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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.
**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.
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.
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.

![Color swatches]

**Dominant colors**
- **Sky Blue**
  - CMYK: C70 M0 Y0 K0
  - RGB: #004C6D
  - Hex: #004C6D
  - PMS: 302
- **Deep Blue**
  - CMYK: C100 M5 Y0 K68
  - RGB: #003C63
  - Hex: #003C63
  - PMS: 302

**Secondary colors**
- **Bright Red**
  - CMYK: C0 M100 Y100 K0
  - RGB: #ED1C24
  - Hex: #ED1C24
  - PMS: C199
- **Sunshine Yellow**
  - CMYK: C0 M30 Y100 K0
  - RGB: #FDB913
  - Hex: #FDB913
  - PMS: C7549
- **Grass Green**
  - CMYK: C63 M0 Y100 K0
  - RGB: #68BD45
  - Hex: #68BD45
  - PMS: 368
- **River Blue**
  - CMYK: C100 M0 Y0 K37
  - RGB: #007AA9
  - Hex: #007AA9
  - PMS: 3015
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.
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

Calibri Regular

Calibri Light

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
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.

Header


Subheader

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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