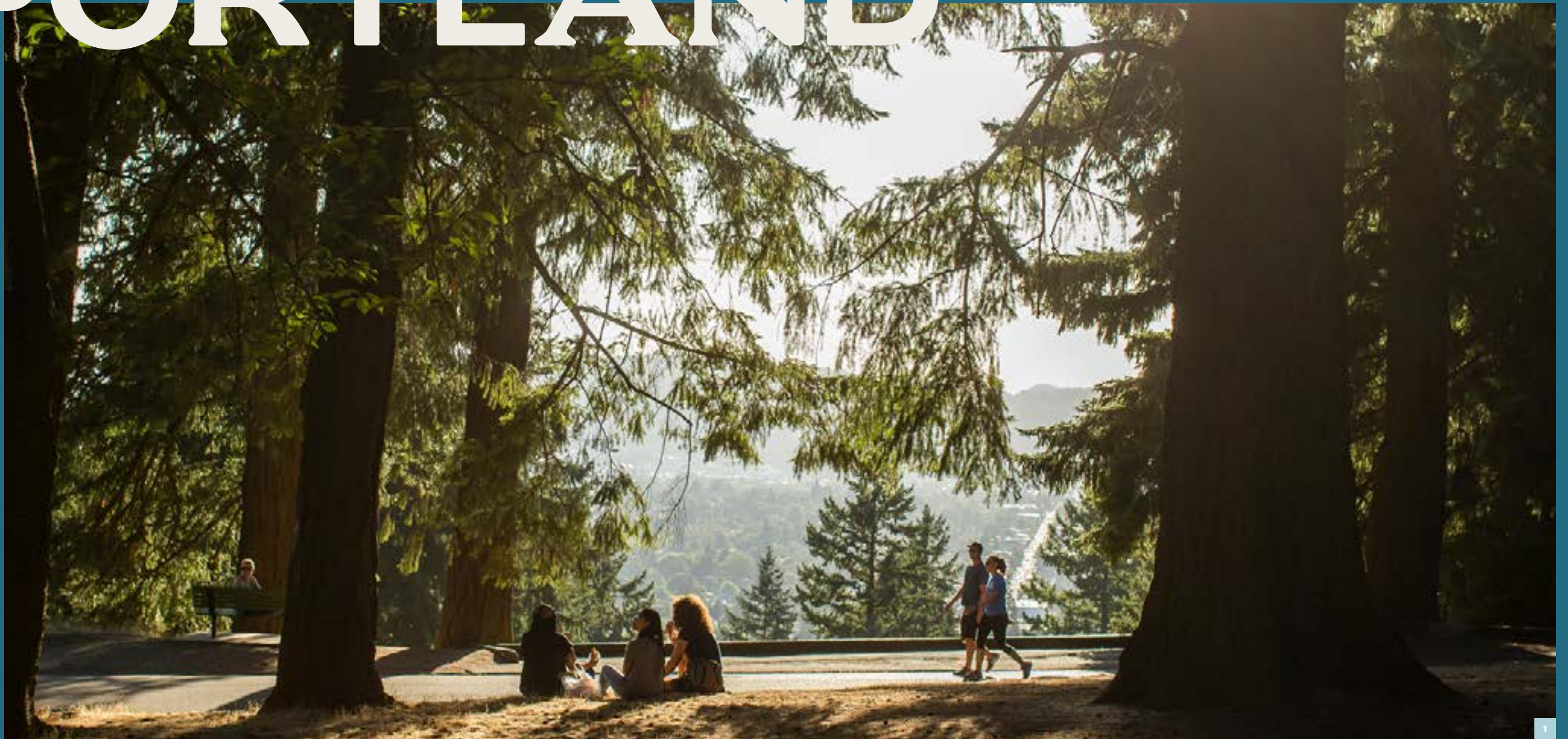


TRAVEL PORTLAND



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Our Brand

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Our Brand

Even as Portland evolves, it will always be a place that welcomes different ideas and visitors from all walks of life. Locals are independent freethinkers who thrive on change. This gives the city its vibrancy, unique culture, and only-in-Portland neighborhoods. These guidelines will help you bring this spirit to life in a way that is true to Portland and unique among destination marketing organizations (DMOs).

This new identity reflects Portland's evolution from a provincial town to a bigger city with small-town vibes. Travel Portland doesn't look, sound, or feel like a typical DMO. It stands in support of Portland, rather than the organization. And is focused on positioning Portland as a modern, global consumer brand.

BRAND PILLARS

Everything we do is built upon our brand pillars. While these are not public facing, they serve as the guiding light for the way we show up in the world. They should be ownable to us as a brand, as well as to Portland as a city.

EXPRESSIVE

Portland exudes creativity and glows with an entrepreneurial, artisan, and maker spirit.

COLLABORATIVE

Portland was built by people coming together; collaboration is simply in our DNA.

DYNAMIC

Portland is vibrant and ever evolving.
You get to be who you want to be here.

GENERAL TONE OF VOICE RULES

Based upon our brand pillars, this is the guiding light for the way we speak and the way we act in the world. They should be ownable to us as a brand, as well as to Portland as a city.

We are open and welcoming.
Not judgmental or pretentious.

We are laid-back and confident.
Not sleepy or uncertain.

We are unexpected and unfiltered.
Not brash or over-the-top.

PORTLAND VS. TRAVEL PORTLAND

Let's keep one thing clear—we are still Travel Portland as an organization. However, when we redesigned and redefined our brand identity, we discovered that using our brand name, Travel Portland, repeatedly and checking all the boxes of a traditional DMO was less important than representing the destination. As a result, we've created a brand identity that is flexible enough to utilize both "Travel Portland" and "Portland" as brand names.

Here is a list of potential use cases and the appropriate name pairing. Please feel free to send any questions to the Marketing team, marketing@travelportland.com.

PORTLAND

- Talking about the destination
- Out-of-market
- Consumer-facing campaigns; international messaging; meeting planner-facing and delegate-facing messages
- Magazine: cover
- Website: header
- Travel Update e-newsletter: header
- Sponsoring client and travel-industry events (trade shows, Go West, etc.)
- What we're promoting/stewarding
- Front of the business card

TRAVEL PORTLAND

- When we're talking about the organization
- In town
- Local campaigns (Dining Month, Charity Cocktail) and audiences (partners, stakeholders, Portland residents)
- Magazine: masthead
- Website: footer
- Travel Update e-newsletter: footer
- Sponsoring local events (Portland Winter Light Festival, Feast Portland)
- Who we are
- Back of the business card
- Partner Update e-newsletter: header

Logo System

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Logo System

The logotype has been crafted in homage to our unique neighborhoods and people. It reflects the unexpected and endearing character of Portland. It is confident in its diversity, standing proud and true to Portland and Portlanders.

The rounded corners of the letterforms suggest an open-minded friendliness. The interplay between the serifs and sans serifs gives the mark a dynamic energy and speaks to the collaborative nature of Portlanders. It conveys that our city is a place with history (serifs) and modern sensibility (sans serifs)—and many places in between.

After all, Portland isn't one kind of place for one type of person or idea. Portland is a community that is welcoming to all.

PRIMARY LOGO

PORTLAND

PRIMARY LOGO



PRIMARY LOGO

This mark is the simplest, most recognizable expression of our brand. It was created to be able to stand alone, representing our unique city through its handcrafted letterforms.

For external, non-Travel Portland–designed pieces, the logo must be set in the primary blue from the color palette, if available. If not available, black or white use is acceptable.

See page 7 for specific Portland vs. Travel Portland usage guidelines.

PORTLAND

All parts of the logo should be easily legible. When using the logo on a dark background, set the logotype in a contrasting brand color for optimal legibility.

PORTLAND

STACKED PRIMARY LOGO

This is the stacked version of the main Portland mark. The stacked primary logo is for small-scale use only. The horizontal primary mark should always be used unless the mark needs to be smaller than 1.5 inches.

PORT
LAND

All parts of the logo should be easily legible. When using the logo on a dark background, set the logotype in a contrasting brand color for optimal legibility.

