

**REDMOND**  
**OREGON'S BASECAMP**

**TOURISM BRAND TOOLKIT**

# RESOURCES AND CONTACT INFO

If viewing this PDF online, click on the buttons below to access our assets!

**ASSET FOLDER**

Logos, Photos and Brand Guidelines

**SOCIAL TEMPLATES**

Post and Story Templates

**EMAIL**

[Explore@DestinationRedmond.com](mailto:Explore@DestinationRedmond.com)

**INSTAGRAM**

[@DestinationRedmond](https://www.instagram.com/DestinationRedmond)

**NEWSLETTER**

Get our monthly Basecamp Dispatch

**FACEBOOK**

[facebook.com/DestinationRedmond/](https://facebook.com/DestinationRedmond/)

  
**REDMOND**  
OREGON'S BASECAMP



**DESTINATIONREDMOND.COM**



# CONTENTS

- 03 WELCOME**
- 04 PURPOSE**
- 05 HOW TO GET INVOLVED**
- 07 BRAND ESSENCE**
- 08 AUDIENCE PERSONAS**
- 09 CORE BRAND NARRATIVES**
- 10 BRAND IDENTITY & ASSETS**
- 12 CAMPAIGN OVERVIEW**
- 14 PARTNER ACTIVATION**
- 16 BRAND TOOLS**
- 18 EVENT PROMOTION**
- 19 FAQs**
- 20 CONTACT & RESOURCES**



# WELCOME

Dear local partner,

We're proud to introduce Destination Redmond, a united effort inviting more people to explore, experience, and enjoy everything our community has to offer.

Beyond a tourism effort, we see this initiative as a united movement. One that thrives when our local small businesses, event organizers, entrepreneurs, and storytellers make it their own.

This toolkit is an invitation to join us in telling the story of Redmond. A story that attracts the right visitors. Visitors drawn to the bold grandeur, dynamic landscape, and an open-hearted community of this place we call home.

Whether it's a window cling, a new turn of phrase, or just a tag in your next social post. Let's tell our story together, and make sure Redmond stands out for all the right reasons.

~ Tobias Colvin

City of Redmond Tourism & Lodging  
Advisory Committee Chair





# PURPOSE

Destination Redmond exists to attract visitors who love adventure, high desert grandeur, and Redmond's authentic, pioneering spirit.

This toolkit is your guide to joining that mission. Because when our storytelling aligns, we deliver a clear and powerful message about what makes Redmond such a special place to visit.



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## WHO THIS IS FOR

- **Businesses** that want to share why this region is where they've chosen to operate.
- **Event organizers** looking to attract more talent and audiences to Redmond's venues.
- **Community leaders** ready to rally behind a positive story of this place.
- **Creatives, guides, and makers** who are already telling the story of this place through their work.

## WHY IT MATTERS

- ▶ The ultimate goal of Destination Redmond is to grow tourism sustainably and authentically, respecting the history, ecology, and people of this place. These efforts benefit the city not only by attracting more foot traffic, overnight stays, and regional attention, but also by clarifying for visitors what makes Redmond unique and why it's such a special place to visit.
- ▶ They also benefit individual businesses such as yours by telling your story and promoting your goods and services to a wider audience. The more you engage with us, the better we can amplify you and your business.



# HOW TO GET INVOLVED

## HOW TO USE THE BRAND

Destination Redmond is designed to elevate your story, not overshadow it. Here are a few ways you can incorporate the Destination Redmond brand into your current efforts.

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### 01 **Get Listed on the Site**

DestinationRedmond.com utilizes an online listing partner to manage our database of local businesses. If your Redmond-based business has an up-to-date profile on major online directories, you should automatically appear on the Destination Redmond website. If you don't see your business on the site, or if you have an event you want promoted, simply reach out to us at [Explore@DestinationRedmond.com](mailto:Explore@DestinationRedmond.com).

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### 02 **Promote Your Alliance**

Add "Proud Partner of Destination Redmond" to your About page, website footer, email signature, or in-store signage. Link to [DestinationRedmond.com](http://DestinationRedmond.com) to show you're connected to the regional visitor experience.

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### 03 **Use Redmond Messaging**

Utilize the "Oregon's Basecamp" tagline and other Destination Redmond messaging in your interaction with customers, on your site, and on social media.

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### 04 **Integrate Our Look & Feel**

Leverage brand colors and fonts where appropriate to establish continuity with the broader region.

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### 05 **Branded Merchandise**

Wear, feature, and sell branded merchandise such as hats, stickers, shirts, and mugs to show your local pride and help give the brand broader reach.

