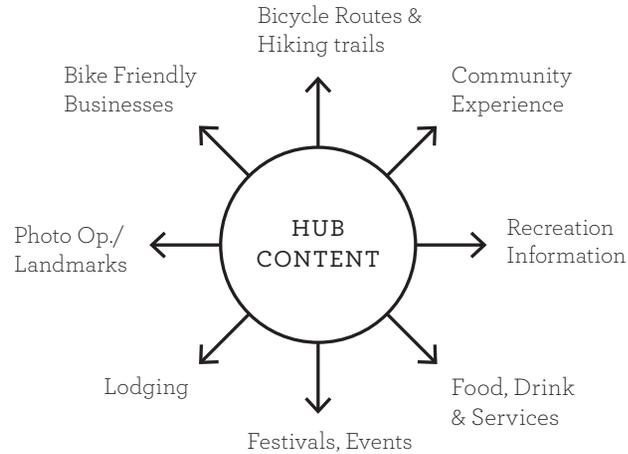
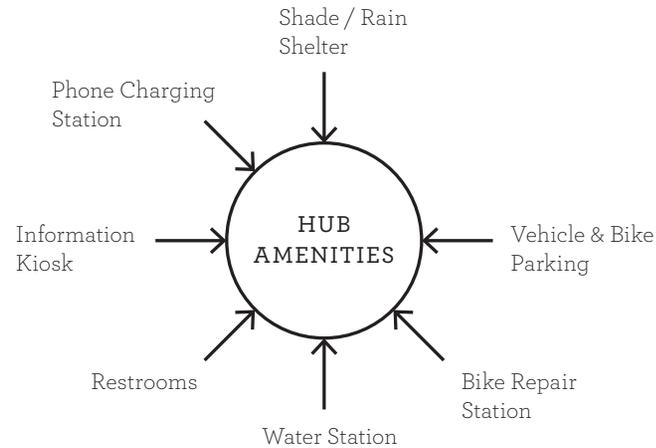




OREGON · GORGE HUB STYLE GUIDE

HIKE · BIKE · EXPLORE

3	DEFINITION OF A HUB
3	CHARACTERISTICS OF A HUB
4	LOGO
5	LOGO VARIABLES
6	LOGO CLEAR SPACE
7	DO'S & DON'TS
8	WEB & PRINT
8	MERCHANDISE
9	SIGNAGE
10	KIOSK
11	MAPS
12	ONLINE MAP
13	PRINT MAP, VICINITY VIEW
14	PRINT MAP, COMMUNITY VIEW
15	COLOR
16	TYPOGRAPHY
17	ICONS & ROUTES
18	NEXT STEPS



DEFINITION OF A HUB

noun

1 the center of a community’s recreation tourism support and information network, promoting exploration of a unique community experience, and from which recreation activities radiate.

2 a central facility which provides recreation support amenities and connects users and visitors with a community’s business district to spur economic development.

CHARACTERISTICS OF A HUB

“This is where your adventure begins”

“Explore from here”

Gorge Hub Geographic Area:
Columbia River Gorge/Six communities

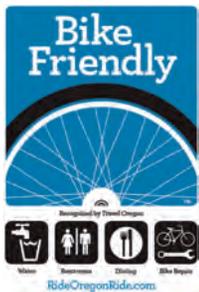
Information provided for both public & private resources
(i.e. recreation & business connections)



LOGO

The Gorge Hub logo responds to the unique character of the Gorge through the use of the title “Gorge Hub”, an icon that is Gorge specific and color that is Gorge specific. As other regions develop Hub programs, new logos should share a common thematic design character, similar to the one shown, to create a family and campaign similar to the “7 wonders of Oregon”.

PROGRAMS IN PLACE CURRENTLY





Logo



Logo with Community Band



**CASCADE LOCKS
OREGON**

Logo with Community Name

LOGO VARIABLES

The logo is never alone and should always be associated with one or all of the community names.

When marketing the Gorge Hub system, use the “Logo with Community Band”.

When identifying the community as a destination, use the “Logo with Community Name”.

Layouts other than what is shown can be used as the design application requires.