PORT
LAND

SECONDARY LOGO

We are still Travel Portland as an organization. This mark will be used in the local market and when we need to differentiate our role among other Portland brands.

See page 7 for specific Portland vs. Travel Portland usage guidelines.

TRAVEL
PORTLAND

All parts of the logo should be easily legible. When using the logo on a dark background, set the logotype in a contrasting brand color for optimal legibility.

TRAVEL
PORTLAND

CLEAR SPACE GUIDELINES

Always leave enough clear space around the logo. See diagram for exact amount of clear space.



X HEIGHT

x = The height from the bottom of the letter P to the top of its crossbar.

Logo Usage Guidelines

The following guidelines apply to all of the Travel Portland logos: primary logo, stacked primary logo, and secondary logo.

SCALING GUIDELINES

All of the brand logos have been designed for optimal large- and small-scale use. When using at small sizes, always abide by the scaling guidelines to ensure legibility.

PRIMARY LOGO

To preserve legibility, the primary logo should not be scaled down below 1.5 inches wide. If it needs to appear smaller, use the stacked primary logo.



SECONDARY LOGO

To preserve legibility, the secondary logo should not be scaled down below 1.5 inches wide.



STACKED PRIMARY LOGO

The stacked primary logo is for small-scale use only. It should not appear larger than 1 inch wide or be scaled down below .5 inches wide.*



*Exception: When used as a social media avatar, the stacked primary logo may be scaled smaller for on-screen usage only.

LOGO ALIGNMENT

Only align the logo in one of two ways:

1. Horizontally—unrotated
2. Vertically—rotated 90 degrees counterclockwise

The logo should never appear rotated in any other ways. Examples of unacceptable alignments are below.

PORTLAND

PORTLAND

Do not rotate the logo in any manner other than the acceptable alignments specified above.



LOGO ALIGNMENT

When layering the logo on image and/or color, always use the top of the A's crossbar as the point of alignment. This marks the visual center point.

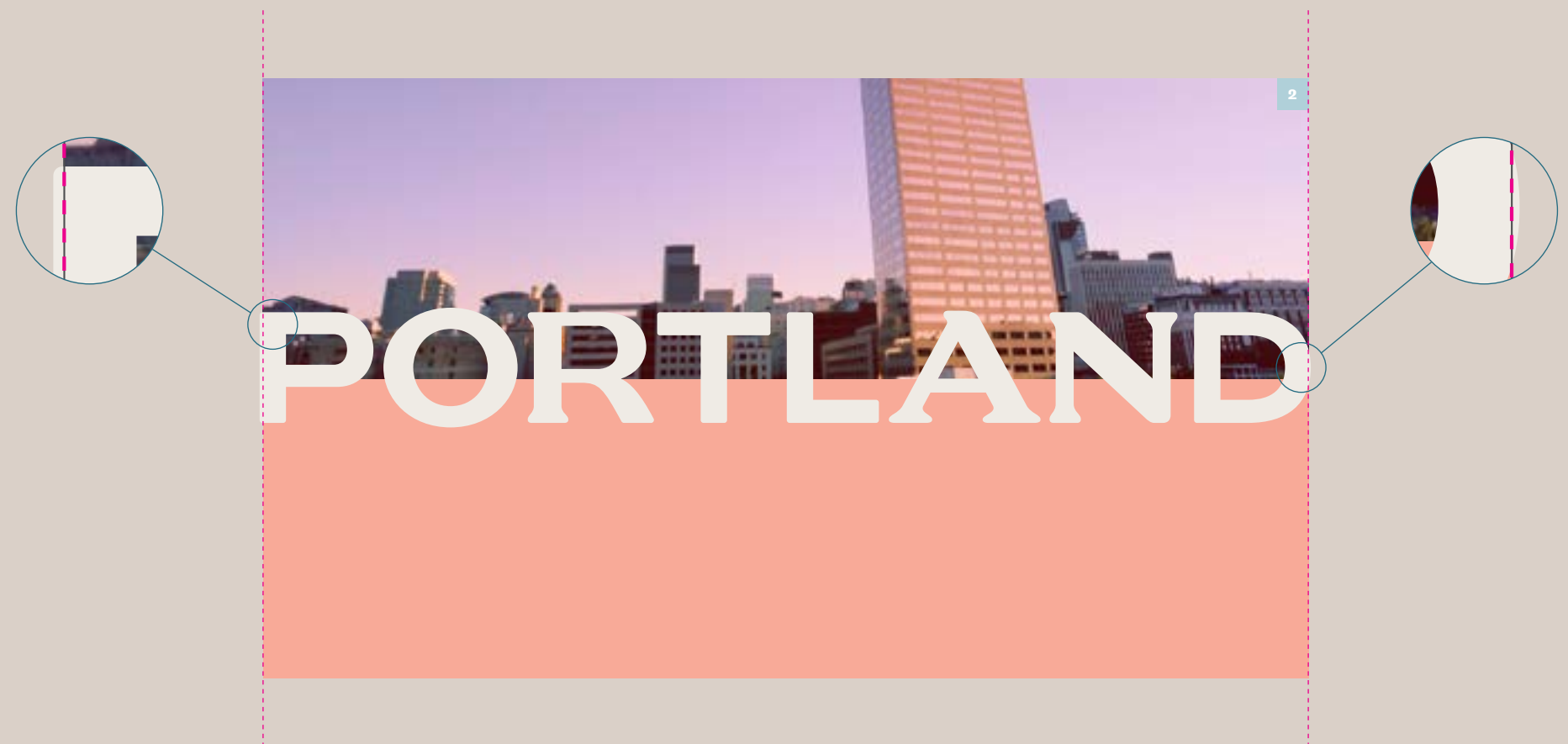


LOGO CROPPING

Our logo can be used as a bridge between image and color. When image and color blocking are fully bleeding, this technique is ideal, as it is a great way to unite all design elements and highlight the logo.

Be cautious when using this technique to design for web or email as screen size can differ.

When the mark spans the entire designed piece (edge to edge), please use the cropping guide to the right.



OVERALL LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.



PLEASE DO:

- Use logo artwork provided as Adobe Illustrator–based EPS files.
- Use the Travel Portland color palette only: CMYK values for print and RGB numbers for web. For better control in color output, use the PMS numbers also provided.
- Logo artwork should always appear horizontal or rotated 90 degrees counterclockwise.
- A minimum clear space must be maintained on the perimeter surrounding logo artwork as outlined in Clear Space Guidelines (p. 15). Use only the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the letterforms.
- EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Use the off-white logo on dark backgrounds.



PLEASE DON'T:

- Re-create, delete, crop, or reconfigure the logo mark.
- Change the logo colors.
- Place the logo on overly busy backgrounds.
- Present the logo on vibrating colored background combinations.
- Put a white box around the logo when placed on a dark or busy background.
- Add glow effects to the logo.
- Add drop-shadow effects to the logo.
- Reconfigure or change the size or placement of any logo elements.
- Stretch or squeeze the logo to distort proportions.
- Adjust the kerning.

