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.
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
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 then .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.

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

Typefaces

Primary: Adobe Caslon Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Alternate: Palatino
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890