



# WHAT IS A BRAND?

# BRANDING

The *art* and *science* of influencing perception about a person, place, product, service or organization.

SINCERITY



EXCITEMENT



COMPETENCE



SOPHISTICATION



RUGGEDNESS



# BRAND COMPONENTS



+



+



+



=



*Name*

*Vision*

*Personality*

*Product*

*Logo*

*Mission*

*Company Story*

*Development*

*Colors*

*Values*

*Customer*

*Relationships*

*Imagery*

*Purpose*

*Journey*

*Marketing Plan*

*Typography*

*Perceptions*

*Service*

*Messaging*

*Expectations*

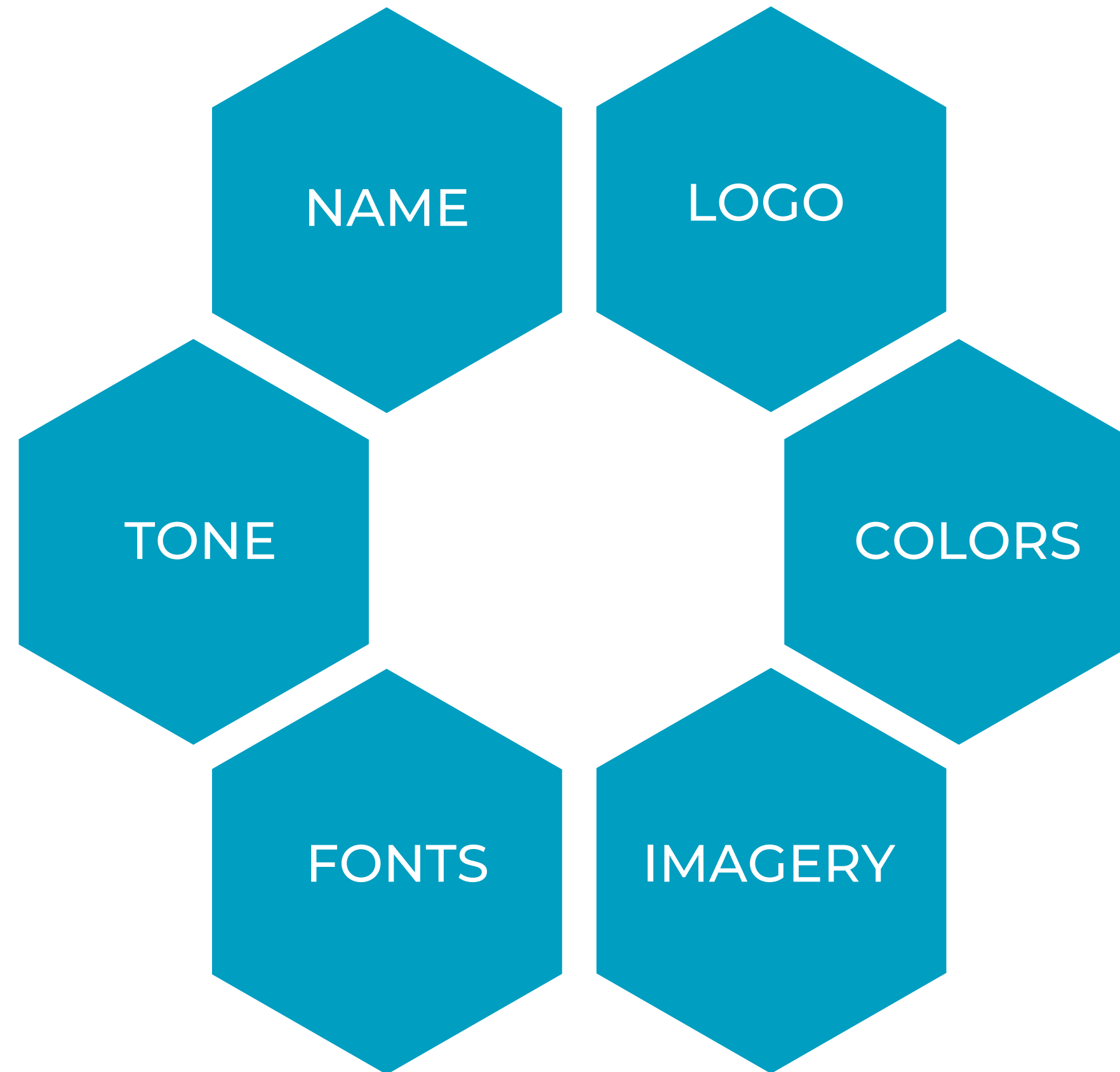
*Price*

*Tone*

*Position*

# BRAND IDENTITY

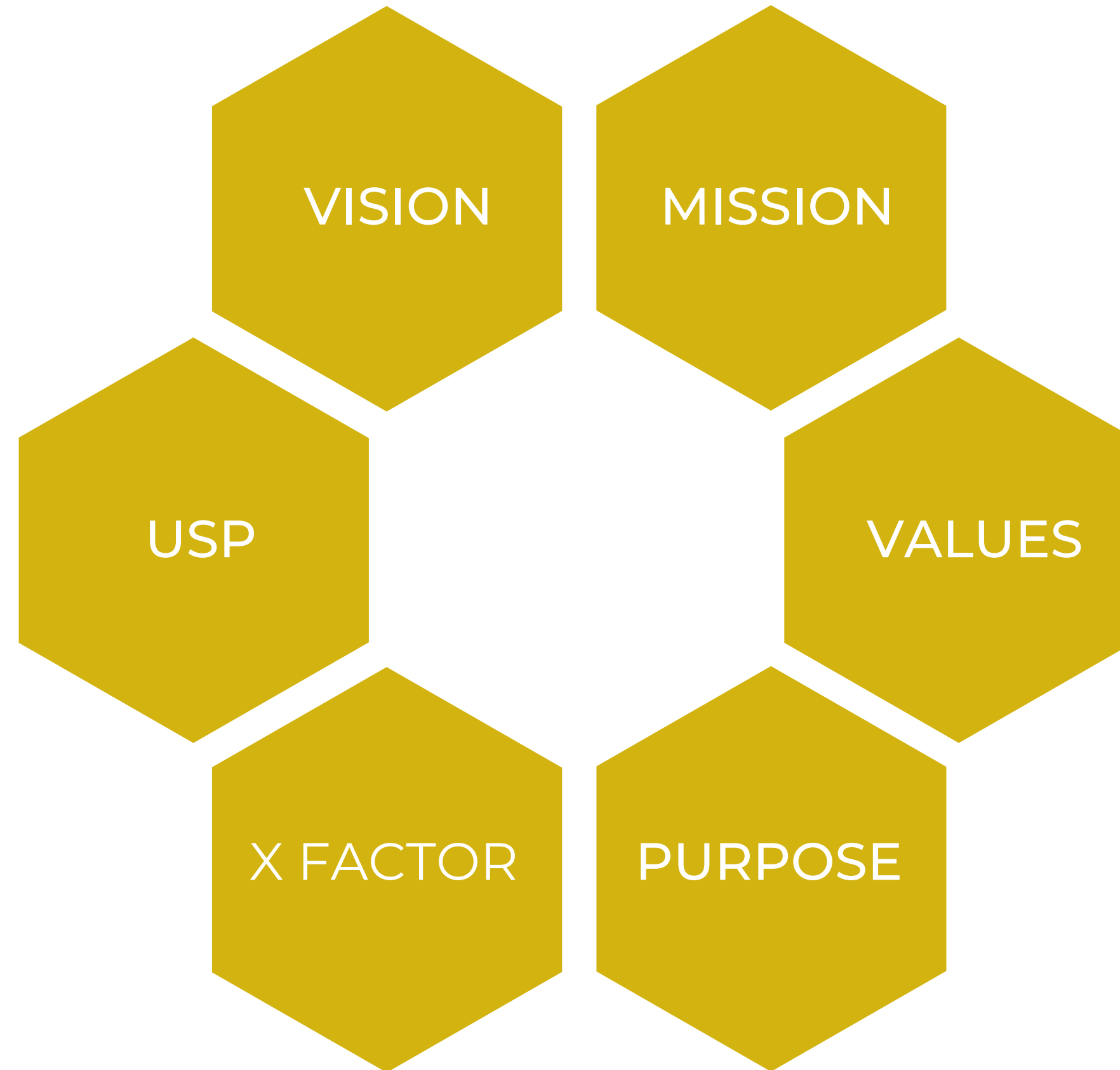
The visible elements of a brand (such as colors, design, logotype, name, symbol) that together identify and distinguish the brand in the consumers' mind.





# BRAND PROMISE

A brand promise is a value or experience a company's customers can expect to receive every time they interact with that company.



