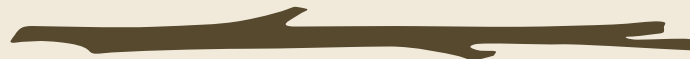




BOF - STATE FOREST BRAND
LOGO PRESENTATION



MEAT, INC
NOVEMBER 16, 2022

This ODF State Forest branding initiative began nearly five years ago with the State Forest Division reorganization.

In the past year and a half, we've worked diligently with the ODF core branding team, thoughtfully building the brand you're about to see. Many steps were taken including:

- interviewed 40+ key stakeholders**
- held a highly informative, in-person, team Discovery Session**
- developed a strategic creative brief (8 rounds of revisions)**
- developed 14 OSF logo options (12 rounds of revisions)**
- landed on one, excellent, strategic logo option**
- wrote a powerful and inclusive tagline**
- created a moving, inspiring and illuminating anthem**

The response has been overwhelmingly positive thus far.

Stakeholder Interviews (40+)

ODF Internal (partial list):

Steph Beall, Recreation Coordinator

Denise Berkshire, Tillamook Forest Center

Barrett Brown, ODF Recreation Liaison

Reid Brown, Tillamook State Forest OHV Coordinator

Mike Cafferata, Forest Grove District Forester

Dan Goody, Astoria District Forester

Kyle Kaupp, Santiam Unit Forester

Kate Skinner, Tillamook District Forester

Ty Williams, Astoria District Operation Coordinator

Mike Wilson, State Forests Division Chief

Ron Zilli, Astoria Deputy Division Chief

External NGO/Forest Users (partial list):

Oakley Brooks, Wild Salmon Center

Brett Brownscombe, Wild Salmon Center

Queta Gonzalez, Center for Diversity

and the Environment

Ken McCall, Oregon Hunter's Association

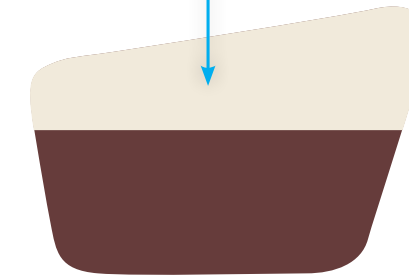
Rob Russell, Tillamook Fishing Guide

Mike Totey, Oregon Hunter's Association

Discovery Session

USFS logo
(true logo)

Sign shape, materials and overall presentation
(part of the national forest branding, but not the logo)



Place Descriptor
(a type treatment)

National Forest "Logo"
(a type treatment)

Parent Organization
(a type treatment)

**National
Forest**

Discovery Session

USFS logo
(true logo)



MT. HOOD
*National
Forest*



Place Descriptor
(a type treatment)



National Forest "Logo"
(a type treatment)

Note: No tagline

Discovery Session

ODF logo



TILLAMOOK

*State
Forest*



Place Descriptor
(a type treatment)

State Forest "Logo"
(a type treatment)

Note: No tagline

Brand Positioning Statement:

State Forests are visionary, resilient, hard-working, and ecologically diverse landscapes we all share for the common good of Oregon.

Tone:

Educational yet passionate with a strong, vibrant voice that celebrates the self-sufficient nature of both the forests and the Adventurous Public.

Look:

More classic than modern, rustic/durable, hard-working, semi-primitive – yet grand, nostalgic – but not old fashioned. Respectful of simplicity. Rich versus bright. Textured versus slick. Rough-edged versus immaculate.

Feel:

Inclusive and approachable yet bold and visionary – with a nice dose of illumination (education) and backbone.

Mandatories:

- Must include the ODF logo and use of colors complimentary to it.
- Must include the words “State Forest”.
- Must include a logo version for each State Forest (five total).
- Must include “Oregon State Forests” logo version as well.
- Must include optional logo versions both with and without a tagline.
- ODF logo may change within five years, so logo versions must work with unknown upcoming ODF logo.
- Must include versions without the ODF logo for future merch sales.

Logo design rationale:

- Inspired by National Forest signage, but must not mimick it (which would cause audience confusion).
- Must use the ODF logo, but can't be designed tightly to it due to forthcoming ODF logo changes — hence, a modular solution.
- Must use the ODF logo, but also work without it for merch. (Modular.)
- Must use colors complimentary to the current ODF logo.
- Must incorporate the tagline into the design, but also work without it. (Modular.)