Color Palette

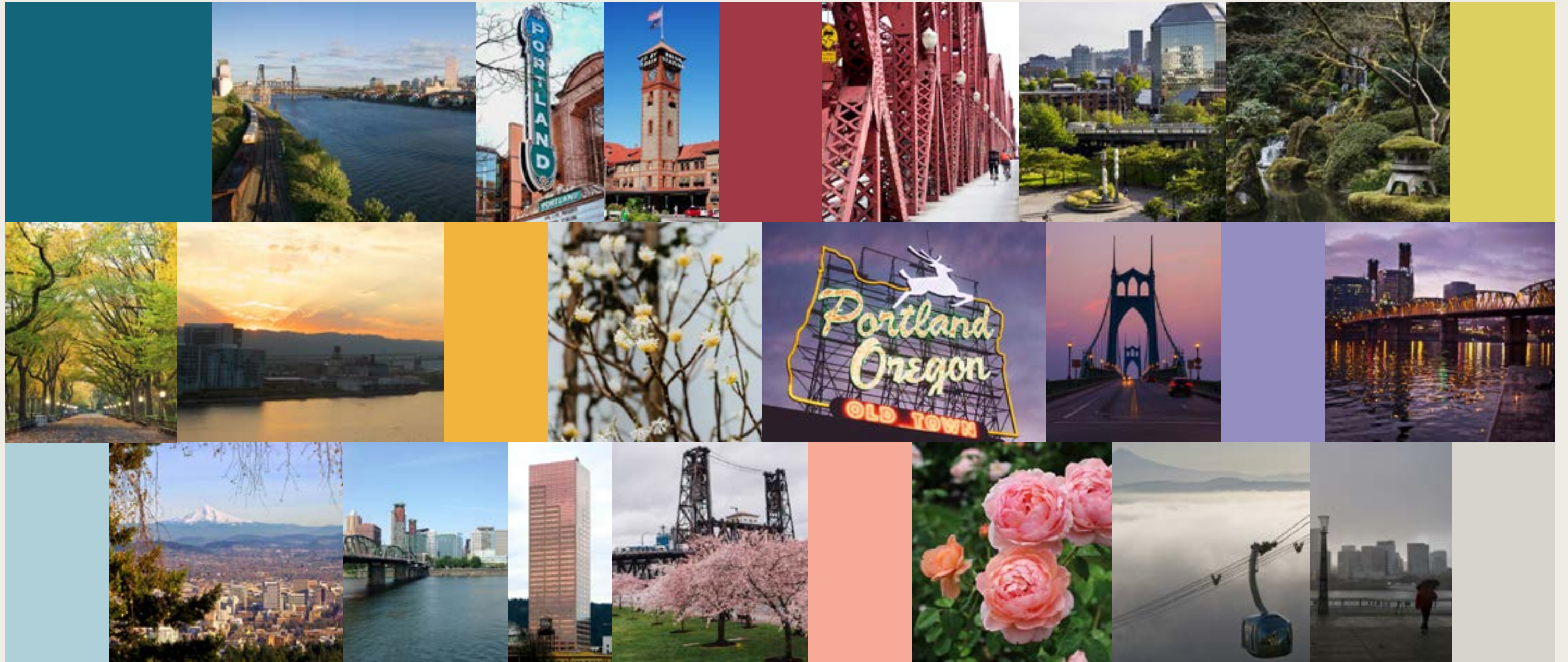
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Color Palette

The beauty of Portland is just left of center. It is comfortable being unconventional. The proposed color palette reflects this ethos. It is inspired by the colors that appear in the urban and leafy streets of Portland but has an unexpected twist. Our green is not forest, but it is of the natural world and of the city streets. This palette is less about realism and more about impressionism. The colors of Travel Portland are expressive, and the color pairings that can be made within that palette are dynamic and a little unexpected.

COLOR PALETTE INSPIRATION



Images on this page are meant to show inspiration for color palette only. Photography guidelines will come later in this document (p. 35). Please do not use these images for any asset creation. This is for internal use only.

COLOR PALETTE

Travel Portland’s primary color draws inspiration from the river that runs straight through the rich and beautiful city. To complement the primary color, a family of secondary colors has been selected. All these hues are inspired by Portland’s rich ethos.

PRIMARY COLOR

C 86 M 47 Y 36 K 13
R 36 G 107 B 129
HEX 23 6B 81

PANTONE 315 U
PANTONE 315 C

OFF-WHITE COLOR

C 5 M 5 Y 8 K 0
R 239 G 235 B 229
HEX EF EB E5

PANTONE 454 U 33%
PANTONE 454 C 33%

COLOR FAMILY

<p>C 27 M 89 Y 66 K 17 R 161 G 56 B 70 HEX A1 38 46</p> <p>PANTONE 704 U PANTONE 194 C</p>	<p>C 16 M 11 Y 76 K 0 R 220 G 208 B 96 HEX DC D0 60</p> <p>PANTONE 7758 U PANTONE 459 C</p>	<p>C 44 M 43 Y 2 K 0 R 148 G 142 B 193 HEX 94 8E C1</p> <p>PANTONE 7446 U PANTONE 7675 C</p>	<p>C 14 M 15 Y 18 K 0 R 218 G 208 B 200 HEX DA D0 C8</p> <p>PANTONE 7528 U PANTONE WARM GRAY 1 C</p>	<p>C 4 M 29 Y 81 K 0 R 242 G 184 B 76 HEX F2 B8 4C</p> <p>PANTONE 3514 U PANTONE 136 C</p>	<p>C 30 M 8 Y 11 K 0 R 176 G 208 B 217 HEX B0 D0 D9</p> <p>PANTONE 2204 U PANTONE 552 C</p>	<p>C 0 M 40 Y 34 K 0 R 248 G 170 B 152 HEX F8 AA 98</p> <p>PANTONE 487 U PANTONE 487 C</p>
--	---	--	--	--	---	--

COLOR PAIRINGS

There are many possible pairings in the Travel Portland brand color palette to help tell the Travel Portland story with warm and welcoming visuals. You are not limited to the suggested ones here. You may also pair more than two colors together.

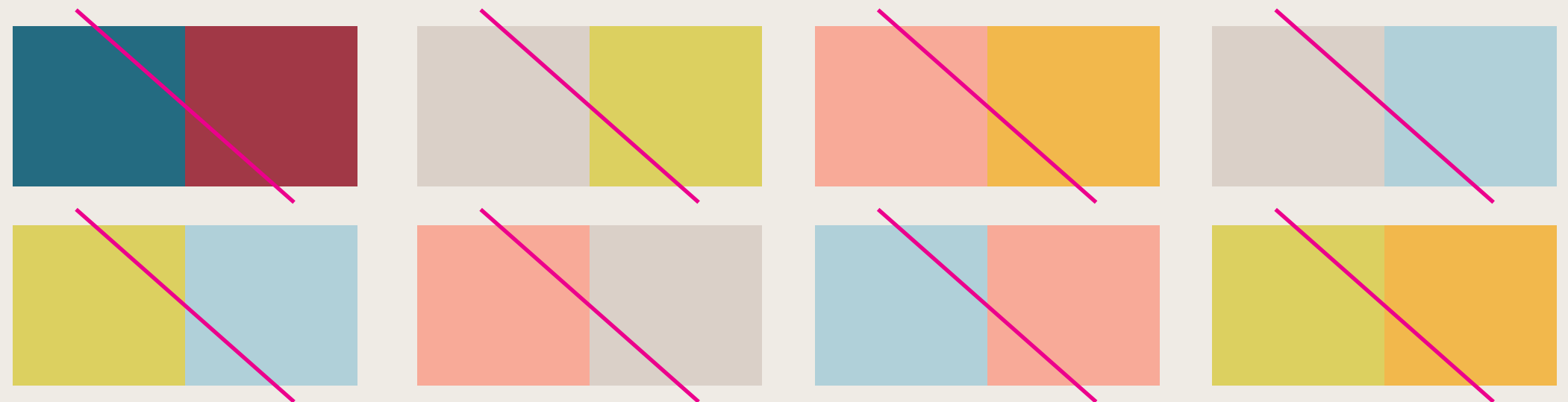
For communications to be legible, colors cannot be paired with other colors that are too similar. Outlined below are pairings to avoid.

When pairing color and photography, choose colors that draw a connection between the color block and photograph. See page 27 for examples.

✓ SUGGESTED COLOR PAIRINGS



✗ COLOR PAIRINGS TO AVOID



OFF-WHITE COLOR USAGE

This off-white color is meant to be used for backgrounds and typography in place of a pure white. It has been chosen specifically to pair well with the overall brand color palette without creating too much contrast.