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# HOW TO GET INVOLVED

## SOCIAL MEDIA

We want your voice in the mix. Social media is one of the easiest ways to help Destination Redmond's reach and momentum. These quick actions help amplify both your business and our efforts. It's a win/win!

## TIMING

This is a long-term game. You don't have to do everything at once. But when you jump in and add your voice, you can ride the wave we're building together.

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## THREE WAYS TO ADD TO THE MOMENTUM

### Amplify Destination Redmond Content:

- ▶ Repost our Stories or share our posts to your own socials for added visibility.
- ▶ Watch for content tagged to your business. We'll reach out to collaborate whenever it makes sense to do so.
- ▶ The more you engage, the more eyes we can help bring to Redmond, and your door.

### Share Your Content:

- ▶ Tag DestinationRedmond and use the #RedmondOregon hashtag so we can feature you.
- ▶ Utilize our brand colors, fonts, and logo/mark to tie into the Basecamp campaign.
- ▶ Have a great new product? An amazing dish? An epic event? Let us know! We want to help give it a platform.

### Engage with the Community:

- ▶ Reply to visitor questions or comments on our posts, especially if they're asking about what to do or where to go.
- ▶ Support other local businesses by sharing, commenting, collaborating, or cross-tagging.
- ▶ The stronger we stand together, the louder the message.



# BRAND ESSENCE

## BRAND MANIFESTO

Redmond wasn't built like other cities. It didn't sprout from the mind of some wealthy developer with visions of a new metropolis. It was land chosen for its proximity to water and the hope of modernity by way of the railroad. Sage-covered land settled by a pair of school teachers seeking a better life.

And here a small but robust community was forged from the grit, persistence and care of the farmers, ranchers, shopkeepers and craftspeople who came to call Redmond home. A community that built the tracks, bridges and depots for the railroad connecting Central Oregon to the rest of the country. A community that cleared land for the county fairgrounds, and the runways that would support the war effort before becoming the regional airport.

Today, Redmond sits as a thriving city and authentic community at the heart of Central Oregon. Situated no less than an hour from every recreational opportunity the region has to offer, and boasting the most expansive vistas of any found in Central Oregon, with stunning views of mountains, buttes, and geological wonders in every direction.

We aren't the biggest city in Central Oregon. And that's exactly the way we like it. All of the charm, beauty and outdoor recreation the region has to offer, without the crowds and expense. A genuine, welcoming and engaged community. The modern embodiment of the spirit of the region and the dream of its founders.

**Redmond. Oregon's Basecamp.**

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## POSITION STATEMENT

We are a small, modern city situated among the stunning vistas at the heart of everything Central Oregon has to offer. A robust and welcoming community that authentically owns its rich history, dynamic terrain, and pioneering spirit.

## BRAND TONE OF VOICE\*

**Daring** — Bold. Adventurous. Optimistic.

**Inviting** — Warm. Welcoming. Inclusive.

**Grounded** — Authentic. Sincere. Plainspoken.

\*See page 14 for examples.



# AUDIENCE PERSONAS

## WHO WE'RE TALKING TO — AND HOW YOU CAN REACH THEM

We've identified three core visitor types. These are the people most likely to fall in love with Redmond — and support locals while they're here.



### SEEKERS

Chasers of adventure. Ready to explore, experience, and return home with a story to tell.

#### Interested in:

- ▶ Tips on off-the-beaten-path adventure
- ▶ Rugged, reliable, and one-of-a-kind gear
- ▶ Hearty, healthy (or decadent) food and drinks



### COMMUNERS

Families and friend groups looking for bonding time in a fun, welcoming, and scenic setting.

#### Interested in:

- ▶ Accommodations that allow for connection and communion
- ▶ Large group- and family-friendly dining and activities
- ▶ Attractions that can engage a wide range of ability levels and interests



### RELAXERS

Couples or individuals seeking tranquility and comfort in leisurely activities like golfing, dining, and cultural exploration.

#### Interested in:

- ▶ Pampered and indulgent experiences
- ▶ Well-maintained environments that offer comfort and ease of use
- ▶ Unique and place-specific goods and cuisine



# CORE BRAND NARRATIVES

## THE CENTER OF THE CENTER

From the picture-book plateaus to the towering peaks of the Cascades, the rivers to the slopes, the campgrounds to the fairgrounds, the food trucks to fine dining, the breadth of Central Oregon’s offerings are unmatched. And nowhere is more centrally located to it all, nor easier to access and engage with, than the city of Redmond.

