

BRAND GUIDELINES

FEB 2024 PREPARED BY JESS STEELE, ARYA RADHIKA, AND TODD DAVILLA

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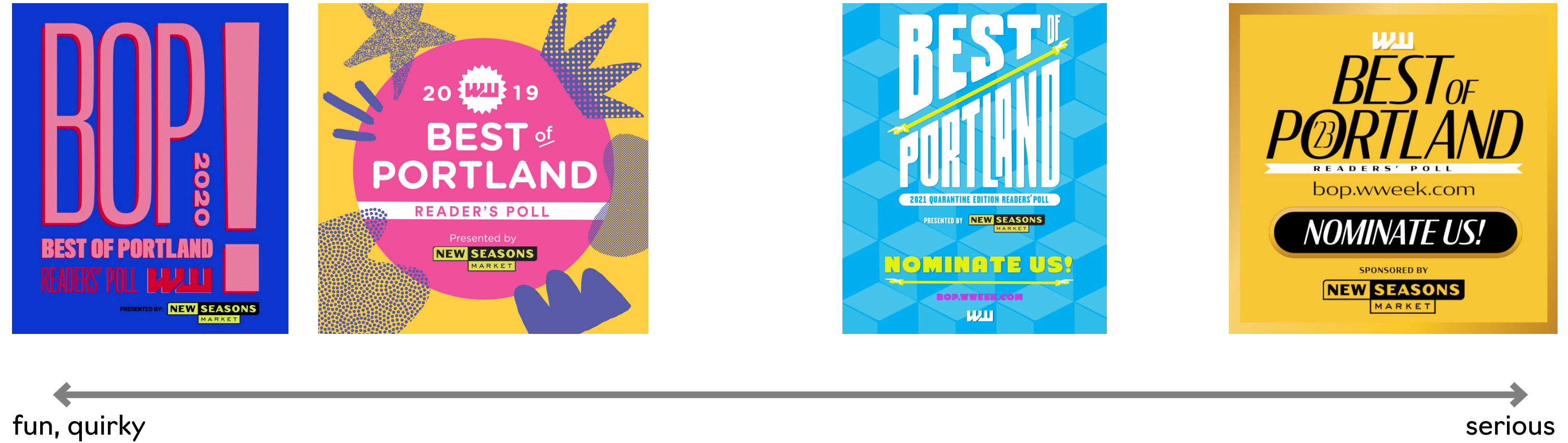
BRAND POSITIONING

PAST BRANDING

Willamette Week has the advantage of being the only publication in the Portland area that hosts a “Best of...” readers’ poll event. The WW is definitive source for news, while maintaining a quirky, straight-forward style.

The annual Best of Portland poll is open to the community to help lift up and support their favorite local businesses and bring this event to their readers through their free weekly publication and website.

In recent years, the annual Best of Portland Readers’ Poll has presented branding that has ranged from quirky in some years, to a more serious tone.



DESIRED BRAND ATTRIBUTES

In our interview with Willamette Week, a number of desired attributes for the Best of Portland Readers' Poll brand came up. Most notable words were: irreverent, celebratory, flexible, inclusive, and community-driven.

Our design communicates the Best of Portland Readers' Poll as the authentic voice of Portlanders, in celebrating what makes the city of roses special.

We developed a well-considered brand design that projects "street cred" irreverence, while being well-considered, consistent, and immediately recognizable.

Irreverent

vibrant *quirky* *weird* *community driven*

gritty *niche* *celebratory*

promoting small businesses

rough around the edges (yet well-considered) *grassroots* *"not necessarily 'accurate'"* *inclusive*

LOGO

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LOGO DESIGN

Our logo combines the celebratory feel that encompasses the Best of Portland Readers' Poll event with a rough-around-the-edges texture to symbolize its authenticity.

The "P" monogram design creates a medallion and ribbon motif, while our "Best" utilizes typeface and angles to create a homage of Portland's White Stag sign.

We have designed several logo variations ("lockups") that are optimized for a range of containing-space shapes.





Square variant



Tall variant



Circle variant

LOGO VARIANTS



Wide variant



Monogram



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CLEARSPACE

In order to stand out and avoid a cluttered appearance, we have established parameters to keep our logo looking its best.

When using any of the full variations of the logo, please leave an amount of clearspace equivalent to the width of the ribbon stem from the "P" of the monogram.

