Downtown Portland
Clean & Safe
Brand & Visual Style Guide

November 2019
Updated February 2020

Welcome to the new Downtown Portland Clean & Safe

The Downtown Portland Clean & Safe District was founded in 1988 to provide extraordinary services to the people, places, and businesses within a core 213-block area of our unique city. We are one of the longest-running, largest, and most successful business improvement districts (BIDs) in the country.

Our vision is to keep Portland's downtown vibrant and welcoming to visitors, workers, and a residents alike. This revitalized brand and visual system establishes a consistent, strategic, recognizable identity for the work we do in support of that vision.

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B2C Applications

The Downtown Portland Clean & Safe Brand

We envision Downtown Portland as a vibrant hub of cultural, commercial, and social activity. Our central core plays an important role as a gathering place for all Portlanders — where shared spaces bring us together to form life-affirming personal connections.

Downtown Portland Clean & Safe supports that vision by creating an environment in which everyone feels **invited** to participate in the full suite of downtown's offerings.

Strategy

Downtown Portland Clean & Safe makes Downtown Portland the best place to connect with people and ideas you would otherwise miss.

Positioning

Downtown Portland is where you feel most alive and connected, and Downtown Clean & Safe is the hard-working steward of our critical public spaces.

Tone

Personal
Authentic
Welcoming
Warm

Personality

Compassionate
Engaged
Diverse
Inclusive

It's easier than ever to avoid people. Amazon, Caviar, Netflix. Things that used to get people *out* the door, now show up *at* the door. Meanwhile, cities have taken a hit. You can find plenty of reasons to steer clear: parking, traffic, homelessness, crowds.

But something deeply human is lost when we disconnect. We know it, we feel it, and we're starting to talk about it. We need shared spaces — our parks, squares, shops, and cultural centers — where personal connections are forged.

So, yes. Cities are difficult. But they're more important than ever.

Enter Portland. We are caring, involved, engaged — and we make things happen. It's a blend of loving ingenuity you won't find anywhere else. Our downtown core is wonderfully human scale, with small city blocks that give us more intersections, more places to cross paths, more opportunities to bump into someone new (or someone you already know). Everywhere you look, people are coming together.

The Downtown Portland Clean & Safe has that binding spirit in great supply. We roll up our sleeves and go beyond what's required, precisely because coming together provides something that cannot be replaced by delivery or streaming video — a chance to be human and connected when we need it most.

Visual Identity System

Logo

The logo system represents the heart of the new brand, a bold set of marks that positions Downtown in the center of a lively and dynamic city and the people who quietly make it a special place. The centrality of Downtown represents a coming together while the flexibility of the logos through color represents all unique and diverse experiences Downtown can serve up as a hub for people from all backgrounds.

Unified System: Place & Service

Portland Clean & Safe's work calls for a flexible logo system: we represent Downtown Portland as a place, and the Downtown Portland Clean & Safe organization as a suite of extraordinary services designed to keep downtown vibrant and welcoming to all.

To that end, we have developed two primary logos around a singular idea: DOWNTOWN is the central hub where people come together to work, live, and play.

Primary Logo Formats

The Downtown Portland and Downtown Portland Clean & Safe logos have several configurations, depending on the context in which they are used. The primary formats are main full-color logo lock-ups. Use these versions when possible.

Service

PORT LAND DOWN TOWN CLEAN &SAFE

Place

PORT DOWN TOWN LAND

Secondary Logo Formats

This square format should only be used when a horizontal format aspect ratio will not work for a given application.

Service

DOWN TOWN PORTLAND CLEAN&SAFE

Place

DOWN TOWN PORTLAND

LOGO COLOR VARIATIONS

1 Color

Black

Clear Space

Preserve the integrity of all logo lock-ups by leaving clear space that measures the height of the "N" in "DOWNTOWN".

"N" Clear Space

"N" Clear Space

"N" Clear Space

"N" Clear Space

Minimum Size

Do not reproduce the primary logo at a width smaller than .75". For reproductions between .25" - .85", use secondary square format.

Min width .75"

Smaller than .75"

Dimensions

Do not stretch the dimensions of the logo.

Alterations

Do not apply a drop shadow or other affect to the logo.

Do not change the composition of the elements within the logo.

Color

While the logo + color system offers an abundance of flexibility, in order to maintain brand equity and ensure accessible colors, the logo colors should adhere to the following guidelines.

Do not change the color of the logo on a white background.

Only change the color of the logo text on a background color to white or blue.

Note: *rules within the logo can change colors on different backgrounds.*

GOOD

Backgrounds

Do not place the logo on photos that have busy backgrounds. When placing on a photo try to find a clear spot that allows the logo to be legible and obvious.

