

KAITLYN   
 CASEY  
SOPHOMORE  
PORTFOLIO 

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# 1 WAY OUT Winery

Self Initiated

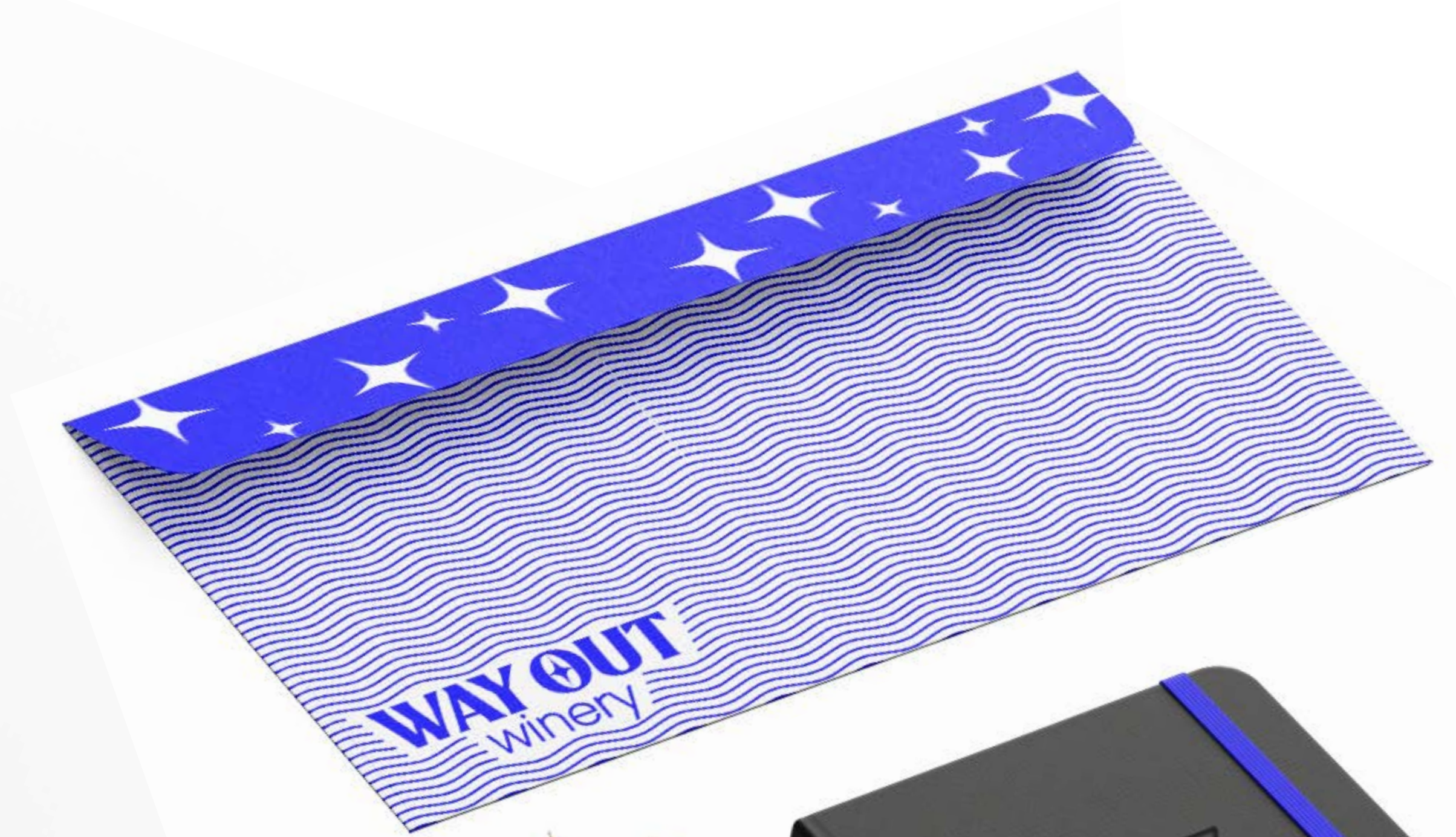
With hundreds of winery's to choose from, Way Out Winery stands out amongst the competition with unexpected and custom elements set in a hard to ignore cobalt blue. Simple lined designs and a minimal color palette give this winery an elegantly modern perception.













# 2 Book Series Re-design

Self Initiated

This is a re-design of a three book murder mystery series written by Tana French titled *Faithful Place*, *In The Woods*, and *Broken Harbor*. Utilizing consistent shapes and layout placement gives this series an organized and unified system that is easily identified on a shelf. While bright colors and custom lettering create an exciting energy much like the thrill of reading these mystery novels.





# Back in 1985,

Frank Mackey was a nineteen-year-old kid with a dream of escaping his family's cramped flat on Faithful Place and running away to London with his girl, Rosie Daly. But on the night they were supposed to leave, Rosie didn't show. Frank took it off—probably because of his alcoholic father, nutcase mother, and generally dysfunctional family. He never went home again. Neither did Rosie. Then, twenty-two years later, Rosie's suitcase shows up behind a fireplace in a derelict house on Faithful Place, and Frank, now a detective in the Dublin Undercover squad, is going home whether he likes it or not.

FAITHFUL PLACE  
TANA FRENCH

FAITHFUL  
PLACE

TANA FRENCH

ISBN 978-0-14-311949-4



0 12345 67890 5





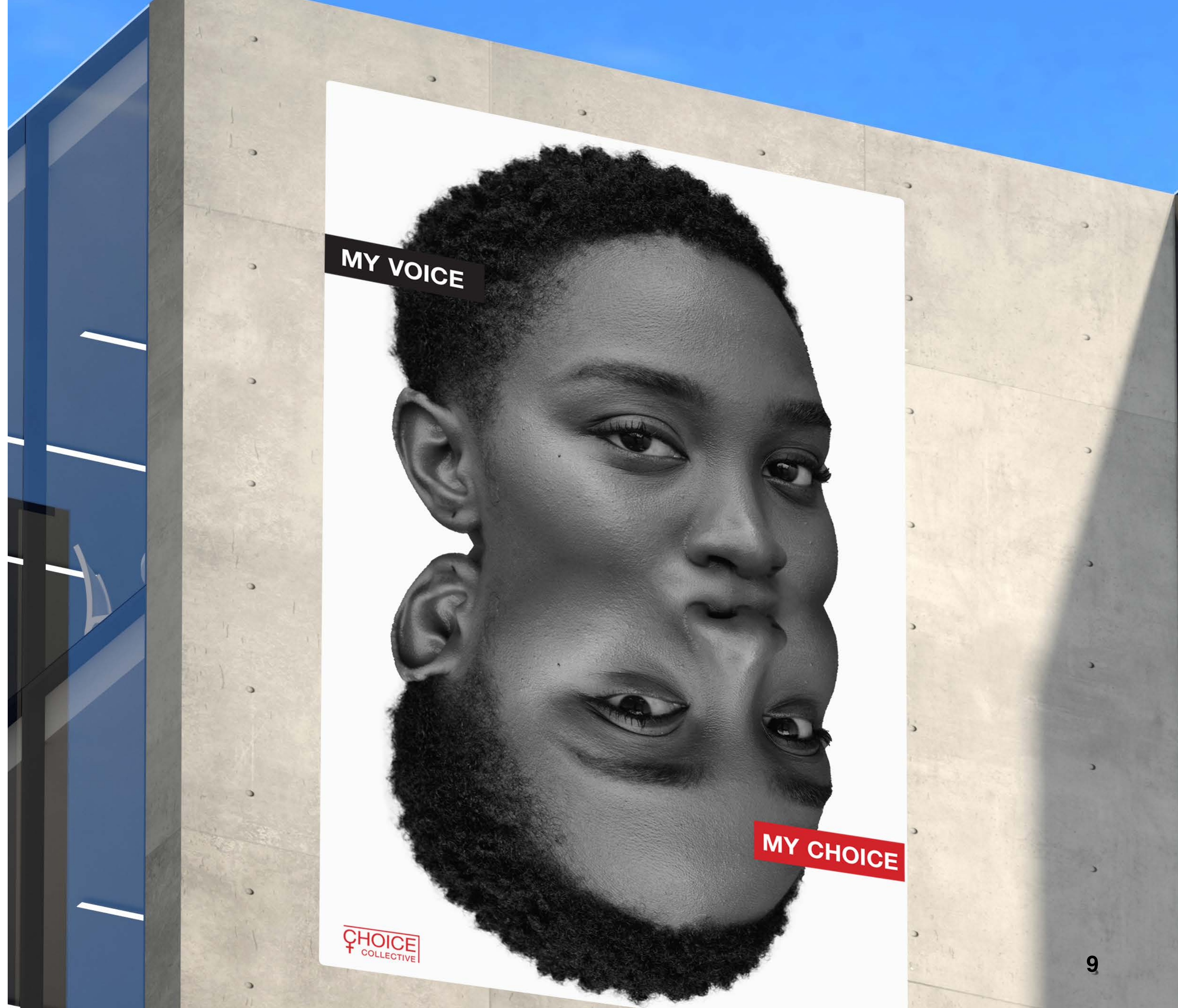




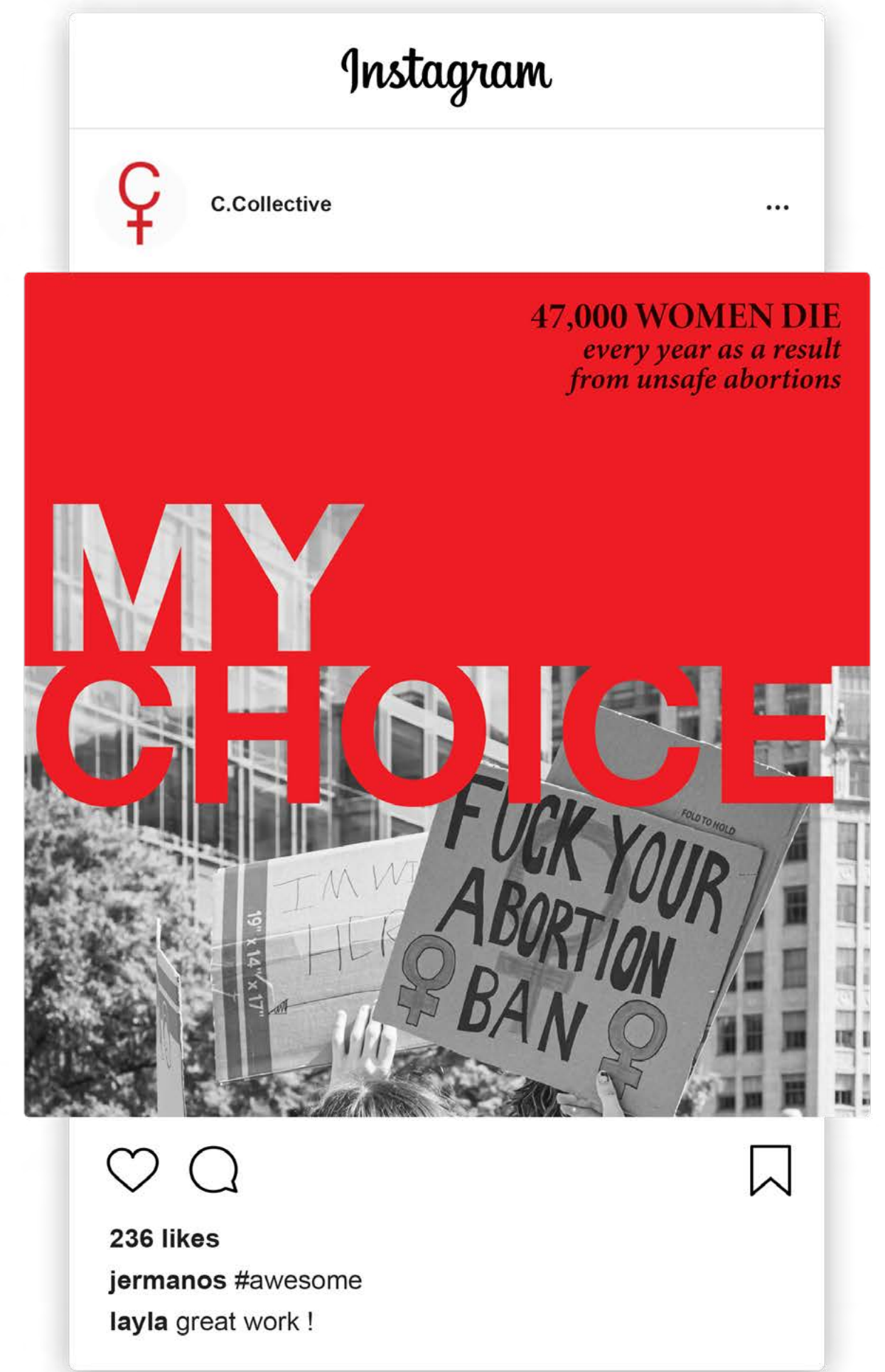
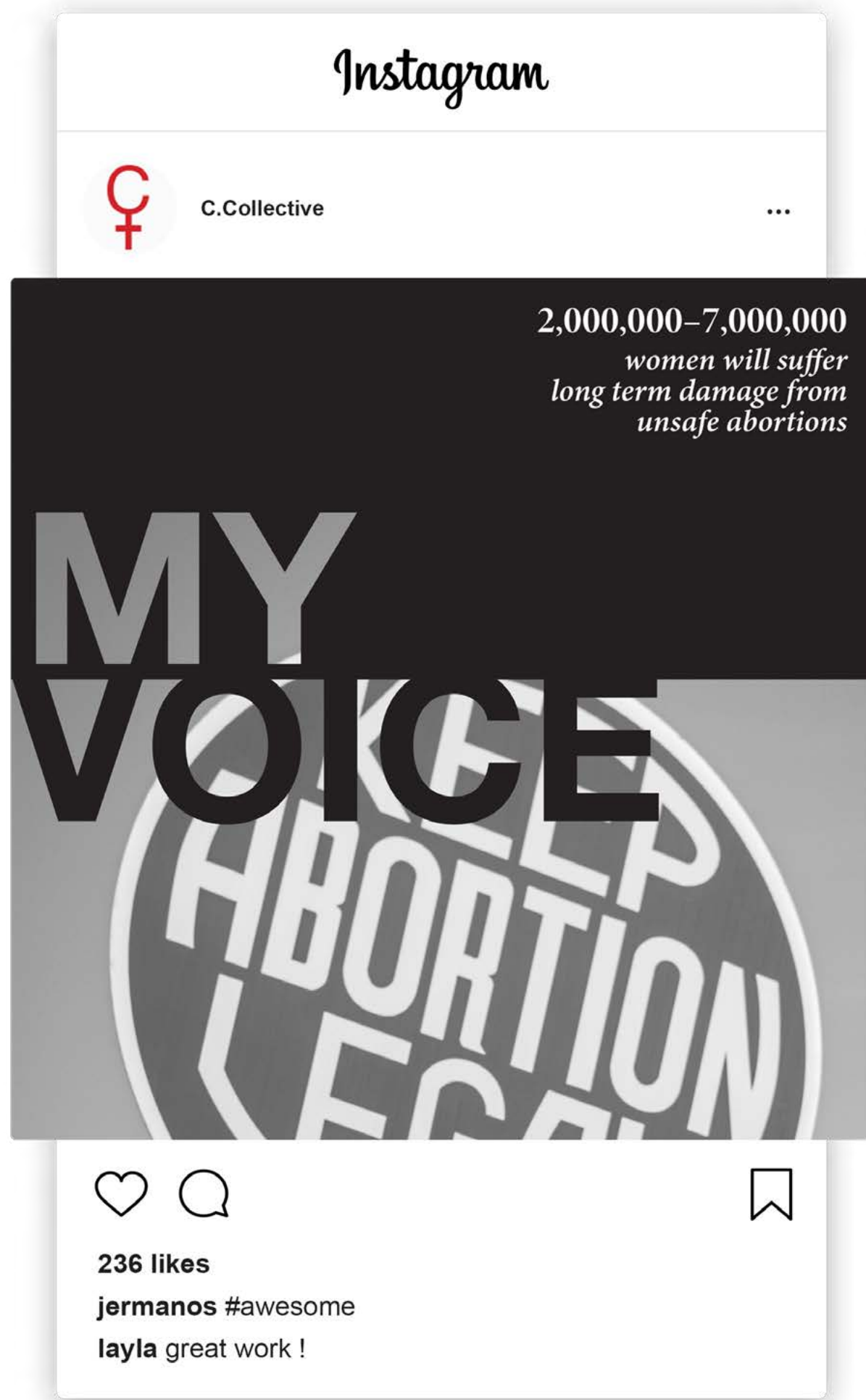
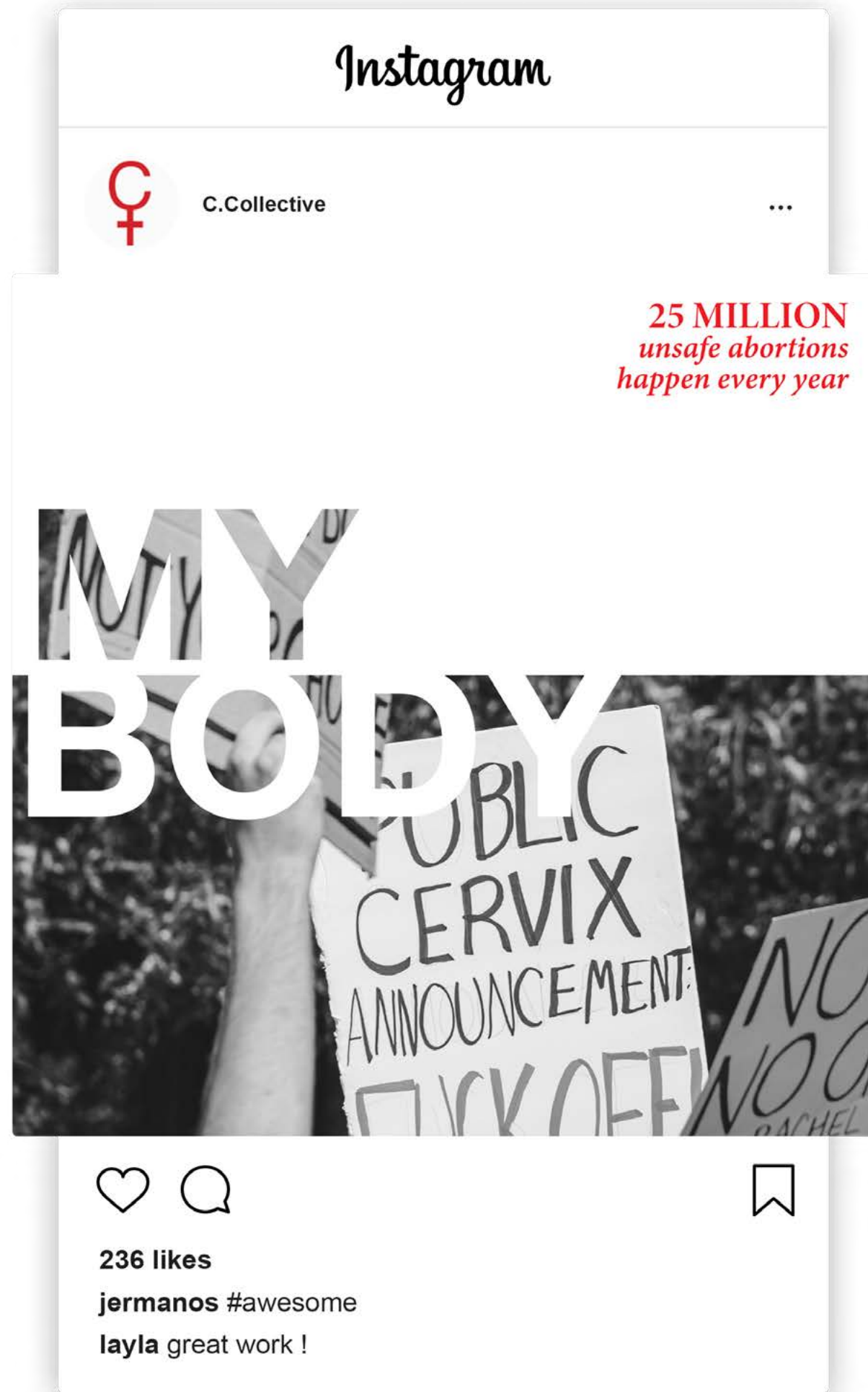
# 3 My Choice Campaign