OFF-WHITE COLOR

C 5 **M** 5 **Y** 8 **K** 0
R 239 **G** 235 **B** 229

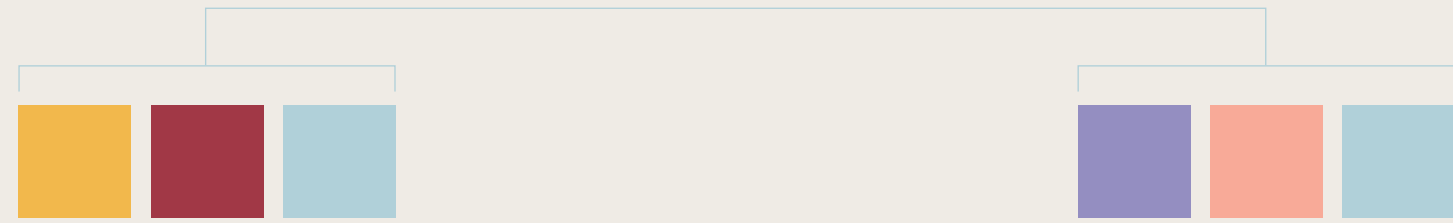
PANTONE 454 U 33%
PANTONE 454 C 33%

USING COLOR IN LAYOUTS

In layouts, the brand color palette is best utilized when it relates to the colors and tones within the photograph.

Here are a few examples of ways to pair color, photography, and other brand elements.

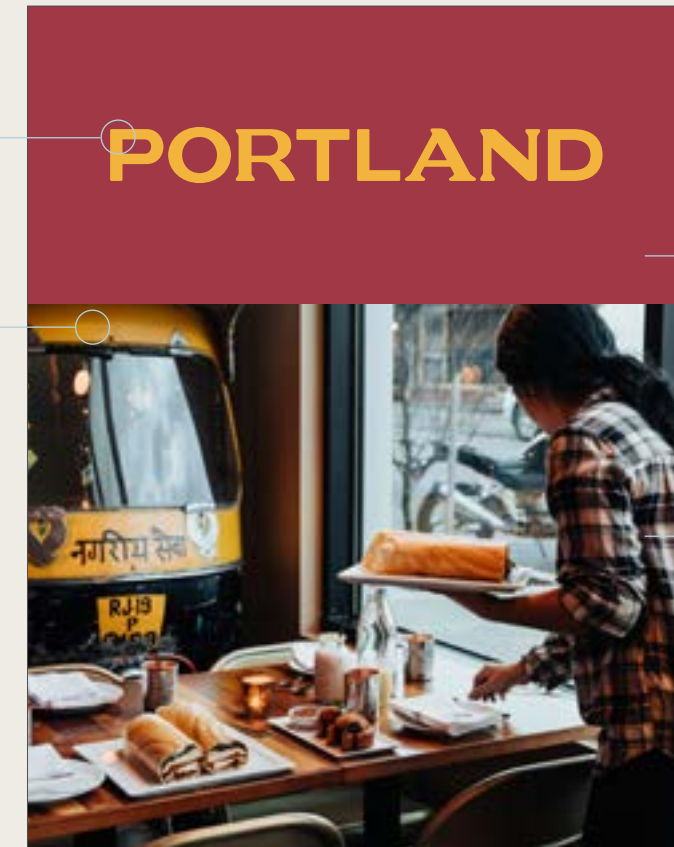
Highlight colors for text and other design elements are set in colors that pair well with the overall layout.



Logo set in a brand color that relates to an element from the photography.



Logo set in a brand color that relates to an element from the photography.



Background color block is set in a brand color that relates to the overall tone of the photography.

If there are no brand colors that relate to the photography you are using, please use your best judgment to pick brand colors that look pleasing with the photography and allow for contrast of the color block and logo.

These examples are for illustrative purposes only; they are not final executions.

OVERALL COLOR PALETTE GUIDELINES

Travel Portland's color system can speak to different audiences based on the color combinations and can add a warm and welcoming quality to the brand.

✓ PLEASE DO:

- Use the Travel Portland color palette only: CMYK values for print and RGB numbers for web. For better control in color output, use the PMS numbers also provided.
- Use colors that complement each other and that are not too similar in tone and hue.
- Use the primary dark blue color for body copy. If primary dark blue is not an option, use black.

✗ PLEASE DON'T:

- Alter color values or add tints or other colors.
- Use color combinations that vibrate. See examples of color pairings to avoid on page 25.

Typography

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Typography

This system pairs a sans serif headline with a serif typeface for the body copy. The sans serif conveys confidence without being heavy handed. Its unique characteristics feel crafted. The typeface that we have chosen for body copy is a serif font that has personality but remains legible at smaller sizes. Compared to other typical serif fonts, its softer forms give it a more approachable and human feel.

HEADLINE MARR SANS

Marr Sans is a modern revival of a distinctive grotesque-style typeface. Much like our city, its people, and the goods created here, grotesque fonts have an informal warmth and slightly imperfect characteristics but appear polished and elegant at the same time. They have a lot of visual character and feel human and relatable.

It is an excellent companion to serifs with a stronger personality, and the grotesque style is one that is adaptable over time and can appear either traditional or very of the moment, depending on how it's applied.

Note: The Marr Sans font family is available for web.

LINK TO PURCHASE TYPEFACE:

https://commercialtype.com/catalog/marr_sans

Marr Sans

is our headline typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5
6 7 8 9 0 £ & @ ? ! / + (. , ; ;)

MARR SANS / LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; ;)

MARR SANS / REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; ;)

MARR SANS / MEDIUM

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; ;)**

MARR SANS / SEMIBOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; ;)**

MARR SANS / BOLD

BODY COPY CAPITAINE

Capitaine is a contemporary slab serif type family that has a carefree personality. Its rounded, slightly irregular features give it a handcrafted yet refined feel. Unlike many serif typefaces available, it is not sharp or regimented but rather welcoming and laidback. Like Portland, Capitaine is similar to a grown-up who doesn't try too hard to look cool or perfect.

Its low stroke contrast allows it to work well for body text, and the family has many different weights and styles.

Note: The Capitaine font family is available for web.

LINK TO PURCHASE TYPEFACE:

<https://lettersfromsweden.se/font/capitaine/>

Capitaine

is our body copy typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; :)
CAPITAINE / REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; :)
CAPITAINE / MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; :)
CAPITAINE / SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; :)
CAPITAINE / BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ; :)
CAPITAINE / BLACK

RECOMMENDED USAGE

The following are font recommendations for specific uses.

HEADLINE

Marr Sans Semibold
Case: sentence or title case only
Tracking: none

SUBHEAD

Marr Sans Semibold
Case: all caps
Tracking: 20 or less

BODY COPY

Capitaine Regular
Tracking: none

GENERAL FONT GUIDELINES:

- Large headlines should never be set in all caps.
- Use italics sparingly and avoid setting full paragraphs of copy in italics.

October events around the city

HEADLINE

Marr Sans Semibold
Case: sentence or title case only

FOR ALL TO ENJOY

SUBHEAD

Marr Sans Semibold
Case: all caps
Tracking: 20 or less

Portland’s compact, walkable downtown offers easy access to great food, green spaces, cultural offerings, and tax-free shopping. Browse the city’s most diverse mix of retail brands, see a show, and grab a bite at a food cart or fine-dining restaurant.

BODY COPY

Capitaine Regular
Tracking: none

Today, Portland’s original downtown is a bustling entertainment district, home to the famous Portland Saturday Market, Voodoo Doughnut, and Lan Su Chinese Garden. Northwest Portland offers sophisticated shopping, dining, and people-watching. Victorian homes, boutiques, and restaurants line the streets of this neighborhood that’s ideal for leisurely strolls, while the adjoining **Forest Park** was made for hikes.

BOLD/FEATURED TEXT

Capitaine Semibold
Tracking: none

Portland’s original downtown is a bustling **entertainment** district.

Caption copy for photographs and other content.

CAPTION COPY

Capitaine Regular
Tracking: none

PULL QUOTES

Capitaine Medium
Tracking: none

LINKS

Use colors from brand color palette to highlight links.

ALTERNATE TYPOGRAPHY

Travel Portland’s brand typography has been carefully curated to be ownable within industry and consumer-facing material. Therefore the alternate typeface should only be used for internal-facing material when the preferred brand fonts are not available.

Incidences where the alternate typeface may need to be used are in internal-facing PowerPoint or Google Slides presentations.

Never use this font when the brand fonts are available for use.

This font family should be available as part of most computers’ system fonts.

