

All Classical

P O R T L A N D

Brand Identity Guidelines

The basic elements of the All Classical Portland visual identity for advertising, brand identity and communications.

Purpose

All Classical Portland has established a set of global guidelines for advertising, brand identity and communications.

The principals of a successful house style are important. They create the framework which allows creativity across markets and cultures while helping to build a strong brand image through the consistent use of key elements. These include branding, format, color, and typeface.

Who needs to know?

Anyone who uses the All Classical Portland identity in advertising, presentations or other communications.

All Classical

P O R T L A N D

Primary Logo

- The black logo on white is always preferred. It should be used on a white or light background.
- When used on a dark background, you are able to invert the black parts to white.
- Do not use the logo on a background that provides insufficient contrast.

There are two options for the branding of a piece of communications

All Classical

P O R T L A N D

All Classical

P O R T L A N D

All Classical

P O R T L A N D

Minimum clear space rule

To ensure that the brand mark remains uncrowded a minimum clear space rule applies. The full height of the “A” equals “x”. The minimum clear space is 1x around the entire logo.



Minimum size

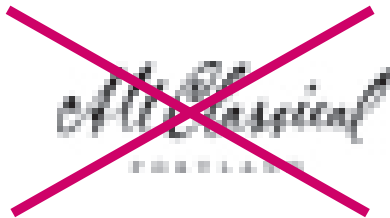
To ensure that the brand mark remains readable the full height of the “A” must never be smaller than .2 in. (5 mm)



Incorrect Usage





- Please ensure that you maintain the aspect ratio when enlarging the logo.
- Do not add a stroke around the logo.
- Gradients are not to be added to the logo.
- The logo must never be rotated.
- Do not add a drop shadow of any type behind the logo.
- Do not use multiple colors within the logo.
- The logo must not be interrupted by images or textures.
- Elements of the logo must not be moved.
- Do not use low resolution or pixilated version of the logo

Examples of incorrect usage



Color

The primary color for the logo is black on white although the following colors may be used with the CEO's approval. Black and white may also be used in conjunction with these colors.

		C	M	Y	K		R	G	B		HEX		Pantone
	Blueberry	96	54	5	46		35	97	146		236192		647
	Merlot	0	97	87	60		128	47	45		802f2d		7624
	Wheat	0	19	58	22		188	153	93		bc995d		7556
	Gray	26	16	9	43		129	131	135		818387		Cool Gray 10

Typefaces

Primary: Adobe Caslon Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Alternate: Palatino

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

All Classical

P O R T L A N D