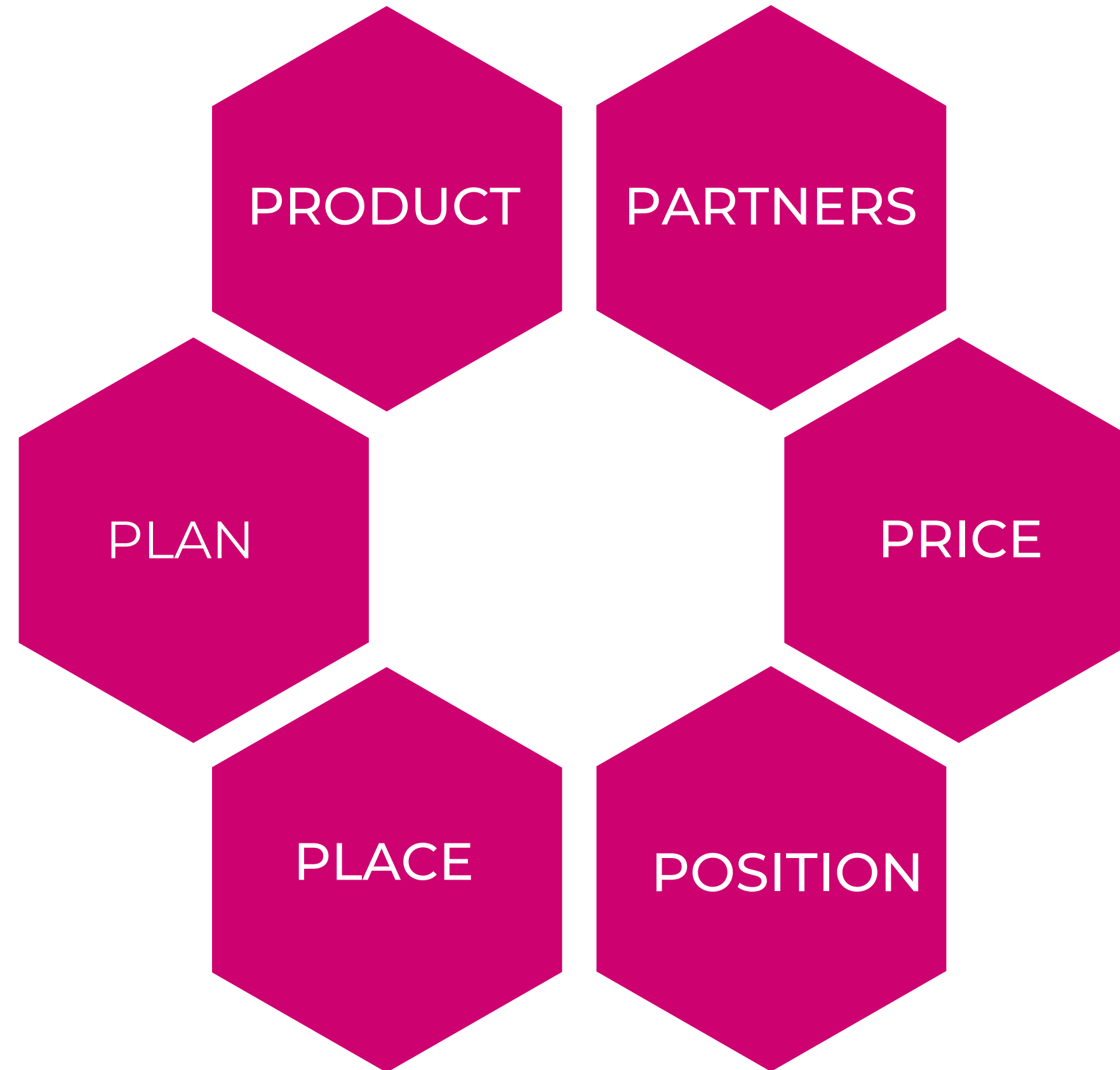
# BRAND STORY

A brand story is a cohesive narrative that encompasses the facts and feelings that are created by your brand (or business, if you prefer). Unlike traditional advertising, which is about showing and telling about your brand, a story must inspire an emotional reaction



# BRAND STRATEGY

Brand strategy is a long-term plan for the development of a successful brand in order to achieve specific goals.





