Lloyd Brand Toolkit

This toolkit is designed as a reference tool to assist you in implementing the brand clearly and with a consistent look and feel. A consistent identity will help build and maintain the neighborhood’s reputation, strengthen the way Portland residents & businesses see the Lloyd and connect all parts of the neighborhood to unify its message. Our hope is that this guide will show you how to apply our brand components in a way that articulates the brands identity, elevates our profile, and encourages audiences to engage with our mission.
OUR LOGO

The Lloyd logo is the most immediate representation of our neighborhood, our businesses and our brand to the city. It is a valuable asset that must be used consistently in the proper forms.
LOGO SPACING AND SIZE

MINIMUM CLEAR SPACE

The minimum clear space around the signature is equal to the half the height of the Logo, not including the type.

MINIMUM SIZE

The minimum signature size should be used only when layout space is extremely limited. Use the signature at a larger size whenever possible.
LOGO DON’TS

- Do not rotate.
- Do not stretch or skew.
- Do not change the logo color.
- Do not use gradients.
- Do not add a drop shadow.
- Do not reverse on a busy background.
- Do not change spacing.
- Do not obstruct any part of logo.
LLOYD VOICE

Our voice is the purposeful, consistent expression of our neighborhood through words and prose style that engage and motivate. Our brand is determined in large measure by the words we use and how we write. These general guidelines below should help when writing any communication dealing with the Lloyd neighborhood.

When writing any communication, always keep these principles in mind. These concepts will inspire and inform how we write any copy for our neighborhood.

<table>
<thead>
<tr>
<th>Description</th>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMUNITY</strong></td>
<td>We’re a passionate thriving community that works together.</td>
<td>Use strong positive words. Be champions for our neighborhood. Use neighborhood to describe our area.</td>
</tr>
<tr>
<td><strong>DIVERSE</strong></td>
<td>We work toward including everyone in our progress.</td>
<td>Be inclusive in your language, avoiding stereotypes and insensitive portrayals.</td>
</tr>
<tr>
<td><strong>INNOVATIVE</strong></td>
<td>We consistently strive for a sustainable and forward-looking approach.</td>
<td>Highlight our strong history and our approach to positive growth.</td>
</tr>
<tr>
<td><strong>FUN</strong></td>
<td>We’re not afraid to challenge the status-quo and be ourselves</td>
<td>Use expressive language, let the spirit of the neighborhood come though.</td>
</tr>
</tbody>
</table>

Example of using positive language when describing the Lloyd neighborhood:

**Description:** We’re a welcoming community ideal for families, businesses, and thriving Portlanders.

**Do:** Highlight neighborhood amenities and features that imply an inherent sense of safety.

**Don’t:** Highlight past perceptions of the neighborhood being unsafe.
LLOYD COLORS

The Lloyd palette has been designed to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished.

When pairing colors together, use a combination of dynamic and neutral colors, not all dynamic or all neutral. We’ve defined a core set of colors for you to work with.

In general, the colors represent the major characteristics of the neighborhood: gray representing the buildings, the blue representing sky and water and the green representing the landscapes.
LLOYD TYPE

Lloyd uses two typeface families, Futura and Garamond Pro. The primary typeface is Futura and uses Light and Book for all representations. The secondary typeface is Garamond Pro, used for contrast and in some applications, readability. Typically use Futura for headlines and Garamond for body type.

Careful attention to size, weight and kearning are hallmarks of good typography and properly representing the Lloyd neighborhood.

HEADINGS // FUTURA BOOK
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789 @$%&()?

BOLD SUBHEADS // FUTURA BOOK & BOLD CONDENSED
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789 @$%&()?

ALT. HEADINGS // FUTURA LIGHT
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY
0123456789 @$%&()?

ALT. SUBHEADINGS // GARAMOND PRO BOLD
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY
0123456789 @$%&()?

ALT. BODY COPY // GARAMOND PRO REGULAR
The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY
0123456789 @$%&()?
PHOTOGRAPHY

Lloyd uses photography to express our visual identity, showing the passion, authenticity and neighborhood we represent.

We should be using distinctive imagery that is vibrant, intriguing, exciting and has a dramatic point of view. It gives our audience a sense of what to expect.

Images should be active, showing motion and emotion, drawing people in and breathing life into our communications.

These principles guide all of our photography. We want our imagery to be distinctive enough, that even without our logo, it represents us and tells our story.

RULES:

Always know the source of your photography. The Lloyd website is the best place to source general images for your use. They have all been approved for your use.

Never use images from a web search. You must have permission to use any photos in association with the Lloyd neighborhood.

Always be careful when using photos of children. Not only should you have permission of the photographer to use the photo, but when representing children, it’s important to have the parents full permission to use the photo. The photos on the Lloyd website have all been approved for use, including those with children.
ENVIRONMENT

When considering the piece you will be designing, please also consider the environment and sustainability issues. All printed material should be produced using environmentally-friendly methods and aim to use recycled and uncoated paper. Designs should be created specifically to look good when produced this way. When possible, consider the size of the print run and locality of print companies to help reduce our carbon footprint.