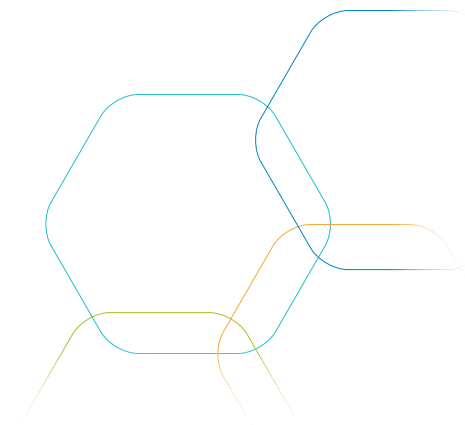
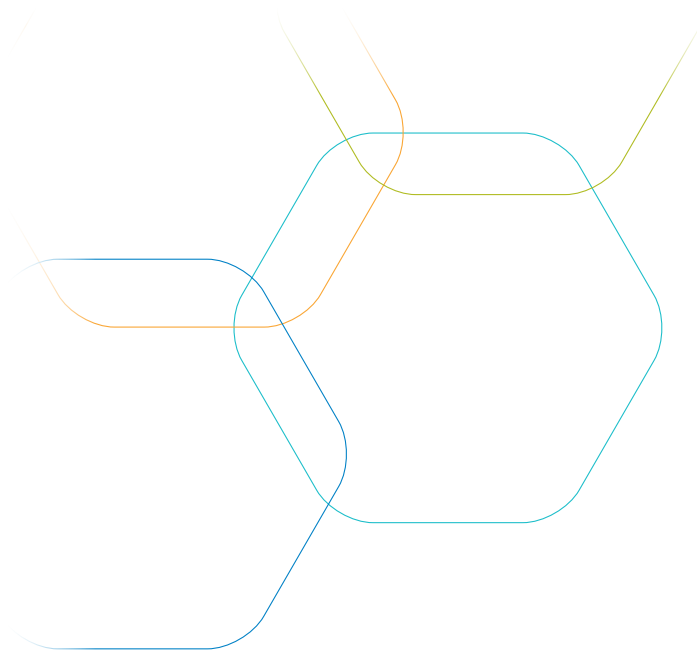




PORTLAND EXPO CENTER | LOGO GUIDELINES

UPDATED JULY 10, 2011



PORTLAND EXPO CENTER | LOGO VARIATIONS

**Full Color
(CMYK or RGB)**



To be used for full-color (CMYK) digital and offset printing, including advertising, collateral and signage. Use RGB version for web, TV and other electronic media.

Grayscale



To be used for black-and-white and/or one-color print applications, including advertising, flyers and tickets.

**Black and White/
Single, Solid Color**



To be used for applications where shading is not an option, such as ink stamps, 1-color screen printing or faxes. When printing in a single color, use one of the logo colors (see color palette) whenever possible. White ink may be used on promotional items if necessary.

PORTLAND EXPO CENTER | LOGO LOCKUP

Full Color Lockup



Grayscale Lockup



Black and White/
Single, Solid Color



To be used for applications when Metro's logo and Portland Expo Center website is not otherwise represented (ie: sponsorship on banner).

PORTLAND EXPO CENTER | LOGO GUIDELINES

Minimum Size



To ensure proper legibility, never reproduce the logo in dimensions below 1-1/4 inch. For web, log must be at 134x51 px at 72 dpi.

Clear Space



Clear space is the minimum “breathing room” to be maintained around the logo. It should be kept free of graphics, text and other elements. It also defines the minimum distance from the logo to the edge of a printed piece or border.

(X = Height of “PORTLAND” lettering)

Unauthorized Use



Do not remove any elements of the logo.



Do not distort the logo in any way.



Do not place the logo on a dark background.

PORTLAND EXPO CENTER | COLOR PALETTE

Logo Colors



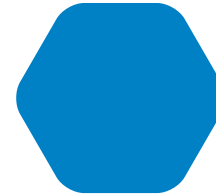
ORANGE
Pantone® 1375
c: 0 m: 40 y: 90 k: 0
r: 255 g: 155 b: 71



NW GREEN
Pantone® 583
c: 30 m: 0 y: 100 k: 12
r: 159 g: 173 b: 62



AQUA
Pantone® 7466
c: 70 m: 0 y: 23 k: 0
r: 0 g: 178 b: 188



BRIGHT BLUE
Pantone® 3005
c: 100 m: 35 y: 0 k: 0
r: 0 g: 118 b: 189

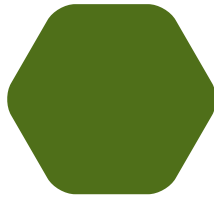


SLATE GRAY
Pantone® 7540
c: 57 m: 45 y: 38 k: 9
r: 109 g: 112 b: 118

Secondary Colors



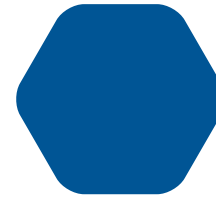
WARM RED
Pantone® 180
c: 7 m: 78 y: 68 k: 12
r: 187 g: 92 b: 90



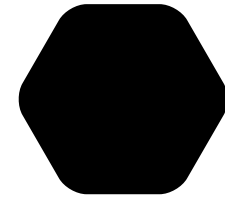
FOREST GREEN
Pantone® 371
c: 38 m: 11 y: 89 k: 40
r: 99 g: 113 b: 75



DEEP AQUA
Pantone® 7474
c: 86 m: 10 y: 33 k: 10
r: 70 g: 141 b: 151



METRO BLUE
Pantone® 647
c: 80 m: 46 y: 11 k: 8
r: 60 g: 83 b: 111

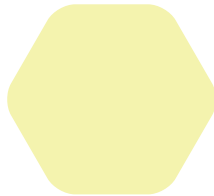


BLACK
c: 0 m: 0 y: 0 k: 100
r: 0 g: 0 b: 0

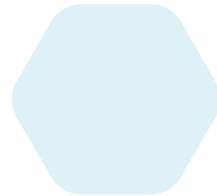
Background Colors



CREAM
Pantone® 7500
c: 3 m: 4 y: 27 k: 2
r: 231 g: 220 b: 186



LIMON
Pantone® 587
c: 7 m: 0 y: 49 k: 0
r: 232 g: 234 b: 157



SKY BLUE
Pantone® 7457
c: 16 m: 0 y: 5 k: 0
r: 198 g: 229 b: 237



COOL GRAY
Pantone® Cool Gray 2
c: 4 m: 3 y: 7 k: 9
r: 212 g: 212 b: 208

PORTLAND EXPO CENTER | PROMOTIONAL ITEMS

Example



When printing on a light-color item or material, use either the full-color logo, Pantone 3005, or black to ensure legibility.

When printing on a medium- to dark-color item or material, use white ink. Whenever possible, choose items that match the logo palette.