LOGO CLEAR SPACE

Preserve space around the logo to avoid interference with competing elements such as typography, graphics and/or imagery whenever possible.

The clear space around the logo may vary but the recommended minimum clearance is 1/2 of the logo height on all 4 sides.

DO'S



Two Color Logo



One Color Logo
Blue or Green



Black & White Logo

DO'S & DON'TS

Always use the original logo artwork.
Never alter artwork proportions or color application intent.

DON'TS



Do not stretch



Do not remove parts
of the logo



Do not apply effects such as
drop shadow, bevels, or embosses



Do not rotate



Do not fill logo with
textures or photos



Do not change logo colors



Do not place over a background
with insufficient contrast



Do not outline any part
of the logo



Do not change size
relationships or positioning



**APPLICATION:
WEB & PRINT**

Marketing on the web will be the main driver of tourism to these hubs and ultimately to the 6 communities. Whether marketed by Travel Oregon or by the individual communities, always use the logo with the “community band” to market the system as a whole.



**APPLICATION:
MERCHANDISE**

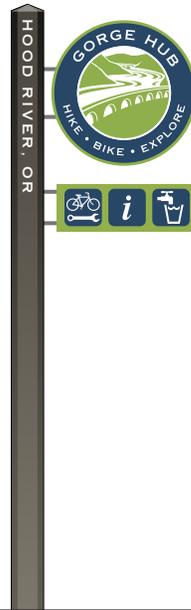
Merchandise serves as the tangible memory of the experience. Use the logo and the community name in a relationship that is complementary to the design.



HCRH Trail Directional Sign Example



Gorge Hub Kiosk Concept



Gorge Hub Identification Sign Concept

APPLICATION: SIGNAGE

The concepts illustrated show how the logo and its relationship to the community name might appear in the context of the built environment.

On directional signage, use the logo with the “community name”. For identification signage and kiosks at each community hub, use the logo and the community name in a relationship that is complementary to the design.

A designer will need to be commissioned to develop concepts. Final sign structure design will need to be engineered for wind load.

