

## Branding Highlights Logos

Beginning March 2, 2009, the Convention & Visitors Association of Lane County Oregon (CVALCO) will begin implementing its new brand strategy following months of planning and research to examine the best way to position Lane County in the marketplace. CVALCO will become Travel Lane County and promote and market Lane County under the brand “Eugene, Cascades & Coast.” The tagline— “Real Adventures. Real Close.”—emphasizes the research findings that pointed to the area’s wide-range of authentic, accessible adventures found throughout the county.

