BRAND PLAYBOOK

——

WE ARE:
AUTHENTIC
UNIQUE
ENERGETIC
APPROACHABLE
INCLUSIVE

TABLE OF CONTENTS

trail•bla•zer

1. A pioneer or innovator
2. Someone who makes a new path

—

The Trail Blazers are lucky to have a strong origin myth, tightly integrated with a sense of place in Portland. Founders Harry Glickman, Bob Schmertz, Larry Weinberg and Herman Sarkowsky asked the city to name its new basketball franchise in 1970, and 10,000 people responded. The name "Trail Blazers" was selected to "Reflect the ruggedness of the Pacific Northwest and the start of a major league era in our state." in Glickman's words.

HISTORY

—

The original logo was designed in 1970, and Portland has loved it ever since. It represents teamwork, unity and competition. The same values that reflect the spirit of Portland and the Pacific Northwest. It's unique and unlike any other team logo in sports. We agreed with our fans that there was no need to change it much.

So, we decided to keep it weird. Just the way we like it.

1970

1990

2002

2004

LOGOS
—

THE PINWHEEL

—

Here's the thing: it isn't actually a pinwheel, but we like the nickname. Its lines represent the game of basketball: two teams of five players, coming together in competition. The movement and symmetry of the lines reflect the mechanics of the game. In this latest evolution, our logo's lines have been connected to symbolize the Blazers working together as a team.

1.

TO HONOR THE TRADITION OF OUR
1990'S BRAND, WE REVERSED THE
COLOR SCHEME OF THE LOGO TO
FEATURE OUR RED ON TOP.

2.

THE ANGLE OF THE LINES ARE NOW AT
EXACTLY 45 DEGREES REPRESENTING
THE 45TH PARALLEL NORTH THAT LEADS
ON A PATH TO THE NORTHWEST REGION,
OUR COMMUNITY AND OUR HOMETOWN.

45°

3.

THE UPDATED PINWHEEL IS
REMINISCENT OF OUR ORIGINAL
70'S LOGO THAT WAS CONSTRUCTED
WITH EVENLY SPACED LINES AND
CONGRUENT EDGES.

4.

EACH OF THE LINES FOLLOW THE
SAME TRAIL TO THE CENTER OF THE
PINWHEEL AND ARE NOW CONNECTED
AS AN ADDED SYMBOL OF TEAMWORK.

PRIMARY ICON
—

MINIMUM CLEAR SPACE = 25% X

TOTAL LOGO HEIGHT = X

MINIMUM CLEAR SPACE = 25% X

MINIMUM CLEAR SPACE FOR THE LOGO SHOULD EQUAL 25% OF THE TOTAL HEIGHT OF THE LOGO. THIS TOLERANCE SHOULD BE THE SAME ALL THE WAY AROUND THE LOGO AND MEASURED FROM THE MIDDLE, TOP AND BOTTOM EDGES.

1C
ICON
—

DON'TS

—

Just a few examples of things to
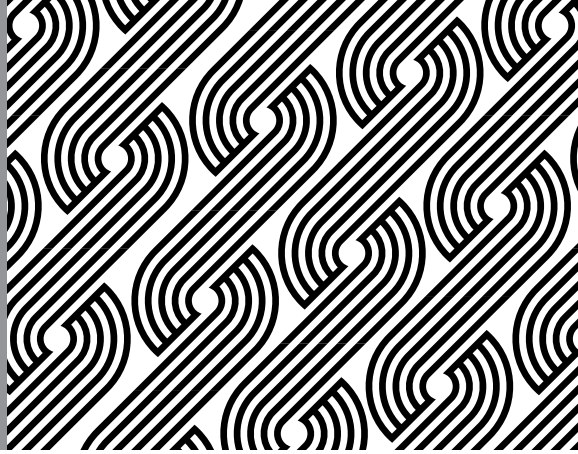avoid while using the primary icon.