# Medford

HEART OF THE ROGUE







# Medford

HEART OF THE ROGUE



OREGON

CRATER LAKE

# THE ROGUE VALLEY





Medford

HEART OF THE ROGUE



**TRAVEL MEDFORD**  
**SPORTS BRANDING**

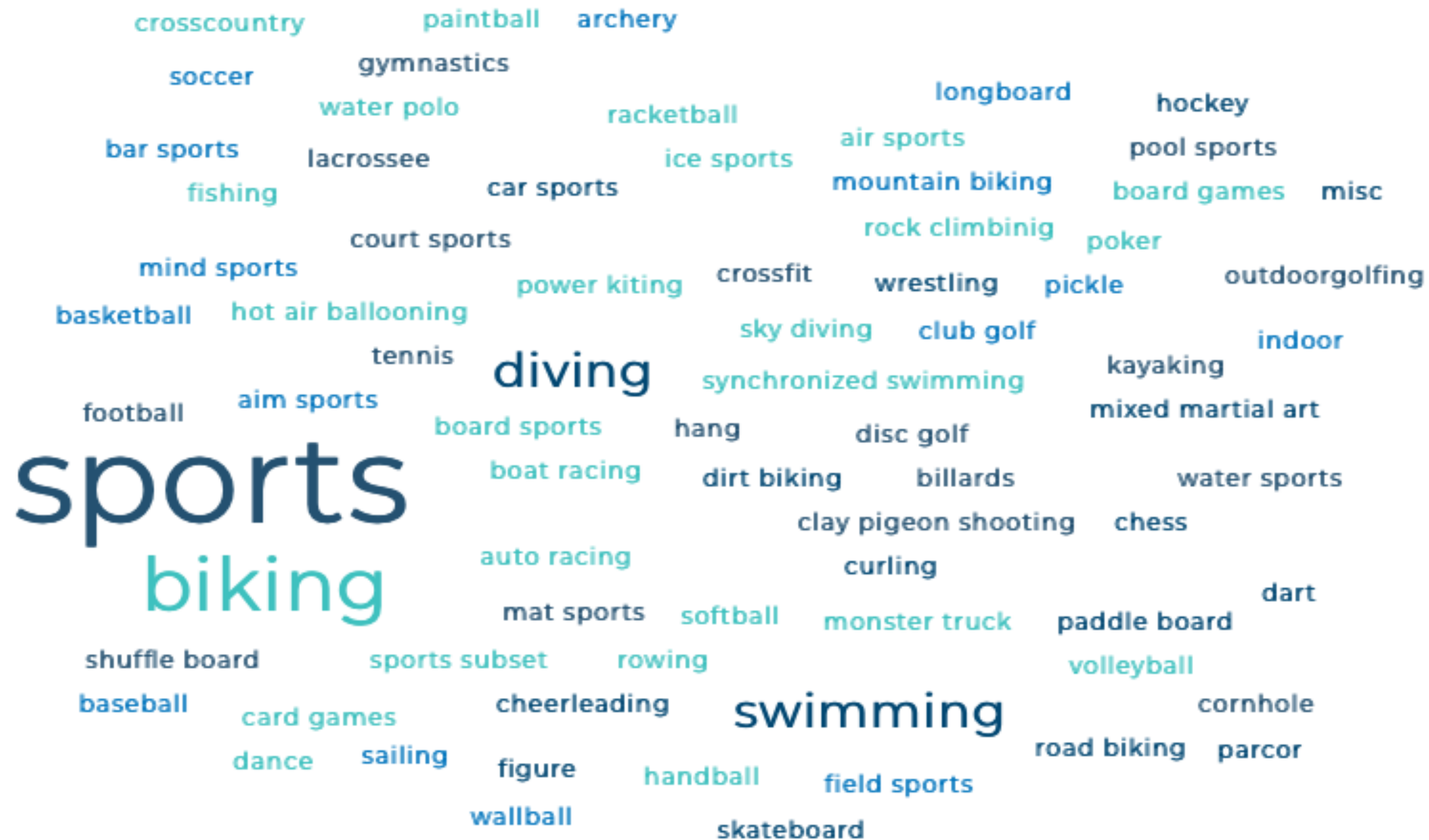
STRATEGY BRIEF



# COMPONENTS OF OUR BRAND STRATEGY



# SOUTHERN OREGON IS HOME TO UNRIVALED SPORT DIVERSITY



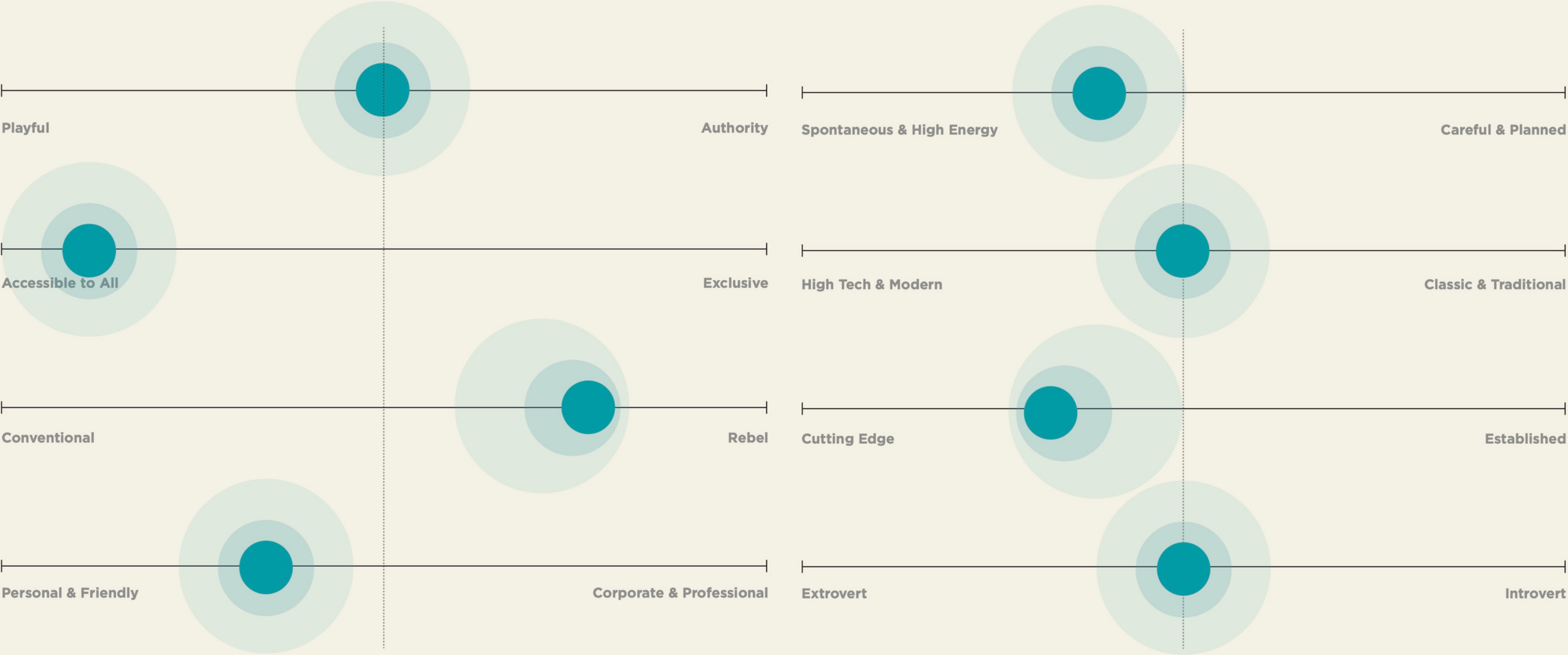


# BRAND ATTRIBUTES

What makes you radically different

General	We are	Our audience is...	Our personality is...	We make people feel...	Value	Onlyness
<p><b>diverse</b></p>	<p><b>endless opportunity</b></p>	<p><b>opportunistic</b></p>	<p><b>inspiring</b></p>	<p><b>connected</b></p>	<p><b>experiences</b></p>	<p><b>centrally located on west coast</b></p>
<p><b>inclusive</b></p> <p><b>adventurous</b></p>	<p><b>visionary</b></p> <p><b>approachable</b></p>	<p><b>open minded</b></p> <p><b>confident</b></p>	<p><b>encouraging</b></p> <p><b>welcoming</b></p>	<p><b>surprised</b></p> <p><b>inspired</b></p>	<p><b>connections</b></p> <p><b>memories</b></p>	<p><b>accessibility of diversity</b></p> <p><b>ease of connectivity</b></p>
<p>rogue</p> <p>dynamic</p> <p>cool</p> <p>fresh</p> <p>unique</p> <p>accessible</p> <p>exploring</p> <p>curious</p> <p>discover</p> <p>discoverable</p> <p>welcoming</p> <p>safe place</p> <p>informative</p> <p>authority</p> <p>fun</p> <p>playful</p> <p>exciting</p> <p>explorative</p> <p>no lanes</p>	<p>undiscovered</p> <p>friendly</p> <p>optimistic</p> <p>lush with opportunity</p> <p>rogue</p> <p>human</p> <p>vibrant</p> <p>diverse</p> <p>on the verge</p> <p>next level</p> <p>ahead of the curve</p> <p>leveling up</p> <p>adaptable</p> <p>momentum</p> <p>unique</p> <p>passionate</p> <p>more than the win</p> <p>community</p> <p>the long game</p>	<p>active</p> <p>adventurous</p> <p>curious</p> <p>willing</p> <p>try new things</p> <p>daring to try</p> <p>daring</p> <p>courageous</p> <p>competent</p> <p>flexible</p> <p>adaptable</p> <p>authentic</p> <p>intelligent</p> <p>supportive</p> <p>fun</p> <p>better themselves</p> <p>betterment</p> <p>stewards</p>	<p>confident</p> <p>trustworthy</p> <p>knowledgeable</p> <p>authentic</p> <p>inspirational</p> <p>passionate</p> <p>speaking with people, not at.