Simple Core Brand Approach & Expansive Opportunities

As Downtown Portland brings people from diverse perspectives together to live, work and play, countless meaningful experiences can be had through their interactions as they converge. By way of a bright and expansive color palette, the logo takes new forms and tones to reflect these special moments, while retaining its core iconic identity.

Color Options

The grid shown here provides the possible permutations of the logo for an expanded brand application. In these options, the text should always knockout to white or retain the brand blue, while the color bars can flex to leverage the expansive color palette.
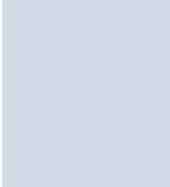
Color

Color is the catalyst that makes the new Downtown Portland Clean & Safe brand come alive and reflect all the experiences the people who live and serve Portland have with their downtown. The tiered palette has a primary focus that retains the brand equity, while broader applications utilize secondary and tertiary colors to speak to business audiences and consumer audiences differently. The palette reflects the vibrant energy of downtown, while offering a diverse range of tones and values to ensure an accessible experience across all applications.
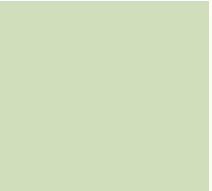
Primary Color Palette

The primary colors offer a foundation for the brand for all audiences, reflective of the hard work and professionalism of Downtown Portland Clean & Safe while capturing the vibrant nature of Downtown Portland.

Portland Clean & Safe Brand Blue

Pantone 2153
CMYK: 97, 49, 11, 38
RGB: 0, 86, 126
Hex: 00567E

20% of Pantone 2153
CMYK: 17, 8, 6, 0
RGB: 207, 218, 227
Hex: CFDAE3

Portland Clean & Safe Brand Teal

Pantone 305
CMYK: 54, 0, 10, 0
RGB: 83, 202, 236
Hex: 59CBE8

Secondary Palette

The secondary palette offers an expanded brand experience to speak to all the moments people share through downtown. The more vibrant color combinations speak to consumer audiences while a more simplified palette speaks to business audiences.

Pantone 446
CMYK: 70, 54, 62, 31
RGB: 99, 98, 95
Hex: 203232

Pantone Cool Gray 9
CMYK: 28, 16, 12, 35
RGB: 137, 139, 142
Hex: 5f6369

Pantone 2030
CMYK: 0, 57, 43, 0
RGB: 230, 141, 138
Hex: e27a74

Pantone 7598
CMYK: 0, 71, 94, 0
RGB: 195, 109, 92
Hex: c24828

Pantone 2256
CMYK: 56, 0, 62, 0
RGB: 97, 198, 128
Hex: 5bbd72

Pantone 7485
CMYK: 8, 0, 16, 0
RGB: 213, 228, 192
Hex: d0debb

Pantone 379
CMYK: 9, 0, 56, 0
RGB: 231, 238, 123
Hex: e0e568

Tertiary Palette

In order to create a full system that provides options for detail and enough contrast for accessibility, the following colors can be used in conjunction with their parent colors found in the primary and secondary palettes.

Pantone 2150
CMYK: 80, 48, 24, 0
RGB: 93, 128, 159
Hex: 33739e

Pantone 304
CMYK: 39, 0, 10, 0
RGB: 142, 221, 237
Hex: a2dceb

Pantone 177
CMYK: 0, 58, 29, 0
RGB: 255, 128, 139
Hex: f37f8a

Pantone 2255
CMYK: 45, 0, 51, 0
RGB: 134, 210, 149
Hex: 86ca94

Lighter Variation

Core Palette

| Pantone 2153 | Pantone 305 | Pantone 446 | Pantone Cool Gray 9 | Pantone 2030 | Pantone 7598 | Pantone 2256 |

