



Identity Guide

March 2019



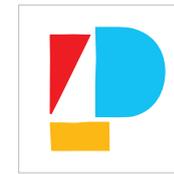


Index

- 1 Logo
- 4 Color Palette
- 5 Clear Space & Minimum Size
- 6 Brand Fonts
- 9 What Not to Do

Primary Logo

This logo should be used most frequently compared to other logo variations. It can be used with or without the tagline. When the logo is applied to a lighter color background, it is recommended to use the one-color application of the logotype. When the logo is applied to a dark background, the logo icon can remain in full-color.



Social Media Icon

Used for social media, watermarks, or other applications where the icon will be viewed at a small size and logotype is not necessary. Always place on a white background.



Logo on dark background



One-color logo on color background



Black and white logo

Vertical Logo

The vertical logo is used when there is not enough horizontal space to allow for the primary logo, or when a vertically-oriented layout works best with the vertical logo. The logo icon is 10% smaller than the primary logo to create balance with the type.



Logo on dark background



One-color logo on color background



Black and white logo

Mobile Video Tagline Variation

Only when the logo is seen at very small sizes on a mobile screen for video applications may an alternate version of the primary logo be used. This logo variation has a larger tagline for easy readability on mobile devices. If needed, the tagline may appear in the same color as the logotype.



Larger tagline



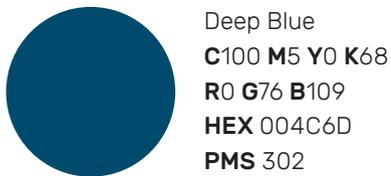
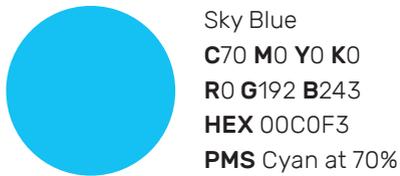
Larger tagline in same color as logotype

Color Palette

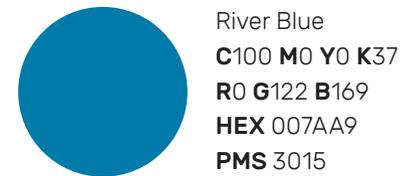
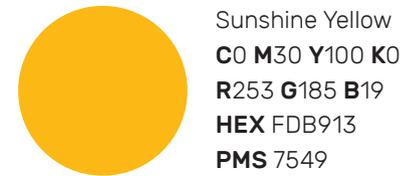
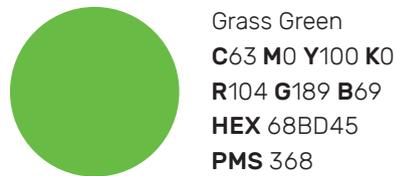
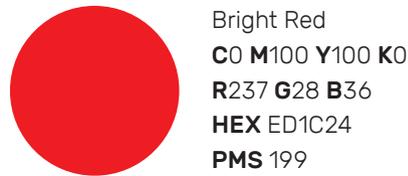
Sky Blue and Deep Blue carry the most visual weight in branding applications. Deep Blue is generally used as a background color or for type. Bright Red, Sunshine Yellow, Grass Green, and River Blue are used as support colors to give the brand a playful feel.



Dominant colors



Secondary colors



Clear Space & Minimum Size

Space around logo



Don't crowd the logo with other elements. Leave a minimum of the height of the letter "o" in "portland" around the logo.

 Acceptable spacing



 Not enough space



Do not allow for a height smaller than 0.45 inches (not including the tagline).



Brand Fonts

Portland Children's Levy uses Rubik as its primary typeface. Rubik has a soft, playful, and approachable feel that pairs nicely with the logo. Rubik comes in 5 font weights, but Bold, Medium, and Light should be used the most frequently. In instances where small white type is used on a color background, Rubik Regular can be exchanged for Rubik Light for better readability.

Rubik Bold

Aa

Rubik Medium

Aa

Rubik Light

Aa

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890**

Alternate Brand Fonts

In the case that a license cannot be purchased for the Rubik typeface, Calibri may be used as an alternative typeface.

Calibri Bold

Aa

Calibri Regular

Aa

Calibri Light

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz1234567890

Brand Fonts: Examples of use

For headers, use Rubik Bold. For body copy, use Rubik Light.

To emphasize text or for subheaders, use Rubik Medium. An example of standard paragraph font styles is shown below. Additionally, Rubik Bold can be used in dynamic ways to call out particular words or headlines, as seen to the right.

Rubik Bold
18pt w/
20pt leading

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec non purus tincidunt, efficitur orci sit amet, lobortis nisl. Phasellus at accumsan lorem. Duis cursus tellus at erat iaculis pharetra. Proin id egestas elit, ut consequat nibh. Duis vel neque tortor. Fusce ultricies nulla id sollicitudin bibendum. Sed id egestas libero, at mattis odio.

