

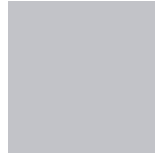
Logo Colors:



#646775  
(C64 M54 Y41 K15)



#CC5970  
(C12 M78 Y41 K0)  
PMS 702C



#C1C3C7  
(C24 M18 Y16 K0)

Horizontal:

Suggested  
Safe Space  
+X Horizontal  
+X.5 Vertical



Vertical:

Suggested Safe Space  
+0.5 of letter X



Logo for Negative/Reverse or dark background:

“PDX” is same color as TechTown type at 70% Opacity,  
or if necessary, use solid color of background at 70% intensity or Grey



## Brand Aesthetic



*A Movement.*

*A Commitment.*

*A Community.*

### What is TechTown?

**IT'S A MOVEMENT:** We know that in order to make real change, we need to work together to have the difficult conversations, to implement strategic programs and to push each other to do what is right.

**IT'S A COMMITMENT:** We believe collective action and accountability are required to address the underrepresentation of women and people of color in our industry. Publicly taking the Diversity Pledge embodies this commitment.

**IT'S A COMMUNITY:** We are an engaged community working together to make meaningful change and cultivate a diverse, homegrown talent pipeline and inclusive work environment in order to build more profitable companies and a more equitable economy.

### ADJECTIVES FOR VISUALS:

Technology  
Transparency  
Data  
Connection  
Energy  
Progress  
Community  
Interconnected

### ADJECTIVES FOR EMOTION:

Community  
Activism  
Collective Effort  
Social Responsibility  
People  
Human  
Enthusiasm  
Intricate

The TechTown design focuses on...

Showing the complexity of shifting culture, the people involved in taking real action, and the need for measurable progress within the technology/software industry.

## Colors

## Fonts

GT Walsheim Pro - Regular

GT Walsheim Pro - Medium

**GT Walsheim Pro - Bold**

*GT Walsheim Pro - Regular*

*GT Walsheim Pro - Medium*

***GT Walsheim Pro - Bold Oblique***



TechTown branding uses gradients to illustrate the shifting spectrum of people, companies, programs, actions and factors involved with addressing Diversity and Inclusion.



