Portland Timbers

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- Correct Usage
- Exclusion Zone / Minimum Size

Brand Palette

Typography

Incorrect Usage
- Old Logos

Additional Marks
- Championship
- Secondary
- Wordmark
- Tertiary
- Stand Together

Logo Manipulation

Contact
PRIMARY LOGO
PRIMARY LOGO

CORRECT USAGE

The full-color Portland Timbers logo is always preferred for brand applications.

When full-color capabilities are not available, a single-color variation in PMS 350c should be used. When placed on a black background, a black/white variation is preferred. On color background, the axe should always be the lighter color.

NOTE: When embossed, the Axe and chevrons should always be raised from the surface. When etched, the axe and chevrons should be translucent.
PRIMARY LOGO

EXCLUSION ZONE

To protect the integrity of the Portland Timbers primary mark, it is required that no other logo is placed within the exclusion zone. The required distance (x) can be measured as the width of the base of the axe.

MINIMUM SIZE

The primary mark should not be displayed smaller than ½ inch in diameter, unless approved by the Portland Timbers Marketing department.
The traditional Timbers color of Ponderosa is inspired by the pines of the deep, lush Oregon forests, while the classic gold boldly punctuates our identity.

**Ponderosa**
- **Pantone**: 350c
- **Process**: C:79  M:0  Y:100  K:75
- **Hex**: #004812
- **Video**: R:0  G:72  B:18

**Gold**
- **Pantone**: 117c
- **Process**: C:22  M:39  Y:100  K:2
- **Hex**: #cb9700
- **Video**: R:203  G:151  B:47

**White**
- **Process**: C:0  M:0  Y:0  K:0
- **Hex**: #ffffff
- **Video**: R:255  G:255  B:255
Brand Identity Style Guide

Portland Timbers

TYPOGRAPHY

HEADLINES

The official typeface for the Portland Timbers is a display face, Stainless. It has three different weights and is best used for headlines and pull quotes.

STAINLESS - BLACK

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M</th>
</tr>
</thead>
<tbody>
<tr>
<td>N O P Q R S T U V W X Y Z</td>
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STAINLESS BOLD

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STAINLESS REGULAR

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<td>N O P Q R S T U V W X Y Z</td>
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BODY COPY

The Helvetica Neue font family is the preferred font to complement Stainless. This type family has a wide array of weights and treatments including condensed and extended varieties. Standard and condensed versions are preferred, extended versions are rarely necessary and should not be used for body copy.

HELVETICA NEUE ROMAN

<table>
<thead>
<tr>
<th>A B C D E F G H I J K L M</th>
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<tr>
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HELVETICA NEUE BOLD CONDENSED

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HELVETICA NEUE BLACK

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INCORRECT USAGE

PRIMARY BADGE

The Portland Timbers mark is not to be rotated, reversed, cropped or skewed in any way without approval from the Portland Timbers Marketing department. Please note a few examples of incorrect logo usage for the primary mark.

OLD LOGOS

The Portland Timbers brand has evolved over the decades and its identity has changed along with it. These iterations of the logo are similar to our current mark but should NEVER be used.

Note: There are subtle differences in the simplicity of our current mark from the most recent former version.
ADDITIONAL MARKS

CHAMPIONSHIP LOGO

The Portland Timbers Championship logo is not to be used without approval from the Portland Timbers Marketing department.
CHAMPIONSHIP LOGO

EXCLUSION ZONE

To protect the integrity of the Portland Timbers primary mark, it is required that no other logo is placed within the exclusion zone. The required distance (x) can be measured as the width of the base of the axe.

The size of the star is equal to the width of the base of the axe (y) and should not be enlarged or shrunk. The distance of the star to the logo is never more or less than the width between the thinnest part of the axe (z).
Brand Identity Style Guide
Portland Timbers

CHAMPIONSHIP LOGO
CORRECT USAGE

The full-color Portland Timbers championship logo is always preferred for brand applications.
ADDITIONAL MARKS

SECONDARY LOGO

The Portland Timbers Secondary logo is directly taken from the primary logo and should not be used in addition to or next to the primary logo.
ADDITIONAL MARKS

WORDMARK

The Portland Timbers Wordmark is directly taken from the secondary logo and should not be used in addition to or next to the primary logo.

The Wordmark is not to be used without approval from the Portland Timbers Marketing department.
ADDITIONAL MARKS

TERTIARY LOGOS

The Portland Timbers Tertiary logo and Fan-Made Ligature are not to be used without approval from the Portland Timbers Marketing department.
ADDITIONAL MARKS

STAND TOGETHER

The crossed axe logo represents Stand Together, the Portland Timbers community outreach platform.

The Stand Together mark is not to be used without approval from the Portland Timbers Marketing department.
LOGO MANIPULATION

Under no circumstances is it OK to manipulate, alter or use elements of the Portland Timbers logo to create a new logo.

Example 1

Example 2
CONTACT

LOGO USAGE REQUESTS

Any logo usage inquiries, other than those received by existing sponsor and marketing partners must be approved by the Timbers Marketing department. Entities requesting usage of the logo that fall within this category must sign a logo usage agreement, confirming appropriate application guidelines are followed. Under no circumstances should the logo be used for merchandising or any other revenue generating activity for the third party without the express written consent of the Portland Timbers and Major League Soccer.

QUESTIONS

Please direct all logo usage questions to:

Alex Kocher
503.553.5444
akocher@timbers.com

LINKS

Primary Logo
Championship Logo
Secondary Logo
Tertiary Logo
Wordmark
Stand Together
Font Family