

**PROSPER**  
PORTLAND

# Our brand

GUIDELINES AND STANDARDS

# Prosper Portland



Prosper Portland creates economic growth and opportunity for Portland. Our vision is to make Portland one of the most globally competitive, healthy, and equitable cities in the world by investing in job creation, encouraging broad economic prosperity, and fostering great places throughout the city. We aspire to be a workplace of choice with passionate staff excelling in an open and empowering environment and sharing a commitment to our collective success.

Over the past sixty years, Prosper Portland has implemented plans and programs that have changed the face of Portland – making it a better place to live for all Portlanders. We use our resources to focus public attention and resources in specific areas of the city, which helps Portland realize capital projects – parks, streetscape improvements, community centers – that would not happen on their own. We work extensively in Portland’s and carry out a comprehensive range of economic development programs that support small business, improve access to workforce training, and create jobs for Portland residents.

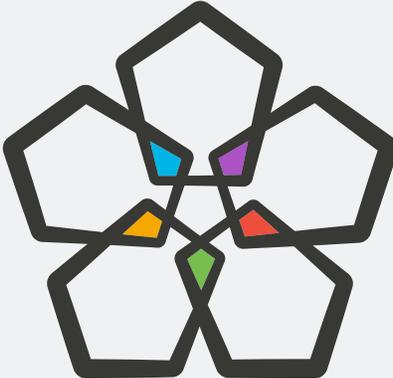
Prosper Portland is committed to growing quality jobs, advancing opportunities for prosperity, creating vibrant neighborhoods and communities, and collaborating with partners to create an equitable city, with prosperity shared by Portlanders of all colors, incomes and neighborhoods.

Prosper Portland’s brand identity is the face and voice it presents to the world, so it must be distinctive, high quality and consistent. Thank you for your efforts to proactively follow this guide as you communicate about Prosper Portland and the work we do to benefit all of Portland.

## **Please use the Style Guide as a reference for:**

- Achieving a consistent, professional look and feel for all of Prosper Portland’s internal and external communications.
- Seeking direction for all external vendor-created advertising and marketing.

# Prosper Portland Logo



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# Logo Symbolism

## Keystone

Inspired by the shape of a keystone, the pivotal final piece of an archway in ancient bridge construction, this logo represents Prosper Portland's role as trusted partner and convener to build a prosperous future for all Portlanders.

## Color

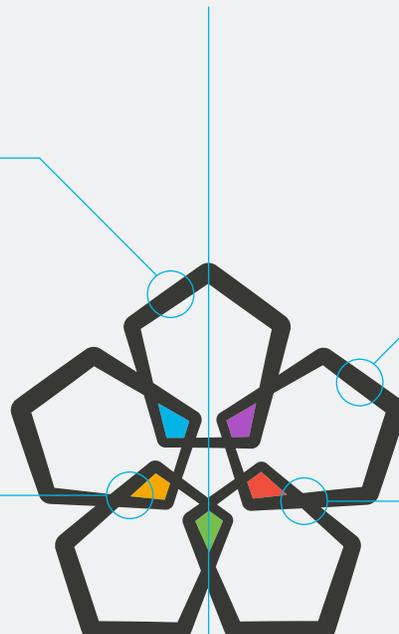
The color palette for Prosper Portland's brand identity is inspired by colors found in the many murals throughout Portland's neighborhoods.

## 5 Quadrants

The five elements in the logo are inspired by the five quadrants of Portland, as well as a reference to the five objectives of Prosper Portland's Strategic Plan.

## Community

The interlocking keystone shapes symbolize partnership and community.



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## Equity

The bold lines convey a sense of strength and the symmetry conveys a sense of balance and 'equal share' overall.

# Primary Logos

Color



Primary Logo



Primary Logo + Tagline



Primary Logo Horizontal



Primary Logo Horizontal + Tagline

Black



Primary Logo Black



Primary Logo Black + Tagline



Primary Logo Horizontal Black



Primary Logo Horizontal Black + Tagline

# Color Palette



PMS 298  
c65 m10 y1 k0  
r61 g181 b230  
#3db5e6



PMS 124  
c7 m35 y100 k0  
r236 g170 b0  
#ecaa00



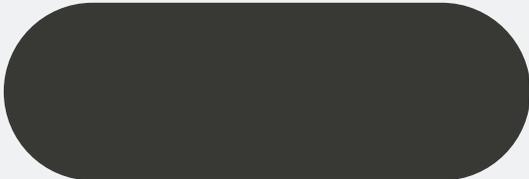
PMS 2582  
c24 m78 y0 k0  
r177 g80 b197  
#b150c5



PMS 360  
c61 m0 y95 k0  
r107 g192 b75  
#6bc04b



PMS 7625  
c3 m84 y81 k1  
r232 g80 b62  
#e8503e



PMS 447  
c69 m60 y64 k54  
r55 g58 b54  
#373a36

# Logo Typeface

Brandon Grotesque Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Brandon Grotesque Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Logo Usage Dos and Don'ts

Always use the Prosper Portland logo lockup file (eps, ai, jpg, gif, png, etc.) rather than typing out “Prosper Portland” in a substituted font underneath the keystone mark.

The vector (eps, pdf, ai) version of the Prosper Portland logo may be scaled infinitely large to suit virtually any application. Bitmap (tiff, jpg, gif, png) formats of the logo may be scaled smaller, but never larger than their original size as image degradation will occur.

The Prosper Portland logo should not be treated with any special effects. It should not be cropped, rotated, skewed, blurred, embossed, beveled or otherwise distorted.

## CLEAR SPACE

To assure maximum impact, keep the space around the Prosper Portland logo free from other text and graphics. The clear space on each side of the logo should always be equal to or greater than the height of the Prosper Portland logo.



## Computation

To determine the clear space, take the height of the stacked Prosper Portland letters.



**DON'T**  
Add effects to the logo



**DON'T**  
Alter logo proportions



**DON'T**  
Rotate the logo



**DON'T**  
Skew the logo



**DON'T**  
Fill keystones with color



**DON'T**  
Recolor the logo



# Contact

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