Oregon
STATE FORESTS



Our COMMON GROUND



Tillamook STATE FOREST



Oregon's COMMON GROUND



Clatsop
STATE FOREST

Oregon's COMMON GROUND

Branch:

- adds "rustic" feel
- avoids monoculture issues
- recreationally neutral
- useful graphic element

Tagline:

- on strategy
- concise
- utilizes "Oregon" for clarity of place in State Forest logo versions
- inclusive
- broad coverage

ODF/SF LOGO LOCKUP variations to cover all needs

FULL LOGO



Sun Pass
STATE FOREST

Oregon's COMMON GROUND

W/O ODF LOGO

Sun Pass
STATE FOREST

Oregon's COMMON GROUND

W/O TAGLINE



Sun Pass

STATE FOREST

ODF/OSF LOGO LOCKUP variations to cover all needs

FULL LOGO



Oregon
STATE FORESTS

Our COMMON GROUND

W/O ODF LOGO

Oregon
STATE FORESTS

Our COMMON GROUND

W/O TAGLINE



Oregon

STATE FORESTS

ALL STATE FOREST VERSIONS + OREGON



Oregon
STATE FORESTS

Our COMMON GROUND



Sun Pass
STATE FOREST

Oregon's COMMON GROUND



Clatsop
STATE FOREST

Oregon's COMMON GROUND



Gilchrist
STATE FOREST

Oregon's COMMON GROUND



Santiam
STATE FOREST

Oregon's COMMON GROUND



Tillamook
STATE FOREST

Oregon's COMMON GROUND



Oregon
STATE FORESTS

Our COMMON GROUND

m e a t *

FIND
YOURSELF
IN THE
FOREST.