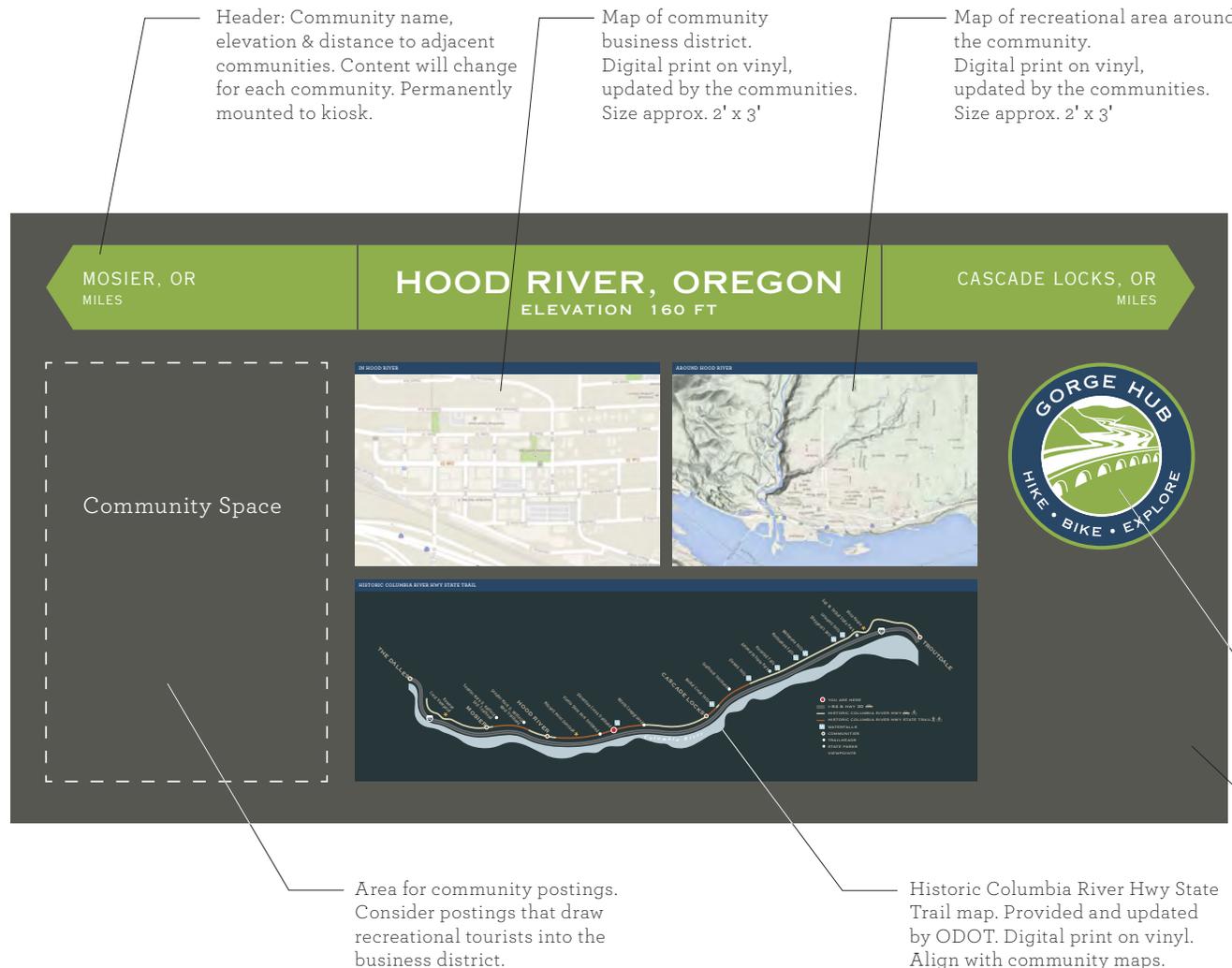
APPLICATION: KIOSK

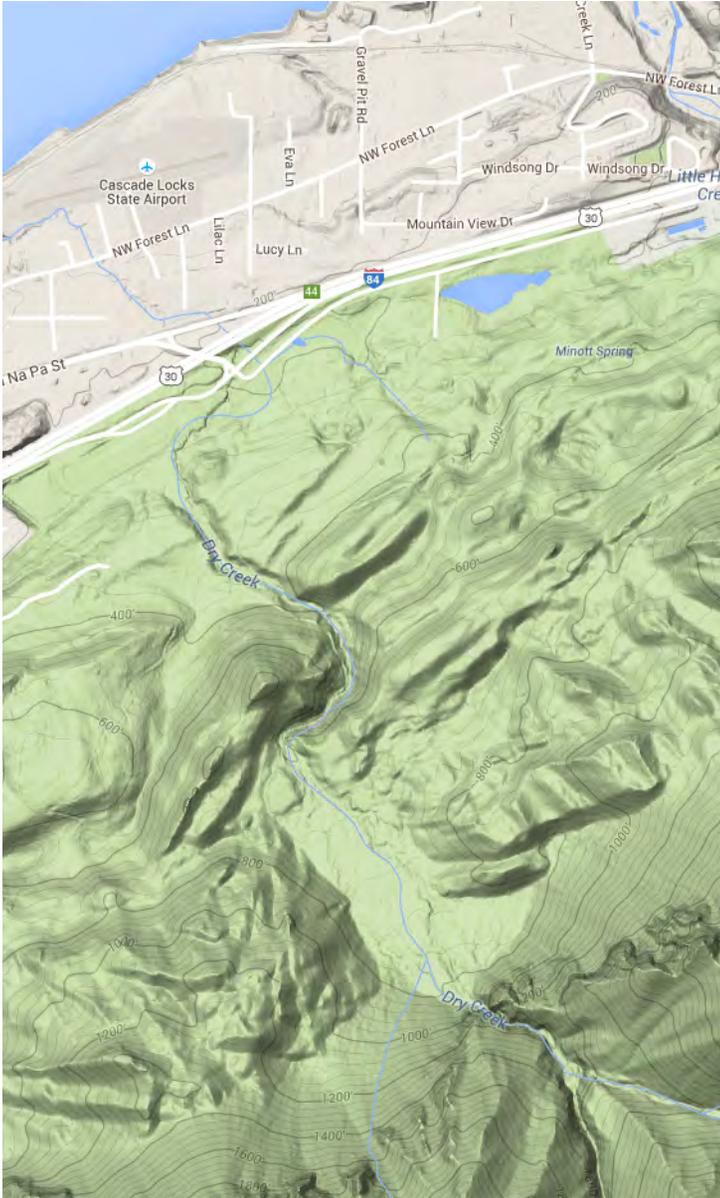
The hub kiosk will be the interaction point between the recreational tourists and the communities business districts within the Gorge Hub network.