Self Initiated

This campaign system was inspired by recent events in the United States surrounding conversations about abortion law. Using custom imagery of women whose mouths have been erased and bold, minimal color conveys a simultaneous sense of helplessness and an urge to take control. Strong sans serif type paired with a minimal color palette makes the messaging stand out and uncomplicated to understand.











# LET'S TALK ABOUT ABORTION IN THE UNITED STATES.

## HOW COMMON IS ABORTION?

Nearly 1 in 4 women in the United States will have had an abortion by the time she is 45 years old



## ENACTED RESTRICTIVE LAWS

Many states enacted new laws restricting abortions or requiring extra procedures prior to being able to access an abortion

## BLOCKED FEDERAL FUNDING

In 1976 the Hyde Amendment was passed, blocking federal funding for abortions through Medicaid



## CONSEQUENCES OF LOW INCOME WOMEN

These limitations made abortion even less accessible for low-income women, who are mostly women of color



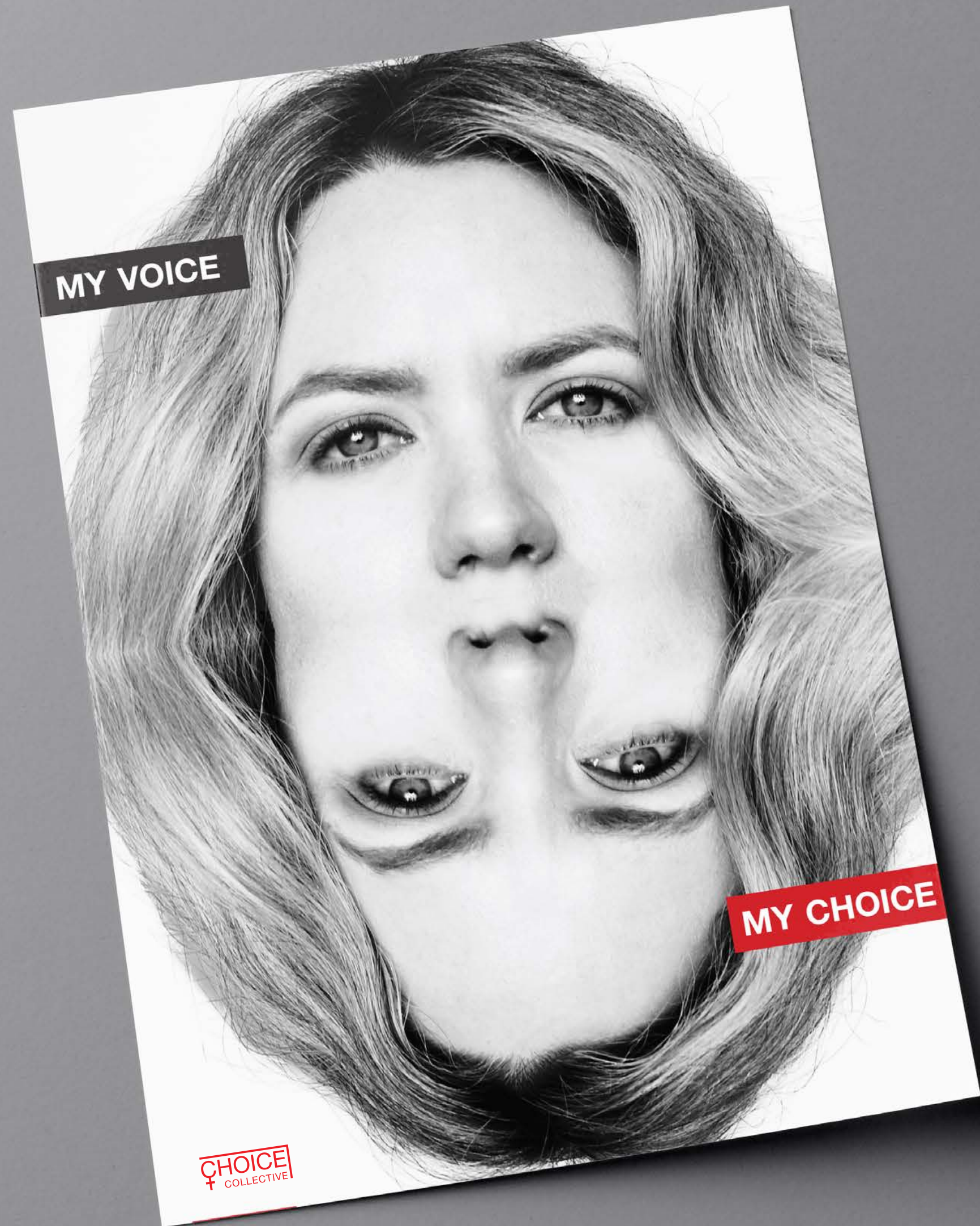
# WHAT HAPPENS IF ABORTION LAWS ARE RESTRICTED?

If Rove v. Wade were overturned, first and foremost, restrictions to abortion rights also restrict women's fundamental self-determination and control over their bodies, lives, and destinies. Women in 22 states would be at high risk of losing all abortion rights. Abortion law would be entirely left up to individual states, making abortions difficult or impossible to access for some women depending on income, immigrant status, and other factors.

There is no definitive evidence that restrictive abortion laws are effective at reducing the number of abortions. What we do know is, there are nearly 25 million unsafe abortions globally every year—almost 45% of all total abortions. Every year 2,000,000 and 7,000,000 women will survive unsafe abortions but will suffer long-term damage or disease as a result of the procedure, such as injury to organs. Estimated 47,000 women die every year as a result of unsafe abortions, making it one of the leading causes of maternal mortality.

**RESTRICTIVE LAWS**  
=  
**INCREASE IN UNSAFE ABORTIONS**  
=  
**MORE WOMEN'S LIVES IN DANGER**







# 4 DRIP Spray Paint Self Initiated

Spray paint artists are expressive and sometimes controversial. This packaging is meant to capture what an artist feels when they are creating. Drip uses a combination of colorful textures and provocative images that embody a chaotic yet controlled feel with a logo that relates directly to what dripping spray paint looks like.

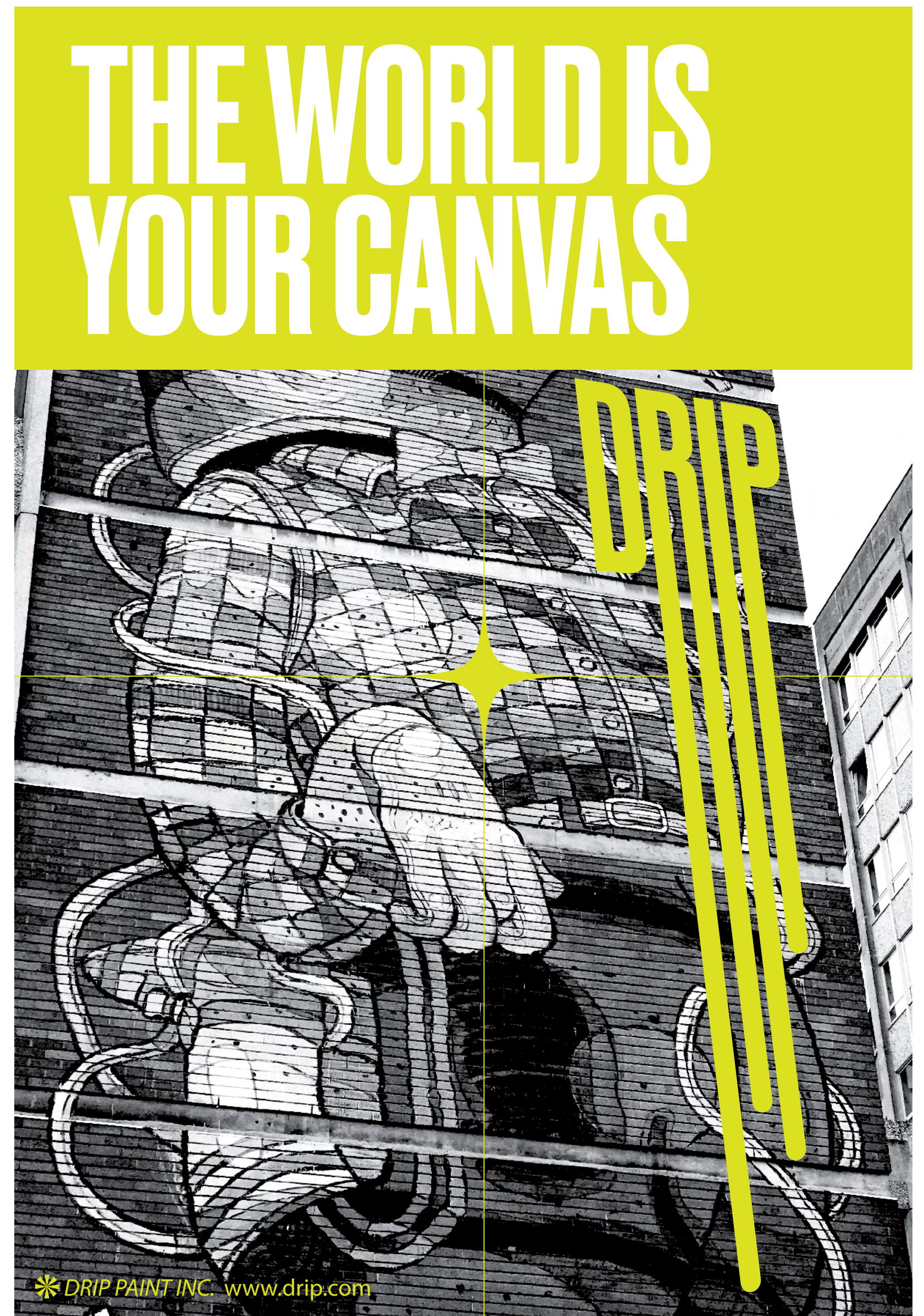
The background of the entire page is a vibrant, abstract marbled pattern in shades of teal, turquoise, and black. The pattern consists of swirling, organic shapes and small circular spots, resembling the texture of dripping paint or marbled paper. Overlaid on the right side of this background is the word "DRIP" in a large, bold, black, sans-serif font. The letters are thick and blocky, with the 'D' being particularly large and prominent. The text is centered vertically and horizontally within the right half of the page.

# DRIP











# 5 Duo's Bar Branding

Self Initiated

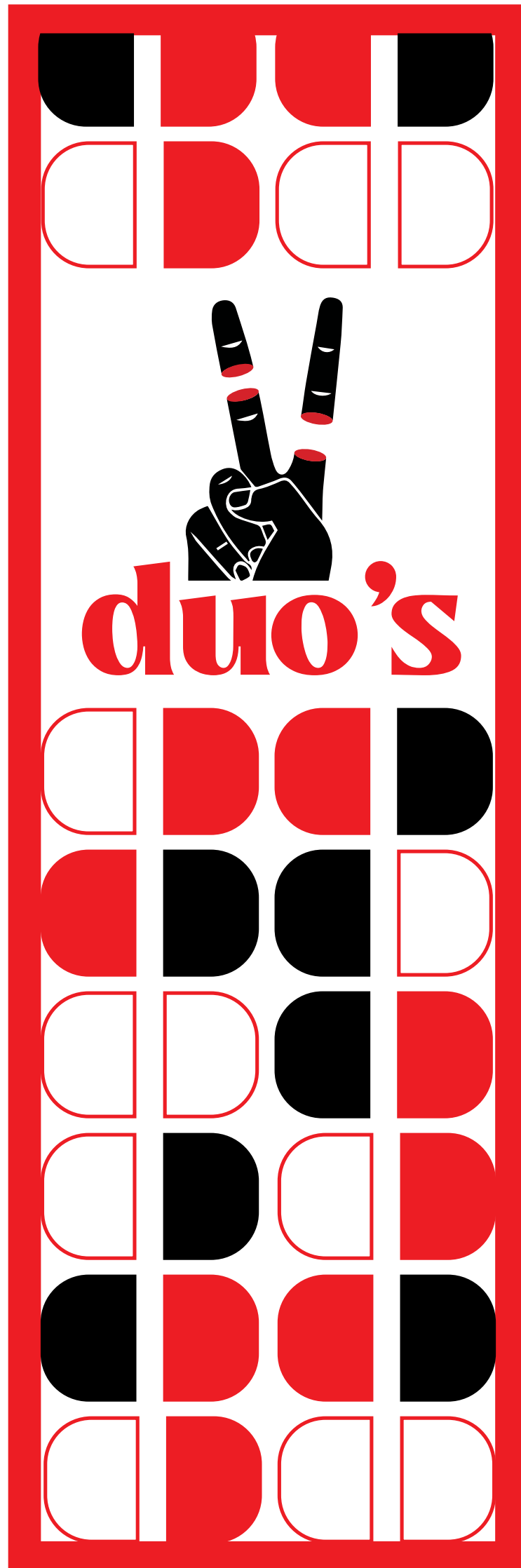
Going to a bar is about an experience with friends over a drink. Fun, loud, and who's buying the next round. Duo's Bar embodies that sentiment with a hand illustration depicting a hand with two fingers up meaning, "two beers please!". Bold colors and playful type create a friendly and inviting environment targeted towards young adults seeking unpretentious fun.