Oregon
STATE FORESTS

Our COMMON GROUND





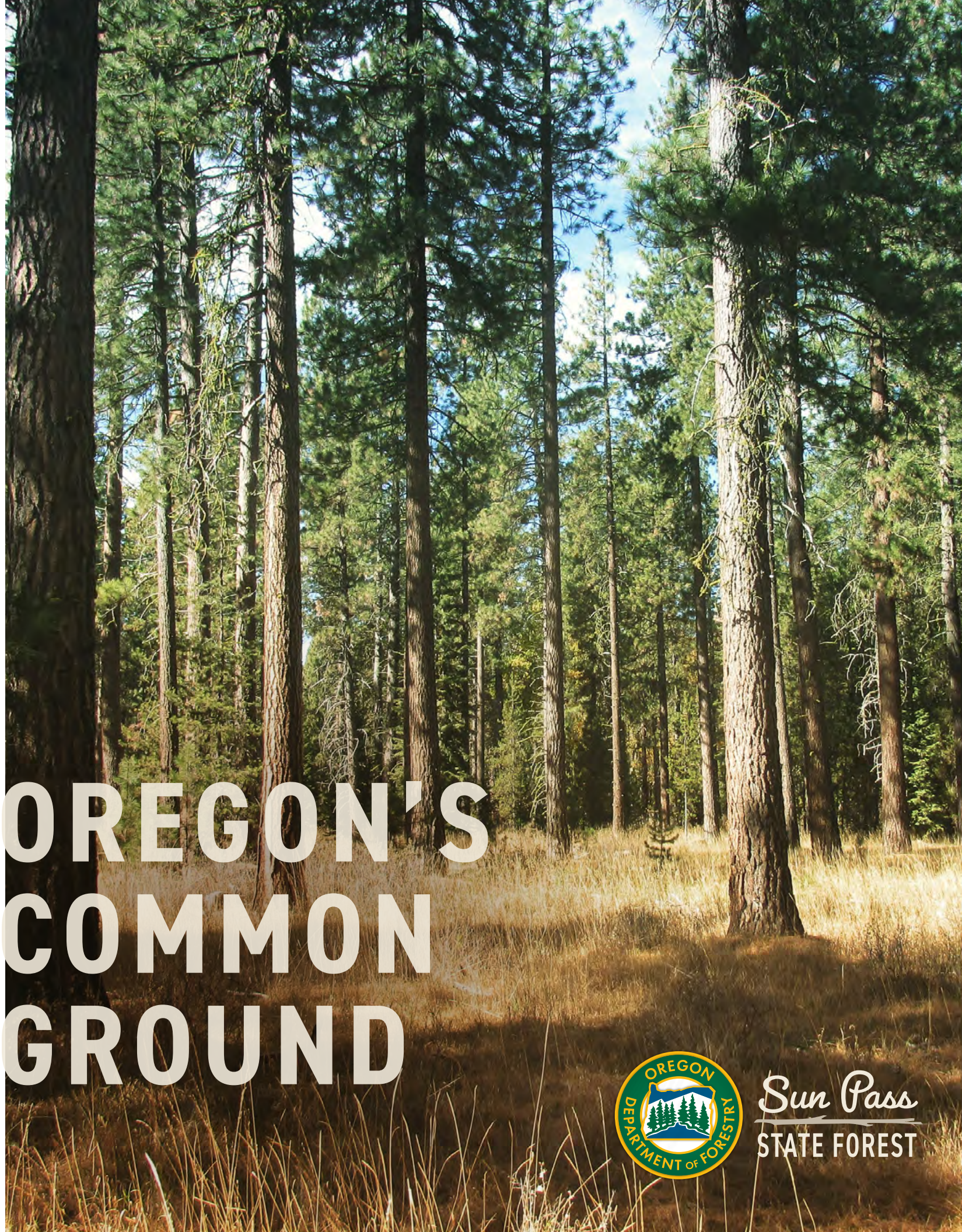
Sun Pass
STATE FOREST

OREGON'S COMMON GROUND

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Sun Pass
STATE FOREST





Tillamook
STATE FOREST

Oregon's COMMON GROUND

THE
HARDEST-
WORKING
PLAYGROUNDS
IN OREGON.



Tillamook
STATE FOREST

Oregon's COMMON GROUND

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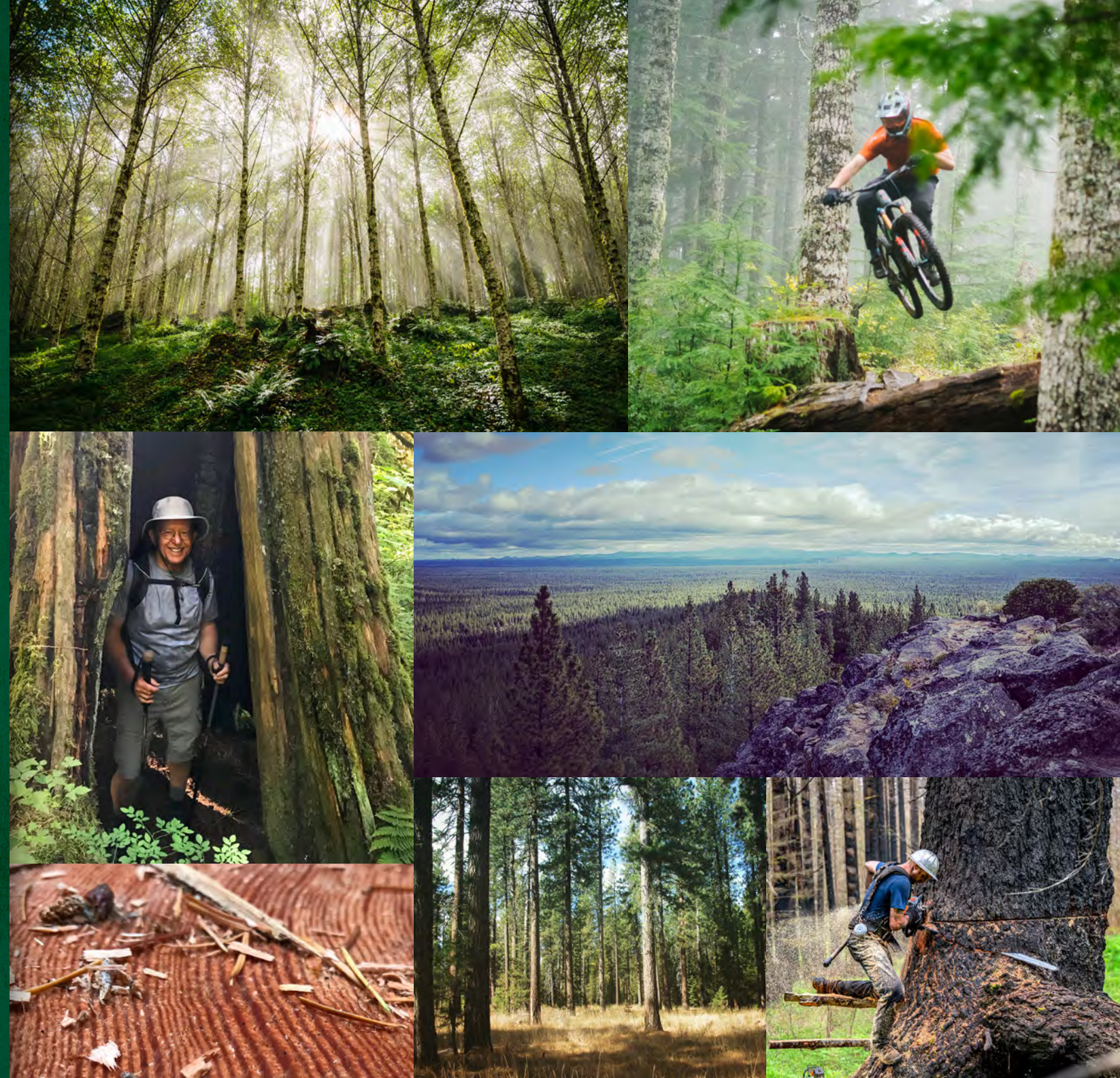