Darker Variation

Pantone 302
CMYK: 100, 32, 0, 68
RGB: 0, 59, 92
Hex: 003c5a

Pantone 7703
CMYK: 68, 0, 7, 8
RGB: 70, 160, 191
Hex: 00a4c7

Pantone 447
CMYK: 70, 57, 63, 65
RGB: 55, 58, 54
Hex: 16211f

Pantone Cool Gray 7
CMYK: 38, 29, 24, 5
RGB: 151, 153, 155
Hex: 878a8f

Pantone 7600
CMYK: 5, 78, 82, 41
RGB: 141, 63, 43
Hex: 903e2c

Pantone 2258
CMYK: 82, 0, 100, 18
RGB: 0, 133, 34
Hex: 0d8442

Pantone 3145
CMYK: 100, 10, 29, 20
RGB: 0, 119, 139
Hex: 027E97

Full Palette
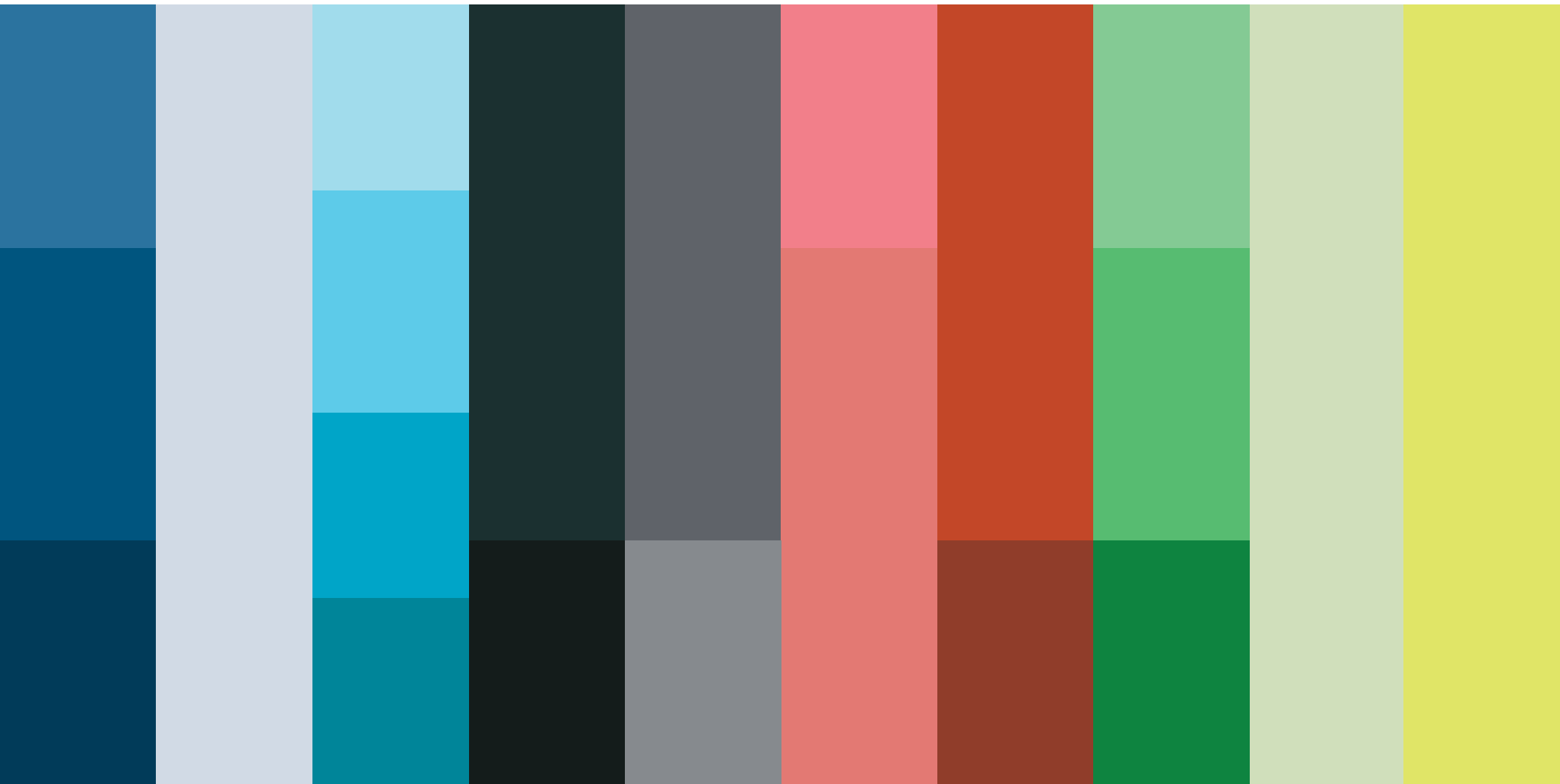
Typography

A strong typography system is foundational to a successful brand. This system is meant to reflect the boldness and diversity of Downtown Portland through a tiered system that offers opportunities through a reliable, modern primary typeface alongside two secondary typefaces that offer room for expansion. This type system is functional across digital and print applications for a seamless for a seamless brand experience.

The Type System

The type system, much like the color palette, begins with a primary typeface that is the foundation of the brand's typography. While that remains persistent across all brand applications, the secondary and headline fonts offer opportunities to flex the tone and create more personalized applications.

