

Oregon Film Brand Use Guidelines



Purpose & Audience

These guidelines provide clear directions for how the Oregon Film brand, including the official, trademarked **Oregon Film** and **OregonMade** and the **Oregon Film Trail** logos, wording and sign outline that should be used by internal staff, partners, productions, and external organizations. They aim to:

- Protect the integrity and value of the brand
- Ensure consistent visual identity across media and platforms
- Clarify permitted uses of logos and trademarked materials

Oregon Film, OregonMade and Oregon Film Trail logos are trademarked and may only be used with permission from Oregon Film.

1. Brand Fundamentals

1.1 Official Identity

The Oregon Film brand represents the Oregon Film & Video Office (“OFVO” and “Oregon Film”), the official state film commission responsible for promoting and supporting film, television, commercial, animation, interactive, and related media production in Oregon.

1.2 Primary Logos

The two key brand marks are:

- **Oregon Film Logo** – used to identify Oregon Film itself and official programs or publications
- **OregonMade Logo / Stamp** – used to identify projects (films, TV, animation, games) that have a connection to Oregon production, incentive participation, or creative heritage
- The **Oregon Film Trail** (“OFT”) sign logo and outline are also exclusively used by Oregon Film for the promotion of and usage on the Oregon Film Trail

(OregonFilmTrail.com). In the process of being trademarked, this logo/image silhouette should also only be used with expressed permission from Oregon Film.

All three logos are trademarked, copyrighted, and controlled by Oregon Film & Video Office. They may **only be used with express permission or under written license from Oregon Film**. Unauthorized use risks enforcement action.

2. General Logo Usage Rules

2.1 Permission Required

- All uses of the Oregon Film and OregonMade logos as well as the OFT sign design, outline and silhouette require prior permission from Oregon Film.
- Requests for permission should be directed to authorized contacts at Oregon Film (e.g., press resources or marketing personnel) via individual direct emails or the general shoot@oregonfilm.org email. Further contact information is provided below.

2.2 Logo Integrity

When the logos are used, the following apply:

- **Do not distort, stretch, rotate, or alter proportions** of the logo.
- **Do not change or reconfigure design elements** (colors, typography, shapes).
- **Do not apply effects** such as shadows, outlines, fills, or gradients to the original logo artwork.
- **Maintain clear space** around the logo (no overlapping text or graphics).
- **Do not combine** the logo with other emblems or create a composite mark without prior approval.

Note: These rules align with general best practices for state and institutional logos and trademarks. Standard policies for protected marks require that logos remain unchanged to preserve brand recognition.

3. Approved Logo Use Cases

Below are situations where logo use may be permitted, typically with written approval.

3.1 Official Production Recognition

Productions that:

- Qualified for incentive rebates in Oregon
- Were principally produced in Oregon
- Have formal documentation tying the project to Oregon Film incentive programs

...may be eligible to use the Oregon Film or OregonMade logo in end credits, press materials, or promotional assets **subject to permission and trademark usage agreement**.

3.2 Marketing & Promotional Materials

Approved partners (e.g., Travel Oregon, regional film offices, film festivals, OFT partners and sponsors), may use the logos when promoting Oregon production and the OFT in ways consistent with Oregon Film's mission - with prior permission.

3.3 Public & Media Presentations

News stories, press kits, and official press releases about Oregon Film can include the logos if:

- Oregon Film's Press Resources page indicates availability of logo assets
- Usage complies with Oregon Film's permission conditions (e.g., proper crediting, no modification)

4. Onscreen and End Credit Use

4.1 Onscreen Mandatory Credits

For productions that received incentive support (OPIF, Greelight Oregon or related) and where contract terms allow, the Oregon Film and OregonMade logos may be included in the **end crawl or credit sequences** as part of the distribution materials. This use is subject to:

- Contractual allowances with talent and production partners
- Trademark usage approvals from Oregon Film & Video Office
- Technical specs provided by Oregon Film

Current administrative rules specify that productions receiving rebates must include the approved "Oregon Film" and/or "Oregon Made" logo wherever allowed by contracts.

Projects primarily produced in Oregon can use the logos onscreen with the permission of Oregon Film.

4.2 Technical Specifications

When logos appear onscreen:

- They should be legible and at a size appropriate for viewing.
- No cropping or partial display is permitted.
- Minimum safe size and placement should be agreed with Oregon Film's marketing team.

5. Digital & Social Media Usage

- On websites, social posts, and digital or physical marketing, the Oregon Film logo may be used when directly referencing Oregon Film programs, incentives, or location support.
- The OFT sign silhouette may only be used in conjunction with approved (by Oregon Film) OFT projects, websites, social media posts and digital or physical marketing.
- The OregonMade logo can be used, again with permission from Oregon Film, on sites, posts and promotional and marketing material (digital or otherwise) on projects that have been produced primarily in Oregon, have received a grant, sponsorship or project support from Oregon Film of the Oregon Made Creative Foundation or have specific permission from Oregon Film for other usage.
- Logos must link back to official pages (e.g., OregonFilm.org) unless otherwise specified.
- Posts must accurately represent Oregon Film's mission and may not imply endorsement of unrelated commercial products.

6. Co-Branding with Partners

When co-branding with organizations such as Travel Oregon, regional film offices, festivals, or tourism partners:

- Maintain **visual hierarchy**: Oregon Film logos should not overpower partner marks unless mutually agreed.
- Do not create combined or hybrid marks unless there is written agreement.

Example co-branding scenarios requiring review:

- Joint marketing campaigns
- Festival posters and collateral

- Location showcases or tourism maps

Approval from Oregon Film's strategic initiatives team is required before any co-branded materials are published.

7. Trademark & Legal Considerations

- The Oregon Film and OregonMade logos are **registered trademarks** of the Oregon Film & Video Office.
- The Oregon Film Trail sign silhouette is exclusively and primarily used by Oregon Film in direct conjunction with the Oregon Film Trail.
- Unauthorized use may lead to legal enforcement, including takedown requests or trademark action.
- For media use (e.g., press, news articles), approved logo assets are available via Oregon Film's [Press Resources](#).

8. Contact for Permissions & Assets

To request logo files, usage clearance, or branded assets, contact Oregon Film directly:

Email: shoot@oregonfilm.org

Phone: 971.254.4020

Address: 4035 NE Sandy Blvd., Suite 216, Portland, OR 97212

9. Exceptions & Special Cases

Special uses (e.g., merchandise, murals, public exhibits) require:

- Written proposals
- Mockups of intended application
- Review and written approval from Oregon Film's leadership

Merch or merchandise reproduction (e.g., hats, apparel) must comply with rights and licensing agreements.

10. Summary of Do / Don't

Do:

- ✓ Use approved Oregon Film logo files with permission
- ✓ Follow clear space and unaltered proportions
- ✓ Link to official OregonFilm.org when publishing online

Don't:

- ✗ Alter or recolor logo artwork
- ✗ Combine with other graphic marks without approval
- ✗ Use without written trademark permission