

Travel Ashland Brand Refresh

Rebrand 2021
V.12.7



Tourism has been and continues to be the front door to Ashland's economy. As a key economic driver, it has shaped Ashland's amenities that are driven by its visitation including over 100 restaurants, attractions, outfitters, shops and a spectrum of accommodations from vacation rentals to B&B's, boutique inns and independently owned hotels and lodges.

We have observed shifts and changes over the past decade. With a growing new audience of outdoor adventure travelers partaking in mountain biking, cycling, running, hiking and exploring our trails, waters and land, we have also seen growth in the culinary and wine traveler. These changes were confirmed with the **Visitor Research and Analysis Study** which was completed in April 2021.

The completion of the study was the kickoff of our rebranding process. We began our selection process of a firm to collaborate with us in June of 2021 and work began with our selected firm, Intently Collaborative in July 2021.

Rebrand Process

Over the last six months the Travel Ashland Committee worked closely with the team at Intently Collaborative to develop our new brand.

Discovery

The discovery phase was an in-depth information gathering process. In addition to intake from the Travel Ashland team, time was spent reviewing the visitor study, website and social media analytics; conducting 18 Stakeholder interviews with members of the business community, Ashland Parks and Recreation and volunteer organizations; and detailed brand & competitive audits.

Envision

This phase encompassed the Brand Workshop with the Travel Ashland Committee, exploration of visual identity and the building blocks of the audience snapshot.

Develop

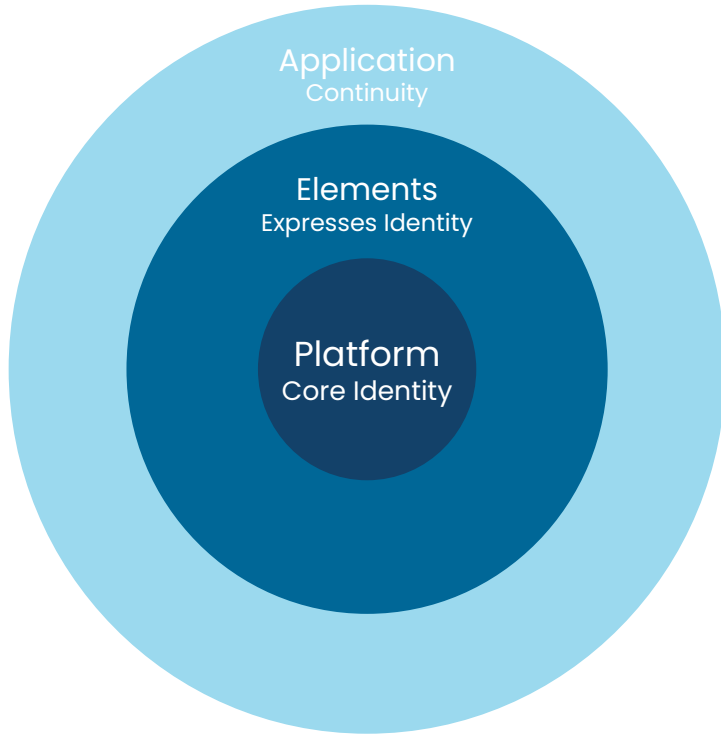
The development phase is where the brand identity came to life. Multiple work sessions and explorations brought us to where we are today.

Implement

Today, with this meeting we officially begin implementation of the new brand identity. Directly following this presentation, travelashland.com and our social channels will go live with the brand along with a media push and the release of our Winter Visitor's Guide.

Brand Platform





PLATFORM CORE IDENTITY

Establishes the core Identity of the brand including its *Mission, Values and Offerings*. It establishes the uniqueness of a brand and how it delivers on its promise.

ELEMENTS BRAND EXPRESSION

Brings the brand identity to life by establishing both the visual identity and the voice of the brand.

- Voice/tone of brand
- Boilerplate messaging
- Logo, colors, fonts, imagery
- Graphics, iconography

APPLICATION BRAND MATERIALS

Creation of systems and templates to communicate the brand and services offered. This includes but is not limited to:

- Website
- Sales materials + Marketing automation
- Marketing templates + Social assets
- Messaging frameworks

The Vision

Ashland is a modern mountain community that offers outdoor adventurers, foodies, families, and culture seekers a beautiful destination to pursue their passions through year-round nature access, a spectrum of events, and homegrown Rogue Valley hospitality.

Brand Promise

Ashland provides a year-round destination for travelers to pursue their passions.

Access to Nature

Ashland immerses travelers in nature with easy and nearby access to mountains, forests, and rivers.

Something for Everyone

With a lush landscape and year-round events, Ashland has thousands of itineraries for travelers of all interests.

Modern Amenities

Ashland offers small-town quaintness with performing arts, upscale dining, and culture you expect from a big city.

Homegrown Hospitality

From local food and wine to unique B&Bs, Ashland's hospitality is steeped in the area's rich culture, landscape, and history.

Brand Pillars

Access to Nature

Ashland immerses travelers in nature with easy and nearby access to mountains, forests, and rivers.

- Hiking and mountain biking trails accessible from downtown parks
- Biking, winter sports, and rafting access all within a 30-minute drive
- Short drive to experience Crater Lake National Park
- Scenic drives with beautiful seasonal landscapes

Something for Everyone

With a lush landscape and year-round events, Ashland has thousands of itineraries for travelers of all interests.

- Year-round outdoor activities and nature access
- Farm-to-table dining experiences with seasonal harvests
- Renowned global wine destination with 70 varietals
- A year-round roster of theater, performing arts, and other cultural events

Modern Amenities

Ashland offers small-town quaintness with performing arts, upscale dining, and culture you expect from a big city.