The concept shown illustrates all the basic pieces that should be included at the kiosk to promote exploration within the communities. Final design layouts, material specifications, and fabrication details are required.

Gorge Hub Logo.
Permanently mounted to kiosk.

Brown area represents display case based on APCO Signs Visuline 2300 product. Visit apcosigns.com for additional sizes & configurations.





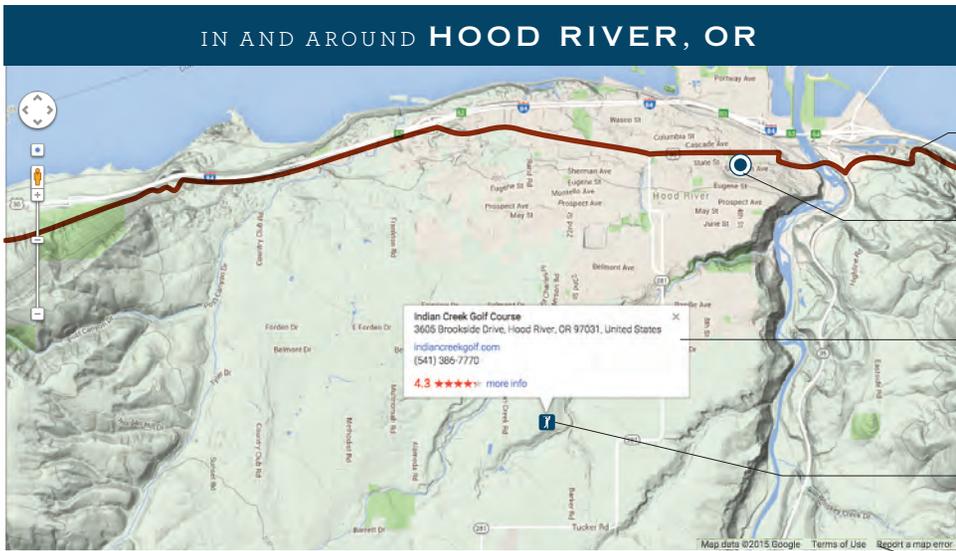
GOOGLE MAP BASE CODE

```
[
  {
    "featureType": "road",
    "elementType": "geometry.stroke",
    "stylers": [
      { "visibility": "off" }
    ]
  },
  {
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    "elementType": "geometry.fill",
    "stylers": [
      { "color": "#ffffff" }
    ]
  },
  {
    "featureType": "road.highway",
    "elementType": "geometry.fill",
    "stylers": [
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    ]
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    "stylers": [
      { "visibility": "off" }
    ]
  },
  {
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    "stylers": [
      { "visibility": "on" }
    ]
  },
  {
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    "elementType": "labels",
    "stylers": [
      { "visibility": "off" }
    ]
  }
],
]
```

APPLICATION: MAPS

A “styled” Google map is recommended as a base map because it provides consistent information and design for all communities, and can be used as an interactive base map for web and a static base for print. A knowledgeable designer, familiar with print media, digital interface and html code, should be commissioned to develop the map content and design for all the communities. Printed maps for kiosk displays should be oriented so that the top of the map is aligned with the direction the viewer is facing. Typography and other map elements will need to be rotated with map orientation.

Google map base style code should be programmed to include: all roads white with the stroke visibility off, point of interest visibility off, parks visibility on, parks labels visibility off, terrain visibility on. For kiosk maps, turn off all label visibility to allow for the map to be rotated as necessary. Custom programming of the Google map base should include: point of interest markers that can be updated by the communities, custom icons, as well as routes for the Historic Columbia River Highway State Trail and other trails.