**IPA**

**Tinsmith IPA**      **ABV 5.9%**  
 Soft-bodied and relatively strong, this hazy has intense tropical flavors of pineapple, guava, and over-ripe peach.

**Jabroni IPA**      **ABV 6.9%**  
 Full-bodied with hints of grapefruit and coriander. A light and fruity IPA.

---

**SAISON**

**Farmhouse**      **ABV 4.0%**  
 Light and crisp but strong. This saison is perfect for a hot summer day.

**Moon Peel**      **ABV 7.9%**  
 Brewed with rosemary, peppercorns, and raspberries. This beer is sure to keep you on your feet with eclectic flavor pairings.

---

**KOLSCH**

**Simply Soft**      **ABV 4.5%**  
 An easy going and light beer for anyone's taste. This Kolsch is best paired with your favorite burger and fries.

**Rolling River**      **ABV 4.3%**  
 Slightly tart with a hint of lavender. Delicate and light-bodied.

---

**LAGER**

**Smoothy**      **ABV 4.3%**  
 Your basic table beer. No frills or surprises here, just a lovely and uncomplicated beverage.

**Fringe Pad**      **ABV 4.0%**  
 Mellow flavors with a little bit of citrus gives this beer a happy and summer vibe for drinking.









# 6 FOLD Magazine

GD 221

FOLD is a feminist magazine publication that produces in-depth analysis of national and global issues. The goal of this magazine is to combine education of controversial topics with interesting and custom made imagery and typography that draw the reader in while still communicating information.







# INTERSECTIONAL FEMINISM

WHAT IT MEANS  
& WHY IT MATTERS  
By Rosie Sommers



# INEQUALITY IS NOT CREATED EQUAL

From the disparate impacts the COVID-19 crisis in communities around the globe to international protests against racism and discrimination, current events have shown that we are far from achieving equality. Trying to interpret and battle a multitude of injustices right now may feel overwhelming. How do we take on all these issues, and why should we? Intersectional feminism offers a lens through which we can better understand one another and strive towards a more just future for all.

Kimberlé Crenshaw, an American law professor who coined the term in 1989 explained Intersectional feminism as, "a prism for seeing the way in which various forms of inequality often operate together and exacerbate each other," in a recent interview with Time.

Intersectional feminism centres the voices of those experiencing overlapping, concurrent forms of oppression in order to understand the depths of the inequalities and the

relationships among them in any given context. In Brazil, Valdecir Nascimento, a prominent women's rights activist, says that, "The dialogue to advance black women's rights should put them in the centre." For 40 years, Nascimento has been fighting for equal rights. "Black women from Brazil have never stopped fighting," she says, noting that black women were part of the feminist movement, the black movement, and other progressive movements. "We don't want others to speak for black feminists—neither white feminists nor black men. It's necessary for young black women to take on this fight. We are the solution in Brazil, not the problem," she says.

## INTERSECTIONAL LENS

Using an intersectional lens also means recognizing the historical contexts surrounding an issue. Long histories of violence and systematic discrimination have created deep inequities that disadvantage some from the outset. These inequalities intersect with each other, for example, poverty, caste systems, racism

and sexism, denying people their rights and equal opportunities. The impacts extend across generations.

## SYSTEMATIC DISCRIMINATION

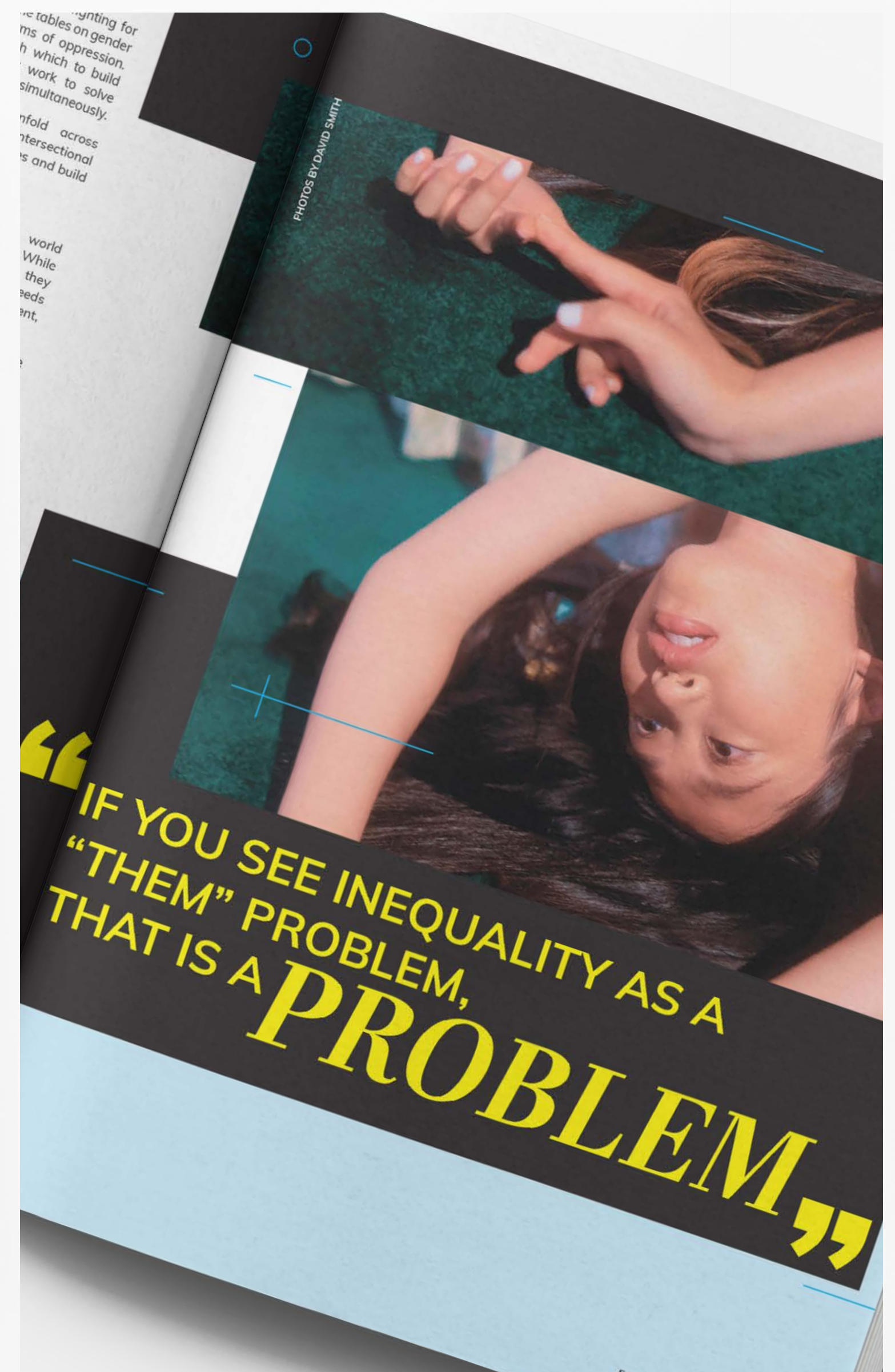
Sonia Maribel Sontay Herrera is an indigenous woman and human rights defender from Guatemala where systematic discrimination against indigenous women has gone on for decades. Herrera has felt the consequences of these historical injustices since she was a girl. At ten years old, she moved to a city to attend school, an opportunity most indigenous girls don't get, she says. However, Herrera was forced to abandon her native language, K'iche', and learn in Spanish, which she experienced as an unjust burden for an indigenous woman, since it was the language of the colonizer. After finishing her studies, she immediately encountered racism and sexist stereotypes. Since she was an indigenous woman, some said that they only had work

for her in the home. "They see us as domestic workers; when they see an indigenous woman, they assume that's all we can do," she explains, outlining the ways in which she experiences compounding forms of discrimination based on her identity.

## DISABILITY, TRANS YOUTH, & NON-CONFORMING YOUTH

"Those who are most impacted by gender-based violence, and by gender inequalities, are also the most impoverished and marginalized—indigenous women, women in rural areas, young girls, girls living with disabilities, trans youth and gender non-conforming youth," explains Majandra Rodríguez Acha, a youth leader and climate justice advocate from Lima, Peru. Sonia Maribel Sontay Herrera is an indigenous woman and human rights defender from Guatemala where systematic discrimination against women has gone on for decades.

PHOTOS BY DAVID SMITH





# BODY IMAGE BATTLE

BY Kristine Luce

**Think about your body for a second. Few of us, I suspect, find our minds flooded by comfortable, self-assuring thoughts and feelings.**

Yet cultivating a healthy body image is a key part of a living a happy, fulfilled life. To learn more, we talked to Stanford Medicine psychologist Kristine Luce. Opens in a new window, PhD.

Although body image is commonly understood as having to do with weight and shape, the term encompasses all aspects of physical appearance—including age, facial attributes and gender.

Luce said she thinks of body image on a continuum, although most people have varying degrees of appreciation and criticism for their bodies. For example, when speaking about body image, a person may speak about parts of their bodies they like, and parts that they don't like. Others might describe feeling positive about their bodies overall, but still want to change certain aspects.

Body image is dynamic and ever-changing. People tend to move along a continuum of how they perceive themselves at various stages of life, such as when they age or gain or lose weight.

We are constantly inundated with messages from many different sources, including our friends, family, media and other influences.

Luce describes a series of studies Opens in a new window conducted in Fiji before western television was brought to the island. At that time, there were no known cases of eating disorders in Fiji. The studies revealed that the first cases of eating and body image disorders emerged after western TV was brought to their culture.

"Culture has long influenced body image by defining and dictating what is attractive. The media is a strong force that can shape and influence culture, for better or for worse," Luce said.

Luce mentions that a higher body weight used to be a sign of fertility and wealth when resources were more scarce, but as resources have become more accessible, thinness or fitness is seen as a symbol of wealth because it indicates more time for self-care. For some religious groups, a thinner appearance could indicate a greater ability for fasting, which is associated with the virtue of self-control.

With the constant onslaught of information, Luce assures us it is understandable if we feel pressure to look a certain way.

Research Opens in a new window conducted in the

1980s showed it was rare for people to feel positive in their bodies, which is a finding that still persists, according to a 2018 poll Opens in a new window. In the past, more women than men had a negative body image. White women were also more likely to have a negative body image, but that is now shifting.

"In the past 20 to 30 years, there has been a proliferation of body image marketing to every ethnic group and gender. Now you can find body image advertising that targets everybody, thus increasing body image concerns and eating disorders across all types of people," Luce said.

If you like to go to the beach, go, even if you feel uncomfortable in a bathing suit. This is a cognitive dissonance intervention thought to work by increasing the tension between a person's thoughts and actions, eventually creating a new belief.

"Sometimes the discomfort gets better at first, and sometimes it takes a while. But feeling the warmth of the sun or the coolness of the water can make the volume of those negative thoughts turn down, or at least fade them into the background," Luce said.

Counter-attitudinal marketing features people of various body sizes, shapes and ethnicities in advertisements. "I used to have a lot of optimism around counter-advertising and counter-marketing as a strategy for improving body image across culture. I still believe it can work for people who are open to it," Luce said.

But, the vast majority of media displays are not representative of the average body type: many are altered by image editing applications, and some even represent an unhealthy body image. "We can all refuse to engage in conversations about other people's bodies. By choosing to not engage in appearance-based conversations, we can influence the world by modeling our values," Luce said.

Make choices about your appearance based on your values and consider the effect your choices may have on others. "I am a psychologist in academia, so looking 'old and wise' is still valued. I recognize there are many people who feel they have to look a certain way to keep their jobs," Luce said.

“Life is too short to spend it at war with yourself”



# 7 Troutdale Branding

GD 221

My objective when branding Troutdale, Oregon was to showcase it's lush and calming nature surroundings while also promoting the city as a relaxing getaway. A place that is the first stop to the scenery of the gorge and a welcoming community connected to its history.



















ORGANIC SHAPES

**Typography**  
 Abril is used for headlines and subheads that lend Troutdale a classic and decorative feel. Abril is used on relatively large sizes and bold slab serifs. Hierarchy is achieved by setting headlines and subheads in all caps.  
 Multi is used for body copy and serves as functional while a clean and minimal feel. Emphasis within body copy is achieved by using Multi's wide range of weight options.

**PRIMARY**  
**ABRILL**  
 Aa Bb Cc

**MULTI**  
**SECONDARY**  
 Troutdale is a city on the eastern edge of the Portland metropolitan area near the Sandy and Columbia rivers. It is a thriving network of emerging cities and recreation areas of the Columbia River Gorge and Mount Hood.  
 Troutdale is a city on the eastern edge of the Portland metropolitan area near the Sandy and Columbia rivers. It is a thriving network of emerging cities and recreation areas of the Columbia River Gorge and Mount Hood.  
 Troutdale is a city on the eastern edge of the Portland metropolitan area near the Sandy and Columbia rivers. It is a thriving network of emerging cities and recreation areas of the Columbia River Gorge and Mount Hood.

**Logo Color Variations**  
 Our brandmark has four different color variations as shown here. We have two solid color options and two mixed color options to utilize.

**TROUTDALE**  
**TROUTDALE**  
**TROUTDALE**



## Lockups

Logos are a wonderful way to catch someone's interest towards Troutdale. Here we have three options that can be used on various collateral and any main branding pieces.



## Size & Space

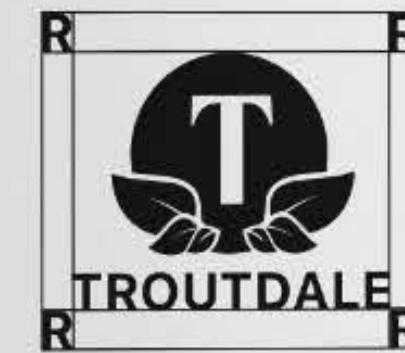
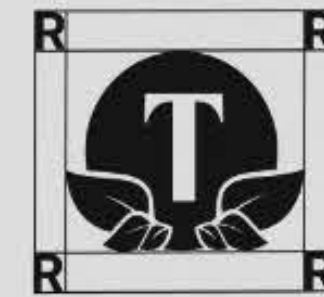
With the different logo variations that can be used there are also some rules about how to use them. Here we have the minimum size each logo style can be. Do not make them any smaller than instructed here. Below is the required minimum space around the logo when used for design.



### MINIMUM SIZE



### MINIMUM CLEAR SPACE





# PROCESS

TROUTDALE  
BRANDING



# HISTORICAL RESEARCH

To better understand Troutdale's persona I needed to explore its history to learn about the city's evolution and cultural significance.

