

TRAVEL CURRY COAST

Traveler-Focused Rebranding GUIDE

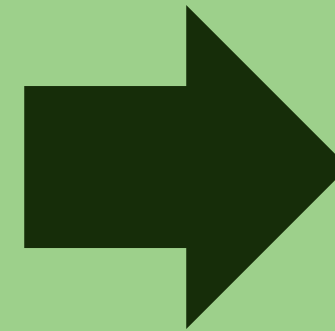
TRAVEL
CURRY COAST

Join us on a journey to uncover the key components that shape our visual identity, including our logo, color palette, typography, and imagery.

2025

Brand Introduction

The decision to rebrand was driven by both passion and practicality. While Curry County locals know and love the region, the name alone lacks geographic clarity for visitors unfamiliar with Oregon's counties. A tourism brand tied solely to a county name often underperforms in digital searches and traveler recognition. "Oregon's Wild Rivers Coast" bridges that gap—honoring the county's identity while aligning with how visitors plan their trips. Including "Oregon" in the name improves search engine optimization (SEO), and generative engine optimization (GEO) helping potential travelers discover the area when researching coastal destinations, road trips, and river adventures in the Pacific Northwest.





Brand Pesonality

Welcome to Oregon’s Wild Rivers Coast — a place where lush emerald forests meet untamed rivers and rugged, windswept coastlines. This is a region shaped by nature’s raw elements — swift waters, ancient trees, and towering sea stacks that defy time. Here, wildness is not a memory of the past but a promise of the present.

Our brand celebrates this truth. "Powered by Nature" is more than a tagline — it’s the driving force behind every experience in this corner of the world. From the moment visitors arrive, they’re immersed in the pulse of the land: rushing rivers like the Rogue, Chetco, and Elk carving paths to the Pacific; moss-draped trails that lead to secluded waterfalls; expansive coastal vistas that stretch into eternity.

As a brand, Oregon’s Wild Rivers Coast is rooted in authenticity, awe, and adventure. We don’t just invite people to see the coast — we invite them to feel it, to journey into its heart, and to leave changed.



Wild

Untamed, awe-inspiring, and raw.



Authentic

Rooted in real stories, local culture, and the natural world.



Empowering

Encouraging exploration, stewardship, and deep connection.



Welcoming

Open to all who seek beauty, quiet, adventure, or inspiration.



**OREGON'S WILD
RIVERS COAST**
POWERED BY NATURE



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Logo Usage

Our logo is the visual embodiment of the Wild Rivers Coast:

- The flowing river symbol illustrates the dynamic, natural energy of the region's waterways.
- The strong, geometric typeface reflects the rugged, bold terrain of the coast.
- The gradient greens evoke the forested hills and vibrant plant life that define our identity.

Approved Variations:

- Full Color (Primary): Use on white or neutral backgrounds.
- White on Black: For dark or photo overlays.
- Black on White: For official or printed documents.
- Transparent Backgrounds: Use when placing logo over photos or colored backgrounds.
- Monochrome Options: Use for limited color applications like embroidery or screen printing.





Brand Colors

Our color scheme is inspired by the vibrant natural surroundings. Use these colors for marketing, signage, merchandise, and branded materials to maintain consistency and connection with nature.

Dark Olive
Green

Hex:
#1D320E

Wild Lime

Hex:
#56DA2F

Soft Spring

Hex:
#A0E083

Sea Green

Hex:
#B3ECB0

Golden
Yellow

Hex:
#DDE100



Typography

PRIMARY FONT—RODWICK
Used in the logo and headers, this bold display font captures the adventurous, confident tone of the brand while representing the rugged cliffs that hug the south coast.

Secondary Font—Nunito
A clean, approachable sans-serif used for body text and subheadings. Balances the brand’s boldness with warmth and readability.

Typeface Header Text

AaBb

Cc

Light

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ#@!{}

*

Typeface Body Text

AaBb

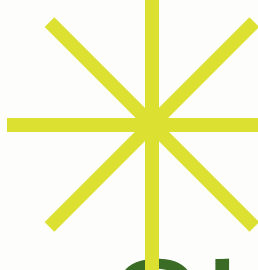
Cc

Light

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ#@!~{}



Imagery Style: Wild, Inviting, and Authentic

Our visual storytelling captures the essence of the untamed beauty of the southern Oregon coast, where ancient forests, wild rivers, and expansive beaches collide. Imagery should feel immersive and alive—sunlight breaking through misty trees, crashing waves on rocky shores, reflective rivers winding through canyons, and human connection to the landscape.

We aim to balance serenity with rugged adventure—showcasing both tranquil coastal strolls and exhilarating outdoor experiences. Photography should feature natural textures, rich greens, coastal blues, warm golden tones, and moody fog, all grounded in authenticity. No over-polished filters—just the real magic of Oregon's Wild Rivers Coast.