ANTHEM



- **Created to inspire, excite and educate about GPV**
- **Expounds on the tagline “Oregon’s Common Ground”**
- **Internal/External: for both ODF staff and all Oregonians**
- **Imagine it on an ODF office wall, as a breakroom poster, on the new OSF website or even at a trailhead**

WHERE WANDERLUST AND WIDE-EYED WONDER MEET FOR ADVENTURE.
WHERE WE CELEBRATE THE FERAL, THE RUGGED, THE WILD.
WHERE WE RELISH IN THE IMPERFECTIONS, BEAUTY AND SOLITUDE.
WHERE CHANGE IS OFTEN SUBTLE, SUDDEN AND SOMETIMES PLANNED.
NOTHING IS MANICURED OR EXPECTED.
THERE IS NO TRAFFIC, ADMISSION FEE OR PRETENSE HERE.
ONLY LAND, PAINTED IN MORE SHADES OF OREGON GREEN THAN EVER THOUGHT POSSIBLE.
VAST TRACTS WAITING TO BE HIKED, RIDDEN, WORKED
OR WHATEVERED.
WHERE THE GOLDEN RULE IS RESPECT,
BECAUSE THESE WORKING FORESTS AREN'T LIKE THE OTHERS.
THEY'RE OUR STATE FORESTS AND THEY BELONG TO ALL OREGONIANS.
FOR NEARLY A CENTURY, THEY'VE SERVED US IN COUNTLESS WAYS.
THAT'S THEIR TRUE BEAUTY.
WHAT BEGAN AS BURNED, DENUDED AND UNLOVED LANDS
HAVE REGROWN INTO THE HARDEST-WORKING PLAYGROUNDS IN OREGON.
UNDER THESE CANOPIES, LIVELIHOODS ARE EARNED AS PASSIONS PLAY
AND CLEAN WATER IS BORN WHILE TREES PROVIDE.
SUSTAINABLY MANAGED FOR SOCIAL, ECONOMIC AND ENVIRONMENTAL NEEDS,
OREGON STATE FORESTS EXIST FOR THE BENEFIT AND JOY OF ALL OREGONIANS.
AND IN THIS THEY STAND FOR SOMETHING FAR GREATER THAN MERE FORESTS:
THEY'RE **OUR COMMON GROUND.**



Oregon
STATE FORESTS
Our COMMON GROUND

Thank You!

