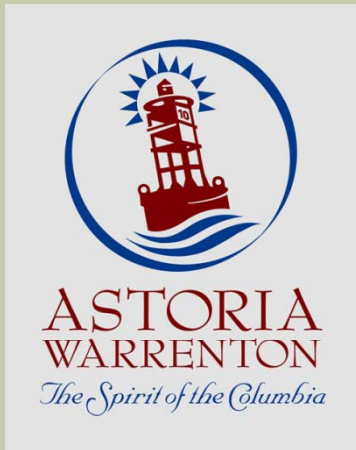
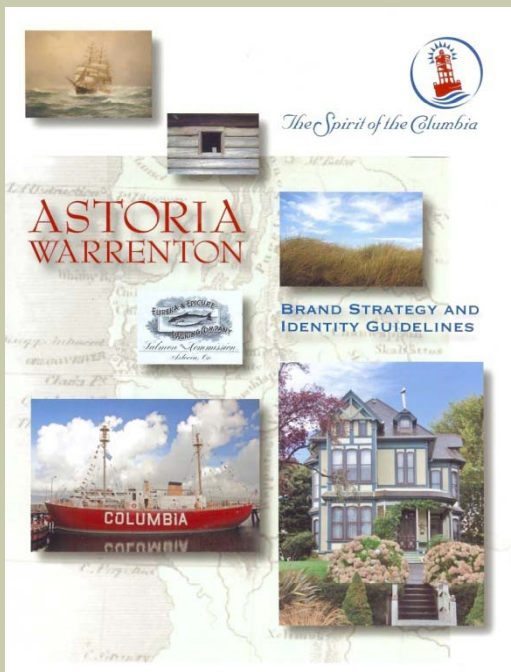


Astoria - Warrenton, OR



The twin cities of Astoria and Warrenton on the Oregon Coast have a colorful maritime heritage spanning more than 200 years.

The brand strategy emerged after months of research, analysis, and extensive community consultation through surveys, interviews, and focus groups. The process revealed the positioning to clearly distinguish the region from other coastal competitors and form a brand identity to project consistent and enticing messages.



The brand is based on the great maritime stories that have shaped these cities at the confluence of the Pacific Ocean and the Columbia River. The tagline, *The Spirit of the Columbia*, reflects the scale, strength, and mystique of the mighty Columbia River, its fascinating maritime heritage, and the vitality of the people who have worked on its shores for generations.

"The brand strategy that TDM has developed will enable our cities to work even more co-operatively in the future. Through this new identity we will stand apart and take our place as one of the nation's leading maritime heritage destinations. Importantly, the TDM strategy provides the focus on the steps necessary to ensure that we are able to deliver the quality experiences that we promise."



Mr. Todd Scott,
Development Director,
City of Astoria