- Variety of lodging with modern amenities
- Award-winning chefs and unique restaurants
- World-renowned theater performances
- Progressive university setting with diverse student body

Homegrown Hospitality

From local food and wine to unique B&B's, Ashland's hospitality is steeped in the area's rich culture, landscape, and history.

- History as a destination has created unique travel culture
- Gateway to over 100 local wineries and 200+ vineyards
- Local, farm-to-table dining, breweries, and more
- Variety of only-in-Ashland scenery, landscapes, and experiences

Audience Personas



Lifestyle Personas

The entry point to their travel and the type of travel they are looking for.

Quick Escapes

Destination
Friends

Family Getaways

Wanderers

Interest Categories

Interests/Experience will vary by persona types

Wine + Culinary

Arts + Culture

Outdoor Enthusiasts

Family Fun

Lifestyle Personas

Quick Escapes

These travelers are interested in a nearby destination with minimal preparation—get in the car and go! This also includes people passing through the area who get delightfully sidetracked in the heart of Ashland.

Destination Friends

These travelers love to meet up in fun and interesting places that have enough things to do to keep the entire squad busy. A diversity of activities is key, and they'll catch up later at a winery, brewery, restaurant, or their shared rental.

Family Getaways

There comes a time when every family needs to get out and explore or get some overdue rest and relaxation. They need options: activities for the kids, places for parents to chillax, and lodging that loves the family dog as much as they do.

Wanderers

Be it outdoor adventures or cultural exploration, these nomads love to take in new places and come from all walks of life. They are looking for interesting lodging and easy access to the experiences that have captivated their wanderlust.

Brand Personality



Personality

We all have a personality and so do brands. While certain aspects of your personality shine at different times, all facets are expressed at some point through both your visual and verbal identity

Visual Identity

Image

Logo, colors, fonts that usually make up one of the first impressions of the brand

Style

Imagery, graphic elements, photography treatments, iconography all help express the brand's personality.

Verbal Identity

Voice

Expression of a brand's personality through its messaging.

Tone

The way a brand communicates to its audience(s), which flexes to fit the situation

Message

All the statements a brand makes about itself and its values



Voice + Tone
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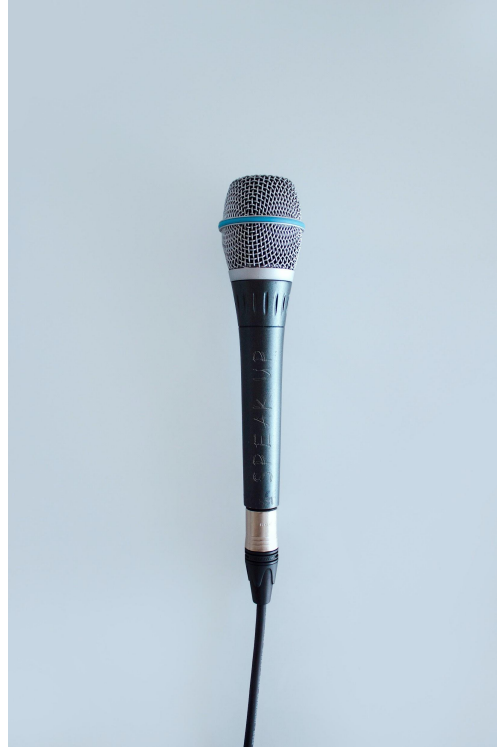
Voice

Expression of a brand's personality through its messaging.

Voice who we are

Tone how we sound

Messaging what we say



ACCESSIBLE

We engage with travelers lending our local expertise to help improve their experiences.

GENUINE

We stay true to Ashland, accurately representing amenities, attractions, and culture.

UPLIFTING

We invite people to visit and help inspire the memorable experiences that bring them back.

WELCOMING

We celebrate all people and are working hard to make our community a safe place for everyone.



Morning coffee in the mountain mist. White-knuckle rapids in the raft. Sunset strolls through the vineyard. Tear-stained cheeks in theater seats. In Ashland, you can catch up with and live out your daydreams, one unique itinerary at a time.

A photograph of a dirt path in a forest. The path is covered in fallen leaves and leads into the distance. The trees are tall and have green and yellow leaves, suggesting autumn. The lighting is soft and natural. A teal-colored rectangular box is overlaid on the bottom left of the image, containing the text "Visual Identity" in white, with a short horizontal line underneath the word "Identity".

Visual Identity

Travel 
ASHLAND

Live your daydreams



Travel 
ASHLAND

WINTER

Travel 
ASHLAND

SUMMER

Travel 
ASHLAND

FALL

Travel 
ASHLAND

SPRING



Logo Variations



VISUAL IDENTITY

LOGO

Chamber of
Commerce



VISUAL IDENTITY

Icons

Experiences

Represent the core experience categories based off the visitor study

Culture + Arts



Wine + Culinary



Outdoor Enthusiasts



Family Fun



VISUAL IDENTITY

Icons

Seasonal

These are the winter icons that were featured in the winter visitor guide

Mt. Ashland



Winter Events



Hot Cocoa



Snow Activities



VISUAL IDENTITY

Icons Categories

Category icons will mostly be used for itineraries and feature callouts to help visitors plan their trips. They follow the same monoline style of outlined icons with two colors.

Wellness



Getaways



Trails



Shopping



Mountain Biking



Cocktails



Wine



Access to Nature



Beer



Food



Stay



Coffee



Thank you!

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