PRIMARY FONT
Proxima Nova

Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Regular Italic
Proxima Nova Medium
Proxima Nova Medium Italic
Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Black
Proxima Nova Black Italic

Proxima Nova is a modern workhorse, with a wide range of styles from light to extrabold. It holds strong when used large in headlines as well as legible for long body copy.

SECONDARY FONT
Adelle

Adelle Light
Adelle Regular
Adelle Semibold
Adelle Bold
Adelle Bold

Adelle is a modern slab serif font that offers a friendly but professional tone. When paired with a clean sans serif it can serve to juxtapose content and call attention to special features.

HEADLINE FONT
Phosphate

PHOSPHATE SOLID

Phosphate Solid is a unique and friendly headline typeface that brings in a bit of the unique personality that reflects the uniqueness of Downtown Portland.

Using the Type System

The type system allows for a tiered hierarchy. Phosphate, the headline font, should only be used for headlines or short text items. Adelle can be used for call-outs, side bars or quotes. Proxima Nova is the mainstay, always appearing when any text is shown at length.

Headline

THIS IS A SMALL HEADLINE

Body Copy

Donec sed odio dui. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Vestibulum id ligula porta felis euismod semper. Vestibulum id ligula porta felis euismod semper.

Subhead

This is a subhead

Donec ullamcorper nulla non metus auctor fringilla. Donec sed odio dui. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Headline

THIS IS A LARGE HEADLINE

Special text like a side bar, call-out or pull-quote

Adelle is a great font for special text. Aenean lacinia bibendum nulla sed consectetur.

Alternative Typefaces

The following typefaces are free alternatives available on Google fonts that can be used when necessary.
The primary typeface should be used for headlines and primary body copy.

PRIMARY FONT
Source Sans Pro

Source Sans Pro Light
Source Sans Pro Light Italic
Source Sans Pro Regular
Source Sans Pro Regular Italic
Source Sans Pro Semibold
Source Sans Pro Semibold Italic
Source Sans Pro Bold
Source Sans Pro Bold Italic
Source Sans Pro Black
Source Sans Pro Black Italic

SECONDARY FONT
Roboto Slab

Roboto Slab Light
Roboto Slab Regular
Roboto Slab Medium
Roboto Slab Semibold
Roboto Slab Bold
Roboto Slab Extrabold
Roboto Slab Black

Imagery

Imagery plays two distinct roles in this system: to show Downtown Portland as an active place where people feel alive and connected, and to show the value of Downtown Portland Clean & Safe's work. Images should reflect the authenticity behind these efforts and the personal nature of the people behind the work. All images, regardless of audience, should have a bright but realistic color saturation, a balanced composition, and a vibrant energy that reflects the active nature of Downtown Portland.

Caring | Active | Authentic

Energetic | Diverse | Engaged
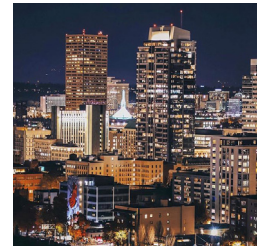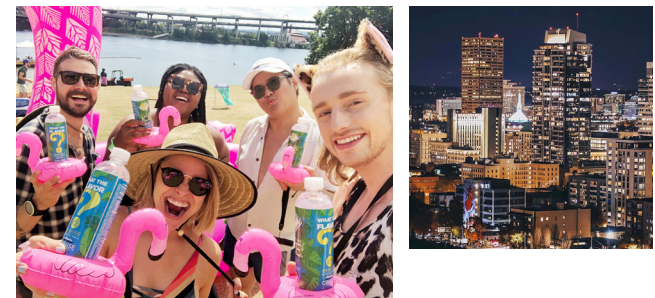
Design Application Sample Treatments

B2B
Speaking to the Business Community

The visual identity system can be leveraged to speak to a business audience in a different way than a consumer audience. A more subdued color palette alongside a classic grid system and clean typography results in a more professional tone to serve the business community. Some general guidelines for B2B applications are:

- Downtown Portland Clean & Safe version of the logo.

- Minimal use of color, but flex options of accent color paired with the core brand navy and teal.

- Maintaining "centrality" concept through layouts as possible.

- Leverage core brand typeface Proxima Nova for longer copy and leveraging the bold headline typeface Phosphate and Adelle for headlines and small call-outs.

