

Agenda Item No.:	7
Work Plan:	State Forests Work Plan
Topic:	State Forests Branding
Presentation Title:	State Forests Branding
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Contact Information:	Laura Fredrickson, Recreation, Education, and Interpretation Manager 503-359-7431, Laura.M.Fredrickson@ODF.Oregon.gov Michael Wilson, State Forests Division Chief 503-945-7374, Michael.Wilson@ODF.Oregon.gov

CONTEXT

To better inform and educate the public about the multitude of benefits State Forests have to offer Oregonians and beyond, the State Forests Division identified the need to develop a brand identity to assist in its public messaging. The need to distinguish ODF’s State Forests as the backdrop for a variety of recreational and educational experiences has never been more important, as public use levels continue to increase with each passing year.

Under the leadership of the Recreation, Education, and Interpretation (REI) Program, an open bidding process took place in 2021 to identify a branding and marketing firm to help develop a brand identity and logo to communicate the values provided by the REI Program and help educate the public about the many benefits provided under Greatest Permanent Value. The Division contracted with MEAT, Inc. to take the REI Program and State Forests leadership through brand development.

The new brand will help in telling the story of State Forests, and its marketing power can be leveraged by the [State Forests Trust of Oregon](#) (ODF’s supporting non-profit benefiting the REI Program) to increase donations and eventually diversify funding streams for the REI Program.

RECOMMENDATION

Information only.

NEXT STEPS

Future work products for the Division include a new State Forest website highlighting the many recreational, educational, and interpretive opportunities available on state forest land, marketable ODF-branded merchandise, and additional social media products to help educate and inform the public about GPV.