



PORTLAND EXECUTIVES
ASSOCIATION

Brand Guidelines

Version 1 // October 2019

Core Values



At the core, our business brand represents our core values by the four pillars of our basic logo.

Business Opportunity

We deliver value to our fellow members in the leads we provide and promote their business growth in all our actions.

Professional Growth

We commit to the ongoing success and professional growth of each member company of Portland Executives Association.

Collaboration

We promote and support a diverse and unified membership and, respectful of our traditions, we work together to meet our common goals.

Integrity

We act with honor in what we say and do financially, personally and professionally, exemplifying the best of class in an environment of excellence.

About PX

Formed in 1920, the Portland Executives Association (PX) is the region's premier business networking organization, including more than 100 members from throughout the Portland metro area and SW Washington. For more than 99 years, PX has brought businesses together, each representing its own area of expertise. Visit pdxex.org for more information about the association.

Colors

The Portland Executive Association color palette is provided in CMYK, Pantone®, RGB and hexadecimal codes.

Do not use any other colors with the brand without permission.

Dark Blue



CMYK: 92 / 36 / 8 / 2

PANTONE® 7690 C

RGB: 22 / 118 / 169

HEX#: 1676A9

Blue



CMYK: 78 / 11 / 0 / 0

PANTONE® 299 C

RGB: 1 / 160 / 225

HEX#: 01A0E1

Light Blue



CMYK: 46 / 2 / 2 / 0

PANTONE® 297 C

RGB: 105 / 195 / 232

HEX#: 69C3E8

Black



CMYK: 75 / 68 / 67 / 90

PANTONE® Black C

RGB: 0 / 0 / 0

HEX#: 000000

Logo Set

The Portland Executive Association logo set is provided in vector and raster file formats. Vector files are for print use and are provided in EPS and PDF file formats in CMYK and Pantone® color builds. Raster versions are for digital use and are provided in PNG and JPG file formats in RGB color builds.



Horizontal Logo (for white or light backgrounds)



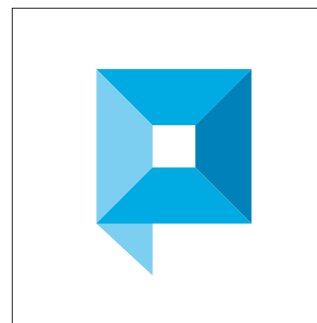
Horizontal Logo (for black or dark backgrounds)



Vertical Logo (for white or light backgrounds)



Vertical Logo (for black or dark backgrounds)



Icon Only
(Shown on white)



Icon Only
(Shown on black)



Logo Usage

When in doubt about usage of the organization's logo or if you have questions about our branding, please contact the Executive Director at rsh@pdxex.org or the office to request clarification about use of the Portland Executives Association brand or logo. We're here to help.

Exclusionary Zone (Logo should have clear space around equal to 1 panel of icon both vertically and horizontally)



Don't

- Don't design a Portland Executives logo yourself.
- Don't alter your logo files. This includes stretching, squeezing, skewing or otherwise distorting proportions or adjusting the layout or design.
- Don't add anything, like words and images, to the PX logo.
- Don't separate the elements of the PX logo.
- Don't use the PX logo as a letter by itself in a word or phrase.
- Don't use more than one logo in the same design space.

Do's

- Always use the Portland Executives Association logo in all Portland Executives Communications.
- Always use the files created by PX when representing Portland Exec's logo.
- Always adhere to clear size and minimum size standards to ensure legibility (e.g., should never appear too small to read).

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Logos on Printed Materials & Business Cards

Please feel free to use any logos from the vector logo set on your printed business communications where appropriate. *Please note: use of the logo is voluntary.*

Logos on the Web

Please feel free to use any logos from the raster logo set to show off your membership in Portland Executives, the region's premier networking organization.

Logos on Merchandise

When designing merchandise, you should use a logo from the vector logo set in the required color build for your project.

You must always use a licensed vendor to produce such items and it must be approved by Portland Executives Association.

Typography

Headlines & Titling

Avenir Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$&?!/+ (.,:;)

Body Text & Labeling

Avenir Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$&?!/+ (.,:;)