OREGON

Cascades West

Council of Governments

BRAND GUIDE

UPDATED OCTOBER 2026

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Questions or help with these guidelines should be referred to the Communications Team at:
communications@ocwcog.org

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.

Brand & guide developed by
LAMPLIGHT CREATIVES

FULL LOGO - PREFERRED VERSIONS



standard logo



white logo

VISUAL MARK ONLY



standard



white

TEXT ONLY

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To request access to these and additional versions of the logo, contact the Communications Team at ***communications@ocwcog.org****.*



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,



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

Secondary colors must be used with at least one primary color.
Deep Sea should always be used as the anchoring primary color when possible.

FONT DESCRIPTIONS & STYLES

PRIMARY (AND LOGO)

Open Sans
used as a Sans Serif

ABCDEFGHIJKLMNOPKQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

Poppins
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.

ACCESSIBILITY STANDARDS & PRACTICES

Cascades West is committed to creating communications that are accessible, inclusive, and easy to understand. When creating materials on behalf of the agency, prioritize practices that ensure information can be accessed by people with a wide range of abilities and communication needs. These guidelines represent the minimum accessibility standards for agency communications.

WRITTEN

- Use clear, plain language.
- Use headings, subheadings, and bullet points to improve readability.
- Define acronyms on first reference.
- Use descriptive hyperlinks; avoid "click here" and "read more."
- Use a minimum font size of 12 pt. Font sizes as small as 10 pt may be used only for photo credits, citations, or approved extenuating circumstances.
- Include meaningful alt text for digital images whenever possible.

VISUAL

- Maintain sufficient color contrast between text and background.
- Do not rely on color alone to convey meaning. Use labels, icons, patterns, photos, and/or text to reinforce information.
- Use left-aligned text whenever possible.
- Use **bold** sparingly to emphasize important information.
- Limit use of *italics* and ALL CAPS, which can reduce readability.
- Ensure charts, graphs, and infographics include clear labels.

For additional guidance on accessibility best practices, accessible design, or accommodation requests related to agency communications, please contact the Communications Team at ***communications@ocwcog.org****.*

MISSION / VALUES / IMAGERY

MISSION

Promote a thriving region through service, connectivity, and innovation.

VISION

Make lives and communities better.

Rules for use: Use approved mission and vision statements as written whenever possible. Active versions may be used when needed for context or readability, but should not be changed from their original message context and format.

VALUES

Compassion *– Actively caring for others.*

Collaboration *– Working together to achieve shared goals.*

Belonging *– Creating a welcoming environment that values our common humanity and embraces differences.*

Integrity *– Doing the right thing, even when it is difficult.*

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 reputable photo stock websites such as: Pexels, Pixabay, Unsplash, iStock, or Shutterstock. Or, ask about approved imagery by emailing the **Communications Team**.