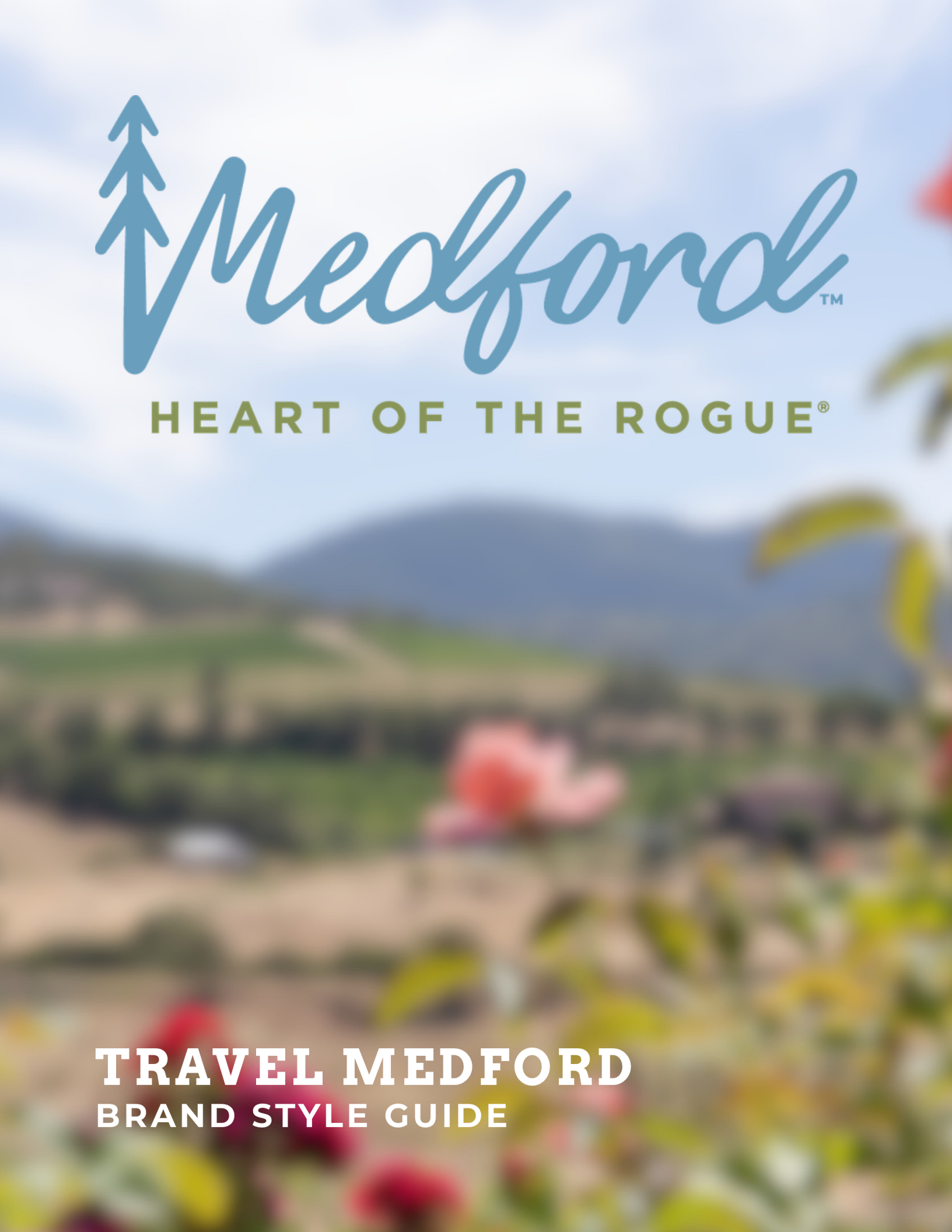


TRAVEL MEDFORD

BRAND STYLE GUIDE

HEART OF THE ROGUE

Inspire, Excite, Invite

Travel Medford is the Heart of the Rogue — the vibrant, welcoming center of the Rogue Valley and the gateway to everything Southern Oregon has to offer.

Medford is:

- Central, connected, and convenient
- Naturally stunning
- Seasonally dynamic
- Warm and welcoming

Everything radiates outward from Medford — Crater Lake, Wine Country, Outdoor Adventure, Arts & Culture.

Brand Personality

Inspire – Aspirational, scenic, cinematic
Excite – Energetic, adventurous, flavorful
Invite – Warm, friendly, inclusive

Tone of Voice:

- Confident but not boastful
- Warm and welcoming
- Evocative and sensory
- Rooted in place
- Clear and accessible

LOGO

Two-Tone
- Top is Sky Blue #6b9ebd
- Bottom is Valley Green #889457

Solid
- Use black or white

Icon
- Use Sky Blue #6b9ebd, Black, or White













BRAND TYPOGRAPHY

PRIMARY HEADLINE FONT

Arvo
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Use for: Headlines, hero statements, buttons

Suggested Usage:

- H1, Buttons: Arvo Bold, all caps
- Hero Statements, Buttons: Arvo Regular

BODY FONT

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&

Use for: Titles, body copy

Suggested Usage:

- Titles: Montserrat Bold, All Caps
- Body Copy: Montserrat Regular or Medium

PRIMARY COLORS

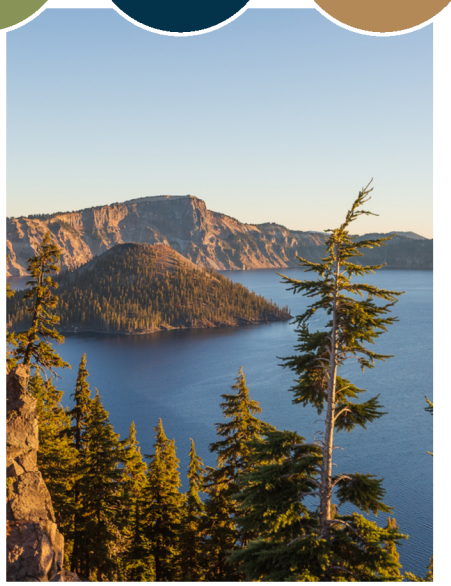
Sky Blue
#6b9ebd

Valley Green
#889457

Rogue Blue
#03334a

Table Rock Tan
#b38958









SUPPORTING COLORS

Light Beige
#e8cfaa

Black
#000000

White
#ffffff

CRATER LAKE



Rogue Blue
#03334a

Sky Blue
#6b9ebd

Valley Green
#889457

OUTDOOR REC.



Valley Green
#889457

Table Rock Tan
#b38958

Trail Blaze Orange
#f0a81f

WINE + CULINARY



Cellar Plum
#6f1a45

Valley Green
#889457

Rosé Red
#b71e41

ARTS + CULTURE



Rogue Clay
#d97a2b

Cellar Plum
#6f1a45

Valley Green
#889457

WINTER



Evergreen
#2e4f45

Sky Blue
#6b9ebd

Rogue Blue
#03334a

SUMMER



Trail Blaze Orange
#f0a81f

Rogue Blue
#03334a

Valley Green
#889457

SPRING



Valley Green
#889457

Sky Blue
#6b9ebd

Spring Yellow
#ffeea4

FALL



Harvest Spice
#93360d

Rogue Clay
#d97a2b

Valley Green
#889457