When people see our imagery, they should feel:

- Inspired to explore
- Drawn to slow down
- Welcomed by nature's wildness

Visual Themes:

- Coastal cliffs & sea stacks at golden hour
- Rivers and creeks with movement and light
- People engaged in nature (not posed, but present)
- Misty forests and winding trails
- Campfires, cozy lodges, roadside adventure
- Secluded beaches, dramatic skies, wide perspectives



Voice and Tone



Adventurous



Grounded



Warm



Vivid

Grounded, Inviting, and Wonder-Filled

The voice of Oregon's Wild Rivers Coast reflects the place itself—wild yet warm, awe-inspiring but approachable. We speak with clarity and heart, inviting travelers into a landscape that is both untamed and deeply rooted in community.

We are not flashy. We're not scripted. Our tone is down-to-earth, authentic, and filled with a sense of wonder. Whether we're describing a coastal hike, promoting a local event, or giving tips for a scenic drive, our words should help people feel connected—to nature, to the journey, and to this unique stretch of Oregon's coast.

Core Voice Traits

- Adventurous – We inspire exploration. We use words that invite curiosity and action.
- Grounded – We keep it real. Our tone is humble, not overhyped. Let the landscape speak.
- Warm – We're friendly, never corporate. Think: campfire conversation, not sales pitch.
- Vivid – We paint scenes with words. Our language evokes the senses—salt air, mossy trails, thunderous waves.

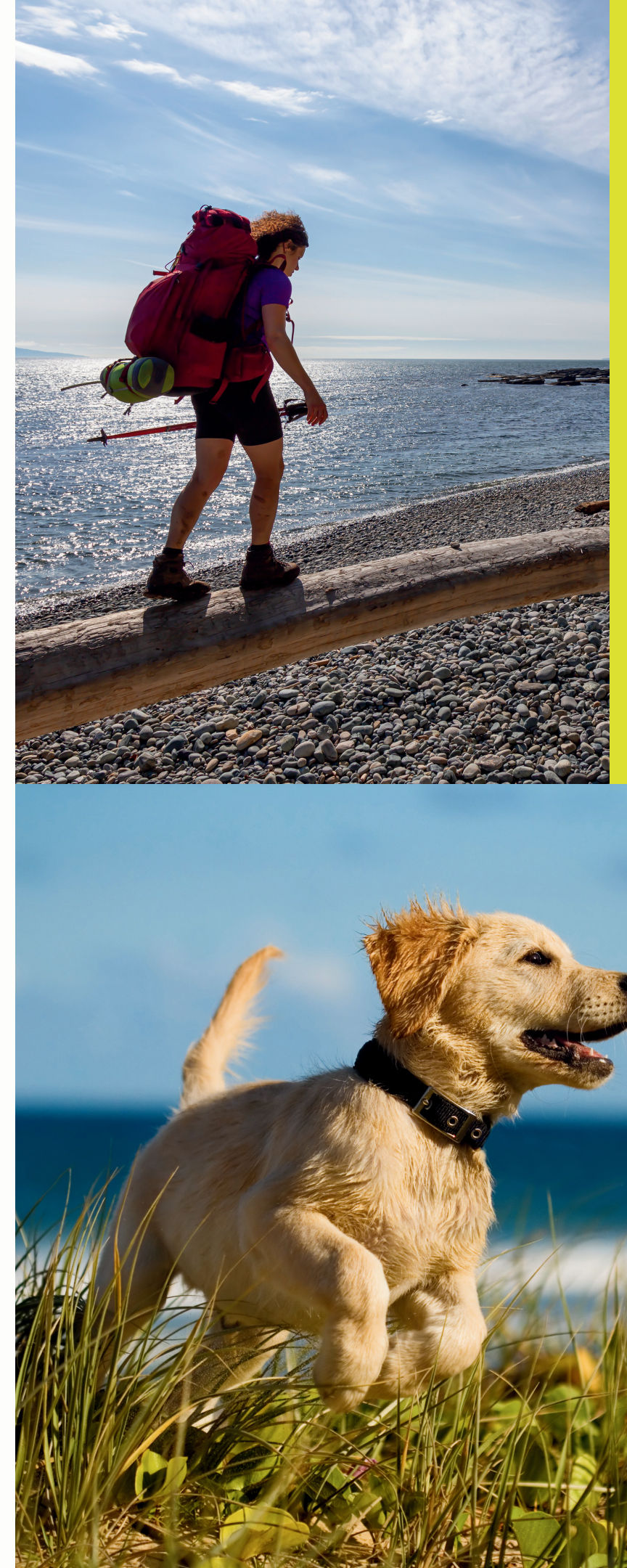
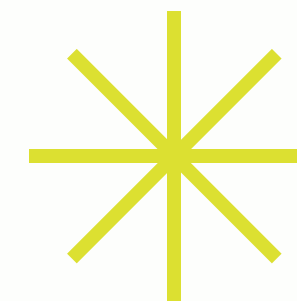
Tone by Audience

- For Visitors: Inspiring, encouraging, filled with possibility. "Come see what the wild whispers."
- For Stakeholders/Industry: Clear, confident, and collaborative. Professional but still human.
- For Stewardship Messaging: Respectful and informative. Empower visitors to tread lightly and explore responsibly.