</p> <p>respectful</p> <p>committed</p> <p>consistent</p> <p>reliable</p> <p>big thinking</p> <p>visionary</p> <p>optimistic</p> <p>relevant</p> <p>open</p>	<p>excited</p> <p>wanting more</p> <p>motivated</p> <p>doors</p> <p>were opened</p> <p>intrigued</p> <p>educated</p> <p>confident</p> <p>renewed</p> <p>rejuvenated</p> <p>friends</p>	<p>informed</p> <p>life changing experience</p> <p>all inclusive</p> <p>affordable</p> <p>good value</p> <p>creation of memories</p> <p>cultivate a community</p>	<p>climate - sunny</p> <p>fewer cancellations</p> <p>guaranteed to play</p> <p>variety of activities beyond the sports</p> <p>largest city in southern Oregon</p>

# BRAND PERSONALITY





# BRAND STATEMENT

With our **endless opportunities** and **inspiring** voice, Medford provides **opportunistic** athletes and their families with truly unique **experiences** (on and off their preferred “field” of play) welcoming and enabling visitors to **feel connected** to the **diverse** sports mecca that is Medford: the place where passionate athletes, competitive teams and world-class events come to play on the West Coast.

## OUR ONLYNESS

Medford is the centrally located sport mecca on the West Coast.



TRAVEL MEDFORD

# SPORTGROUND

BRAND GUIDE



## VALUE PROPOSITION

Medford is the place where the West Coast comes for sport. We emphasize the joy in sport. You can compete in sports anywhere, but come to Medford and truly play... on and off the field. If Oregon's middle name is "play" then Medford's is "ground." And, because we are a little rogue, we flip this on its head. "Sport" is played here making us the West's SportGround: a unique proposition that asks to