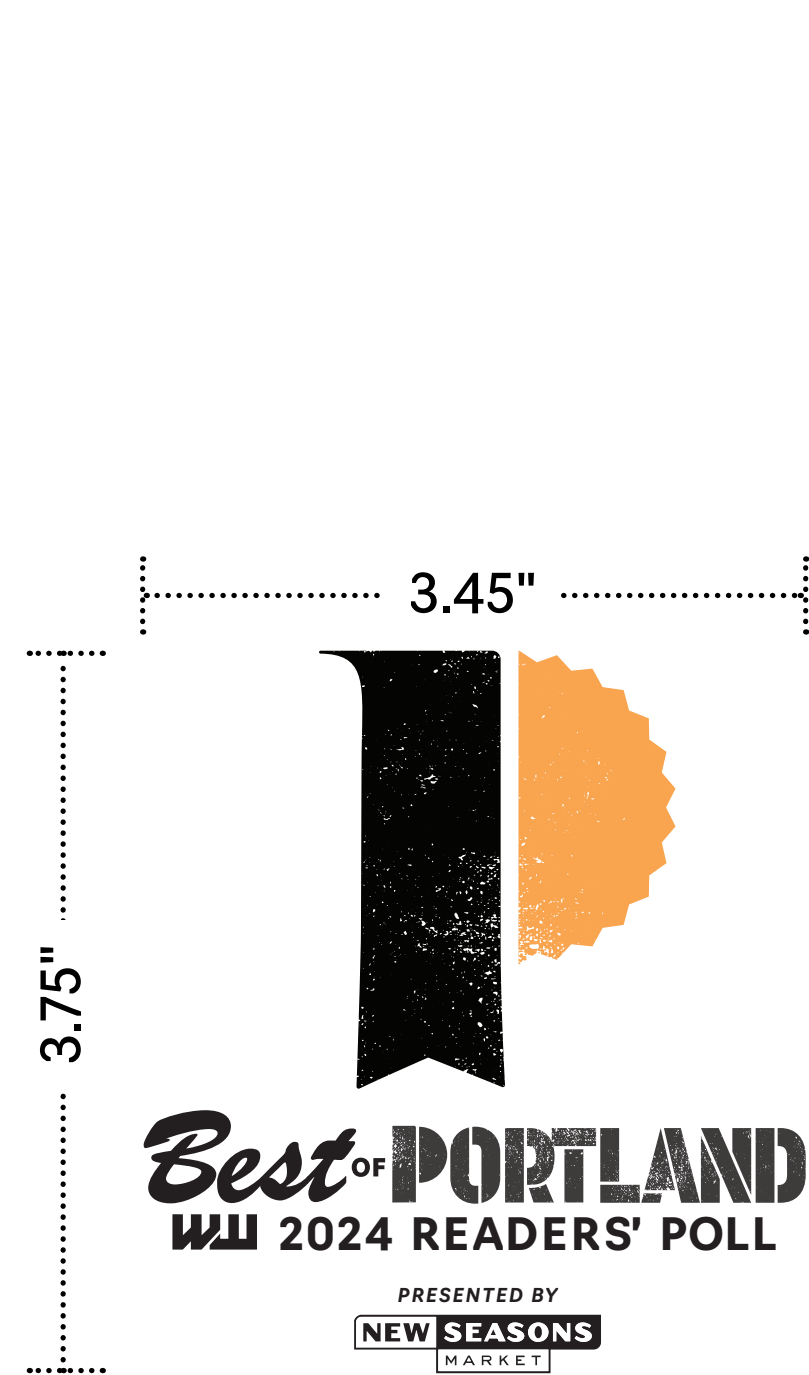
When using only the monogram, allow a set amount of clearspace equal to half of the ribbon width.



MINIMUM SIZE

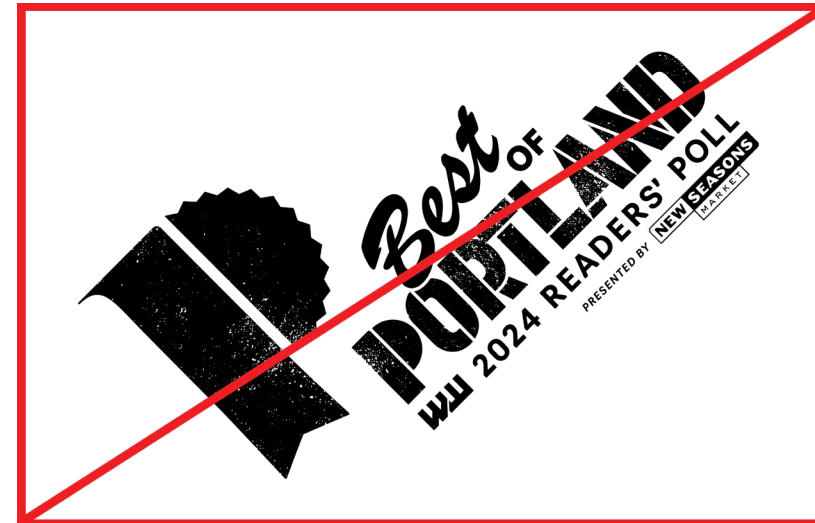
A good rule of thumb for minimum sizes for our logo wordmark design is to make sure the "Presented By" text is never smaller than Navigo font at 9pt size for legibility.