In the World

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B2B APPLICATIONS: LETTERHEAD OPTIONS

Simple letterhead

Dynamic letterhead

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Phone 503 224 8684   Fax 503 323 9186
DowntownPortland.org

121 SW SALMON ST., SUITE 1440, PORTLAND, OR 97204   PHONE **503 224 8684**   FAX **503 323 9186**   DOWNTOWNPORTLANG.ORG
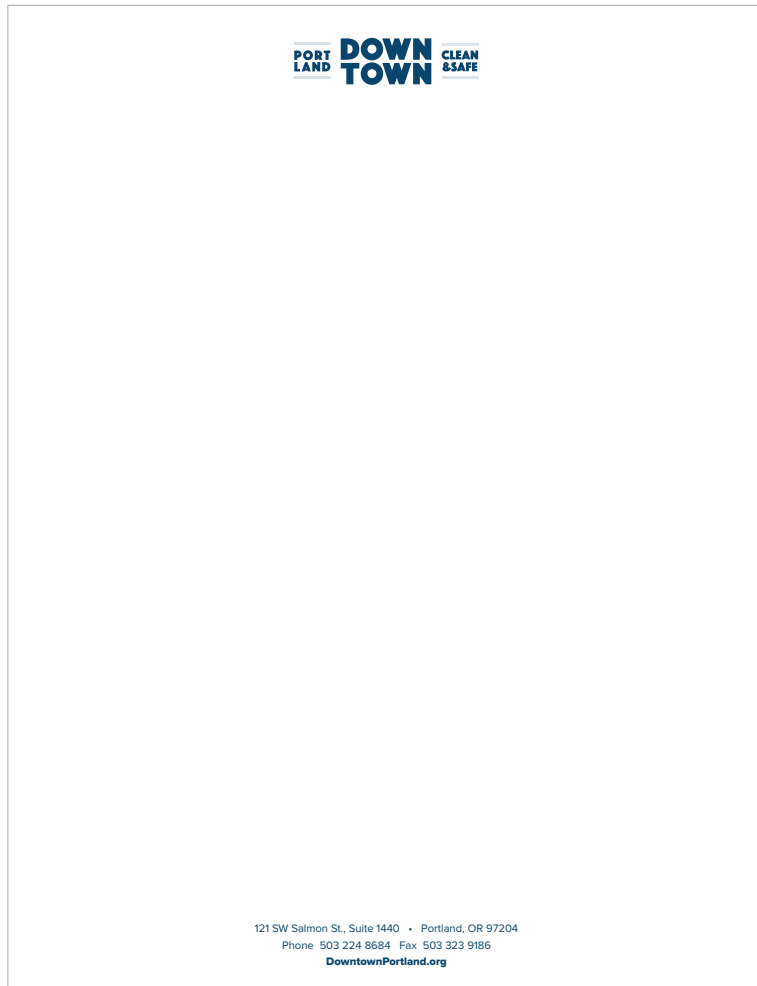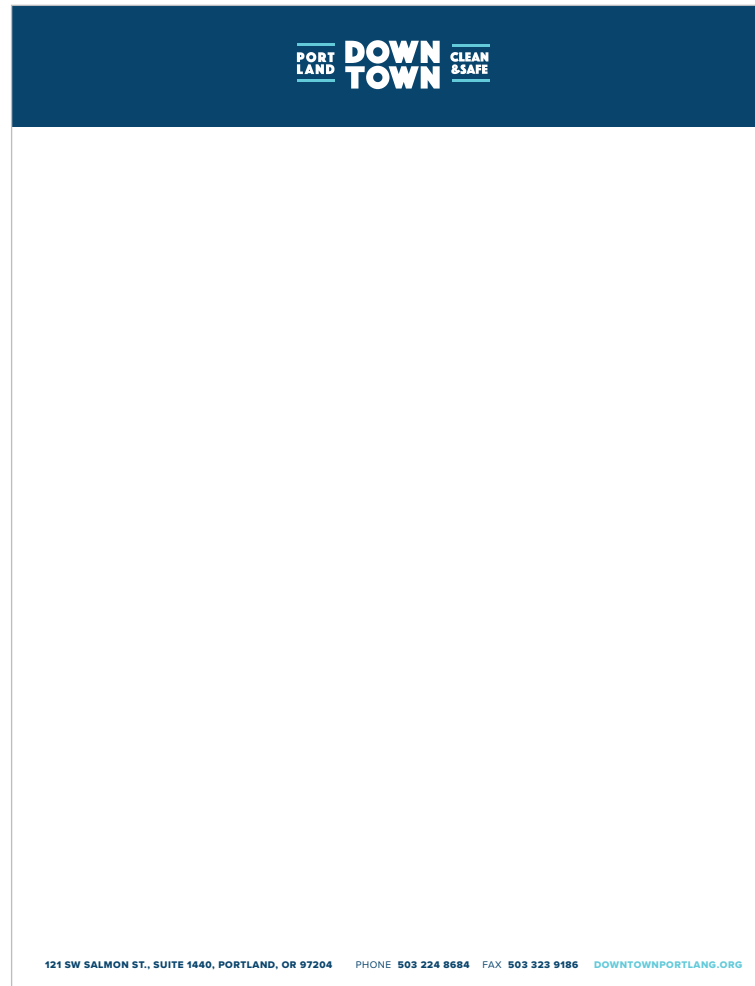
Example layouts for print or digital applications