Arial

is the alternate typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)

ARIAL / REGULAR

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)**

ARIAL / BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4
5 6 7 8 9 0 £ & @ ? ! / + (. , ;)**

ARIAL / BLACK

Photography

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- 44 Post-Processing/Color/Tone

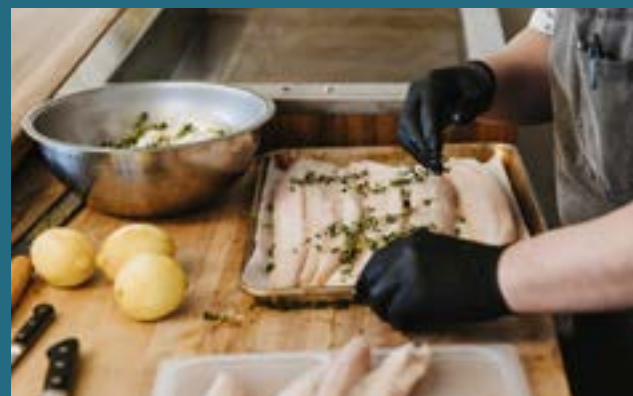


Photography

You haven't really been to Portland unless you've ventured into the neighborhoods. It's personal. And the experience connects you to the people who make Portland special. There is a story to be told. There's an intimacy. This is a feeling we want to conjure with our photography. The photos should feel personal and imperfect. Real moments, never posed. And always from a natural, human vantage point.

PHOTOGRAPHY PRINCIPLES

Travel Portland photography should feel human, natural, and real. Photographs should not be overly polished, just like the city. These are a few guiding principles to follow as we explore photography.



STYLE

Photography should feel personal and make the viewer feel like they are there. It should capture real moments and action. The subjects should feel dynamic and authentic, rather than posed or overly styled. The lighting should always feel relevant to the space.

CROPPING

When photographing architecture and neighborhoods, the shots should feel natural but not typical. Croppings and vantage points need to be considered to keep photos feeling real yet unique. Photography should be shot wide with a recommended crop.

PERSPECTIVE

When photographing landmarks, doing so from a more human perspective will make for more authentic imagery.

ANGLE

Images should be representative of real processes, not staged to look like such. Imperfections should be celebrated. Photographs should always feel like they are taken from a human point of view, and that view can even be a little unexpected. When photographing people from this vantage point, wide shots are encouraged alongside micro detail shots.

PHOTOGRAPHING PEOPLE

When possible our photography should include people. People make Portland the city that it is, and we want our photography to celebrate that.



DIRECTION

When photographing people, candid action shots are always preferred to straight-on posed shots. If a posed shot is needed, photography and poses should always feel as natural as possible.



LIGHTING

When photographing people, take advantage of the natural light of the setting they are in. This will help make the photography feel more natural and true to life.



PERSPECTIVE

Always photograph people from a human point of view. Never from a lower or upper angle. Shooting from eye level makes those viewing the images feel as if they are there.



STYLING

Imperfections should be celebrated. Wrinkles, crumbs, rain, backs to camera are all examples of the little things that make photos feel real. Never force this styling, but if it is there naturally, go with it.

PHOTOGRAPHING NEIGHBORHOODS

The neighborhoods of Portland are so unique, and we want to make sure the photography reflects that. Perspective and cropping are key for keeping photography as interesting as the subject matter.



DIRECTION

Croppings and vantage points need to be considered to keep photos feeling real yet unique.



LIGHTING

When photographing neighborhoods, take advantage of the natural light whether it be sunny or gray. This will help make the photography feel more natural and true to life.



PERSPECTIVE

Always photograph neighborhoods from a human point of view. Never from a lower or upper angle. Shooting from eye level makes those viewing the images feel as if they are there.



STYLING

Imperfections should be celebrated. Worn brick, wet sidewalks, leaves on the ground are all examples of the little things that make photos feel real. Never force this styling, but if it is there naturally, go with it.

PHOTOGRAPHING FOOD

Food is an essential element to the Portland lifestyle. Shooting from a human vantage point is our most important principle in making food photography ownable.



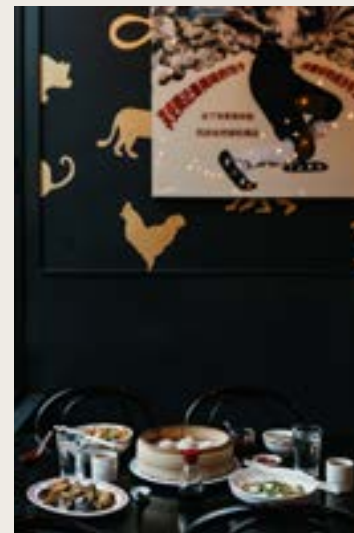
DIRECTION

When photographing food, always shoot from a human perspective. This will make the shots feel less staged.



LIGHTING

When photographing food, take advantage of the natural light of the setting. This will help make the photography more natural and true to life.



PERSPECTIVE

If shooting above food, a slight angle from the diner's eye level is preferred. If shot needs to be straight above, always crop photo so that image looks like it is within eyesight distance of diner. Never shoot a full table from a top-down perspective—even a slight angle will add a natural perspective to the shot.



STYLING

When shooting people and food, make sure it feels natural. Never force a hand into a shot just to add it in. When posing people, make sure it feels true to the shot and type of food.

PHOTOGRAPHING EVENTS

Events get us excited about all that Portland has to offer.



DIRECTION

When photographing people at an event, candid action shots are always preferred to straight-on posed shots. Capturing the environment along with the people is important for completing the full story.



LIGHTING

When photographing events, take advantage of the natural light of the setting. If photographing events at night, try to utilize light from the event lighting, and if a flash is needed, only use it in a way that feels natural to the setting.



PERSPECTIVE

When photographing a space or event from a vantage point that is farther away, try to include people but only if it feels natural. This will help the subject matter or space to not feel cold or desolate.



STYLING

Shooting micro shots of events helps to tell the full story. The details are what make each event special. Let's celebrate that.

PHOTOGRAPHING RETAIL

Portland's stores, owners, and customers are all unique and should be photographed to best represent that uniqueness. Consider using micro, macro, and human perspectives when photographing retail spaces.



DIRECTION

It is nice to include people in retail photography where possible. Candid action shots are always preferred to straight-on posed shots. If a posed shot is needed, photography should always feel as natural as possible.



LIGHTING

When photographing retail, take advantage of the natural light of the setting you are in. This will help make the photography more natural and true to life.



PERSPECTIVE

Always photograph retail from a human point of view. Never from a lower or upper angle. Shooting from eye level makes those viewing the images feel as if they are there.



STYLING

When the photography of a space doesn't include people, it should still feel personal. You can focus more, for example, on a particular vignette in the space. It can help to tell the story and make the space or moment feel warm and inviting to the viewer.

PHOTOGRAPHING LANDSCAPES/CITYSCAPES

Landscape and cityscape shots of Portland are important for visitors to get a feel for our city. We want our photography of these typical shots to stand out from the rest.



DIRECTION

Aerial or expansive shots of the city should not be overly idealized but should feel familiar and authentic.



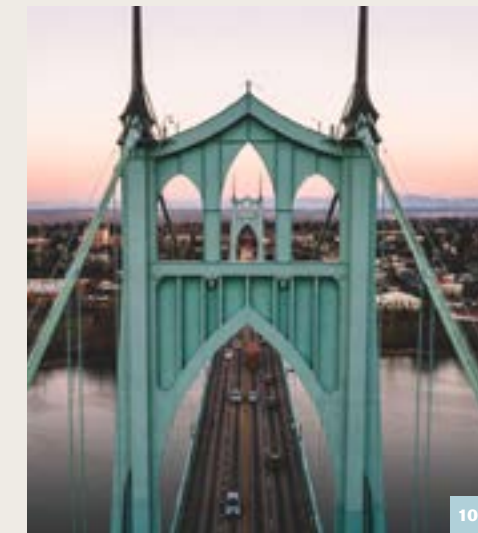
LIGHTING

Lighting and time of day are important considerations in order to capture a warmth and a uniqueness to otherwise typical shots.



PERSPECTIVE

Shooting from a human point of view is ideal for a unique take on typical shots.