▶ **BUSINESS ANGLE**

Highlight all the attractions and activities within a short drive (or walk!) and how they can stack activities and destinations in a single day, complete with visits to other local businesses.

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## THE HEART IN CENTRAL OREGON

We’re a community built by our people, by our heritage, by our traditions. We’re a welcoming community that authentically reflects our values of generosity, hard work, integrity, and hospitality — even as we grow and evolve. We’re a community in love with this land, this city, this place. And we’re eager to share that love with you.

▶ **BUSINESS ANGLE**

Highlight your own connection to and roots in the community. Tell the story behind your products and services that not only makes them personal to you, but ties them to this place.

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## SERENITY IN THE HIGH DESERT

Life is more expansive here. There’s less to hurry and worry over. The streets are open. Creation is close. Time stretches out alongside the horizons. The sun shines full and frequent. The night sky is deeper, darker, and more alive. The breeze carries the scent of juniper and sage, along with a feeling of tranquil harmony. All serving as a reminder to live right here, in the fleeting and the eternal.

▶ **BUSINESS ANGLE**

Encourage customers to relax into their time here — to savor and appreciate the goods and services you offer as a part of their broader experience in Redmond.

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# BRAND IDENTITY & ASSETS

We've built the Destination Redmond brand to be flexible and easy to incorporate into any collateral you choose.

## LOGOS

Destination Redmond logos\* can easily be utilized to co-brand your events, flyers, and more with horizontal and stacked versions.

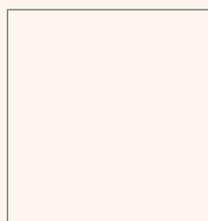


\*All color combinations will be available. These are just a few examples!

## COLOR PALETTE

The Destination Redmond brand colors were thoughtfully chosen to reflect the beauty and mood of our natural, high desert surroundings.

### PRIMARY



HEX# FFF5EE  
CMYK 0,4,4,0  
RGB 255,245,238



HEX #747A67  
CMYK 56,40,61,15  
RGB 116,122,103



HEX# 3B4135  
CMYK 68,54,72,51  
RGB 59,65,53



HEX# AF5438  
CMYK 23,76,85,14  
RGB 175,84,56



HEX #EAA973  
CMYK 1,41,64,0  
RGB 234,169,115



HEX #D3EAF4  
CMYK 18,0,2,0  
RGB 212,235,245

### SECONDARY\*

\*Please use the orange and especially the light blue sparingly.



## TYPOGRAPHY

The typefaces that represent the Destination Redmond brand are clean, playful, and easy to read, while still unique enough to be immediately recognizable.

- ▶ **CANDAL : USED FOR HEADLINES IN REGULAR AND ONLY IN ALL CAPS.**
- ▶ **BEBAS NEUE : USED FOR HEADLINES, SUBHEADS OR DETAILS. BOLD AND ONLY IN ALL CAPS.**
- ▶ **Maven Pro :** Used for body copy or subheads. Regular and Sentence Case for body copy, medium and all caps for subheads.

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## PHOTO & VIDEO GUIDE

Of course we always encourage you to capture your own content. When doing so, aim for visuals that are bright, candid, and grounded in real moments. Think blue skies, active community scenes, and natural light featuring relatable people, pops of brand color, and moments that feel lived-in, not posed.



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## REDMOND PHOTO LIBRARY

Access our curated library of royalty-free Redmond visuals [here](#), and be sure to provide credit by stating "Photo Courtesy of Destination Redmond".



# CAMPAIGN OVERVIEW

## OUR TAGLINE

**“OREGON’S  
BASECAMP”**

### TAGLINE RATIONAL

Redmond not only sits at the geographic and experiential center of Central Oregon, we have the heart and the heritage to plant our flag as Oregon’s Basecamp. When you brand yourself as part of the Basecamp, you show visitors that you’re a local expert, a welcoming stop, and part of the Redmond story.

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### HOW TO USE THE TAGLINE

- ▶ “Oregon’s Basecamp” can be used on stickers, signs, menus, business cards, and flyers.
- ▶ Tie it into your story. “Your Basecamp for fishing gear.”  
“The Basecamp’s best breakfast.”
- ▶ Post it in your business as a local badge of honor.



# CAMPAIGN OVERVIEW

## HOW TO USE THE TONE OF VOICE

Redmond's tone of voice reflects what makes us different. When we speak with a unified voice, it signals to visitors that they're in a place with real character. Whether you're writing a social caption, a newsletter, signage, or simply having a conversation with a customer, lean into who we are: daring, inviting, and grounded.