WE ARE ALL INVITED

DOWN TOWN PORTLAND

CLEAN &SAFE DISTRICT

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Maecenas faucibus mollis interdum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Aenean lacinia bibendum nulla sed consectetur. Nullam quis risus eget urna mollis ornare vel eu leo. Cum sociis natoque penatibus et magnis dis

DOWNTOWNPORTLAND.ORG

PORT LAND DOWN TOWN CLEAN &SAFE

2020 Downtown Annual Plan

VIBRANT. FOR RESIDENTS, VISITORS, AND WORKERS ALIKE.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet.

Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Maecenas faucibus mollis interdum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Aenean lacinia bibendum nulla sed consectetur. Nullam quis risus eget urna mollis ornare vel eu leo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec ullamcorper nulla non metus auctor fringilla. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nullam quis risus eget urna mollis ornare vel eu leo.

Report cover options
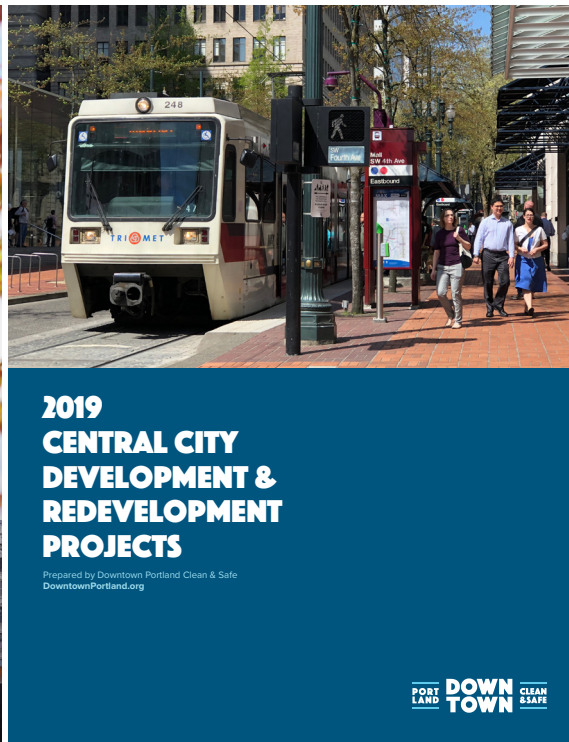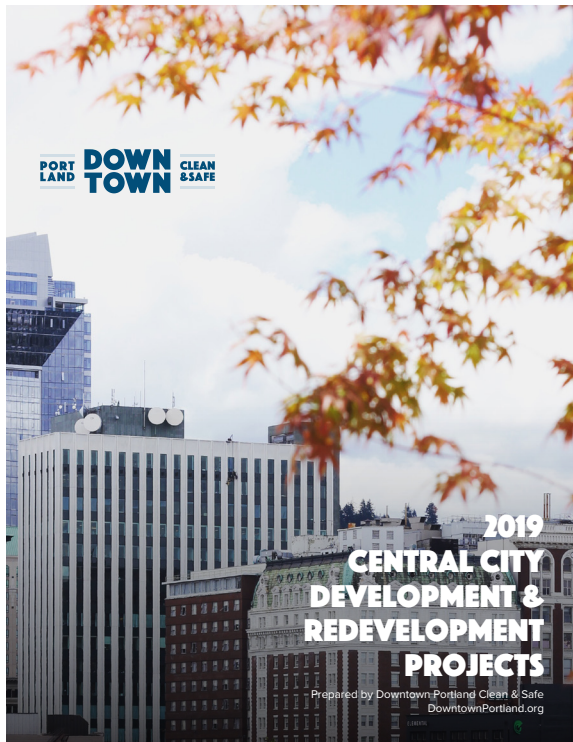
Report layout

CENTRAL CITY DEVELOPMENT & REDEVELOPMENT PROJECTS

Prepared by Heritage Consulting Group

Purpose

This document is intended to provide a five-year window on real estate development in Portland's Central City. For the purposes of this document, the Central City includes the following sub-districts: Downtown, West End, University District, River District, South Waterfront, the Central Eastside, and Lloyd District. The subsequent pages begin with general comments followed by a summary of projects under construction, projects in design, projects in concept and projects completed in the last five years.

