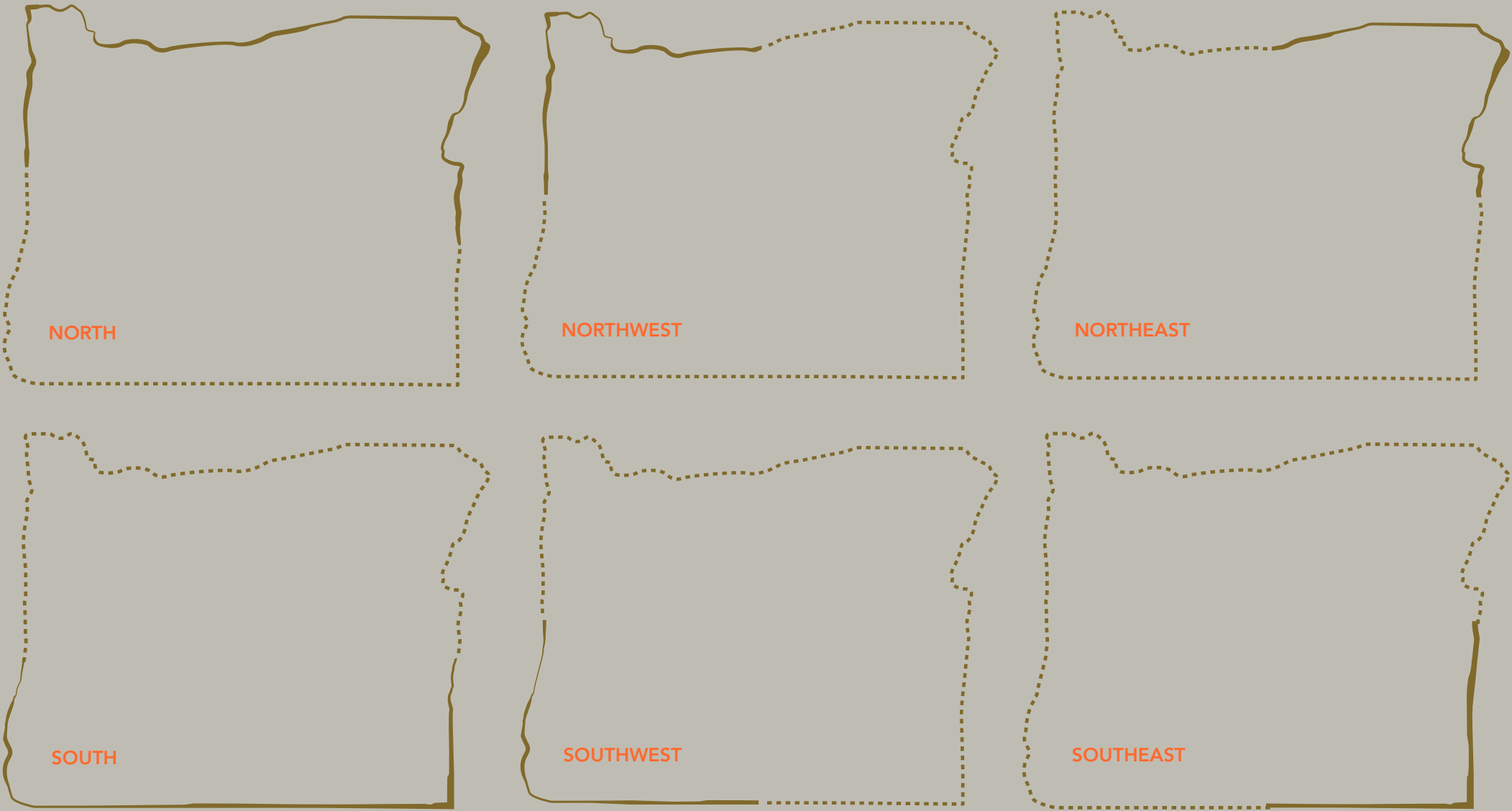
Nearly 100 varieties of grapes

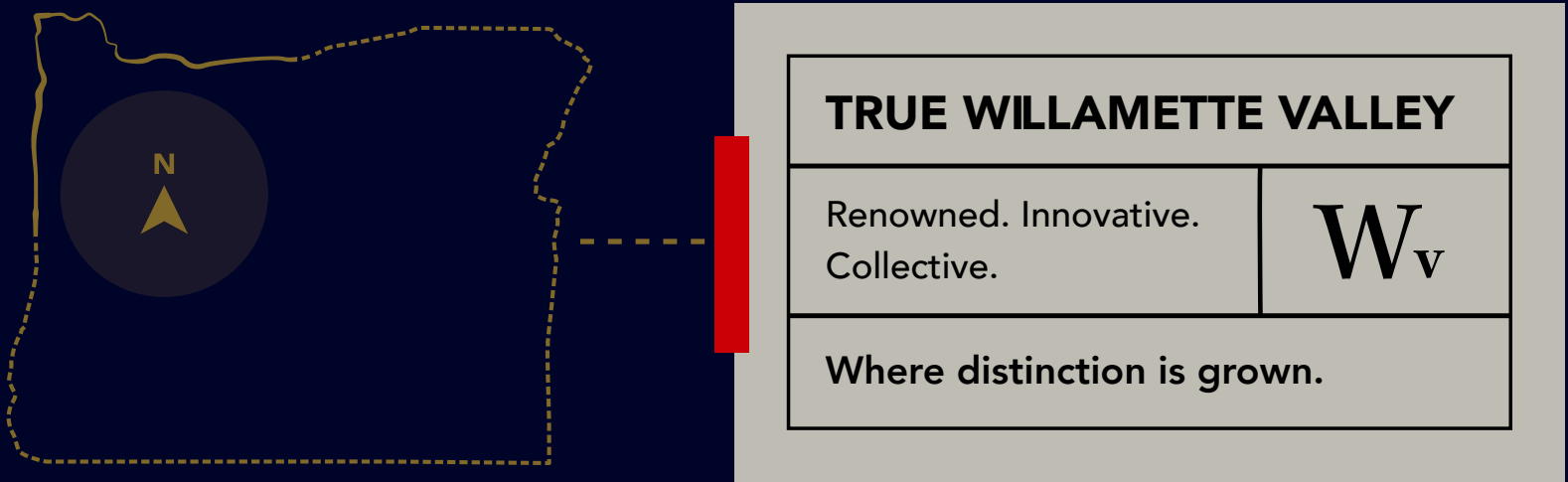
O R E G O N , U S A



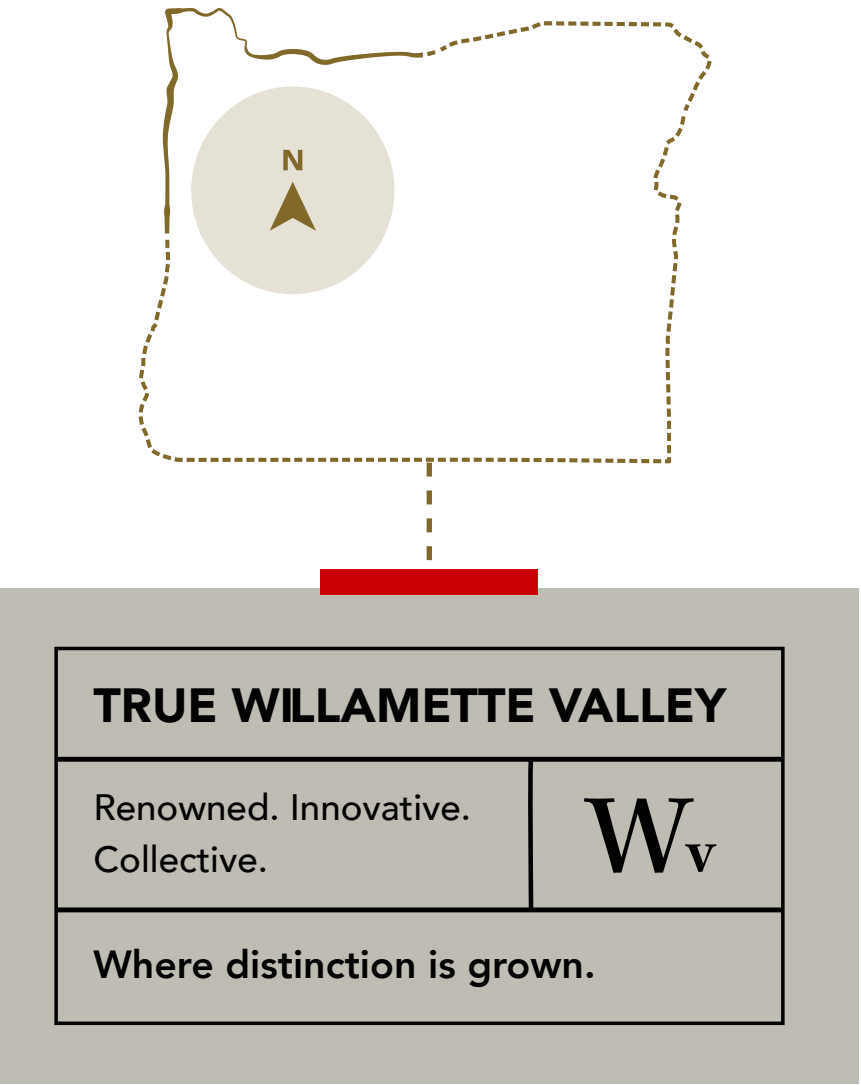
Regional Outlines

The Regional Outlines are comprised of hand-drawn and dashed lines that compose the border of Oregon. The hand-drawn lines are used to highlight the respective area being shared. Therefore, a winery in Milton-Freewater would use the Northeast version, and a winery in Elkton would use the Southwest version. These outlines can be used in place of the regional stamps when appropriate.





Horizontal Lockup



Vertical Lockup

Regional Usage

What it is and how it's used.

Every region receives a tagline, a regional headline, and three descriptive pillars. The regional tagline has been developed from the brand tagline, True Character. The construction of the regional headline works to maintain consistency between each region, beginning with "Where" fixed to a slogan that changes for each region based on its character. And finally, regional pillars to correlate with each of the state brand pillars.

