

Visit Corvallis launches its new brand



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More than 70 people gathered for the unveiling of Visit Corvallis' new logo Wednesday night.

The logo is an orange "C" with a sun, which has rays like a WiFi symbol, rising among green hills and a white space that Marti Staprans Barlow said could be either a trail or a river.

Barlow's company Hospitality Vision created the logo for the nonprofit tourism promotion organization for free.

She said the logo is intended to unify the idea of Corvallis as a place of innovation, technology and creativity as well as a city of natural beauty, environmental responsibility and many local products. She said the logo even has hidden symbols in it, such as one of the hills, which is a rotated heart, which she says symbolizes warmth and hospitality.

The new logo is accompanied by a tagline "Press Play" that Barlow said references both recreation available in the area and Internet videos through use of a play symbol in the center of the letter "P" and the use of the same font as search giant Google.

She said her goal in working on the logo was to increase the portion of Oregon's tourism spending in Corvallis.

"We're hoping people will see this and we'll get some of that \$10.3 billion in (Oregon's annual tourism) revenue. We need it," Barlow said.

Mary Pat Parker, executive director of Visit Corvallis, said the new campaign was about more than just a logo or tagline; it was about creating a warm voice with which to share all that Corvallis has to offer.

"That's a hard thing to capture in a logo or a tagline," she said.

Parker said developing the new logo, which is already on VisitCorvallis.com, and will be used in future marketing brochures and publications from the organization, cost about \$5,000, and the organization has budgeted around \$2,000 for some other expenses, such as putting a new sign on its building with the logo.

She said that the lifespan of the new branding will be three to 10 years, depending on how the market changes over time.

Todd Davidson, CEO of Travel Oregon, talked at the event about how state laws that dedicate a portion of transient room tax funds to tourism promotion have helped Oregon to market to areas the state never could have marketed to before, such as China, India and Brazil.

“We have an amazing product to promote, and the support in the capital to do it,” he said.