Our monogram design was created to be flexible enough for nearly every possible large and small scale format you would need, however.



LOGO DON'TS

While we want you to utilize this logo to its fullest potential, we have taken many considerations into its design.



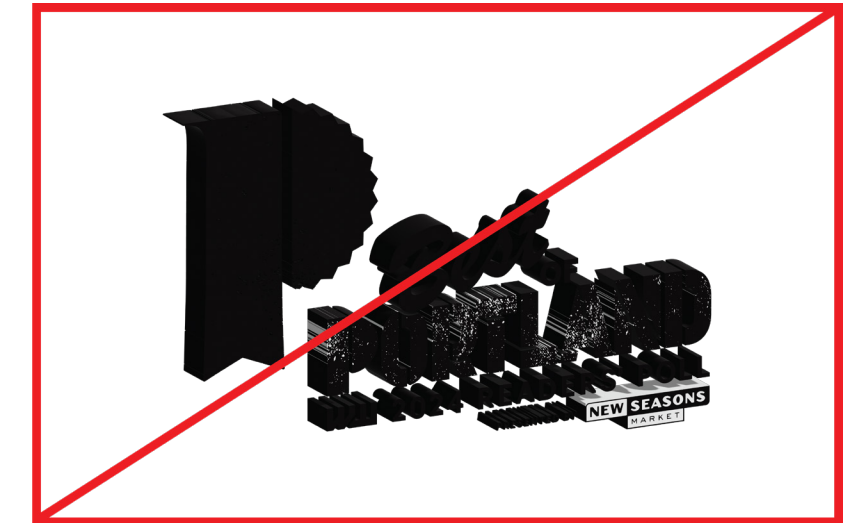
DO NOT rotate the logo



DO NOT add a stroke



DO NOT add gradients



DO NOT convert to 3-D



DO NOT stretch it



DO NOT use off-brand colors



DO NOT replace the "p" in Portland with the monogram



DO NOT remove the texture

VISUAL IDENTITY

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TYPOGRAPHY

KOROLEV MILITARY STENCIL (REGULAR)

Our header text is Korolev Military Stencil.
Loud and bold, we use this to make the word
"Portland" stand out.

- Tracking: -25
- Case: UPPERCASE ONLY
- Availability:
Adobe Fonts

ABC

**PORTLAND'S BEST,
AS CHOSEN BY YOU!**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&*^&*

NAVIGO (BLACK)

Our body copy text is Navigo (Black).
Clean and simple, we use this in our logo for
legibility in our wordmark.

- Tracking: -20
- Case: may be all-uppercase, or mixed
- Availability: Adobe Fonts

Aa Bb Cc

**PORTLAND'S BEST,
AS CHOSEN BY YOU!**

**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**

1234567890!@#\$%^&*

BRUSH ATF (BOLD)

Our accent text is Brush Script. Whimsical and flowing, we use this to not only highlight the word “Best” in the logo, but as a nod to Portland’s White Stag sign (particularly when tilted to 13°, as in stacked variants of the logo).

- Tracking: -20
- Case: mixed
- Availability:
Adobe Fonts

Aa Bb Cc

*Portland's Best,
as Chosen by You!*

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
1234567890!@#\$%^&*

The three typefaces combine different aspects to create our logo, much like the diversity of Portland is what makes the city so special.

The hierarchy between the three is key to creating an aesthetically pleasing logo wordmark, and corresponding branded copy.

**THIS IS A
HEADER WITH
AN *Accent***

THIS IS BODY COPY. IT CAN EITHER BE IN ALL-CAPS AS A SECOND-LEVEL HEADING, or used in mixed case in longer passages, to enhance readability.

COLORS

Our primary color is a beautiful gold to accentuate our design and make the celebratory vibe take center stage. We paired this gold with black, as they complement and elevate each other.

MEDALLION GOLD

C 0, M 41, Y 77, K 0

R 250, G 166, B 81

#FAA651

BOLD BLACK

C 50, M 50, Y 0, K 100

R 0, G 0, B 0

#000000

SECONDARY PALETTE

For our seven categories, we took inspiration from the city of Portland itself. From iconic sights to the things Portlanders love, these colors help distinguish each category from one another.