Here are some examples of what that could look like:

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### **DARING**

- ▶ "No, we're not in Bend. That's kind of the point."
  - ▶ "This isn't coffee. It's adventure fuel."
  - ▶ "Gear up and get lost."
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### **INVITING**

- ▶ "Big family? Big dog? Big appetites? We've got you!"
  - ▶ "In Redmond, tourists are just locals who haven't moved here yet."
  - ▶ "Come for the trails. Stay for the culture."
- 

### **GROUNDED**

- ▶ "Sure, we have an Instagram. But we prefer our socials in person."
  - ▶ "If timeless is trendy, consider us taste-makers."
  - ▶ "Real people. Real service. Real Redmond."
-



# PARTNER ACTIVATION

## CO-BRANDING

Aligning your own business's brand with Destination Redmond's allows you to keep your own identity front and center, while introducing your connection with the broader community's tourism efforts.

### OPTION 01

When placing the logos\* together, maintain clear separation using a divider or visual buffer, and follow our guidelines for tone of voice and brand alignment.

\*Any of our Redmond logos can be used with these lockups.





# PARTNER ACTIVATION

## WHERE THESE OPTIONS MIGHT BE APPLICABLE:

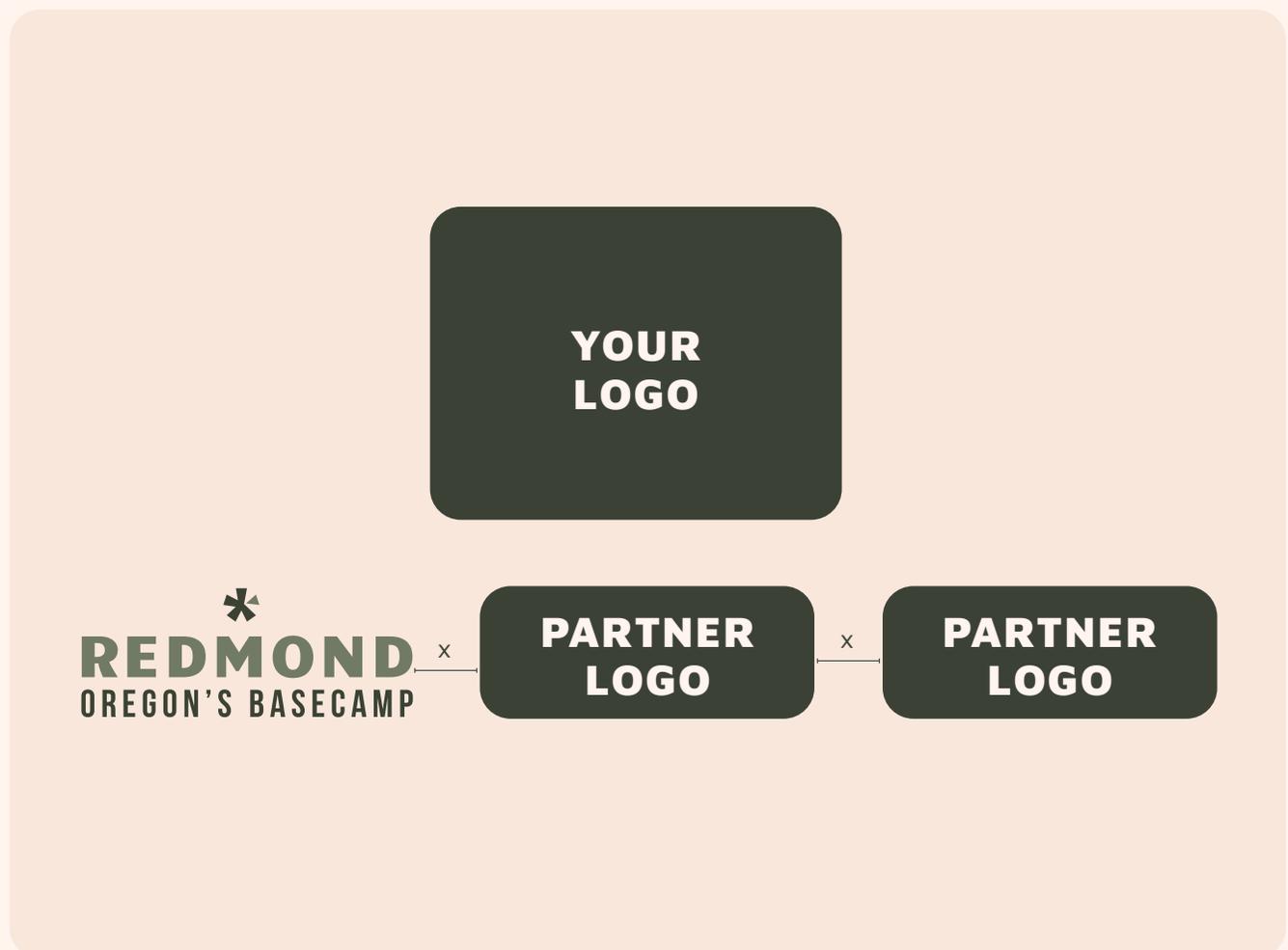
In-store signage / Co-branded flyers or posters / Partner event promotion /  
Local guides or visitor materials / Websites or social campaigns