Overview

Portland has historically been a very attractive second-tier real estate market. As the largest city between San Francisco and Seattle, Portland has a national and international reputation as a sustainable, vibrant, and trendy city with a legacy of aggressive growth management strategies and robust investments in alternative transportation. It is well recognized for its livability and continues to attract a highly-educated workforce. Economic leaders are focused on job creation in the growing sectors of clean tech, activewear, software, research and advanced manufacturing industries. Cumulatively, this has resulted in a marketplace that is largely stable and fueled by consistent in-migration. As in recent years, the real estate marketplace has been extraordinarily active in a large number of projects across all sectors in nearly every geographic area of the city and region. With high demand and less supply, particularly within the housing sector, these conditions have presented a challenge around affordability. Current projects are providing significant additional supply and may mitigate this challenge. The city continues to explore strategies to spur additional housing development. Despite cost pressures, Portland remains a preferred and affordable location for businesses and residents to call home.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Aenean eu leo quam eget metus.

The on-going success of the Portland market, and the specific success of the Pearl District and South Waterfront, have spurred public, private and institutional long-range planning on available vacant land. In total, there are approximately 65 acres under consideration for a handful of projects. As these visions come to fruition, they will likely alter local development dynamics. Seemingly the most near term is the 13-acre one-time regional postal center strategically located between the Pearl District, Downtown and Old Town. United States Postal Service (USPS) has begun the process of relocating. Planning at the complex is anticipated to move swiftly. At the south end, Oregon Health & Science University's (OHSU) South Waterfront campus continues to grow. Nearby is the largest available land track, the Zidell Yards parcel with 33 acres. Also nearby is RiverPlace, a 1980 development currently being reimagined for a modern Portland. Across the river is the 11-acre OMSI District, the largest east side tract of open land. With robust streetcar and light rail access, the OMSI district offers a potential outlet for the continued strength of the Central Eastside and conceptually the potential to bridge downtown Portland's commerce with what's happening on the South Waterfront.

General Comments - Markets

Office Development

Portland has established itself as an attractive niche for creative and tech enterprises. The relatively lower cost of living and, compared to other major West Coast cities, relative housing affordability encourages firms to establish satellite and secondary offices. For this reason, the Portland office market continues to move positively as unemployment in the city remains low at 4.3%.

According to Colliers, citywide vacancy rates are 10% with the Central City at 13.2%. Rental rates in the Central City average $32.40, with Class A rates at $35.78 and Class C at $26.52.

At the core, these rates reflect the fundamental stability of downtown Portland's finance, insurance and real estate sectors. The health of the market is reflected in the relatively quick absorption, with 1.5 million square feet of commercial office space recently completed and another 800,000 plus square feet of new commercial office space under construction. The competition is shown by the modernization of significant, but aging, Class A towers, such as the Wells Fargo Center and PacWest Center.

Major projects can be found in all sections of the Central City, but particularly in Downtown, South Waterfront and the Central Eastside.
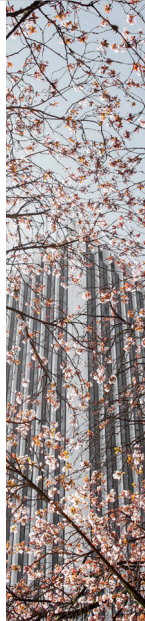
Retail Development

Portland has long been recognized as a strong retail market, and Downtown Portland is often used as an example of urban vitality built on an established mix of national and local independent retailers. With strong Central City employment, upscale residential housing, a growing tourism base and retail sales that have increased during the last five years, Downtown Portland has the pillars for continued long-term retail growth. According to Portland State University's Quarterly Real Estate Report, current retail vacancy is 4.4%, the lowest in a decade.

For this reason, both of Portland's Central City "shopping malls" — Pioneer Place in downtown and Lloyd Center on the east side — are undergoing major renovations. Nearly every major project in the Central City includes ground floor retail space. Of particular note, many smaller one-time industrial buildings along the periphery of downtown and in the Central Eastside are transitioning into new uses, many for craft food. This retail success supports the continued proliferation of less formal venues, including farmers markets, food carts and "pop-up" retailers. This success is due to the city's continued commitment to its Downtown Retail Vision, which offers a targeted series of design improvements, zoning changes and financial incentives.

Housing Development

Portland has long led the nation in going "back to the city" with downtown residential development. Housing development in the 1990s largely concentrated on high-rise, high-end condominium projects built on vacant land, mostly in the Pearl District and South Waterfront. These projects transformed the neighborhoods into national models of mixed-use, sustainable development. It also stimulated the growth of mid-rise projects at the perimeter of the Central City, both on the east and west sides, and more recently the development of Lloyd District as an office/residential community with its own unique character. According to the Portland State Real Estate Quarterly, present occupancy for long-term rental citywide is 95%.