STYLING

Unique croppings and the use of natural frames (architectural elements, landscaping) are a nice way to add natural interest to typical shots. Especially if shooting from a place beyond a human vantage point (aerial or expansive shots).

POST-PROCESSING/ COLOR/TONE

It is important that all of our imagery, even if shot by multiple photographers, feels similar. It is as much a part of our brand as our mark, colors, and typography. They all work in tandem and complement each other.



-tone

Because we are advocates of natural light, our shots lean toward higher contrast. Though we never want to go so black that our shots lose information and become silhouettes. We also never want to lose color or have shots become washed out.

NATURAL LIGHTING

Always use natural light when possible. Also be seasonally appropriate—our weather is cause for some of our best activities and lush landscape. This adds to the realness of our photos. Photos should never be so strongly lit that we lose detail in white or black values.

COLOR

Photos should stay natural in coloring. Never process with too much added color. Only adjust color when trying to make a photo feel more natural.

LIGHTING FLASH

When having to use a flash, make the light still appear natural. There should never be too strong of hot spots or too strong of shadows created from a flash.

Illustration

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PORTLAND

Illustration

Portland is unique. Call it eclectic, call it goofy, call it weird. The parts and pieces—the neighborhoods, the people, and all of the things Portland has to offer—make it special. Illustration is where we can really celebrate this uniqueness and bring the brand to life. Shape, color, image, and abstraction expand the way we can express Portland visually. Illustration can bring all the parts of the brand, including type and image, together, and allows us to have fun with subjects that photography might not be able to capture.

ILLUSTRATION INSPIRATION



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ILLUSTRATION PRINCIPLES

Travel Portland illustrations should feel warm and welcoming as well as fun, confident, and slightly abstract. Illustrations should not have an overt storytelling tone but should leave a little to the imagination. These are a few guiding principles to follow as we explore illustrations.

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STYLE

Illustration style should be warm and welcoming as well as current, unique, sophisticated, and playful.

COLOR

When possible, illustration color should follow the brand color palette.

ABSTRACTION

Illustrations can range in abstraction depending on the application.

LINE/TEXTURE

Fully outlined illustrations add a harshness that we prefer to avoid. Images and texture can be used to add depth and uniqueness.

ILLUSTRATION WHY AND WHEN

Illustration adds a playful and fun element to our branding system. Illustration is able to speak in generalities where photography cannot. When photography is not an option for a particular project or subject matter, we suggest using illustration.

USE PHOTOGRAPHY

- When talking about specific destinations, people, or places.
- When showing the specific beauty of Portland.
- When talking about an event.

USE ILLUSTRATION

- When speaking in generalizations to destinations, people, or places.
- When an application needs to be more abstract.
- When you can't capture the subject matter with photography.

PORTLAND ILLUSTRATORS

We found five illustrators whose work plays well together but also gives the brand a slight range in style. This range is needed to be able to depict a specific feeling or mood, depending on the subject or story. How they use color, shape, and images works very well with the rest of our branding system.



LISA CONGDON

Graphic, fun, and quirky, Lisa's illustration style is fresh while feeling very familiar.



RYAN BUBNIS

Bold, graphic, and deceptively simple, Ryan's imagery lives in the space between the abstract and representational.



SUBIN YANG

Full of vibrantly colored shapes and loose line details, Subin's illustration is fun and lively.



ERIC NYFFELER

Gritty geometry, analog textures, and mid-century whimsy land Eric's illustration in a storytelling world.



CARI VANDER YACHT

Sophisticated, textured, and lively, Cari's illustrations are editorial-esque.

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ILLUSTRATION STYLE

The style of our illustrations should be warm and welcoming as well as current, unique, sophisticated, and playful.



CURRENT

Illustration style should feel of the time even if there is a slight retro feel to the illustration.



UNIQUE

Illustrations should be unique in shapes and storytelling. This will help separate our brand from others.



SOPHISTICATED

While illustrations can be whimsical, they should never feel childish. There should always be a level of sophistications and a high quality.



PLAYFUL

Illustrations can bring a playfulness to the branding system and can help with subject matters that photography cannot capture.

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ILLUSTRATION COLOR

- When possible, illustration color should follow the brand color palette. Tints and shades can be used to add depth when needed.
- If brand colors can't be used, a complementary palette is preferred.
- One of the logotypes, in brand colors, should always be on the illustration. Illustration color choices need to work with the logo color, allowing it to be legible and complement the illustration.

ILLUSTRATION ABSTRACTION

Illustrations can range in abstraction depending on the application and what story is being told.



SHAPE

Illustrations can be very abstract and can use shapes to convey a feeling, mood, place, or object.



SIMPLICITY

Illustrations can simplify a subject matter and can speak in generalities where a photograph can't.



IMPERFECTIONS

Illustrations with imperfections reiterate our brand principles and relate well to Portland.



ABSTRACT/GRAPHIC

Abstract illustrations can take on a graphic icon style that works well with our branding system.

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ILLUSTRATION LINE/TEXTURE

Fully outlined illustrations add a harshness that we prefer to avoid. Images and texture can be used to add depth and uniqueness.



ILLUSTRATION AND IMAGE

Image can be used in illustrations to add color or texture or to represent an area or neighborhood.



TEXTURE

Texture in illustrations can add depth and uniqueness to illustrations.



OUTLINES

We prefer that lines don't fully outline our illustrations, but lines in general can be used to add texture and form.



GRAPHIC ILLUSTRATIONS

Graphic depictions of people, places, and objects work well with our logotypes and fit into our branding system.

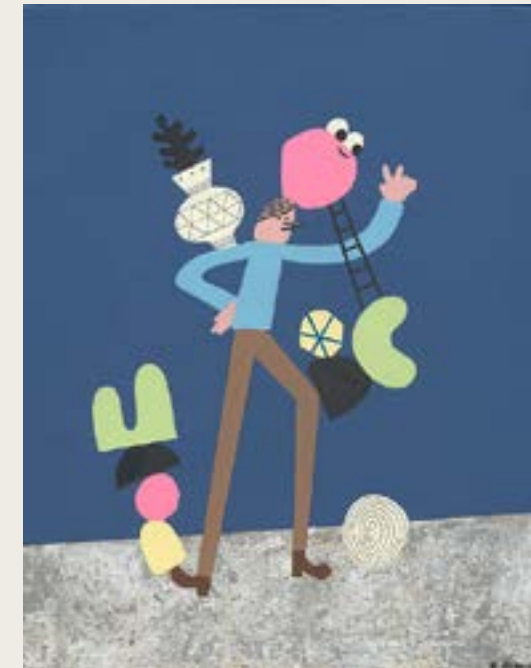
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ILLUSTRATION WATCHOUTS

Our biggest concern for illustration is that it doesn't get too juvenile or young in style. This can create a cuteness that doesn't fit into our brand guidelines or principles. Even among some of the illustrators we are recommending, they will need to be directed to create artwork that leans in a sophisticated and confident direction, rather than cute and silly. See examples to the right for illustration watchouts.



Illustrations can have shapes and lines that are abstract and imperfect, but they need to have a level of sophistication to them.



Illustrations can have simple faces, including faces on objects, but they need to have a level of sophistication to them.



Do not use illustrations where shapes feel cutesy.



Do not use illustrations where faces on people or objects look childish.

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ILLUSTRATION PLUS LOGO

We have carefully selected these illustrators because their styles work well with our brand. We want to make sure that we connect the illustration to Travel Portland; therefore, the logo (with or without “Travel”) should always accompany the illustrations. Here are some examples of how this can look.



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Brand Applications

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- 61 E-Newsletter
- 62 Swag
- 63 Stationery Suite
- 64 New & Notable
- 65 Partnership One-Sheet



Brand Applications

The brand assets reflect the warm, welcoming ethos of Portland. They are crafted to reflect our diverse neighborhoods and open-minded culture. Color and layering brings everything together with sophistication and modernity.


MAGAZINE



These are example layouts for illustrative purposes only; they are not final executions.