Zoom out of vicinity

Header with community name
Copperplate typeface
Dark blue background,
white text

Historic Columbia River
Highway State Trail

Gorge Hub icon

Business / Amenity info
with icon click, Google Map
standard, to be updated by
community

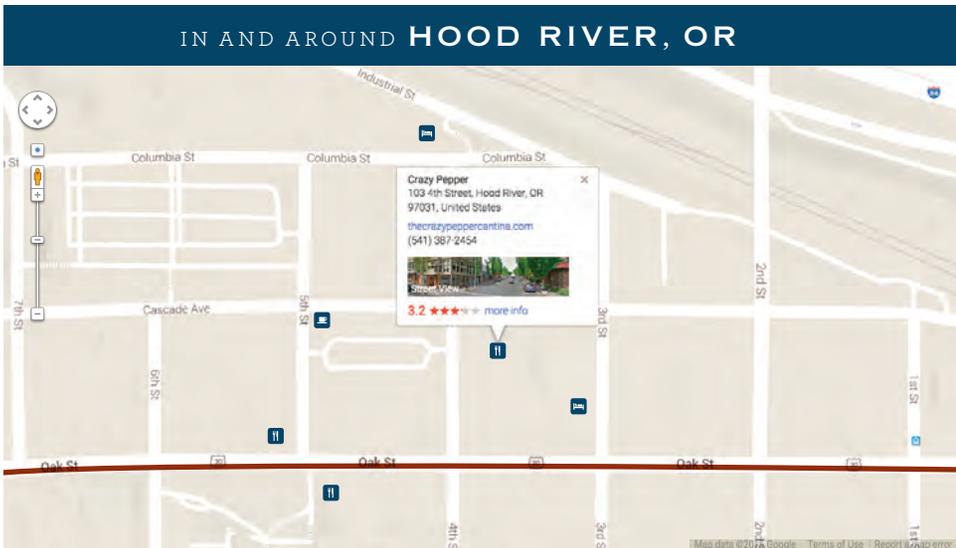
Custom point of interest marker
Dark blue background,
white symbol

Google Map copyright attribution

APPLICATION: ONLINE MAP

The illustration of the online map shows examples of how information is displayed at different zoom levels.

Map size is determined by website window dimensions.



Zoom in of business district

APPLICATION: PRINT MAP VICINITY VIEW

Final layout to be determined through the design process.

AROUND HOOD RIVER

LEGEND

- You Are Here
- Historic Columbia River Hwy State Trail
- Trail Name

BUSINESS DIRECTORY

LOADINGS

- Business Name
- Business Name
- Business Name
- Business Name

WINERIES / BREWERIES

- Business Name
- Business Name
- Business Name
- Business Name

(For horizontal layout option - place legend here)

(For vertical layout option - place legend here)

Header
Archer typeface
Dark blue background, white text

Legend & Business Directory
Option for vertical layout or horizontal layout depending on number of business listings
Archer typeface
Dark blue or black text

Identify trails
Refer to Icons & Paths

You Are Here identifier
Color Red

Business locator
Archer typeface
Dark blue background, white text

Scale & north arrow

Google map copyright attribute

APPLICATION: PRINT MAP COMMUNITY VIEW

Final layout to be determined through the design process.

IN HOOD RIVER

LEGEND

- You Are Here
- Historic Columbia River Hwy State Trail

BUSINESS DIRECTORY

EAT / DRINK

- Business Name
- Business Name

LODGING

- Business Name
- Business Name

RETAIL

- Business Name
- Business Name

SERVICES

- Business Name
- Business Name
- Business Name

HEALTH / BEAUTY

- Business Name 200 Oak St
- Business Name 200 Cascade Ave

RECREATION

- Business Name 200 Oak St
- Business Name 200 Cascade Ave

(For horizontal layout option - place legend here)

(For vertical layout option - place legend here)

Header
Archer typeface
Dark blue background, white text

Legend & Business Directory
Option for vertical layout or horizontal layout depending on number of business listings
Archer typeface
Dark blue or black text

Business locator, Marker option - for communities with lower density business districts
Archer typeface
Dark blue background, white text