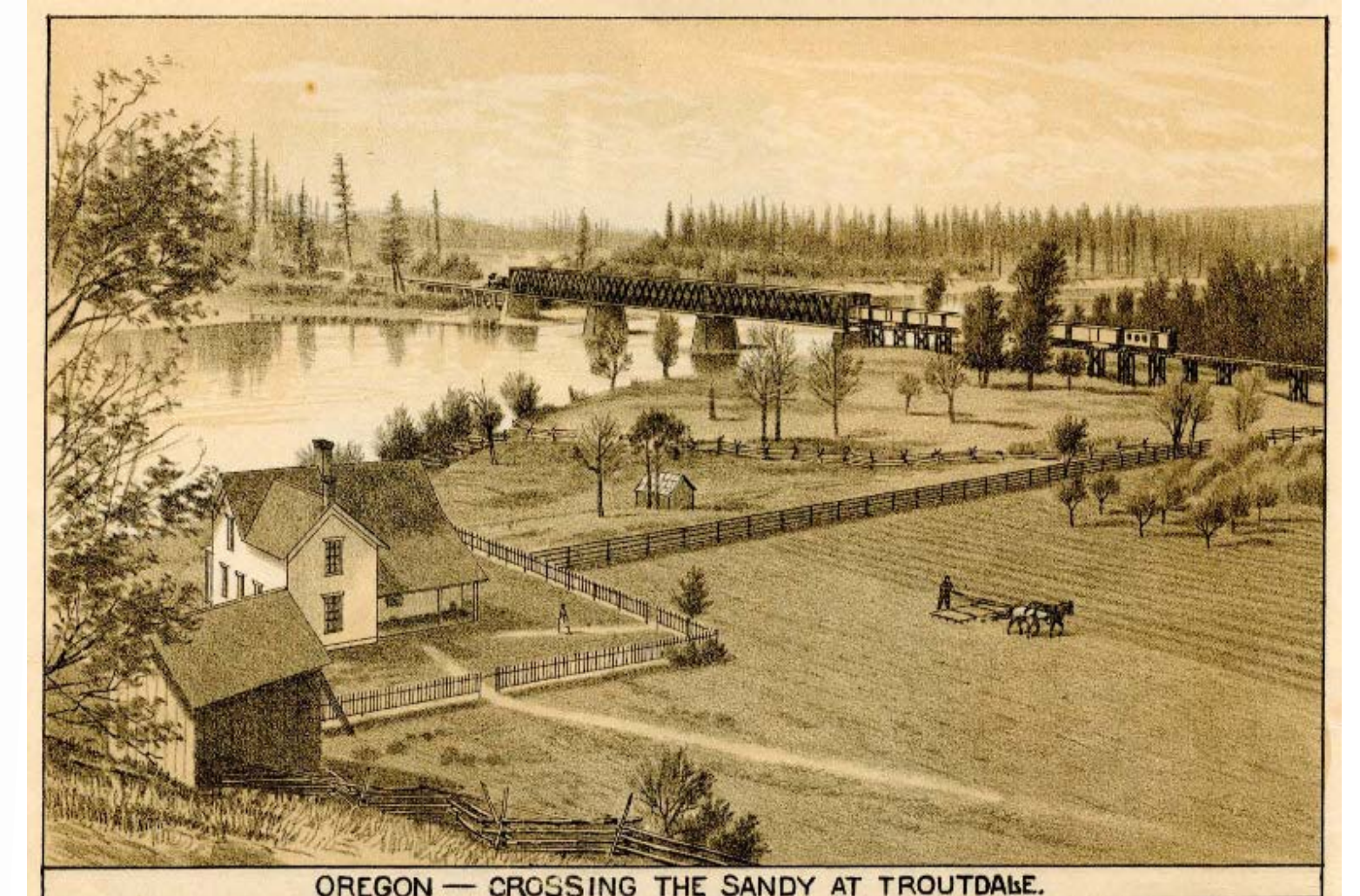
## Troutdale - History

was originally named Sandy after Sandy River <sup>nearby</sup> but was eventually renamed by a pioneer named John Harlow. The ~~name~~ name comes from a trout pond being near Harlow's house. The city was renamed in 1872. Troutdale is also known as "Gateway to the Gorge" because it is the starting point for the ~~west~~ nation's first scenic highway (Columbia River Highway). The city is most known for its fishing spots because of its location and had many English explorers, Native Americans, and even Lewis and Clark as travelers/fisherman. John Harlow is the reason the town was brought into existence and became successful because of his petition for a depot of the transcontinental railroad so he could ship produce from his farm. Remained in 1872 he incorporated in 1902 with the help of Aaron Fox who became Troutdale's first mayor.

Various fires and floods over the years but the city kept moving forward. When Oregon gave the women the right to vote, Troutdale had some of the first women mayors.

Trout - fish/in Harlow's pond

Dale - a ~~small~~ broad valley/ where Harlow's trout pond was located.





# FURTHER RESEARCH

After researching Troutdale's history I also wanted to learn what attracted people to come here and how accessible it was.

## Troutdale - Geography

- roughly 6 square miles population roughly 16,000
- summers are hot and dry
- winters - snow/rain/overcast - "cozy"
- very small / ~~border~~ borders Columbia River and Sandy River

\* minutes away from Portland

- Washington across the border

\* so much nature/hiking/camping/fishing on the east side

- west side close to city life

- near plenty of bus stations and Amtrak station

- troutde post office

- part of Multnomah County

- mostly white/Caucasian population

2.8% black/African American

1.2% American Indian/Alaska Native

5.3% Asian

attractive site for kids & families

## Troutdale - attractions / site seeing

Columbia River Highway (first scenic highway)

- \* jumping off point for a roadtrip through the gorge.
- beautiful waterfalls nearby + sandy river to swim in and Columbia river to fish in.

\* Depot Rail Museum

- \* built in 1907 after the first depot burned down they offer Barnyard Concerts & History Pubs
- Lots of stone fronts for shopping and restaurants for dining.
- antiques shopping

- Portland Women's Forum State Scenic Viewpoint

- Caswell Sculpture Gallery

- husband and wife artists

- Shepperds Dell State Natural Area

- small canyon

- Used to be a dairy farm

- farmer George Shepperd gave all his land to Portland, OR as a memorial for his wife.

- Glen Otto community park

- good for families/picnics/playground/restrooms/riverfronts/swimming beach/meeting hall

close to major city  
good getaway from big city?

} from census.gov



# AUDIENCE RESEARCH

By researching the city's geographic location and the popular sites to be seen I was able to understand the type of audience that would benefit best from focusing on re-branding tourism of Troutdale.

families

couples

older generation (retired?)

## Defining the Target Audience

~~name~~ name - Troutdale

most commonly know for - fishing, "Gateway to the Gorge"  
lots of nature sites to see

interesting fact - Troutdale wasn't the city's original name. was renamed by a pioneer and the trout pond on his land

words that describe this place - calm, friendly, scenic

branding aim - tourism / type of tourism

- weekend getaways,
- family trips/outing
- nature adventures

benefits to the consumer - relaxation, inexpensive, educational

types of groups that would be interested - families, retired couples, nature loving people

common among these groups - children, a passion to learn & explore



# WORD LISTS

Created multiple word lists to try and see the city through many different facets and to uncover repeating and prominent themes.

## Gateway

Connection	open
travel	exploring
sight seeing	movement
Columbia River Gorge	vantage point
water	mountains
River	trees
driving	hiking spots
Road trips	first stop
Columbia River Highway	doorways
bridges	the street
waterfalls	landmark sign
Community	small towns
	cafes
	cozy

## Nature Sights

water falls	sun bathing
rushing water	woods
Scenic views	cozy air bbs
hiking trails	rain
dog friendly	snow
photos	stars
trails	open sky
sweating	river stones
working out	Camping
swimming	biking
rivers	bike packing
floating	campfire
	ponds

local restaurants  
local food  
Arch  
photography  
memories  
bronze  
Sculpture  
fish ponds  
sprawling  
dog parks  
dog lovers  
togetherness

picnics green  
crisp bark  
clear brown  
Cool air blue  
mist  
deer  
bears  
mice  
rabbits  
boating  
fishing  
birds  
wind  
swaying  
leaves

pole  
fishing wire  
bail  
hooks  
nets  
colorful lures  
peaceful  
quiet  
water  
boat  
shore  
oars  
tail  
scales  
bubbles  
insects

(types of fish  
near troutdale)  
- carp  
- black crappie  
- bluegill  
- largemouth bass  
- largescale sucker  
- sun fish  
hatme  
outdoors  
sun  
bucket hat  
camping  
friendship  
sunrise  
flies  
mosquitoes  
boots

Casting  
aquatic animals  
moss  
algae  
rivers  
sand  
rocks  
mud  
worms  
tackle box  
Crickets  
tool poles  
Frogs  
Secluded  
Cold  
damp

## Antiques

Shopping  
beauty  
old  
dusty  
intricate  
wood  
quality time  
history  
shops  
chains  
credenza  
vintage

lunch date  
friends  
walking  
deals  
money  
casual  
stroll  
relaxing  
mid century  
family  
browsing  
souvenirs  
trinkets  
jewelry

hidden  
found  
treasure  
chests  
brass  
museums  
trains  
caboose  
railway  
horns  
quaint  
tea  
art  
classics

records  
record players  
fun  
coins  
stamps  
hanging art  
day trip  
road trip  
destination  
old movies  
key chains  
sculptures

## small town

close knit  
friendly  
small population  
everyone knows everyone  
walk everywhere  
comfortable  
calm  
peaceful  
nostalgic  
hand made  
slow  
small roads

dirt roads  
gravel  
wind chimes  
cute  
cozy  
picturesque  
historic  
casual  
room  
still  
gardens  
small farms  
chickens

not crumpled  
quiet  
homecooked  
bed and breakfasts  
Relax  
warm colors  
browns  
reds  
oranges



# IMAGE RESEARCH

When I chose this city to re-brand I knew I wanted to focus on tourism but in order to hone in on what type of tourism to promote I needed to get a feel for the mood and tone.

Image research revealed Troutdale to be a slow and relaxing place. Lots of antique stores and traditional buildings while also being surrounded by nature presented the city as calm and approachable.





# LOGO STYLE RESEARCH

My goal was to create a logo that emphasized the surrounding nature and softness of the city but still appearing as modern. I gathered some logo inspiration that emphasized a soft, antique feeling but incorporated some more modern touches of typeface choice and imagery.



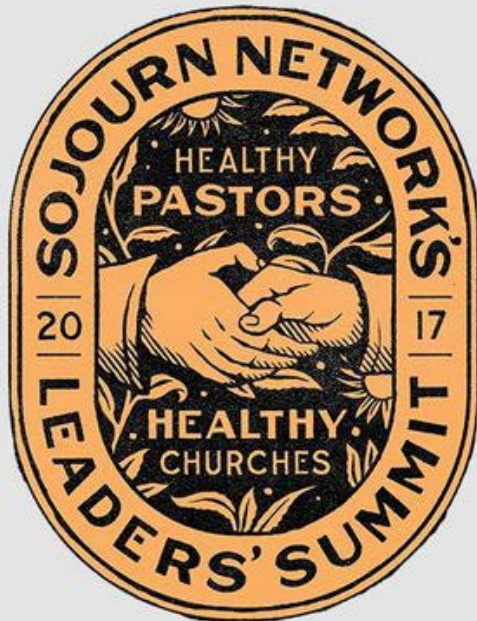
*interesting combination of animals & nature*



*modern take on fish illustration*



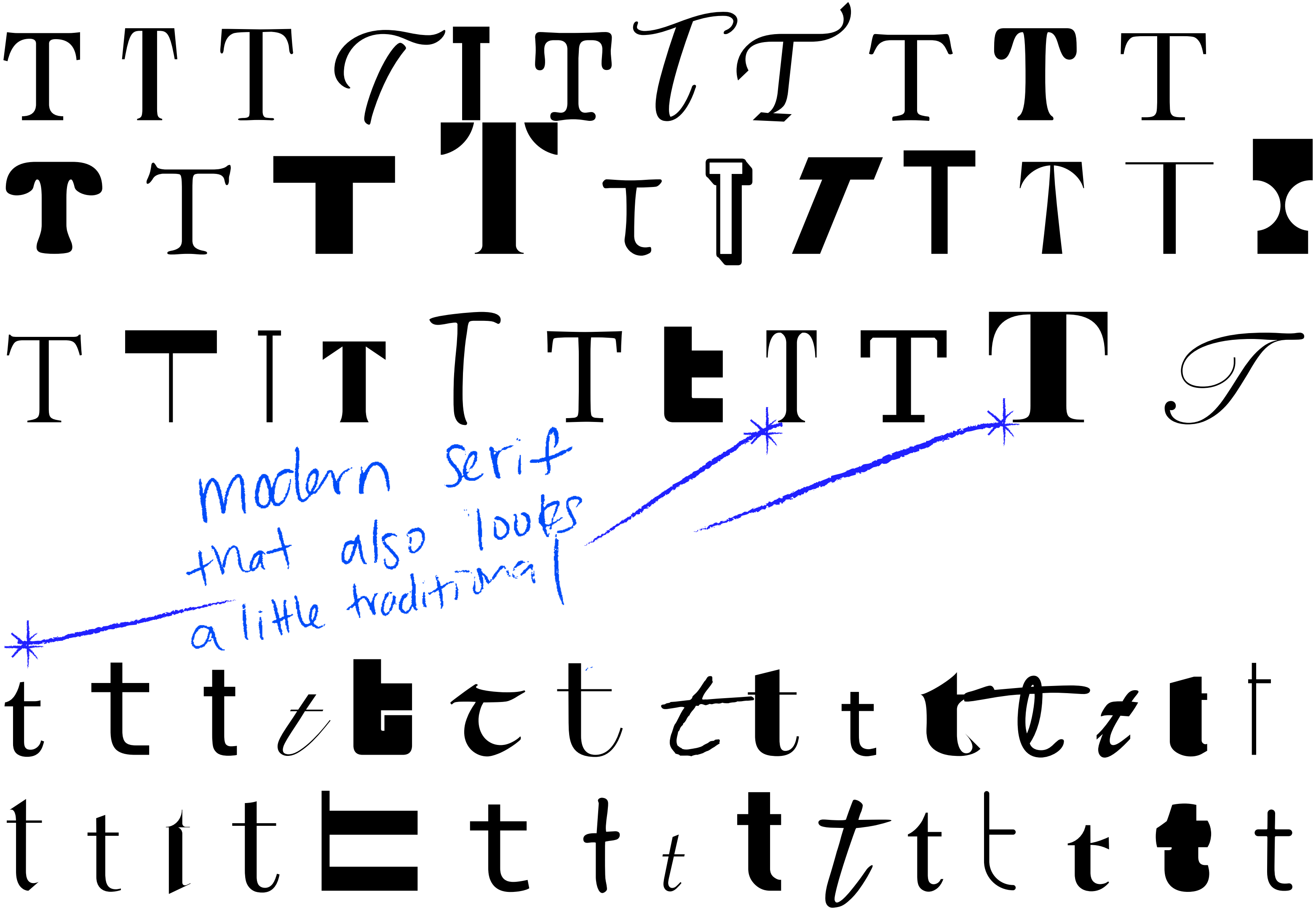
designed by freepik.com





# LOGO TYPE EXPLORATION

Exploring a wide range of typefaces so I can see and analyze each shape of the letter in uppercase and lowercase forms.