What We Avoid

- Overly promotional or salesy language
- Clichés or generic tourism slogans
- Corporate jargon or bureaucratic tone
- Talking at the reader—we invite them in instead

Brand Guidelines



BRAND MASCOT: CLIFF “THE ADVENTURE GUIDE”

Why Cliff Matters

Cliff isn’t just a lovable local bigfoot—he’s the heart and voice of our stewardship mission. As the official mascot of Oregon’s Wild Rivers Coast, Cliff “The Adventure Guide” embodies the values we promote: responsible recreation, environmental respect, and joyful exploration.

Connecting Visitors to Place

Cliff helps humanize our brand and makes it more accessible to all ages. Whether it's reminding hikers to stay on marked trails, encouraging families to pack out their trash, or sharing insider tips on local culture and natural wonders, Cliff invites visitors to not only experience the Wild Rivers Coast but also to protect it.

Brand Alignment

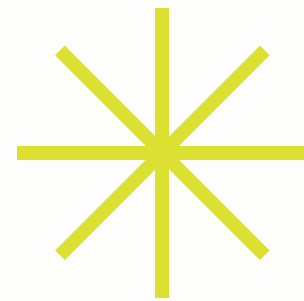
- **Powered by Nature:** Cliff champions our core message by encouraging behaviors that preserve the very landscapes that define us.
- **Authenticity & Empowerment:** Through his friendly voice, Cliff educates without preaching, inspires without pressure, and builds a culture of care that begins with every visitor.
- **Consistency & Engagement:** Cliff appears across digital campaigns, signage, children’s materials, social media, and educational programs—serving as a consistent touchpoint for stewardship messaging.

Looking Ahead

As our region grows in popularity, Cliff ensures that sustainable tourism stays front and center. He is not only a mascot – he is a movement.



Brand Applications & Rollout



Our brand applications encompass a diverse range of marketing and communication materials, extending across both print and digital platforms, all of which should closely adhere to our brand guidelines.

Where You'll See This Brand:

- Visitor Centers & Welcome Signs
- TravelCurryCoast.com and then Oregonswilddriverscoast.com
- Regional Marketing & Ad Campaigns
- Event Branding (e.g., Festival Tents, Coastal Trail Initiatives)
- Community Partnerships & Sponsorships, Merchandise, Maps, and Brochures



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Do's

✓ Use Official Color Palette

Ensure you use the brand's specified colours in all assets.

✓ Typography Consistency

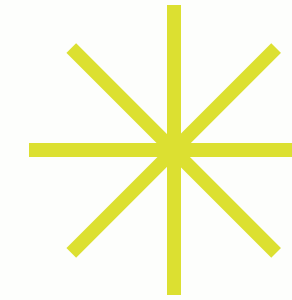
Use the specified fonts and styles in the brand guidelines for all written communications.

✓ Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.

✓ Consistent Messaging

Ensure the message delivered is aligned with our brand values.



Don'ts

✗ Modify the Logo

Do not alter, distort, or change the logo colours without permission.

✗ Misuse Design Elements

Refrain from using brand graphic elements inconsistently with the guidelines.

✗ Inappropriate Color Usage

Avoid using unauthorized colors for brand representation.

✗ Conflicting Messages

Avoid communications that contradict or obscure our brand message.

Legal Guidelines

Legal protection stands as a cornerstone in upholding the robustness and credibility of our brand. The following essential legal principles should consistently guide our practices:

Copyright

- 01 All materials pertaining to our brand are safeguarded by copyright. It is imperative to seek permission before utilizing any third-party materials.

Trademark

- 02 When using TM or [®] symbols for logos, slogans, and brand elements, it is crucial to follow the prescribed guidelines as they have been officially registered as trademarks.

Licensing

- 03 Ensure compliance with specific asset licences, including terms on usage, attribution, and restrictions.

Unauthorized Use

- 04 Strict guidelines safeguard brand assets, ensuring consistent representation across platforms and protecting brand reputation and audience resonance.

Objections and Violations

- 05 Promptly report any objections or violations concerning our brand to our Economic Development department for Curry County.



Contact Information

Please contact us for inquiries, bookings, or collaborations. Our team is dedicated to providing excellent service and prompt responses to fulfill all your questions.



Contact us

econdev@currycountyor.gov



Phone

541-247-3222



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