



BRANDING GUIDE
PREPARED BY



BRAND ALCHEMISTS

LOGOS



Primary Logo, PMS 303 C



Reverse (White): To be used over dark backgrounds



One Color (Black): For black+white applications, etc.

BRAND COLORS

PRIMARY COLOR

The logo should always appear in the color shown below, unless the application requires the logo in white or grayscale. Keep in mind that colors will almost always print differently than they look on the screen. In order to know exactly how colors will look when printed, it is essential to reference a Pantone swatchbook.



PANTONE 303 C
CMYK: 100 47 22 82
RGB: 0 42 58
HTML: 002a3a

SECONDARY COLOR PALETTE

A secondary color palette should be used to support the branding in print collateral and on the website. Keep in mind that colors will almost always print differently than they look on the screen. In order to know exactly how colors will look when printed, it is essential to reference a Pantone swatchbook.



PANTONE Black C (75%)
CMYK: 67 63 67 72
RGB: 46 41 37
HTML: 2e2925



PANTONE 484 C
CMYK: 8 92 100 33
RGB: 154 51 36
HTML: 9a3324



PANTONE 7417 C
CMYK: 1 83 85 0
RGB: 224 78 57
HTML: e04e39

LOGO USAGE



LOGO USAGES TO AVOID

To achieve the market awareness and the brand equity we are seeking, it's advisable that no other logos are introduced at this time. The use of older Portland Downtown logos are discontinued. This will help solidify the brand and communicate a strong, clear message.

DO NOT MANIPULATE LOGO or CHANGE COLORS



DO NOT change logo colors



DO NOT remove logo elements



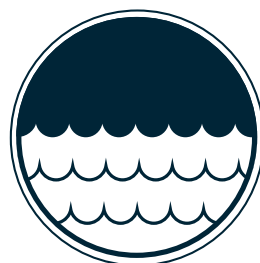
DO NOT distort the logo



DO NOT move logo elements around

ADDITIONAL GRAPHIC ELEMENTS

To help solidify the brand and further communicate the brand culture, a series of icons and graphic elements have been created for use on print collateral and the website.



ADDITIONAL LOGO USAGE

When used in combination with photography, it is advisable the logo be reversed in white on dark or colorful backgrounds. It is advisable the logo be represented in its primary color when placed on light or black and white photography.