LOCAL PROMOTIONS

THROUGH DECEMBER 31 AT PARTICIPATING BUSINESSES



TRAVEL PORTLAND

The Portland Charity Cocktail

is one of the many ways visitors can have a positive impact on the community during their stay.

IN SUPPORT OF **NEW AVENUES for Youth**

What is the Portland Charity Cocktail?


For every Portland Charity Cocktail purchased through Dec. 31, 2018, participating businesses will donate \$1 to New Avenues for Youth's Service Industry Training & Placement Program.

New Avenues for Youth is dedicated to the prevention and intervention of youth homelessness. Their Service Industry Training & Placement Program helps young people develop the skills to gain and retain employment in the tourism and hospitality industry.

Enjoy a Portland Charity Cocktail at these participating businesses:

AC Lounge at AC Hotel Portland Downtown • **BETHANY'S TABLE** • Bistro Agnes • **CANOPY BY HILTON PORTLAND, PEARL DISTRICT** • **COOPERS HALL** • **DEPARTURE RESTAURANT + LOUNGE** • Enoteca Nostrana • **FOSTER BERGER** • Il Solito at Hotel Vintage • **JACKRABBIT BAR AT THE DUNIWAY** • Jam on Hawthorne • **JANTZEN BEACH BAR & GRILL AT RED LION ON THE RIVER** • Kachka • **LA MOULE** • Lechon • Lo Bar at Hi-Lo Hotel • **LOYAL LEGION** • Mother's Bistro & Bar • **MT. HOOD OREGON RESORT** • OvenandShaker • **OX RESTAURANT** • PokPokon Division • Proof Reader Restaurant & Bar at Marriott Downtown Waterfront • **Red Star Tavern at Hotel Monaco** • Rose & Compass at Sheraton • Portland Airport Hotel • **ST. JACK** • Southland Whiskey Kitchen • Tanner Creek Tavern at Hampton Inn & Suites by Hilton Portland - Pearl District • **WXYZ BAR AT ALOFT PORTLAND HOTEL AT CASCADE STATION** • **WHISKEY SODA LOUNGE**

BROUGHT TO YOU BY **TRAVEL PORTLAND**



Portland Dining Month

TRAVEL PORTLAND

Travel Portland is proud to bring you our annual celebration. Dining month is one of the many ways we promote overnight travel to Portland. A key ingredient in our city's economic success.

MARCH 2018 **3 COURSES FOR \$33**

Portland Dining Month

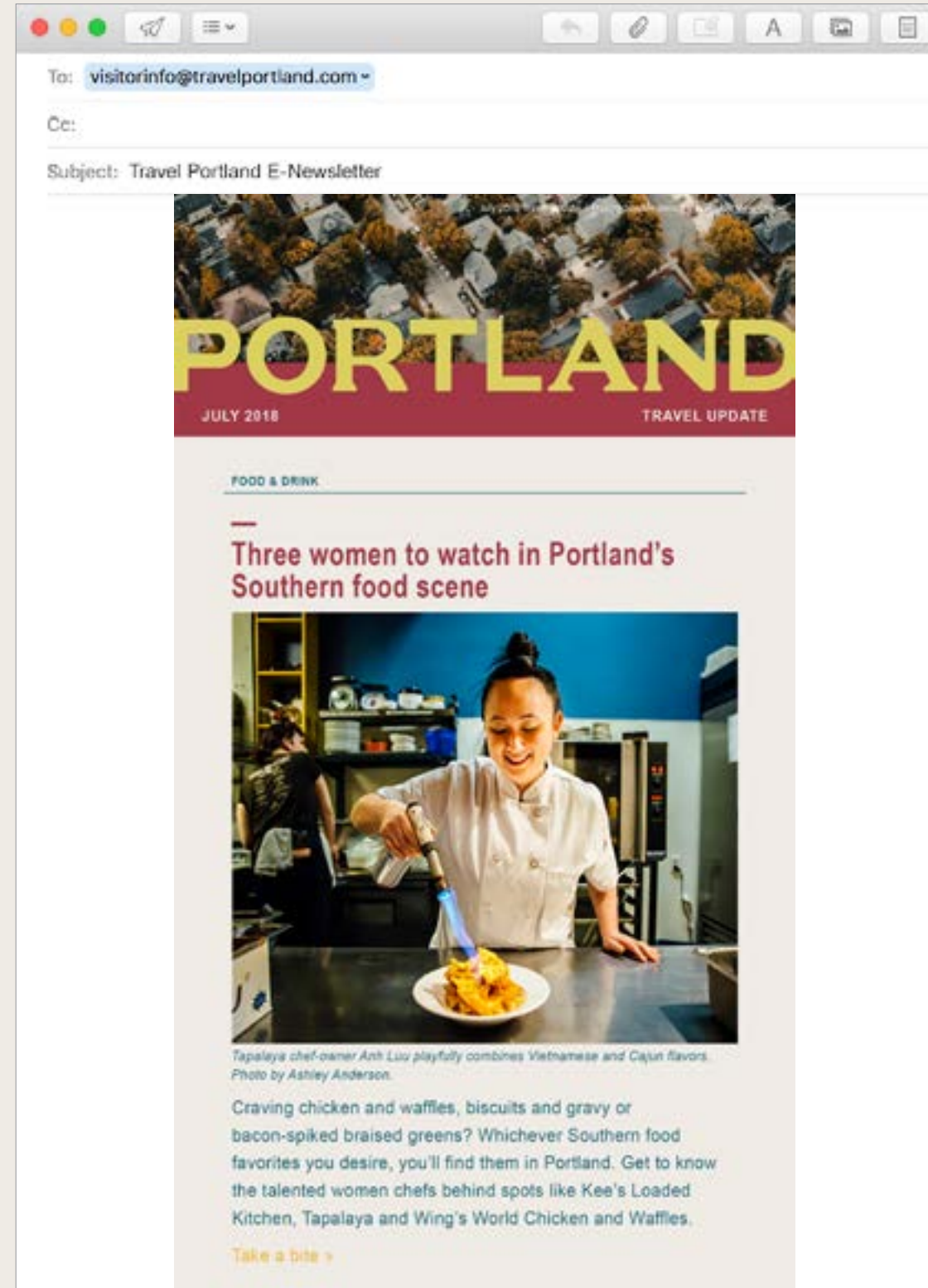
AC Lounge at AC Hotel Portland Downtown • **BETHANY'S TABLE** • Bistro Agnes • **CANOPY BY HILTON PORTLAND, PEARL DISTRICT** • **COOPERS HALL** • **DEPARTURE RESTAURANT + LOUNGE** • Enoteca Nostrana • **FOSTER BERGER** • Il Solito at Hotel Vintage • **JACKRABBIT BAR AT THE DUNIWAY** • Jam on Hawthorne • **JANTZEN BEACH BAR & GRILL AT RED LION ON THE RIVER** • Kachka • **LA MOULE** • Lechon • Lo Bar at Hi-Lo Hotel • **LOYAL LEGION** • Mother's Bistro & Bar • **MT. HOOD OREGON RESORT** • OvenandShaker • **OX RESTAURANT** • PokPokon Division • Proof Reader Restaurant & Bar at Marriott Downtown Waterfront • **Red Star Tavern at Hotel Monaco** • Rose & Compass at Sheraton • Portland Airport Hotel • **ST. JACK** • Southland Whiskey Kitchen • Tanner Creek Tavern at Hampton Inn & Suites by Hilton Portland - Pearl District • **WXYZ BAR AT ALOFT PORTLAND HOTEL AT CASCADE STATION** • **WHISKEY SODA LOUNGE**

BROUGHT TO YOU BY **TRAVEL PORTLAND**

These are example layouts for illustrative purposes only; they are not final executions.

E-NEWSLETTER

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These are example layouts for illustrative purposes only; they are not final executions.

SWAG

In almost every case, swag should use our “PORTLAND” mark. The idea of swag is that people will wear or use items we’ve created and serve as a walking billboard of our brand. Given this goal, we’ll have a streamlined message with our “PORTLAND” mark. The only case in which we might use “TRAVEL PORTLAND” is at a local event for staff uniforms, where we need to differentiate from other Portland-based organizations and marks.