Since 2011, roughly 5,800 new residential units have been built in the Central City, ranging from affordable and workforce, to luxury housing. Roughly 10% were designated as affordable or workforce housing. Another 3,200 residential units in 18 projects are under construction, with roughly 15% slated for affordable or workforce housing. Exclusive of the Broadway Corridor, Zidell Yards and OMSI District sites, the Central City may anticipate another 1,500 units in design development. These numbers are exclusive of projects on the perimeter of Central City, which is also seeing a huge growth in housing units. Notable development includes the Conway property development, projected 1,100 to 1,500 residential units, and Goose Hollow activity, such as the recently completed Mill Creek 140-unit Jefferson Flats at 2040 SW Jefferson and the Press Blocks, a proposed full block project with an office and residential building on the site of the former Oregonian printing plant that will have more than 300 units.

Despite an active residential marketplace, city leaders remain concerned about the development of affordable housing inventory. To that end, in 2017, the city embarked on an Inclusionary Housing Program. This program requires that residential development projects with 20 or more dwelling units in one building must include a certain number of units that are affordable. To comply, the city offers six different options. These range from paying a fee in lieu, building affordable units off-site, or including a percentage of units within the project that are targeted to meeting median family income (MFI) levels. For projects targeting 80% MFI, the percentage of affordable units is 15%; for projects that target 60% MFI, it is 10%. To date, this policy appears to have slowed permitting for new residential projects.

Donec id elit non mi porta gravida at eget metus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

B2C
Speaking to Consumers

When speaking to a consumer audience, the visual identity system can flex to be more vibrant and playful, utilizing more colors from the palette and leveraging the full type system. While the core brand colors should be retained for all applications, the secondary palette can serve as a primary color for various materials or campaigns to reach different consumer audiences or markets. Some general guidelines for B2C applications are:

- Downtown Portland version of the logo.

- Expanded use of color paired with the core brand navy and teal.

- Pushing "centrality" concept through layouts in unique and engaging ways.

- Leverage core brand typeface Proxima Nova alongside headline typeface Phosphate with Adelle for small supporting copy.
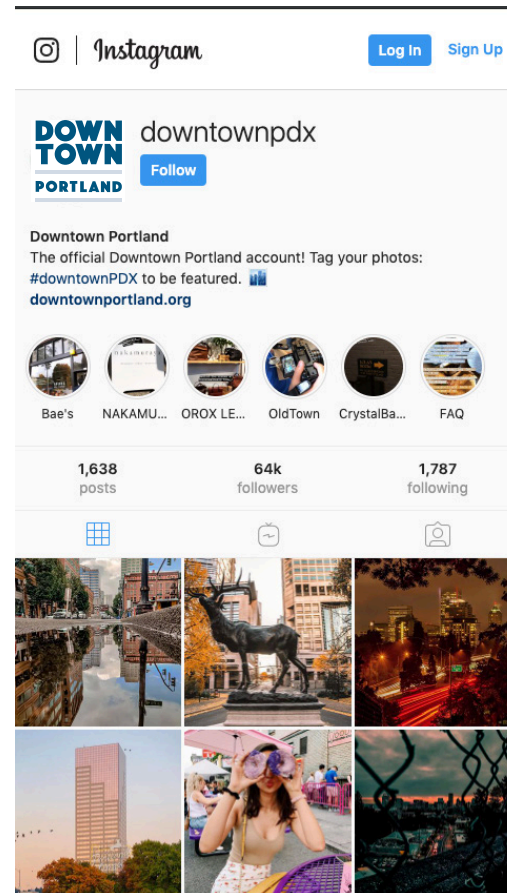
Website branding

Social media

DREAM IT
KNOW IT
MAKE IT
OWN IT
SHARE IT
SHOW IT
LOVE IT

DOWN TOWN PORTLAND   CLEAN &SAFE DISTRICT

LOVE EVERY MOMENT
#DOWNTOWNPDX

FEELS LIKE DOWNTOWN

PORT DOWN TOWN LAND

VIBRANT. LIKE YOU.

Nullam quis risus eget urna mollis ornare vel eu leo. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Praesent commodo cursus

DOWNTOWNPORTLAND.ORG

PORT DOWN TOWN LAND

A branded logo lock-up provides an opportunity to flex the brand for a particular campaign or event. The following lock-ups are examples of how the logo can expand to include images or illustration and the expanded color palette to create a unique branded solution.