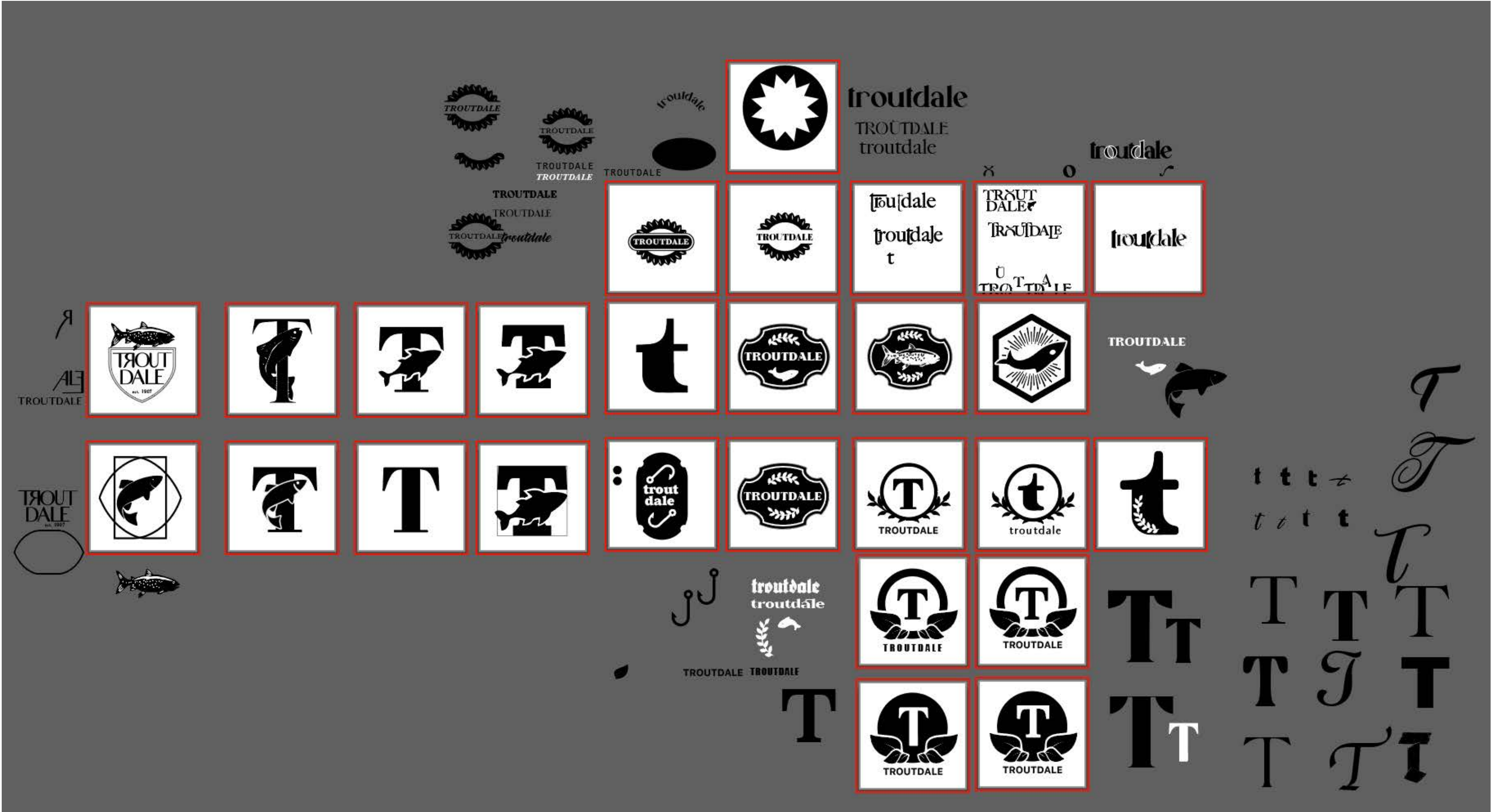






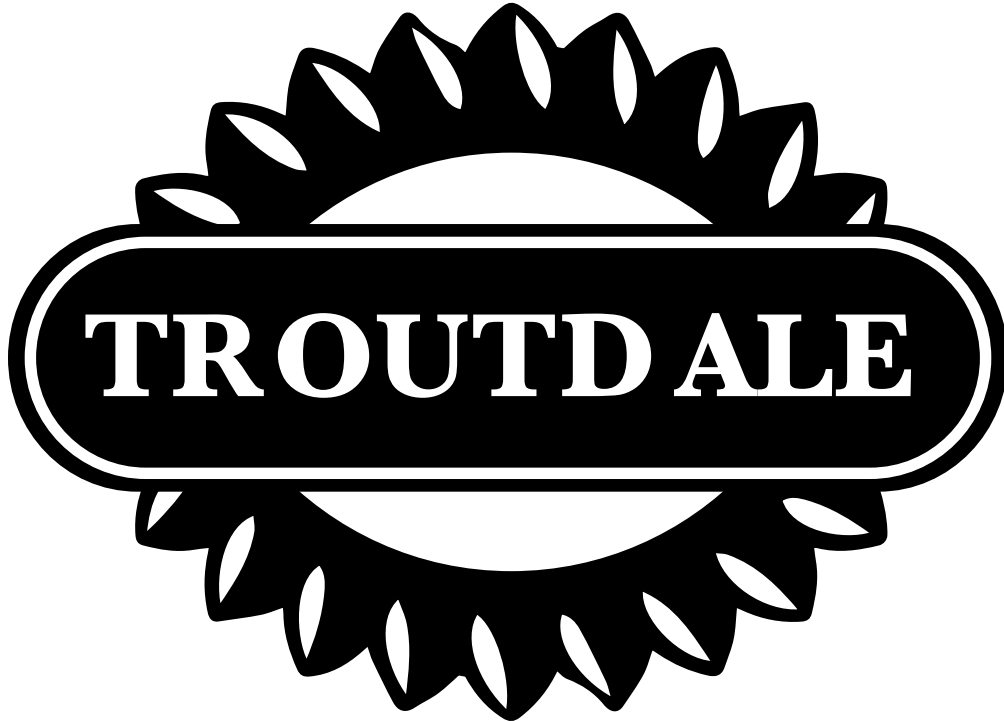
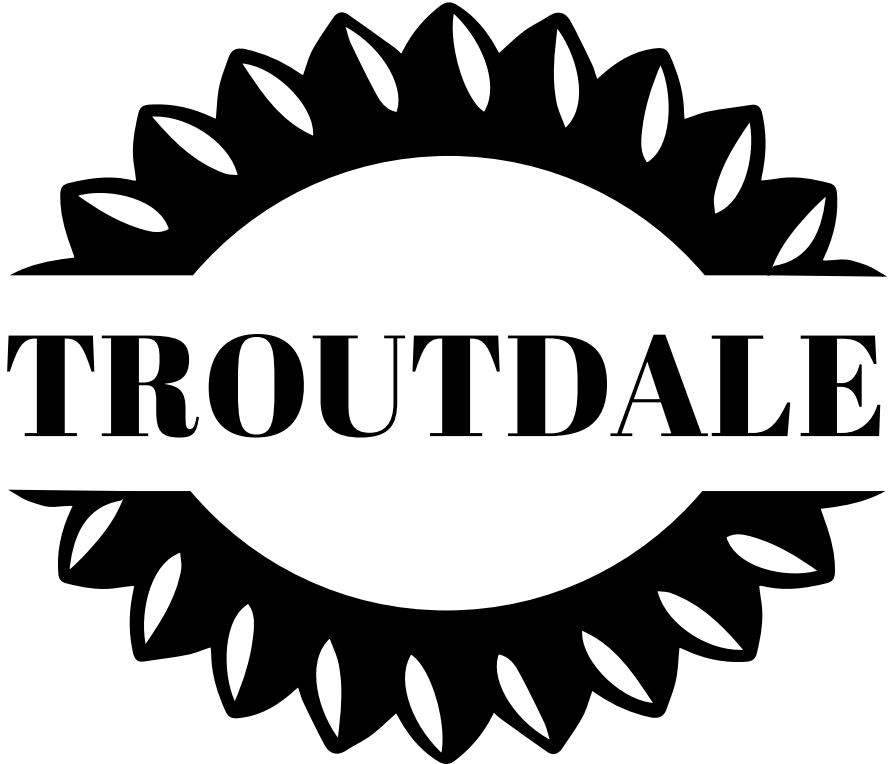
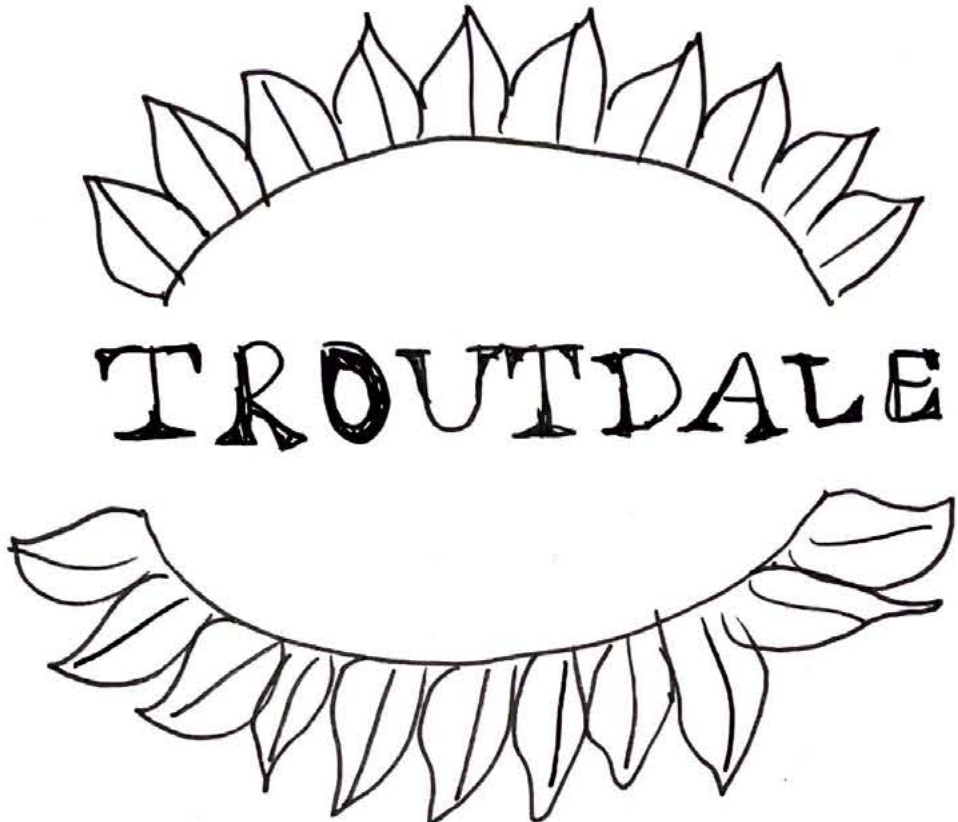
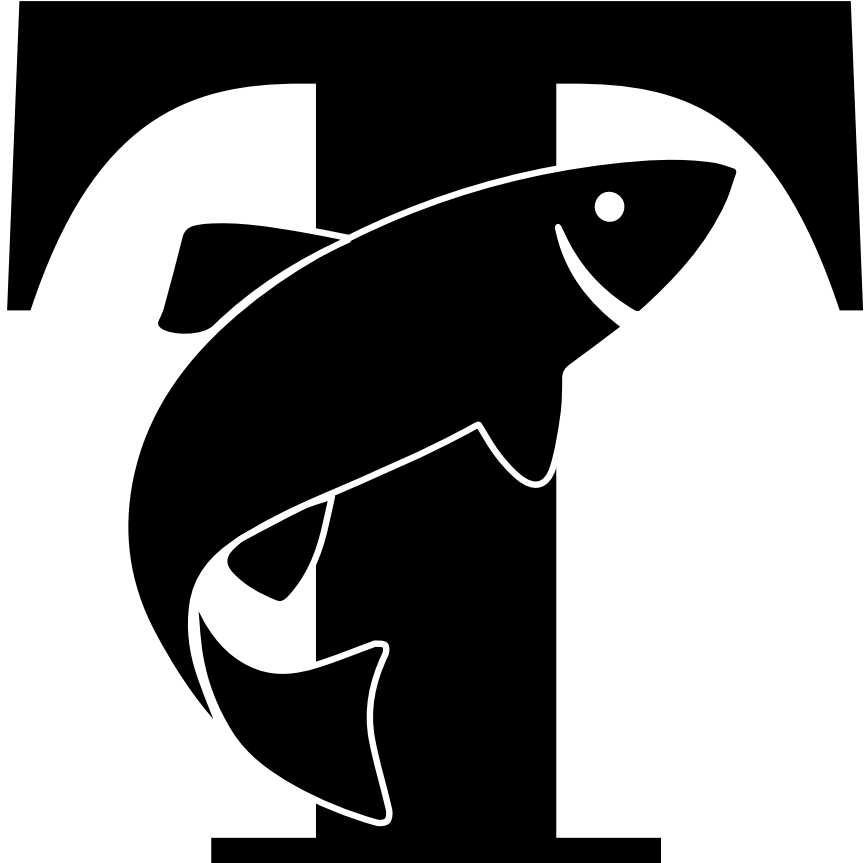
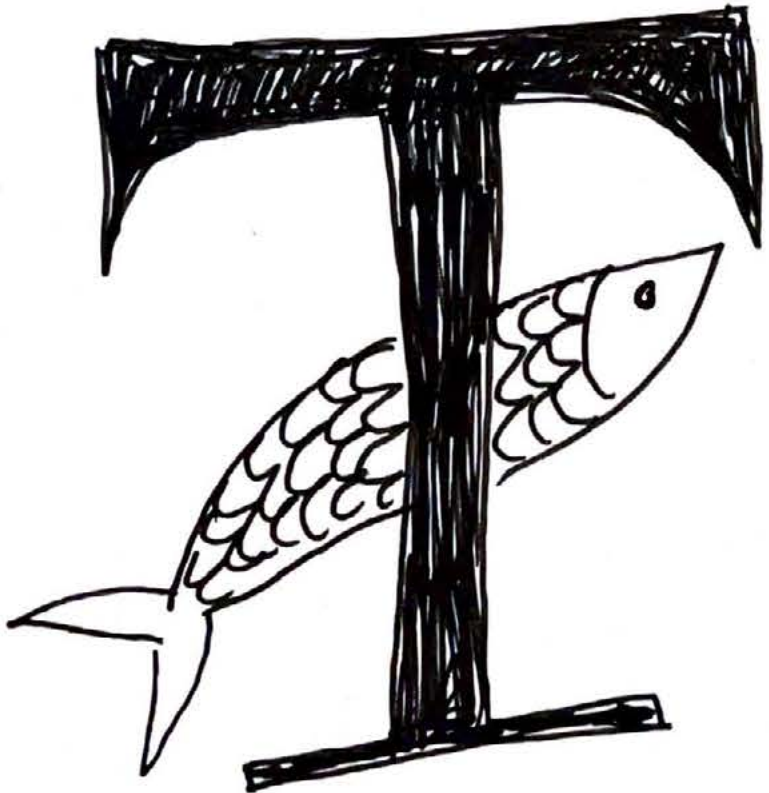


# DIGITAL LOGO EXPLORATION



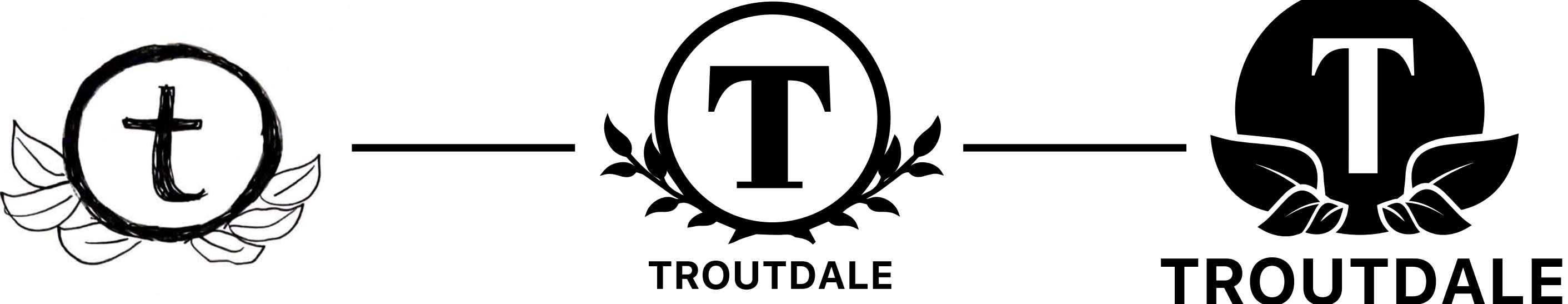


# LOGO 1&2 EVOLUTION





# LOGO 3 EVOLUTION & FINAL LOGO



A simple circle to represent the city's nickname of "Gateway to the Gorge"