Business locator, Address option - for communities with higher density business districts
Archer typeface
Dark blue or black text

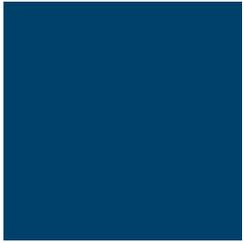
Identify trails and bike routes
Refer to Icons & Paths

You Are Here identifier
Color Red

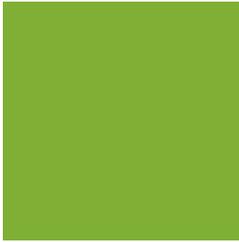
Scale & north arrow

Google map copyright attribution

Primary Colors



Dark Blue
P 111-16
100/35/0/60 CMYK
0/68/105 RGB



Green
P 157-16
48/0/100/14 CMYK
147/190/0 RGB

Secondary Colors



Yellow
P 10-8 C
0/27/100/0 CMYK
251/189/0 RGB



Orange
P 30-8 C
0/69/100/0 CMYK
238/105/1 RGB



Red
P 49-8 C
0/99/91/0 CMYK
222/43/37 RGB



Brown
P 42-8 C
0/83/92/47 CMYK
146/46/15 RGB



Violet
P 91-8 C
64/100/0/0 CMYK
130/12/169 RGB



Periwinkle
P 104-7 C
85/58/0/0 CMYK
59/108/179 RGB



Light Green
P 154-7 C
53/0/85/0 CMYK
155/212/67 RGB



Teal
P 129-16 C
100/0/53/60 CMYK
0/90/83 RGB

COLOR

The Gorge Hub colors form the basis for the identity and should be used consistently across all applications.

Primary colors should be used to specify colors in the logo as well as major identity pieces in signage, print and web applications.

Use secondary colors to color code trails, map icons or use as support colors on marketing collateral. Secondary colors should be used sparingly.

Colors are from Pantone CMYK Coated Plus Series.

Copperplate Gothic (31 AB)

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

Copperplate Gothic (29 AB)

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

Archer Book

A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z 1 2 3 4 5 6 7 8 9 0

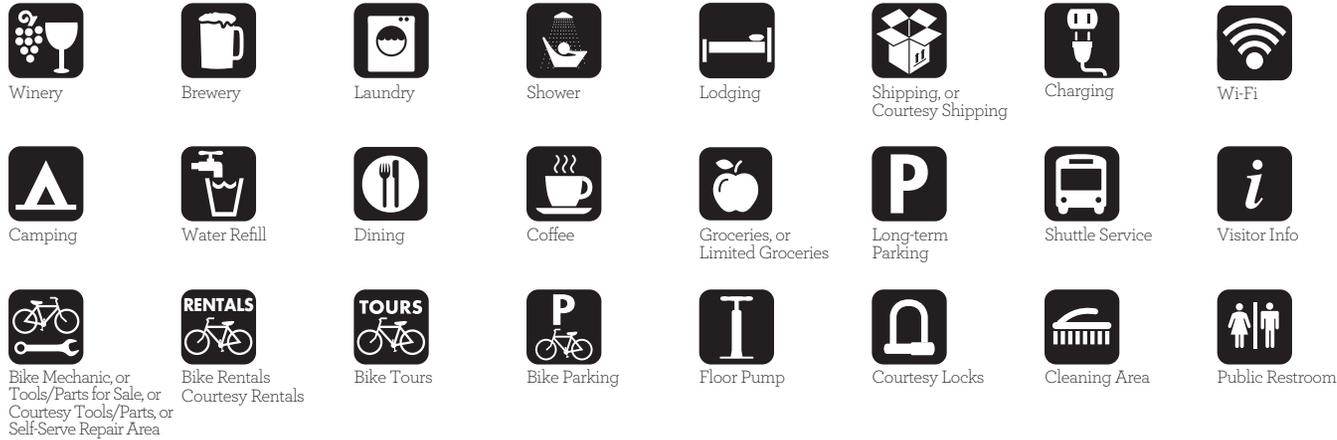
TYPOGRAPHY

Copperplate Gothic (31 AB) is the typeface used in the identity. Use this typeface for the community names and support headlines in all caps. Never use the typeface to recreate the typography in the identity. In other words, never make any alterations to the text in the logo.