<p>BRIDGE STEEL</p> <p>C 71, M 71, Y 50, K 44 R 65, G 57, B 71</p> <p>#413947</p> <p>Category: People</p>	<p>PDX CARPET TEAL</p> <p>C 82, M 36, Y 49, K 11 R 42, G 121, B 122</p> <p>#2A797A</p> <p>Category: Health & Wellness</p>	<p>JAPANESE GARDEN ROSE</p> <p>C 17, M 99, Y 54, K 3 R 198, G 35, B 87</p> <p>#C62357</p> <p>Category: Food</p>	<p>LATTE LOVE</p> <p>C 29, M 63, Y 87, K 17 R 160, G 99, B 54</p> <p>#A06336</p> <p>Category: Drinks</p>
	<p>PIONEER SQUARE BRICK</p> <p>C 13, M 72, Y 95, K 2 R 211, G 101, B 45</p> <p>#d3652d</p> <p>Category: Arts & Entertain.</p>	<p>FOREST PARK FERN</p> <p>C 66, M 20, Y 100, K 4 R 101, G 154, B 65</p> <p>#659a41</p> <p>Category: Cannabis</p>	<p>LAVENDER FIELDS FOREVER</p> <p>C 44, M 69, Y 14, K 0 R 153, G 102, B 153</p> <p>#996699</p> <p>Category: Goods & Services</p>

ICONS

In addition to our color palette, we mix in our brand image treatment to distinguish each category.

We also created a complete set of simple, one-color icons for each category that utilize our brand texture and category color system.



IMAGES

Rather than rely on illustrations for our brand, we designed this brand system to leverage Willamette Week's existing treasure trove of Portland photography.

Images used for this brand would not be generic city stock photos, but actual photos of Portland spots that are quirky, local, and recognizable.



IMAGE TREATMENT PROCESS

Our branded image treatment is created by stylizing a foreground and background image.

DIRECTIONS:



1. Mask the foreground image.



2. Filter the image to black and white.



3. Posterize the image.



4. Apply gradient map using appropriate color from brand palette at the dark end, and white at the light end.

Now that the foreground is complete, we will repeat the process to create the background image:



5. Mask background image.



6. Filter background image to black and white.



7. Posterize background image.



8. Add gradient map based on brand colors.



9. Place the foreground image onto the background image, with blending mode set to "Multiply"

The brand image stylization is complete!

APPLICATIONS

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We would love to explore potential products that may vitalize and promote Best of Portland 2024.

Such products may include templates for businesses to print their own stickers, coffee-cup sleeves, and advertisements to get nominated for Best of Portland.

Let's help Portlanders get excited to participate in the Best of Portland Readers' Poll together!

The possibilities are endless.



Social media frames for participants to download and utilize.



Best OF PORTLAND

WJ 2024 READERS' POLL

PRESENTED BY **NEW SEASONS** MARKET

VOTE FOR YOUR BEST!

Year after year, we trust you all to use your arsenal of knowledge to help us nail down the establishments—and more—that are near and dear to the city.

You never disappoint and always channel the energy of a city with so much to offer into our annual poll. We received hundreds of thousands of votes from people passionate about Portland, who care deeply about their local food, businesses, and services.

SELECT A CATEGORY:

- ARTS & ENTERTAINMENT
- FOOD
- DRINKS
- HEALTH & WELLNESS
- GOODS & SERVICES
- CANNABIS
- PEOPLE

POWERED BY SceneThink

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- CANNABIS
- PEOPLE

POWERED BY SceneThink





NOMINATE US!
 Want to show us some love? Let Willamette Week know you think we're some of the best Portland has to offer!

Arts & Entertainment
 Cannabis
 Food
 Drink
 Goods & Services
 People
 Wellness & Selfcare



Best OF PORTLAND
 WW 2024 READERS' POLL
 PRESENTED BY NEW SEASONS MARKET



Best OF PORTLAND
 WW 2024 READERS' POLL
 PRESENTED BY NEW SEASONS MARKET

BEST PEOPLE CATEGORY 2024



VOTE FOR US!

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GIVE US YOUR BEST SHOT.

...OR MUG, OR GLASS,, OR WHATEVER YOUR PREFERRED DRINK MAY BE, WE WANT TO HEAR ABOUT IT!

NOMINATIONS ARE OPEN FOR WILLAMETTE WEEK'S READERS' POLL OF PORTLAND'S BEST DIVE BARS, TEA SHOPS, KOMBUCHA, COFFEE, AND MORE! **NOMINATE IN ANY OF SEVEN CATEGORIES!**

NOMINATE NOW!




Best of PORTLAND
WU 2024 READERS' POLL

PRESENTED BY NEW SEASONS MARKETS



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A COLLABORATIVE DESIGN BY
JESS STEELE,
ARYA RADHIKA,
AND TODD DAVILLA