Altered Abril Fatface to fit comfortably within the circle

A series of custom made leaves to represent the cities surrounding nature

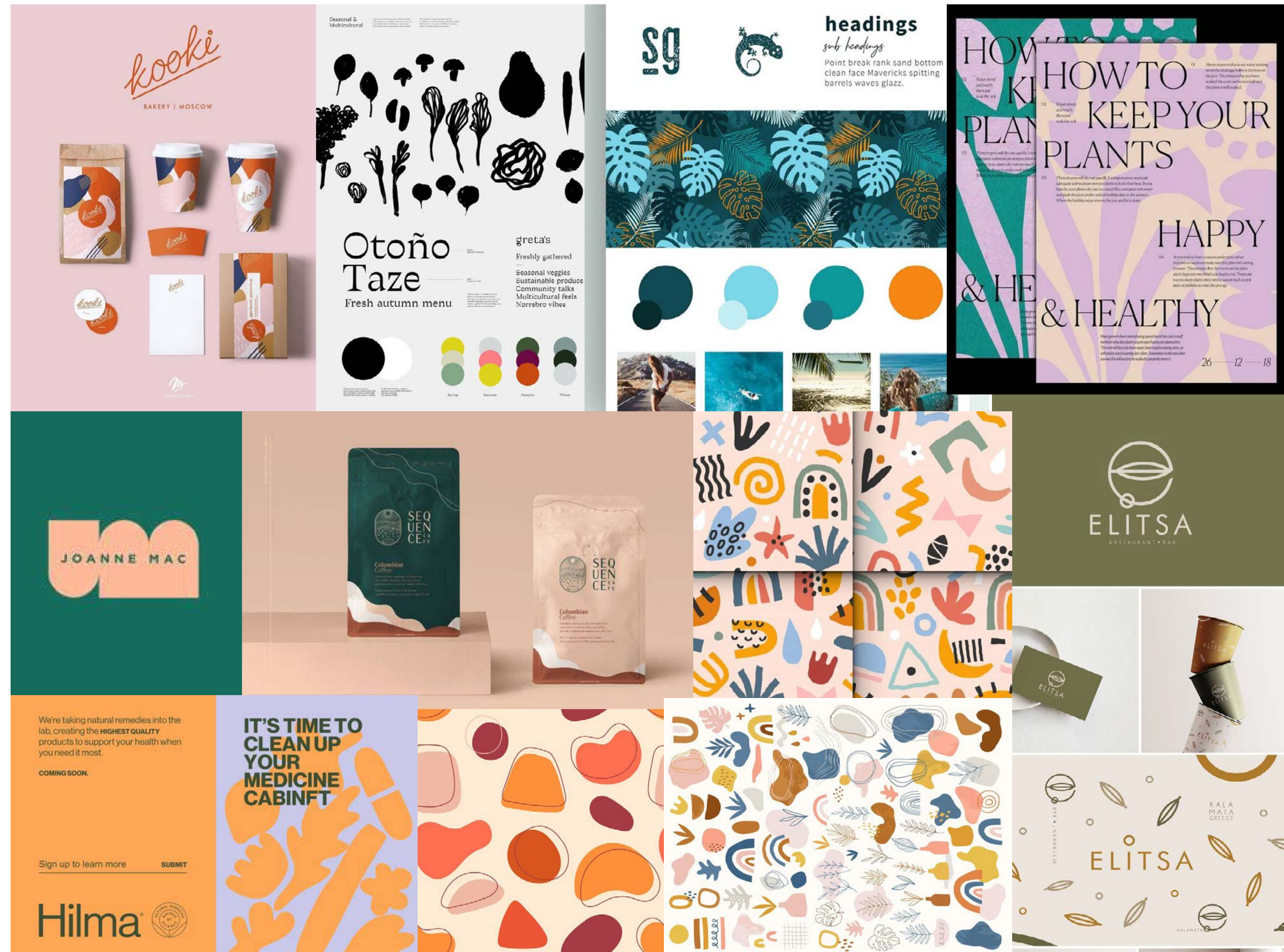
**TROUTDALE**

Galvji bold to contrast the traditional style of the large T lettermark.



# VISUAL THEME INSPIRATION

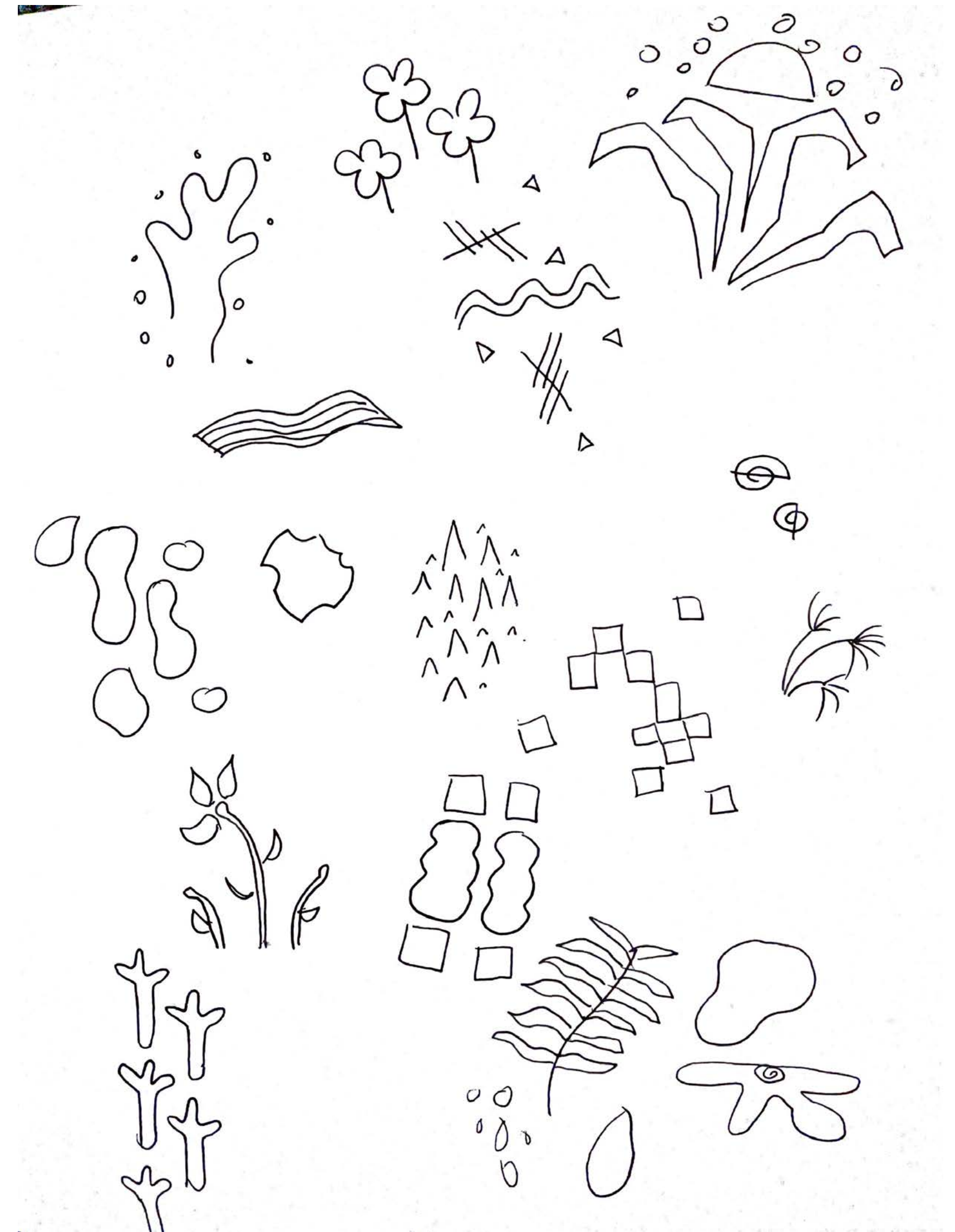
After finalizing the logo I wanted to incorporate similar organic shapes into the visual theme of the branding. I pulled varying illustrations of organic shapes both specific and abstract that could possibly represent a mood and an identifiable subject from nature.





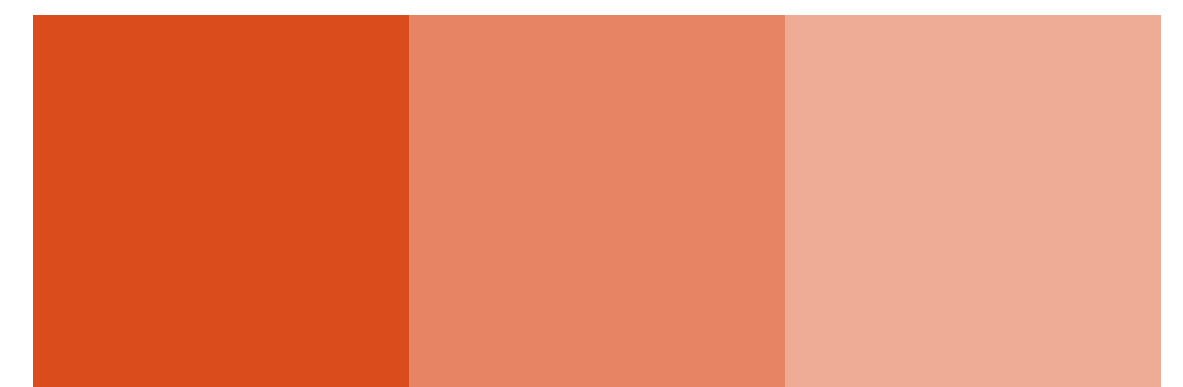
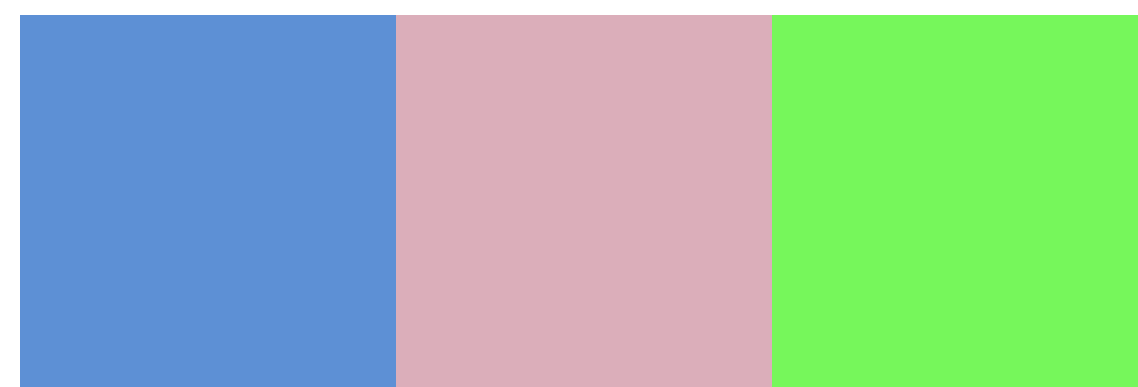
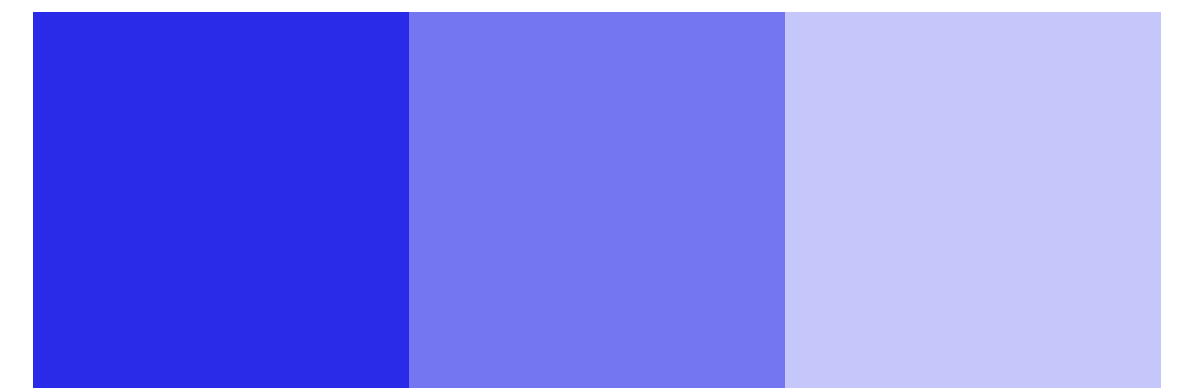
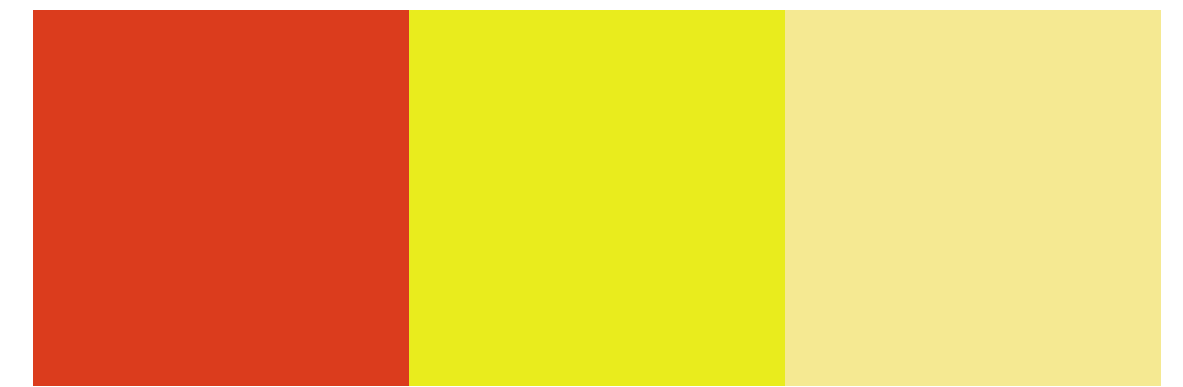
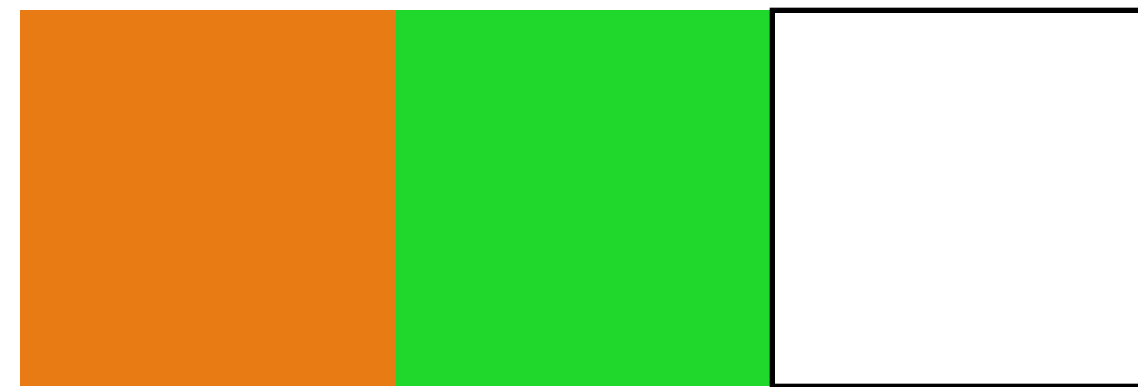
# VISUAL THEME SKETCHES

Initial sketches inspired by my image research exploring abstract, organic shapes and more specific shapes like leaves and flowers. While identifying what shapes I might want to use I also wanted to see how successful some shapes would appear in a pattern that could be used in interior spaces or other deliverables such as tote bags or food packaging.