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STATIONERY SUITE



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NEW & NOTABLE

13

Fall/Winter
2018

PORTLAND

New & Notable



ENIS ARIA se nobiscimin est di occuste et fugiam, et etur rerum reror sitisquibus sent faccae.

ORIBUS NONSEQUOD mil ium que consecatur? Obis et eossi solesti doluptu remperum iunctatur.

MINCTUR QUISCIUNTO quid maximus sustion esciur, autemque porrovitati con cuptatem et.





Things To Do & Hotel News
TRAVEL
PORTLAND



BOSS LADIES

During an era of female solidarity, prominent women are playing significant roles in Portland's culinary, maker and arts communities. One relative newcomer is The Nightwood Society, a collaboration of women with culinary and creative backgrounds, who've created a space for events, workshops and pop-up dinners.

Female chefs continue to power Portland's culinary scene. In 2018, Nong Poonsukwattana opened a second brick and mortar location of Nong's Khao Man Gai, six-time James Beard Award finalist Cathy Whims opened wine bar Enoteca Nostrana, and Johanna Ware resurrected Smallwares (to name a few).

A notable "boss lady" in Portland retail is Emma McIlroy, co-creator of tomboy-chic boutique Wildfang, now an internationally recognized brand. Exemplifying the brand's socially conscious ethos, in June 2018 Wildfang raised \$250,000 for refugee aid organization RAICES from proceeds of the brand's "I really care, don't you?" jacket. Other feminist-driven shops in the city include T Ngu's Project Object, which stocks jewelry and art from local women, women of color and LGBTQ+ makers.

PORTLAND ROCKS ON

Portland's music scene is a charismatic mix of homegrown headliners and rock-star transplants. Folk artists like M. Ward, Laura Veirs and the up-and-coming Haley Heyndrickx thrive in Portland, which also supports strong jazz, hip-hop and soul scenes. Cool Nutz and other hip-hop veterans led the way for current rising stars like Mic Capes, Blossom and The Last Artful, Dodgr. The local rock scene is varied and vibrant, as evidenced by acts like Red Fang, Reptaliens and Summer Cannibals. Portland is home to several artists with Mexican roots, including Y La Bamba, Edna Vazquez and Sávila (Willamette Week's 2018 Best New Band).

Local music halls include the rocket-ship-meets-log-cabin décor of the Doug Fir Lounge, Mississippi Studios (a converted church), the Wonder Ballroom, Revolution Hall and the Jack London Revue, which hosts regular jazz shows. Downtown, the historic Crystal Ballroom features an unusual floating dance floor, while the grand Arlene Schnitzer Concert Hall welcomes major touring acts of all genres.



PORTLAND'S HOTEL BOOM

New hotels continue to open apace in Portland. The Porter Portland, Curio Collection by Hilton opened in April 2018 with 297 guestrooms, four premier dining options, an expansive library and an indoor pool. Additionally, Jupiter NEXT (opened June 2018, 67 rooms) serves as a sophisticated expansion of the Jupiter Hotel, complete with a café — Hey Love — and the same focus on art, design and creativity.

Two new hotels can be found in the Pearl District, Portland's trendy center for shopping, art galleries and dining. The Hampton Inn & Suites Portland—Pearl District and Canopy by Hilton Portland Pearl District offer all the amenities and are within walking distance of the Pearl's cultural attractions.

And the boom shows no signs of slowing. In late 2018, The Hoxton will open the brand's second U.S. location in a historic building in Old Town Chinatown, and Provenance Hotels will open the Woodlark Hotel, a renovation of the historic Woodlark and Cornelius buildings in downtown Portland.



2 | travelportland.com

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TRAVEL
PORTLAND

BRAND STYLE GUIDE

64

PARTNERSHIP ONE-SHEETER

8



Partnership Benefit Levels

Travel Portland partnership is a two-way, mutually beneficial relationship designed to enhance the visitor experience, support a vibrant economy and promote the values of equity and inclusion in the greater Portland region.

PARTNER BENEFITS	Insider (free)	Attractor (\$325)	Captivator (\$550)
Tourism Industry Newsletter	✓	✓	✓
Access to Partner Portal and Convention Calendar	✓	✓	✓
Lunch & Learn Workshops		✓	✓
Marketing Essentials Workshops (New!)	\$35	✓	✓
DIY Marketing + PR Bootcamp Series (New!)	\$100-\$500	\$79-\$195	\$79-\$195
Partner Portal: Online Learning Center (New!)		✓	✓
Travel Portland Showcase			✓
Pop-Up at Travel Portland Visitor Info Center			✓
Brochure at Travel Portland Visitor Info Center			✓
Monthly Networking Events	\$20	\$10	\$10
Annual Marketing Conference	\$195	\$95	\$95
Dedicated Email to Travel Portland Partners	–	\$300	\$300
State of the Industry Event	\$35	\$25	\$25
Travel Portland Awards Luncheon	\$75	\$55	\$55
Additional Brochure in the Information Center	–	–	\$250

tel. 503.275.9750 | toll-free 800.962.3700 | email partnerservices@travelportland.com | travelportland.com/partners

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Brand Style Guide Overview



TRAVEL PORTLAND

BRAND STYLE GUIDE OVERVIEW

LOGOS

PRIMARY LOGO

PORTLAND

SECONDARY LOGO

TRAVEL
PORTLAND

STACKED PRIMARY LOGO

**PORT
LAND**

COLOR PALETTE

PRIMARY COLOR

C 86 M 47 Y 36 K 13 R 36 G 107 B 129 HEX 23 6B 81	PANTONE 315 U PANTONE 315 C
--	--

COLOR FAMILY

C 27 M 89 Y 66 K 17 R 161 G 56 B 70 HEX A1 38 46	PANTONE 704 U PANTONE 194 C
---	--

C 16 M 11 Y 76 K 0 R 220 G 208 B 96 HEX DC D0 60	PANTONE 7758 U PANTONE 459 C
---	---

C 44 M 43 Y 2 K 0 R 148 G 142 B 193 HEX 94 8E C1	PANTONE 7446 U PANTONE 7675 C
---	--

C 14 M 15 Y 18 K 0 R 218 G 208 B 200 HEX DA D0 C8	PANTONE 7528 U PANTONE WARM GRAY 1 C
--	---

C 4 M 29 Y 81 K 0 R 242 G 184 B 76 HEX F2 B8 4C	PANTONE 3514 U PANTONE 136 C
--	---

C 30 M 8 Y 11 K 0 R 176 G 208 B 217 HEX B0 D0 D9	PANTONE 2204 U PANTONE 552 C
---	---

C 0 M 40 Y 34 K 0 R 248 G 170 B 152 HEX F8 AA 98	PANTONE 487 U PANTONE 487 C
---	--

OFF-WHITE COLOR

C 5 M 5 Y 8 K 0 R 239 G 235 B 229 HEX EF EB E5	PANTONE 454 U 33% PANTONE 454 C 33%
---	--

BRAND TYPOGRAPHY

HEADLINE TYPEFACE

Marr Sans Light
Marr Sans Regular
Marr Sans Medium
Marr Sans Semibold
Marr Sans Bold

BODY COPY TYPEFACE

Capitaine Regular
Capitaine Medium
Capitaine Semibold
Capitaine Bold
Capitaine Black

PHOTOGRAPHY LICENSING

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1 LEAH NASH
<http://www.leahnash.com/>



2 ERIC MUHR
via Unsplash
<https://unsplash.com/photos/X8yOqm0GM1Q>



3 ZACH WARD
via Unsplash
<https://unsplash.com/photos/G62a8gEagXE>



4 CHRISTOPHER BROWN
via Unsplash
<https://unsplash.com/photos/Itq80dlGHEA>



5 GETTY IMAGES
<https://www.gettyimages.in/detail/photo/cherry-trees-and-park-benches-royalty-free-image/142111586>



6 GETTY IMAGES
<https://www.gettyimages.in/detail/photo/fountain-at-downtown-portland-royalty-free-image/173031837>



7 GETTY IMAGES
<https://www.gettyimages.in/detail/photo/broken-dreams-royalty-free-image/498775439>



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