DON'T ROTATE THE LOGO
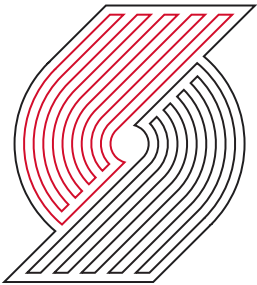

DON'T CHANGE THE CONTAINING SHAPE

⊗
DON'T REMOVE THE CONTAINING SHAPE
FROM FULL COLOR ICON

⊗
DON'T USE AS A PATTERN OR DECORATE WITH THE LOGO

⊗
DON'T WARP, STRETCH OR SHEAR THE LOGO

⊗
DON'T CHANGE THE COLORS OR STROKE THE LOGO

⊗
DON'T CHANGE THE COLORS OF THE LOGO

⊗
DON'T OVER CROP OR IGNORE CLEAR SPACE RULES

GLOBAL LOGO

The global logo incorporates the new Portland and Trail Blazers type that is a modernized interpretation built from our rich history and reflecting the styles of the Northwest. The Portland type is inspired by the character of our city and incorporates the geometry of our Rip City type. Now our primary type is directly inspired by the core of our team, fans and brand: Rip City. Our secondary type choice is inspired by the numbers featured on our team uniforms from the 70's to the early 90's teams. **The global logo is primarily for international use.**
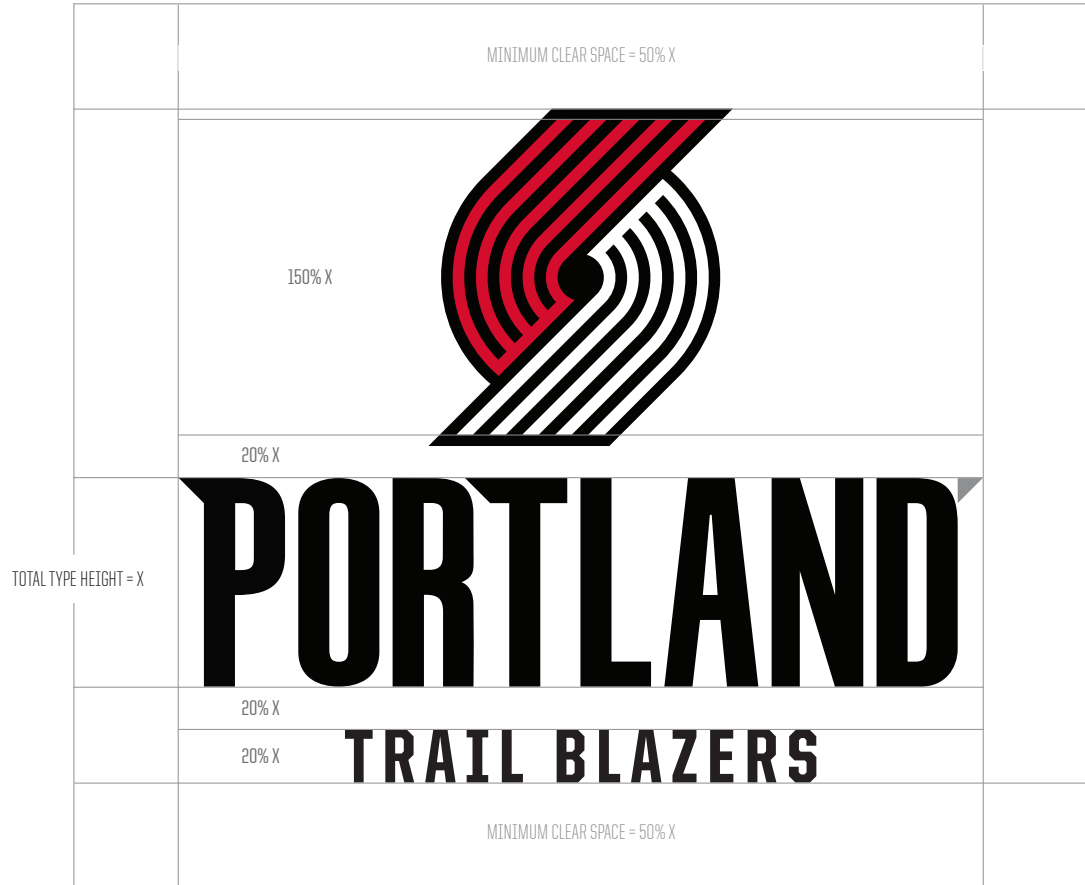
MINIMUM CLEAR SPACE = 50% X

150% X

20% X

TOTAL TYPE HEIGHT = X

20% X

20% X

MINIMUM CLEAR SPACE = 50% X

MINIMUM CLEAR SPACE FOR THE LOCK-UP SHOULD EQUAL 50% OF THE TOTAL HEIGHT OF "PORTLAND."
THIS TOLERANCE SHOULD BE THE SAME ALL THE WAY AROUND THE LOGO AND MEASURED FROM EACH EDGE.

1C
LOGO
—

DON'TS

—

Just a few examples of things to
avoid while using the global logo.

DON'T ROTATE THE LOGO

DON'T CHANGE THE CONTAINING SHAPE

DON'T REMOVE THE CONTAINING SHAPE
FROM FULL COLOR ICON

DON'T CHANGE THE COLORS OF THE LOGO

DON'T WARP, STRETCH OR SHEAR THE LOGO

DON'T CHANGE THE COLORS OR STROKE THE LOGO

DON'T CHANGE THE FONTS

DON'T REORGANIZE THE LOGO AND FONT

HORIZONTAL LOGO

The horizontal lock-up only incorporates the logo and the new Portland type. This should only be used in a specific application where the primary logo can't be used or to put a focus on the team's hometown.

MINIMUM CLEAR SPACE = 50% X

TOTAL TYPE HEIGHT = X

20% X

MINIMUM CLEAR SPACE FOR THE LOCK-UP SHOULD EQUAL 50% OF THE TOTAL HEIGHT OF "PORTLAND." THIS TOLERANCE SHOULD BE THE SAME ALL THE WAY AROUND THE LOGO AND MEASURED FROM EACH EDGE.