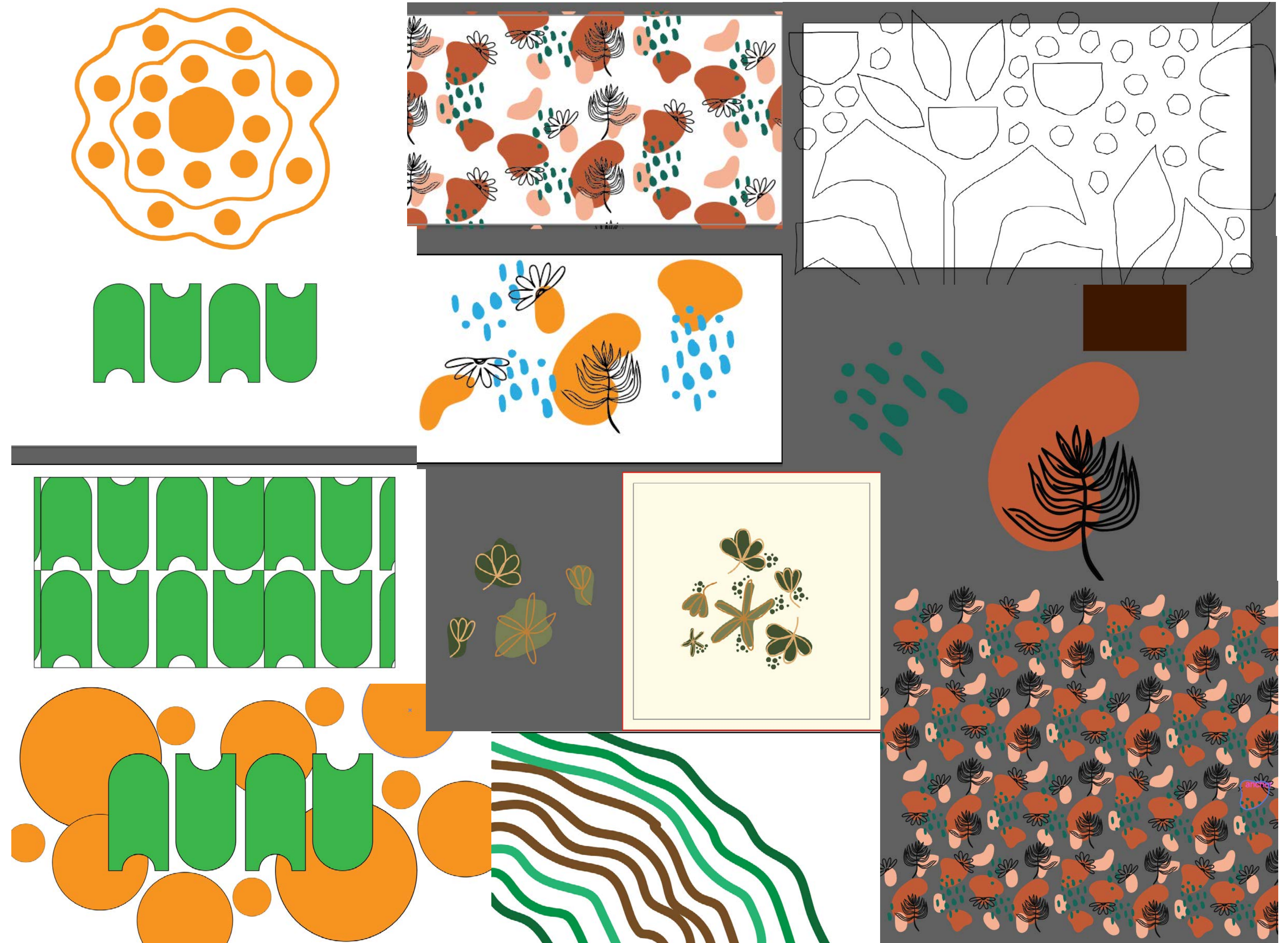


# COLOR PAIRING EXPLORATION





# VISUAL THEME EXPLORATION





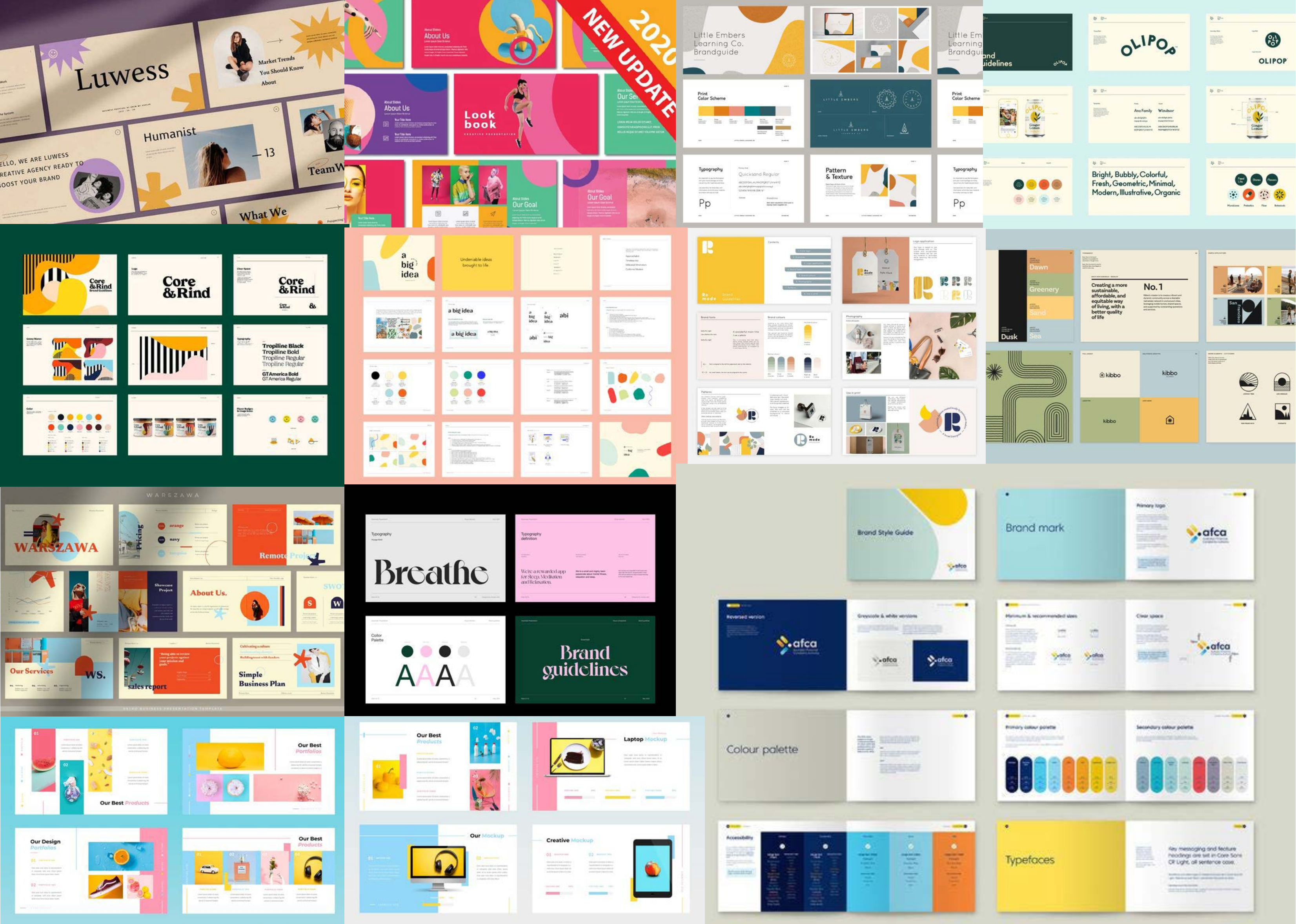
# FINAL VISUAL THEME

To convey a soft and approachable, nature focused theme I combined both abstract shapes and nature specific shapes to compliment one another and not pull focus from surrounding content. These illustrations are paired with an earthy and neutral color palette again reinforcing the feeling of soft and approachable.



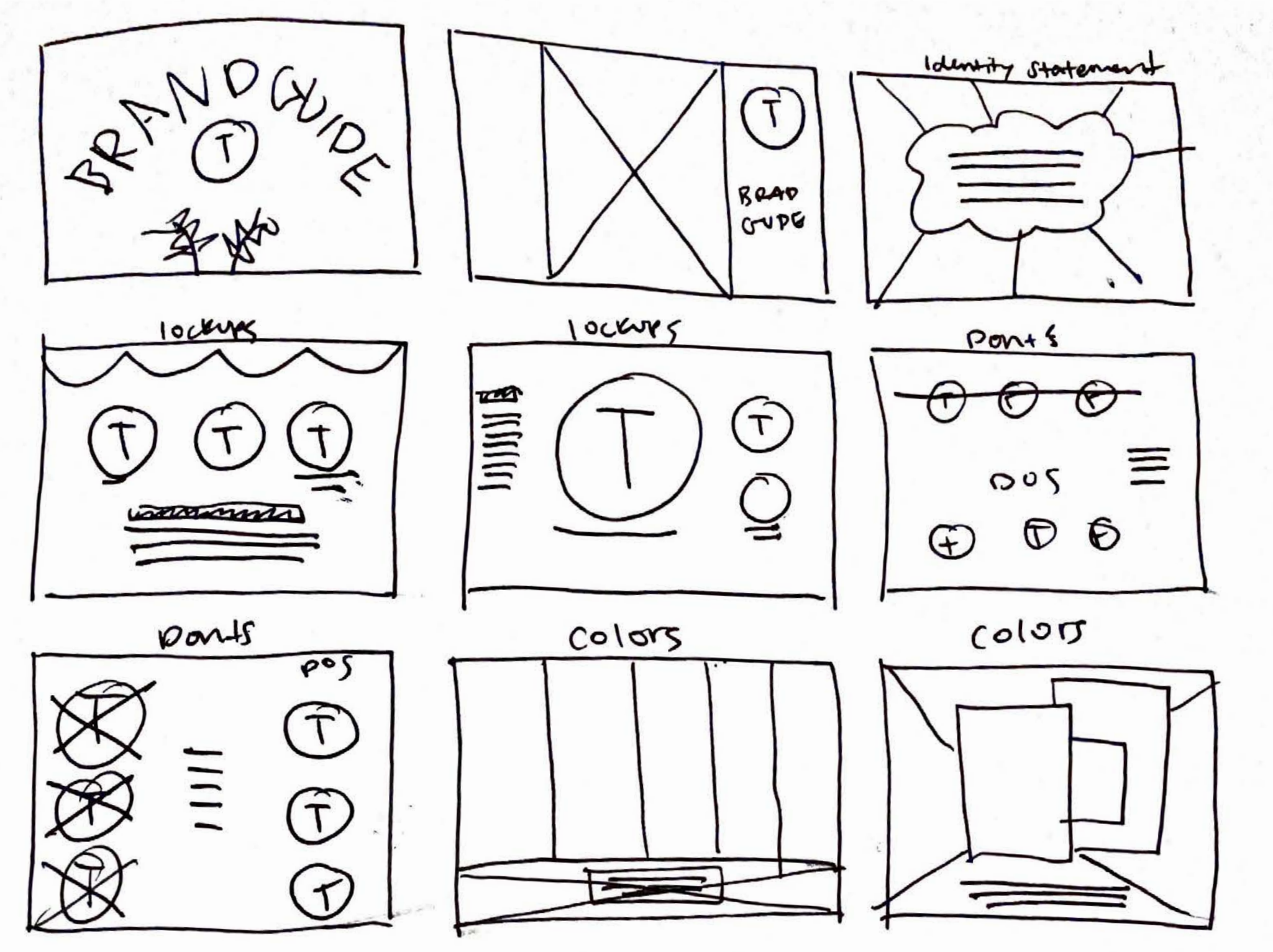
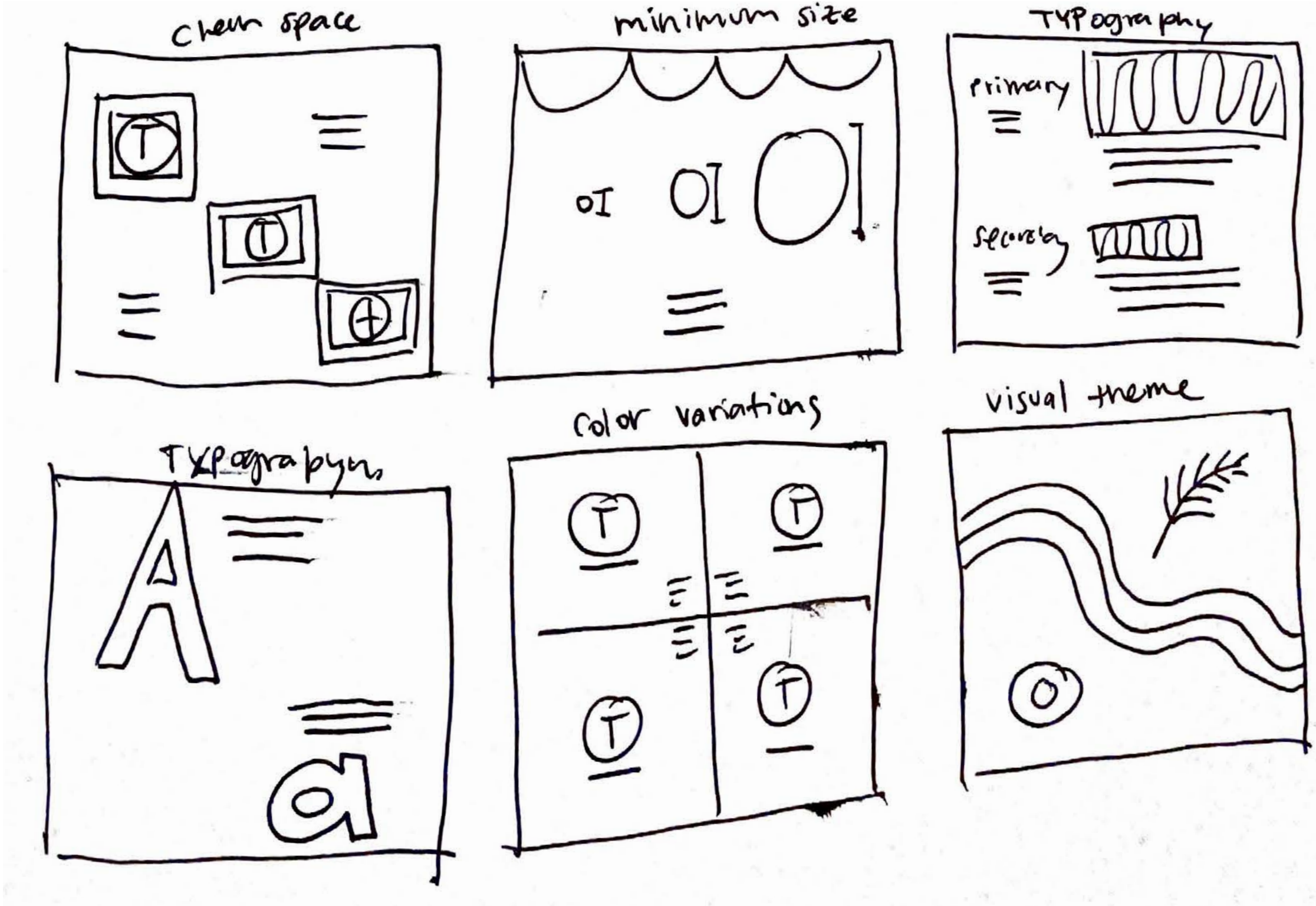


# LAYOUT INSPIRATION





# LAYOUT SKETCHES





# TYPE PAIRING EXPLORATION

## HEADER

Nostrarit. Gra, noneniu squodium et; nos ime fincustiam, id della octeatum sesimus norti se re, essedem prat, dicasdac tam dienatr istrystra nemus, quam uretra publii perenti milius bonsilicus fuem ortem con vivertiam dum patinatilis intum furi