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## OPTION 02

A Redmond logo can be applied at a smaller size alongside any other partnerships or associations needed on the creative.

\*Any of our Redmond logos can be used with these lockups.





# BRAND TOOLS

## TEMPLATES

These customizable templates make it easy for your business to align with the Destination Redmond brand without compromising your own identity. There's no design experience needed. Just plug in your image and message, and post.



STATIC POST OR STORY



CAROUSEL OR STORY SERIES





# BRAND TOOLS

## HOW TO USE OUR TEMPLATES

### 01 Open the template.

Click the link on page 02 or page 21 that says “Social Templates” to see all of our template options that are available for you to customize.

### 02 Select “View Template”.

Select your preferred template to create an editable version in Adobe Express. You do not need a paid Adobe account, you just need to enter in your email.

### 03 Drop in your images.

Drag, drop and crop your photos and/or video into the template. You can also draw from the Destination Redmond content library.

### 04 Make a duplicate.

Go to “File” and then “Duplicate” to make your own version of the template. This step is very important!

### 05 Check your design.

Preview the post to confirm all the content is properly displayed.

### 06 Download and post!

Download the post as an image or video file and upload directly to your own social media account. And don't forget to tag @DestinationRedmond and use #RedmondOregon to amplify your message.





# EVENT PROMOTION

## WHAT WE'RE LOOKING FOR

We want to promote the full spectrum of events and experiences Redmond has to offer. And we need your help.

## SUBMIT YOUR EVENT

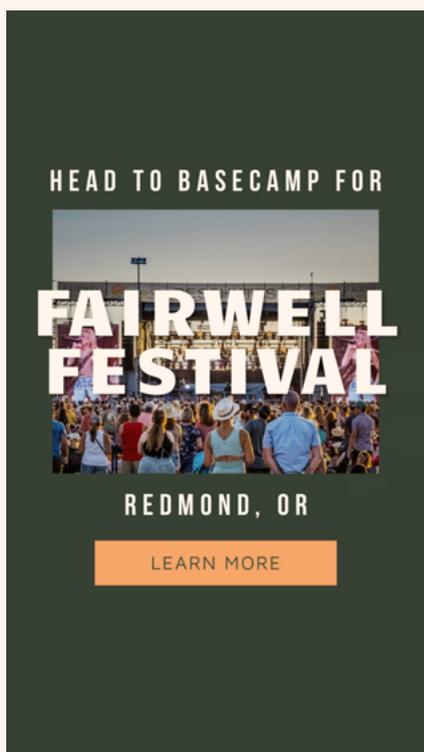
Have a concert, pop-up, tasting, exposition, or other event? Let us know. We'll add it to our event guide and help you signal boost it to potential visitors.

## HELP SHAPE THE STORY

We build campaigns and editorial content around seasonal activities. So if you're planning something that aligns particularly well with an upcoming season, tell us early so we can work to include you.

## WHAT WE OFFER

Below are some examples of our campaign ads and social, and how we can promote your business.





# FAQs

**Q: Is it free to use the Destination Redmond brand?**

A: Yes! Everything in this toolkit is available at no cost to our local partners.

**Q: Do I have to use everything in the toolkit?**

A: Nope. Use what works for your business. Even a single post, decal, or co-branded event is a great place to start.

**Q: I don't see my business on the Destination Redmond site. How do I get listed?**

A: We pull all of our business listings from Google Business. As long as your Redmond-based business has a Google Business profile, you should be listed on the site. If not, let us know, and we'll look into it.

**Q: What if I want to do a special collab?**

A: Great! We're always looking for content and love working with our local businesses. Reach out and let's talk.

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**MORE QUESTIONS?**

We're here for you! Drop us a message at [explore@destinationredmond.com](mailto:explore@destinationredmond.com) and we'll get you the info you need.

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