## Fonts

GT Walsheim Pro - Regular

GT Walsheim Pro - Medium

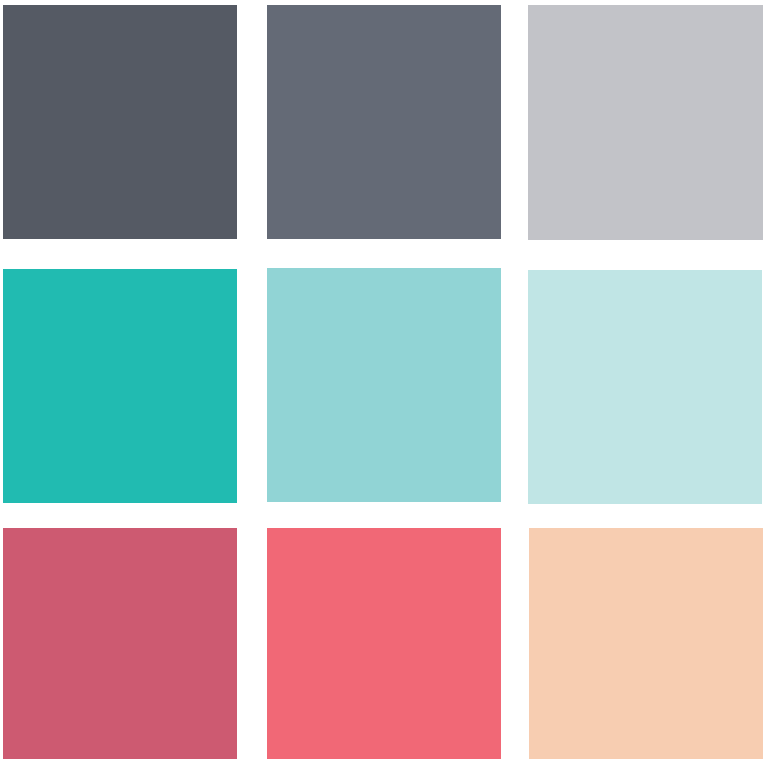
**GT Walsheim Pro - Bold**

*GT Walsheim Pro - Regular*

*GT Walsheim Pro - Medium*

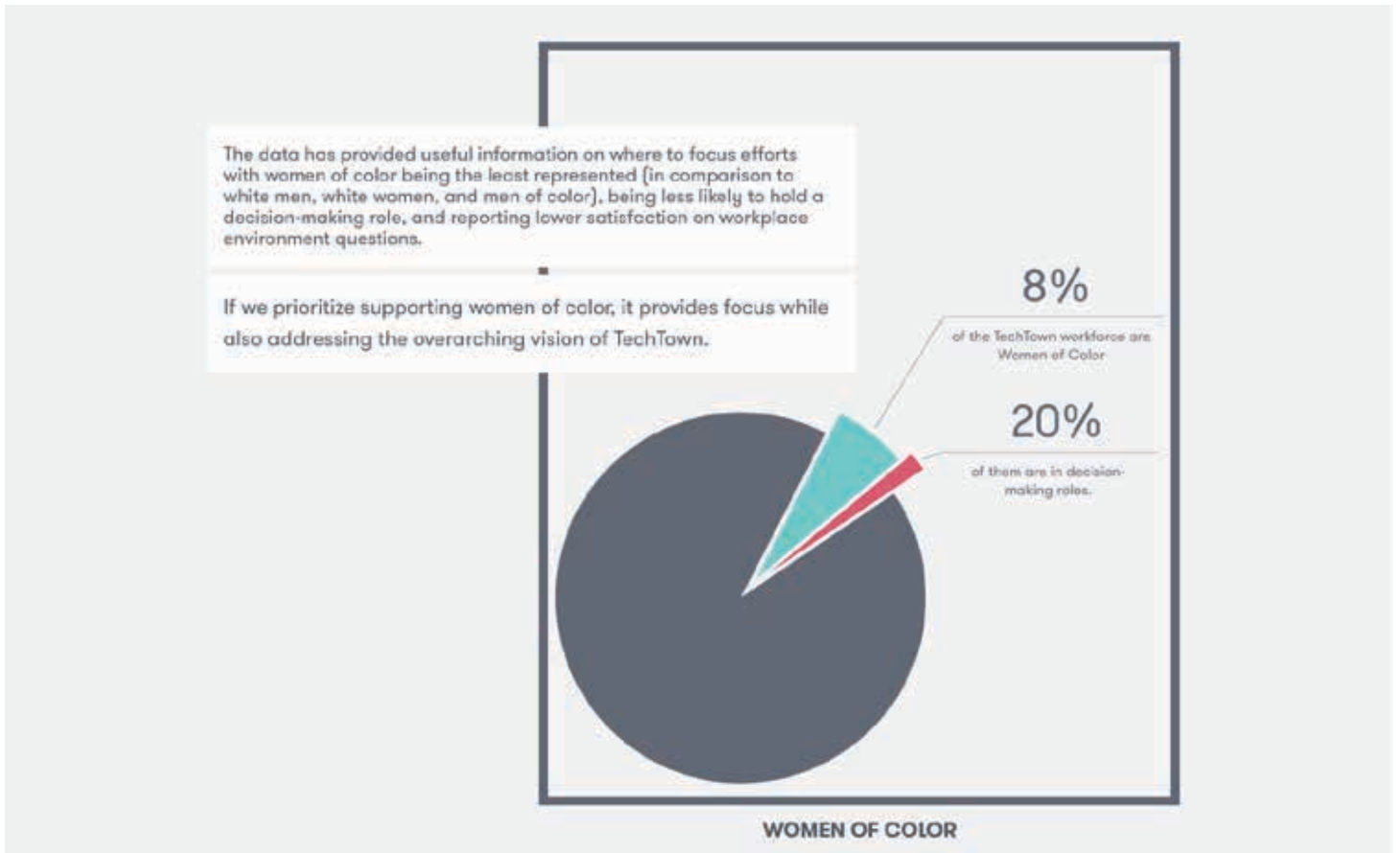
***GT Walsheim Pro - Bold Oblique***

# Secondary Colors



TechTown secondary brand colors have been selected to create a feeling of hope, inspiration, understanding, creativity, innovation, rejuvenation, ambition and seriousness.

## Graphic samples



## Graphic samples