be explored. SportGround is the central location from which visitors can access all forms of play, all year long. World-class facilities and whitewater runs, endless trail systems, country roads, and more—it all comes together to make Medford one of the biggest playgrounds on the West Coast.

## PRINCIPLE

We are the sport hub of the West inviting you to come and play.

## MANIFESTATION

Medford celebrates sport by rekindling the love of the game, however you define it. There are many places one can go to play a tournament, run a trail or hit a ball, but Medford is the place to come for those seeking more. More athletic facilities. More outdoor adventures. More sunny days. More things to do on your down time. Medford returns play to sport.





**THE LOGO**

Energy radiating from the sport epicenter, Medford, the sport hub of the west. Symbolized by the shape of Oregon. Grounded by typography that shows maturity and establishes trust.



*YOUR*  
***SPORTGROUND™***

**WHERE THE WEST COAST PLAYS.**





## DESIGN CONSIDERATIONS / OREGON MARK

The radiating Oregon mark can be used as a design element. It can be implemented as an anchor to a page in a presentation, can be used to mask out action or used as a layer highlighting the action. The circle from the Oregon mark can also be used to add interest and draw attention.

PAGE ANCHOR



MASKING OUT THE ACTION



LAYER IN THE ACTION



CIRCLE THE ACTION





## DESIGN CONSIDERATIONS / ADS + POSTERS

When creating single page communications. Utilize a border to match “SportGround” logo. Keep the “SportGround” logo in the upper 1/3 of the page and anchor the page with the “Travel Medford” logo in white over the solid color. By placing it in a box that matches the border, we add strength and continuity to the new brand. Layering color/type/element will add interest and help to define the look of the new brand.







*YOUR*  
***SPORTGROUND™***

WHERE THE WEST COAST PLAYS.