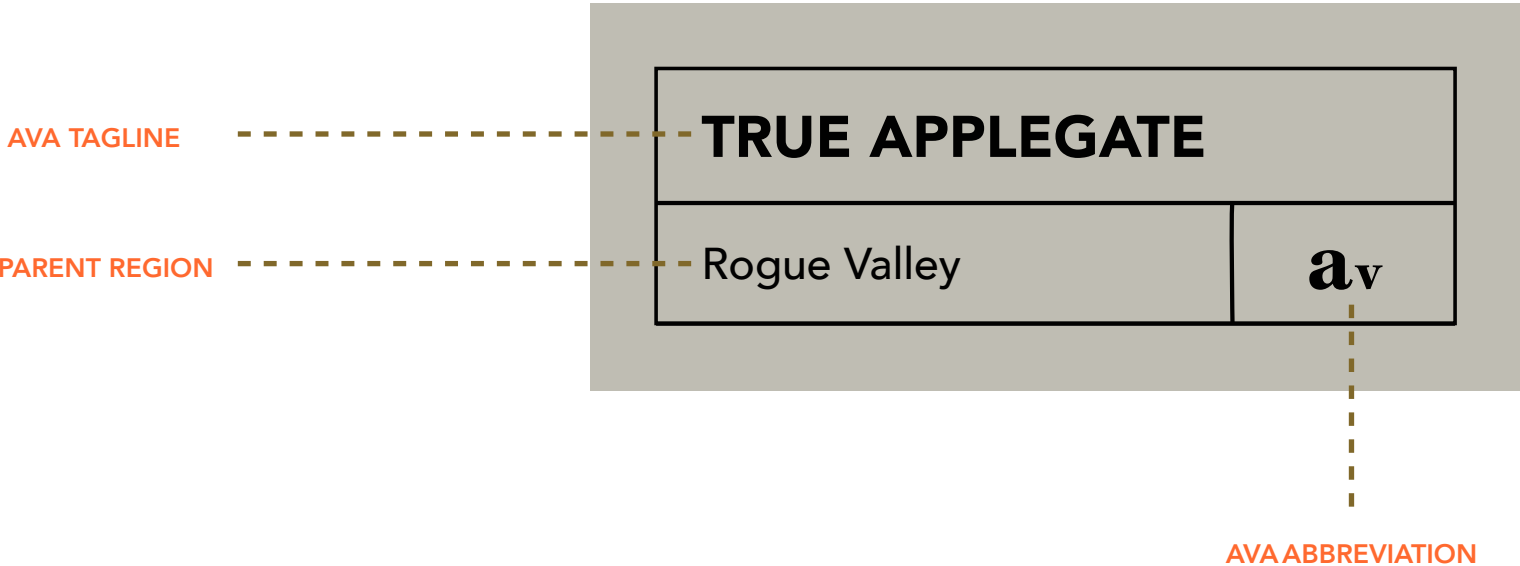
AVA Tags

Along with our regional system, we also have created unique tags for 15 AVAs throughout Oregon.

Each of the remaining AVAs receives a “True” tagline, a placement within a parent region, and a unique abbreviation similar to the regional work.

AVA Tags can be used in any collateral.

Regional partners and even individual brands can also use these materials as a graphic element while still utilizing their own brand system and logo.



AVA Tags

TRUE APPLEGATE		
Rogue Valley	a _v	

TRUE CHEHALEM MTNS		
Willamette Valley	c _m	

TRUE COLUMBIA VALLEY		
Columbia Valley	c _v	

TRUE DUNDEE		
Willamette Valley	d _h	

TRUE ELKTON		
Umpqua Valley	e _o	

TRUE EOLA-AMITY		
Willamette Valley	e _a	

TRUE LAURELWOOD		
Willamette Valley	l _d	

TRUE MCMINNVILLE		
Willamette Valley	m _c	

TRUE RED HILL		
Umpqua Valley	r _h	

TRUE SNAKE RIVER		
Snake River Valley	s _r	

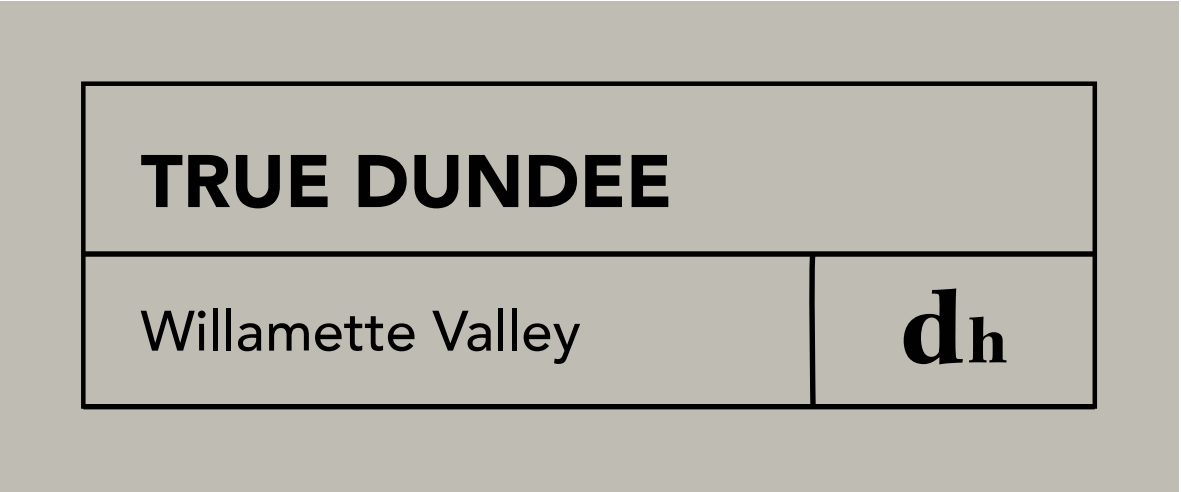
TRUE RIBBON RIDGE		
Willamette Valley	r _r	