Rubik Light
9pt w/
13pt leading

Rubik Medium
13pt w/
14pt leading

Subheader

Quisque dapibus ligula lacus, nec scelerisque lacus molestie sed. Aliquam ex leo, feugiat et lorem quis, tempus facilisis nisi. Nulla ut varius libero. Aenean vitae metus aliquet, pharetra diam id, lacinia nisi. Cras id mollis nunc, ut fermentum risus. Quisque tincidunt, ex sed laoreet laoreet, augue diam congue odio, imperdiet aliquet elit ex venenatis nunc. Nam pulvinar, felis tristique semper tempor, eros nulla aliquam mauris, a placerat odio neque quis ex. Donec porttitor ac ante dignissim porta. Nunc risus leo, hendrerit id euismod non, feugiat eu nulla.

OUR
future

bright
bold
energy

What Not to Do

Don't change colors in the logo or use colors that are outside of Portland Children's Levy brand guidelines.



Don't change the logotype or use fonts outside of Portland Children's Levy brand guidelines.



Don't apply a drop shadow to the logo



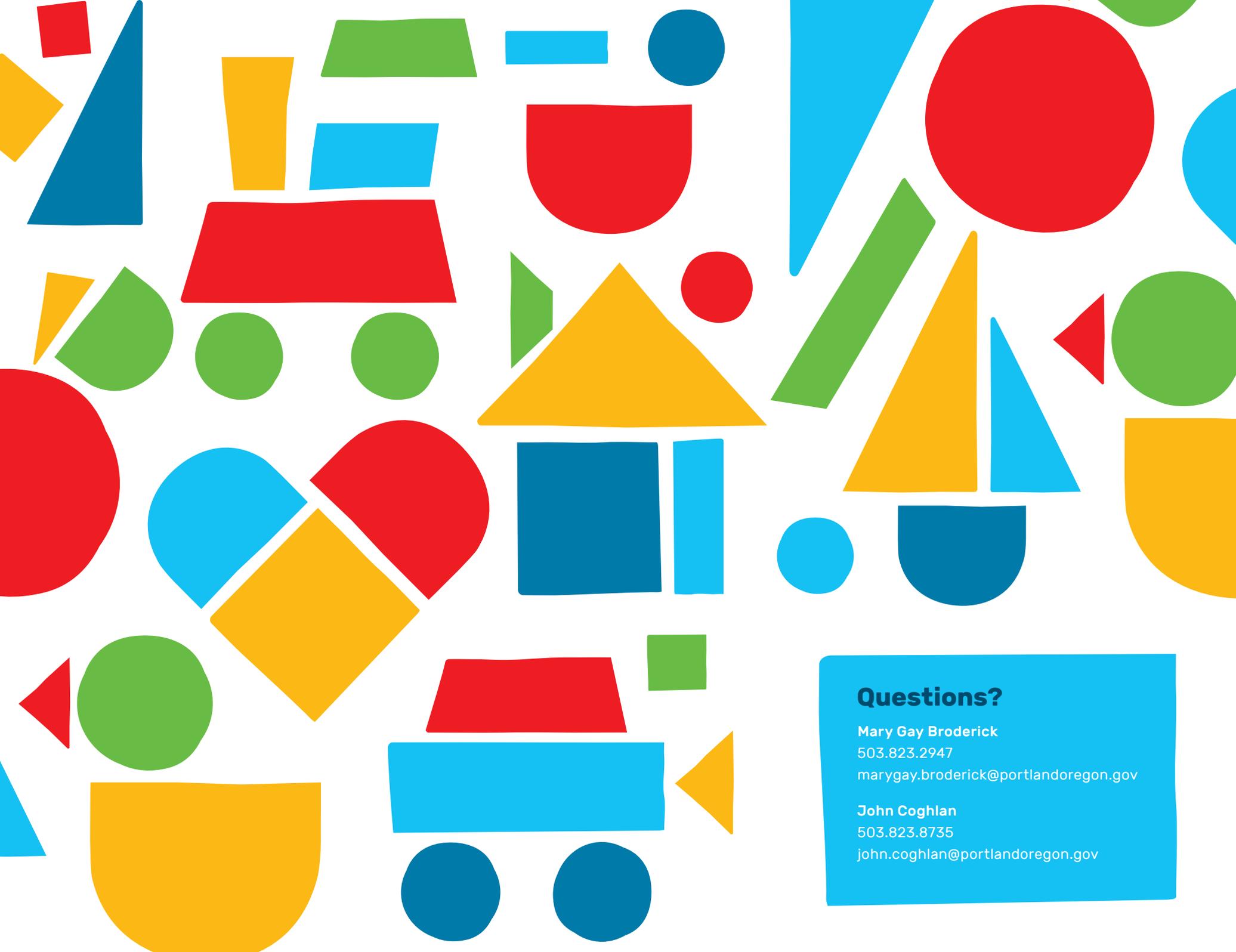
Don't place the full-color logo on a complex photo background.



Don't place the full-color logo on a color background.



Don't rotate or stretch the logo.



Questions?

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