1C
LOGO
—

DON'TS

—

Just a few examples of things to avoid while using the horizontal logo.

DON'T ROTATE THE LOGO

DON'T CHANGE THE CONTAINING SHAPE

DON'T REMOVE THE CONTAINING SHAPE
FROM FULL COLOR ICON

DON'T CHANGE THE COLORS OF THE LOGO

DON'T WARP, STRETCH OR SHEAR THE LOGO

DON'T CHANGE THE COLORS OR STROKE THE LOGO

DON'T CHANGE THE FONTS

DON'T REORGANIZE THE LOGO AND FONT

RIP CITY

LIVE RIP CITY. LOVE RIP CITY.

Rip City means a lot to Trail Blazers fans — and to our brand. The expression comes from the very beginning: during the Blazers' first season, announcer Bill Schonely said "Rip City - all right!" in response to a swished jump shot from Jim Barnett. (It wasn't a 3-pointer, because that rule didn't exist then.) When asked about the phrase later, Schonley said he didn't have a meaning — "it just came out."

So, we know where Rip City comes from, but no one knows exactly how to define it. Today, Rip City can mean a number of things, from a nickname for Portland, to a rallying cry for fans, and as a sort of alter ego for the team.

It may mean something a little different to everyone, which is part of its appeal, but... Rip City should always:
- Represent the spirit of our fans
- Reflect the flavor of the local Northwest region
- Be inclusive and welcoming
- Deepen the connection to our fans by being authentic,
  unique, energetic and approachable

SECONDARY LOGO

—

MINIMUM CLEAR SPACE = X

TOTAL TYPE HEIGHT = X

MINIMUM CLEAR SPACE FOR THE LOCK-UP SHOULD EQUAL THE TOTAL HEIGHT OF THE "R". THIS TOLERANCE SHOULD BE THE SAME ALL THE WAY AROUND THE LOGO AND MEASURED FROM X HEIGHT.

1C
LOGO
—

ripcity

DON'TS

—

Just a few examples of things to avoid
while using the Rip City secondary logo.

⊗
DON'T ROTATE THE LOGO

⊗
DON'T ADD CONTAINING SHAPE

⊗
DON'T INCOROPORATE THE PINWHEEL

⊗
DON'T USE AS A PATTERN OR DECORATE WITH THE LOGO

⊗
DON'T WARP, STRETCH OR SHEAR THE LOGO

⊗
DON'T CHANGE THE COLORS OR STROKE THE LOGO

⊗
DON'T CHANGE LOCK-UP OF RIP CITY

⊗
DON'T OVER CROP OR IGNORE CLEAR SPACE RULES

WORDMARK & TYPOGRAPHY

—

WORDMARK

STACKED WORDMARK

PORTLAND TRAIL BLAZERS

HORIZONTAL WORDMARK

PORTLAND TRAIL BLAZERS

TYPOGRAPHY

—

HEADLINES / SUBHEADS / SUPPORT TYPE

UNITED SANS CONDENSED / HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

UNITED SANS CONDENSED / BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

UNITED SANS CONDENSED / MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

OTHER VERSIONS OF UNITED CAN BE USED FOR BLAZERS MARKETING MATERIALS

BODY COPY

TRADE GOTHIC CONDENSED 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

TRADE GOTHIC CONDENSED 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HEADLINE EXAMPLE
SUBHEAD EXAMPLE

Body copy example estibulum non risus nisi. Nunc erat quam, porttitor ac lacinia in, lobortis quis risus. Donec est risus, condimen tum a auctor sagittis, molestie nec enim. Class aptent taciti sociosqu ad litora torquent per conubia nostra, Per inceptos hime naeos. Nullam aliquet odio non nulla.

COLORS

—

COLORS

—

We bleed red, black and white.
Color is critical to the Blazers brand.
Applied correctly, the three primary colors
ensure recognizability and reinforce brand
equity. Secondary colors are only for special
applications and should be used with their
complementary primary color.

PRIMARY COLORS

SECONDARY COLORS

RED
—
PANTONE 186 C
CMYK: 2, 100, 85, 6
RGB: 200, 16, 46
HEX: #C8102E

SECONDARY RED
—
PANTONE 187 C
CMYK: 7, 100, 82, 26
RGB: 166, 25, 46
HEX: #A6192E

BLACK
—
PANTONE BLACK 6 C
CMYK: 50, 40, 40, 100
RGB: 0, 0, 0
HEX: #000000

WHITE
—
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

SILVER
—
PANTONE 877 C
CMYK: 45, 34, 34, 0
RGB: 138, 141, 143
HEX: #8A8D8F

90% BLACK
—
CMYK: 0, 0, 0, 90
RGB: 65, 65, 66
HEX: #414042

50% BLACK
—
CMYK: 0, 0, 0, 50
RGB: 147, 149, 152
HEX: #939598

15% BLACK
—
CMYK: 0, 0, 0, 15
RGB: 220, 221, 222
HEX: #DCDDDE

2017
PORTLAND TRAIL BLAZERS
BRAND PLAYBOOK

—

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