TRUE ROCKS		
Walla Walla Valley	r _d	

TRUE TUALATIN		
Willamette Valley	t _h	

TRUE VAN DUZER		
Willamette Valley	v _d	

TRUE YAMHILL-CARLTON		
Willamette Valley	y _c	

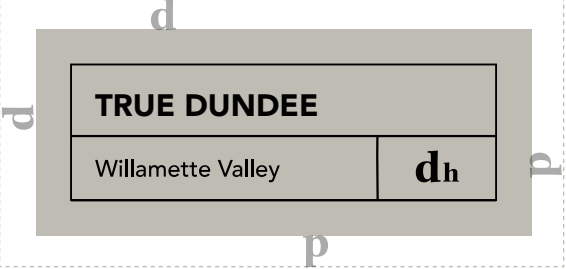


AVA Tags

What it is and how it's used.

The AVA Tags are an approved set of objects and should not be altered in any way. All uses must be approved by Oregon Wine Board prior to dispersement. The title of the tag should be set in Avenir Black, all caps, sized to 45pt. The location should be set in Avenir Medium, title case, sized to 33pt. And the defining initials should be set in Kepler Bold, lowercase only, the first initial sized to 67pt, and the second initial sized to 42pt. Any resizing of these tags should be done proportionally without compromising any of the readability.

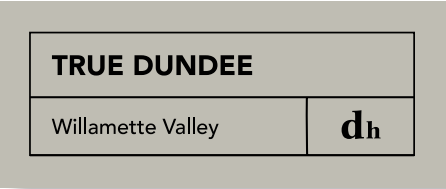
oregon
wine



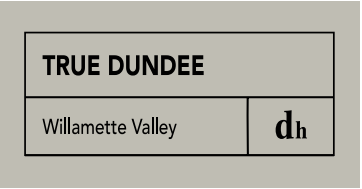
DO NOT alter the AVA Tags in any way.

Below are examples of what we do not allow within our marks.

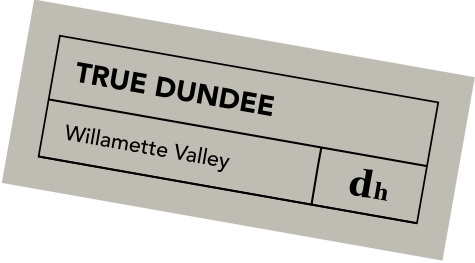
DO NOT add drop shadow



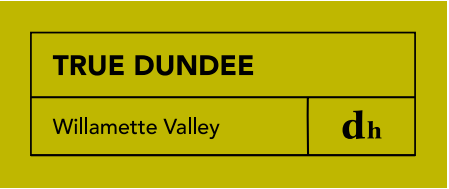
DO NOT distort or skew



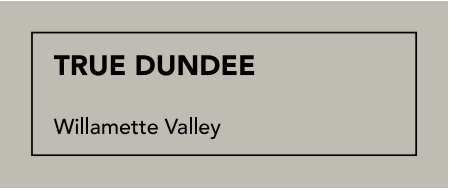
DO NOT rotate



DO NOT use colors outside provided system



DO NOT remove or alter elements



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oregon
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