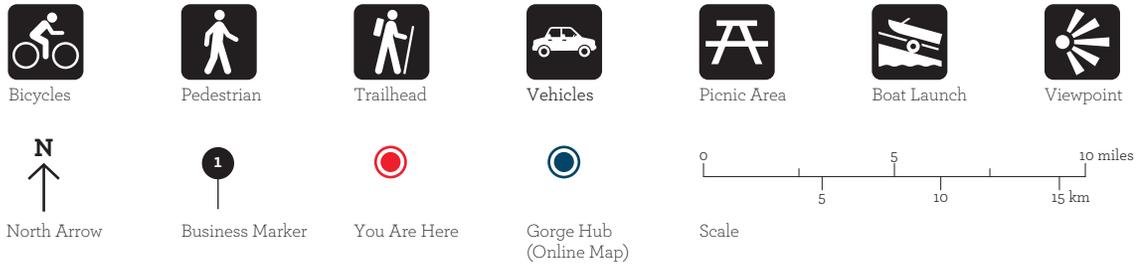
Use Copperplate Gothic 29AB for secondary headers adjacent to text with Copperplate Gothic 31AB.

For supporting body text, use Archer Book.

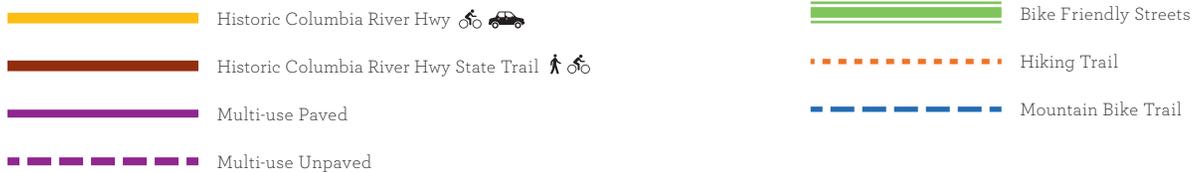
Bike Friendly Business Icons



Additional Map Icons



Trail & Route Markers



ICONS & ROUTES

Consistent use of icons, route designations and other elements on the Gorge Hub maps support a strong network that links the communities. Use icons from the Travel Oregon Bike Friendly Business program and Oregon Parks & Recreation Department.

NEXT STEPS

The Gorge Hubs Style Guide contains design standards and application guidelines for the Gorge Hubs logo and Columbia River Historic Highway State Trail map. These are intended for use by the communities of Wood Village, Troutdale, Cascade Locks, Hood River, Mosier and The Dalles to establish a uniform identity for their Gorge Hub facilities. It also serves as a branding element for marketing campaigns.

In addition, the Gorge Hubs Style Guide presents a vision for moving forward with other design initiatives, which include:

1 Gorge Hub Identity

The example shown in the Gorge Hubs Style Guide illustrates general size and character. Final design and fabrication drawings need to be completed. Ideally, the design should be the same for all communities, except for community name and listing of facility amenities. This work should include materials, imaging processes, fabrication details and structural engineering for structure and support foundation.

2 Gorge Hub Information Kiosk

The example shown in the Gorge Hubs Style Guide illustrates general size and character. Final design and fabrication drawings need to be completed. The design of the structure can vary from community to community, but the layout of content and design of the individual graphic elements should be the same. This work should include materials, imaging processes, fabrication details and structural engineering for sign structure and support foundation.

3 Community & Vicinity Maps

The examples shown include map templates for kiosks and for web based use. The differences are: the kiosk uses two printed maps, one for vicinity and one as a detail of the community with its visitor resources. The web map covers both vicinity and community scale maps through the zoom function. Final design and content development for each community's maps need to be completed. The base maps are from Google maps and are customizable. The style instructions are understandable by a cartographer or graphic designer familiar with Google maps. Google maps can be used and printed as long as copyright attribution is made. For more information on google maps permissions, follow this link to see a list of frequently asked questions. <http://www.google.com/permissions/geoguidelines.html>

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