OREGON
Cascades West
Council of Governments

BRAND GUIDE

UPDATED OCTOBER 2025

Welcome to Oregon Cascades West Council of Governments brand guide!

This is your comprehensive resource for maintaining the visual identity of our brand at Oregon Cascades West Council of Governments. Formally, we were widely known as the COG, and with our brand refresh in 2025, we ask to instead use **Cascades West** (CW or OCW) for short.

The Cascades West logo was designed to represent the three counties we serve: Benton, Lincoln, and Linn Counties, represented by the three trees. The forest, hill, and river symbolize our presence in the valley, and the mouth of the ocean and Yaquina Bay Bridge reflect our span over the coast.

As Cascades West continues to expand and adapt to the changing community needs, maintaining a consistent identity is crucial in ensuring that we remain recognizable in the community as a hub for supportive services and resources.

Throughout this brand guide, you will find detailed instructions on the appropriate usage of logos, fonts, and colors. By adhering to these graphics rules, Cascades West branding will maintain a cohesive presence across all platforms and communications.

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Questions or help with these guidelines should be referred to Karla at: **kbrouhard@ocwcog.org**

Brand & guide developed by

LAMPLIGHT
CREATIVES

STANDARD FULL - PREFERRED VERSIONS

standard logo

white logo

VISUAL MARK ONLY

standard

white

TEXT ONLY

*The standard full logos are available to download on our website (new - coming early 2026). To request access to these and additional versions of the logo, contact the **Communications Team**.*

LOGO

Space Around Logos

Always leave some clear space around the logo to ensure legibility. The space around the logo should be at least 1/4 the height of the logo being used. **See the example to the left.**

Stretching & Warping

Do not stretch, skew, or distort the logo. Always resize the logos proportionally to keep the same dimensions.

Drop Shadow

Do not apply a drop shadow to the logo.

Color backgrounds

Do not place the logo on wrong colored backgrounds that are off-brand, clash, or lack contrast. Use colors that are listed on page 8.
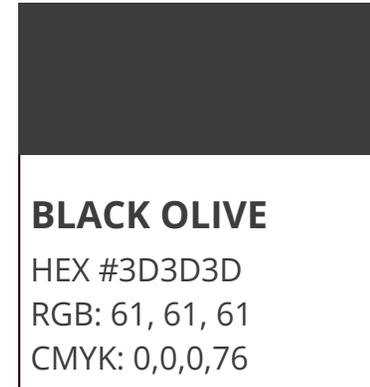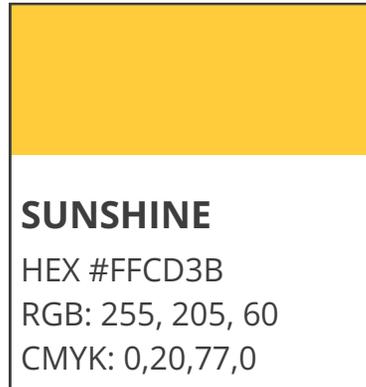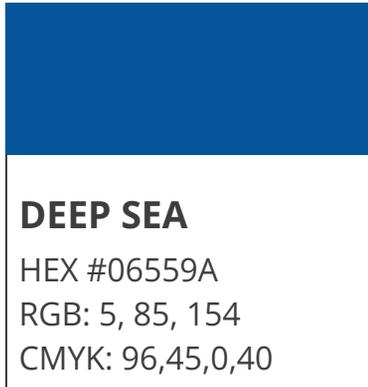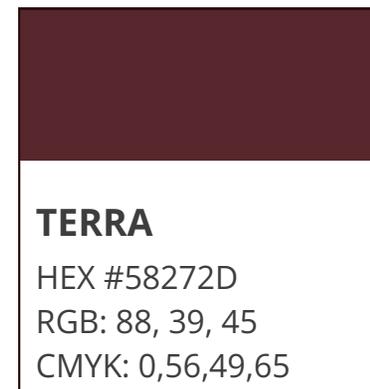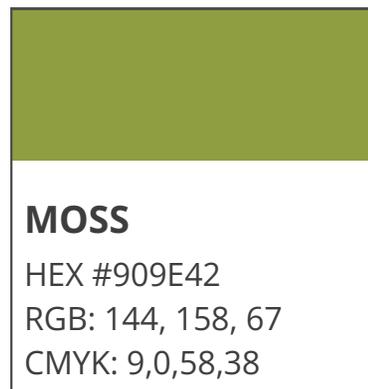

Background Images

When placing the logo on a patterned background or image, use images that are not too dark or complex and cluttered. Choose placement that maximizes contrast for visibility,

LOGO

Primary Colors

DEEP SEA

HEX #06559A
RGB: 5, 85, 154
CMYK: 96,45,0,40

SUNSHINE

HEX #FFCD3B
RGB: 255, 205, 60
CMYK: 0,20,77,0

BLACK OLIVE

HEX #3D3D3D
RGB: 61, 61, 61
CMYK: 0,0,0,76

Secondary Colors

MOSS

HEX #909E42
RGB: 144, 158, 67
CMYK: 9,0,58,38

SKY BLUE

HEX #C4F3FD
RGB: 196, 243, 254
CMYK: 20,73,0,0

TERRA

HEX #58272D
RGB: 88, 39, 45
CMYK: 0,56,49,65

COLOR

FONT DESCRIPTIONS & STYLES

PRIMARY (AND LOGO)
Open Sans
used as a Sans Serif

ABCDEFGHIJKLMNOPKQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY
Aptos
used as a Serif

ABCDEFGHIJKLMNOPKQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary
Feeling Passionate
used as accent or header only

ABCDEFGHIJKLMNOPKQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

If designing in Canva, these fonts are available. No alternatives should be needed.

TYPOGRAPHY

MISSION / VALUES / IMAGERY

MISSION

To promote a thriving region through service, connectivity, and innovation.

VISION

We are a regional leader and partner who provides inclusive services to meet individual and community needs.

Rules for use: Do not alter or edit mission or vision statements on any material or presentation.

VALUES

Compassion *– Actively caring for others*

Collaboration *– Working together to achieve common goals*

Diversity, Equity, & Inclusion *– Creating an environment where everyone is welcomed, supported, and given the resources to thrive*

Integrity *– Always doing the right thing*

Respect *– Honoring one another*

Rules for use: Our values were chosen carefully and by our team. Please do not use them apart from one another, as they all guide our daily activites.

IMAGERY ⎯⎯⎯

Cascades West is an inclusive environment. Imagery should represent diverse cultures, ethnicities, disabilities, gender identities, and family types. Images should show no pixelation or distortion when used. Only use photos from CW files for internal use or from reputable photo stock websites. Such as: Pexels, Pixabay, Unsplash, iStock, or Shutterstock. Or, ask about approved imagery by emailing the **Communications Team**.