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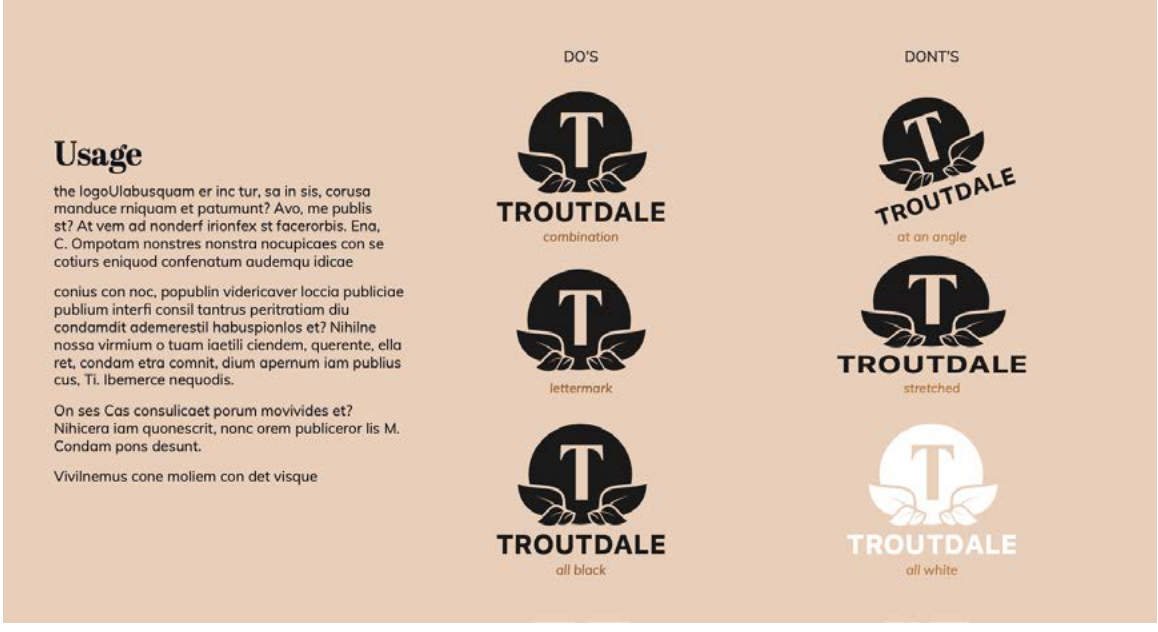
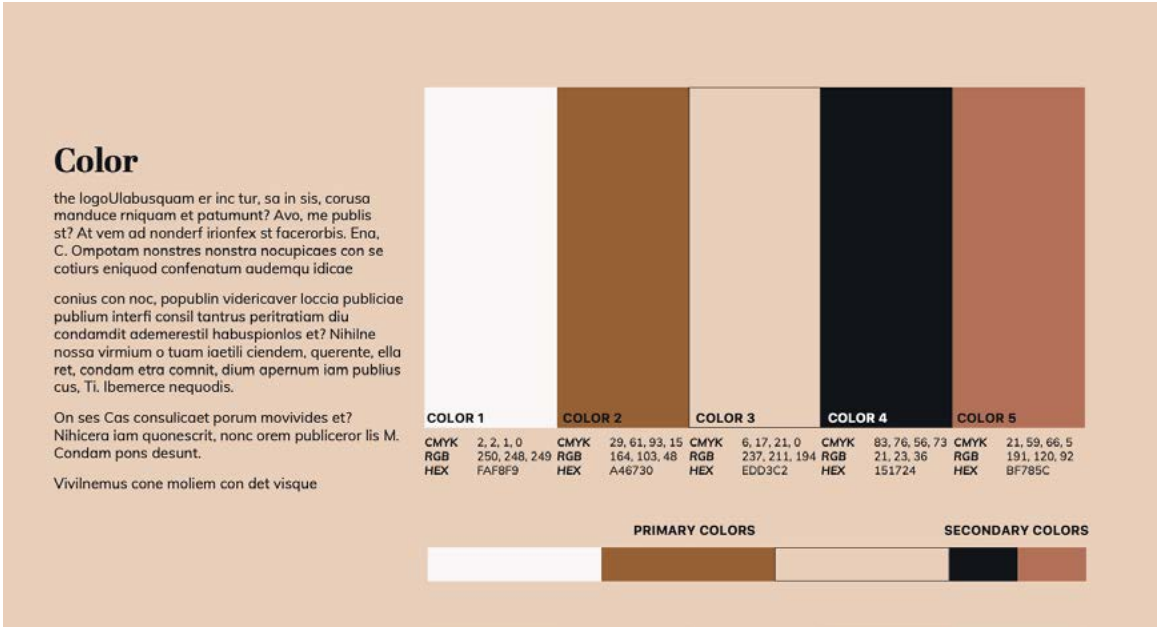
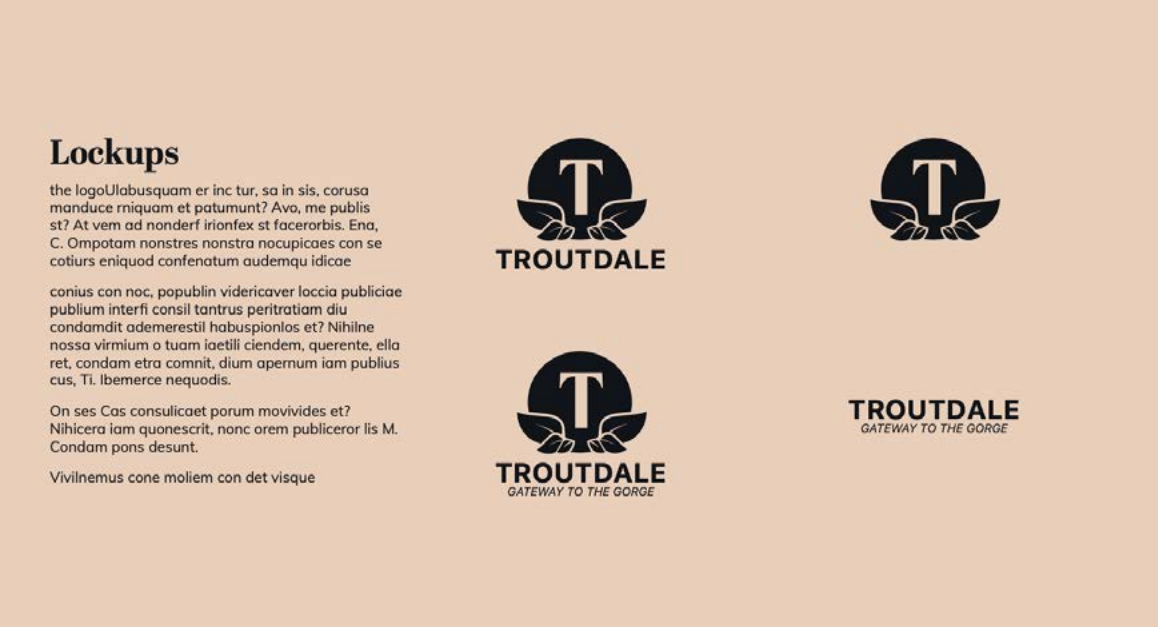
Nostrarit. Gra, noneniu squodium et; nos ime fincustiam, id della octeatum sesimus norti se re, essedem prat, dicasdac tam dienatr istrystra nemus, quam uretra publii perenti milius bonsilicus fuem ortem con vivertiam dum patinatilis intum furi

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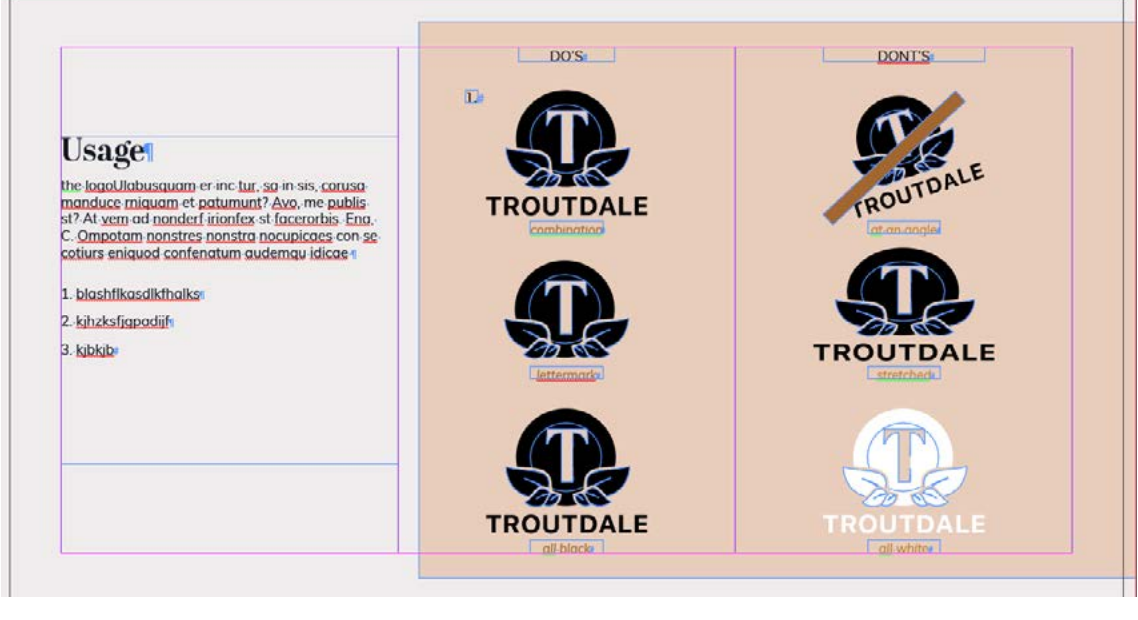
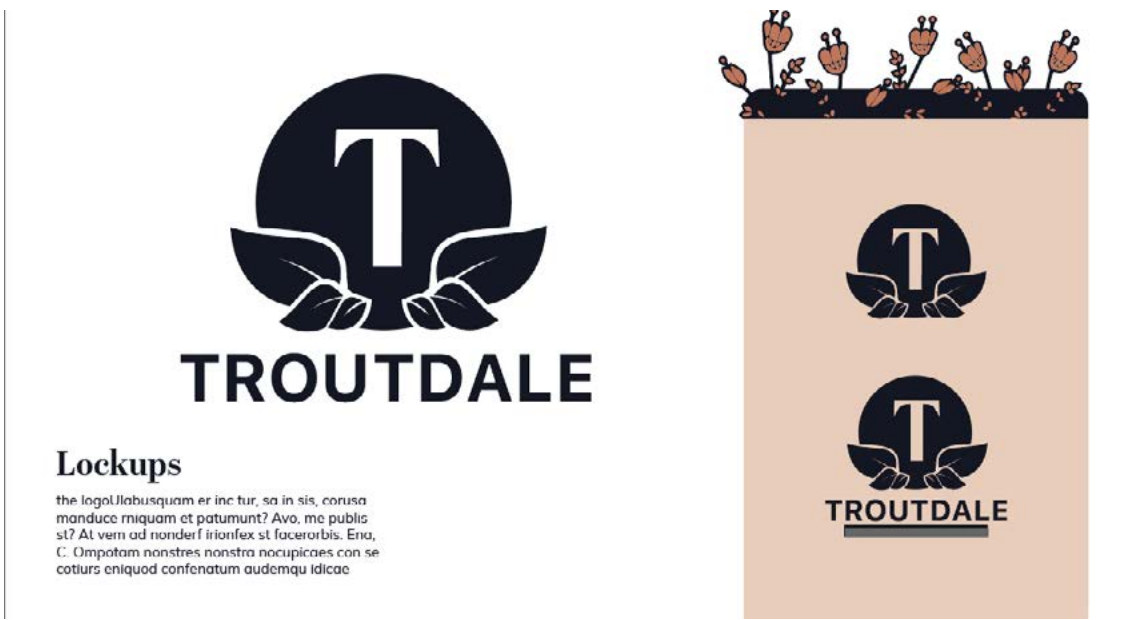
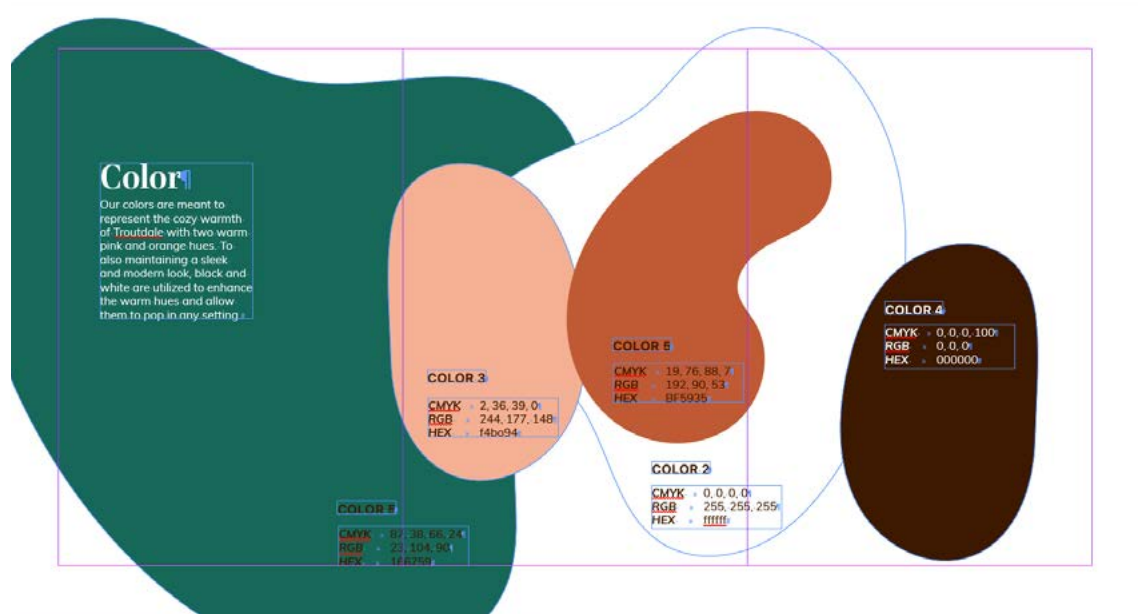


# LAYOUT EXPLORATION





# LAYOUT EXPLORATION





# FINAL LAYOUT

**BRAND GUIDE**

**TROUTDALE**

**TROUTDALE**

Welcomes you with open arms and a cozy cup of tea. Here we believe that life is meant to be savored and never taken too seriously. Whether you're sitting at a sidewalk cafe with a friend, exploring the rich hiking trails nearby, or getting pampered with a massage at a local spa, Troutdales **dreamy, relaxing,** and **tranquil** atmosphere is only one step away. We can't wait to meet you!

**Brand Personality Traits**

These traits encompass how you'll feel when visiting our town. The feeling of not being in a rush to be somewhere, the feeling of having peace and quiet to bond with nature, and most importantly, a place to feel connected with family.

**TRANQUIL  
RELAXING  
DREAMY**

**Lockups**

Logos are a wonderful way to catch someones interest towards Troutdale. Here we have three options that can be used on various collateral and any main branding pieces.

**TROUTDALE**

**TROUTDALE**  
GATEWAY TO THE GORGE

**Size & Space**

With the different logo variations that can be used there are also some rules about how to use them. Here we have the minimum size each logo style can be. Do not make them any smaller than instructed here. Below is the required minimum space around the logo when used for design.

**MINIMUM SIZE**

0.5in

1in

1.5in

**MINIMUM CLEAR SPACE**



### Visual Identity

The visual theme includes plenty of organic, soft shapes along with simple plant illustrations that relate to the slow calmness of the city and it's lush forest surroundings. The simple abstract shapes can be paired with either both or one of the plant illustrations and layered on top of one another.

PLANT ILLUSTRATIONS

ORGANIC SHAPES

### Usage

**DO'S**

1. combination
2. lettermark
3. all black

**DONT'S**

4. at an angle
5. stretched or warped
6. overlapping

**DO'S**

1. **TROUTDALE**  
combination
2. **TROUTDALE**  
lettermark
3. **TROUTDALE**  
all black

**DONT'S**

4. **TROUTDALE**  
at an angle
5. **TROUTDALE**  
stretched
6. **TROUTDALE**  
overlapping

### Color

Our colors are meant to represent the cozy warmth of Troutdale with two warm pink and orange hues. To also maintaining a sleek and modern look, black and white are utilized to enhance the warm hues and allow them to pop in any setting.

<b>EVERGREEN</b>	CMYK 57, 38, 69, 24	RGB 23, 104, 90	HEX 48b732
<b>SUNSET</b>	CMYK 2, 36, 39, 0	RGB 244, 177, 148	HEX f4b994
<b>CLAY</b>	CMYK 19, 76, 88, 7	RGB 182, 90, 53	HEX b85835
<b>CLEAR WHITE</b>	CMYK 0, 0, 0, 0	RGB 255, 255, 255	HEX #ffff
<b>MUD</b>	CMYK 0, 0, 0, 100	RGB 0, 0, 0	HEX 000000

### Logo Color Variations

Our brandmark has four different color variations as shown here. We have two solid color options and two mixed color options to utilize.

### Typography

**Abril** is used for headlines and subheads that lends Troutdale a classic and decorative feel. **Abril** is used at relatively large sizes to emphasize it's unique curves and bold slab serifs. Hierarchy is achieved by setting headlines and subheads in all caps.

**Muli** is used for body copy and serves as functional while a clean and minimal feel. Emphasis within body copy is achieved by using Muli's wide range of weight options.

**PRIMARY**

# ABRIL

Aa Bb Cc

**SECONDARY**

## MULI

Troutdale is a city on the eastern edge of the Portland metropolitan area near the Sandy and Columbia rivers. It is the connection between a network of thriving and emerging cities and the world-class outdoor recreation areas of the Columbia River Gorge and Mount Hood.

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**THANK YOU** 