



Washington Park

BRAND IDENTITY TOOLKIT

Version 1.0
Autumn 2022



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Overview

Background

Since its founding in 1871 as one of Portland's first public parks, Washington Park has grown to include several of the region's most beloved and unique gardens, memorials and cultural institutions including the International Rose Test Garden, the Portland Japanese Garden, Hoyt Arboretum, the World Forestry Center and the Oregon Zoo.

Although the Park's institutions are well known, many visitors do not know what Washington Park is or where it begins and ends.

Additionally, physical access to the Park has been a challenge from its beginning due to its location in the hills West of downtown Portland.

The Park's 2018 Master Plan and 2021 Strategic Operations Plan both recommended establishing a Washington Park brand identity to help communicate more effectively with the public and a wayfinding plan to help visitors experience the Park with more confidence.

PROJECT GOAL

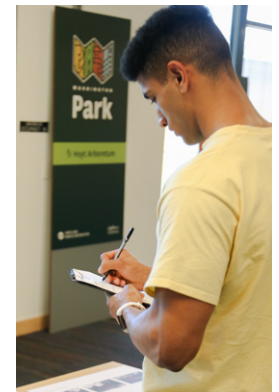
**Develop a Brand
and Wayfinding Plan
to improve access,
circulation, and
visitor experience at
Washington Park.**

Approach

This project took a human-centered, people-first approach. The project process included an advisory committee with representatives from all of the Park institutions, a workshop, focus group and prototyping in the Park.

The design of the brand and wayfinding was developed simultaneously to ensure they work together as a system.

From the logomark to the signs, the design seeks to reinforce and communicate a holistic Park "mental model" to visitors.





Washington Park

Explore Park Attractions



Oregon Zoo

Connect to wildlife and meet animal ambassadors from around the world! See for yourself why the zoo is the #1 cultural attraction in the Pacific Northwest, and learn how you can help us create a better future for wildlife.



Hours & Admissions
Some entry tickets must be purchased in advance online.



Hoyt Arboretum

Hoyt Arboretum is Portland's museum of living trees. It features more than 2,300 species of trees, from around the world, along 15 miles of trails. Trail maps are available at the Visitor Center. Managed in partnership with Portland Parks & Recreation.



Visitor Center Hours & Events



World Forestry Center

For over 50 years, World Forestry Center has been at the intersection of forests and communities. Explore our stunning Discovery Museum to learn more about forests and how they impact all of us.



Hours & Admissions



Vietnam Veterans of Oregon Memorial

Outdoor memorial and garden honoring lives lost or affected by the Vietnam War.



Open 5 a.m.-10 p.m. daily



Portland Japanese Garden

An authentic Japanese garden and haven of beauty. Explore eight garden styles and immerse yourself in Japanese art and culture through seasonal activities, art exhibitions, and special events. Enjoy traditional Japanese teas and confections at the Umami Café.



Hours & Admissions
Timed-entry tickets are available online.



International Rose Test Garden

Enjoy 10,000 roses, typically in bloom from May through October, overlooking Portland's skyline and Mt. Hood. The garden is the oldest, continuously operated public rose test garden in the U.S.



Open 5 a.m.-10 p.m. daily



Historic Reservoirs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, volutpatquis nostrud exerci tation ullamcorper.



Open 5 a.m.-10 p.m. daily



Oregon Holocaust Memorial

Outdoor memorial with sculptures honoring lives lost or affected by the Holocaust. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh volutpat euismod tincidunt ut ullamcorper.



Open 5 a.m.-10 p.m. daily



Lewis and Clark Monument

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh volutpat euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.



Open 5 a.m.-10 p.m. daily



Park Rules
• Do not leave valuables in car.
• All parks and natural areas are smoke free.

• Dogs must be on leash.
• Alcohol at permitted events only.



Oregon Zoo

Objectives

Background research and site analysis led to establishing 8 overall objectives for the brand and wayfinding.

01

The Park brand and wayfinding should express the unique nature and signature status of Washington Park

04

Build a mental model for the Park layout and access (celebrating how to connect the various zones)

07

Address future wayfinding management and maintenance process to avoid redundancies and inconsistencies

02

Design for the first-time visitor and overtly welcome and guide people in Washington Park

05

Clearly define entrances to and within the Park

08

Leverage the brand to build a cohesive experience beyond the wayfinding

03

Design the Washington Park Brand, where it lives, and its relationship with the Institutions (and EWP)

06

Clearly communicate parking: evergreen and temporal

Design Principles

The objectives were distilled into three core design principles that guide the brand and wayfinding work.

PRINCIPLE 1

Welcome and guide people

Instill confidence and a sense of belonging

PRINCIPLE 2

Express the unique nature of the Park

Make it memorable and recognizable

PRINCIPLE 3

Build a Park mental model

Help people intuitively understand the Park
and its relationship with the institutions

Identity

Inspiration

The logomark's design draws on the unique collection of institutions, landscapes and activities in the Park—characteristics that are unique to Washington Park.



**Animals
Elephants
Zoo**



**Forest
Arboretum
Forestry Center**



**Reservoirs
Original City Park**

**Gardens
Roses
Japanese Garden
Gates and Entries**

Logomark

The logomark represents both the unique institutions within the Park, as well as their geographic relationship to each other. The overall frame of the logomark can be interpreted as a folded map, which encourages exploration of the Park. The top and bottom of the logomark can be seen as the letter W, which represents the Park's name.



Washington Park

Primary Logomark



Washington Park



Clear Zone

When using the primary logomark, maintain a clear zone around it, equal to the height of the letter h.



Washington Park

Minimum Size

Never smaller than 1/2" tall.

Horizontal Logomark



Clear Zone

When using the horizontal logomark, maintain a clear zone around it, equal to the height of the letter h.



Minimum Size

Never smaller than 1/4" tall.

Logomark Color Guidelines

On Black

For use on black or dark backgrounds



On White

For use on white or light, neutral backgrounds



Black/White Logomark

Use the color logomark whenever possible. The Black/White version is intended for uses when color is unavailable such as etching, carving, etc.

On Black

For use on black or dark backgrounds



On White

For use on white or light, neutral backgrounds



Portland Parks & Recreation

If there is a need to include the full Portland Parks & Recreation logomark with the Washington Park logomark, follow this guidance to pair them together.



1 Match the width of both marks

2 The space between the marks should equal the height of the hand-and-leaf

3 Use the "centered" version of the Parks logomark



1 Match the height of both marks

2 The space between the marks should equal the width of the hand-and-leaf

3 Use the "left-justified" version of the Parks logomark

Color

The system uses color to help reinforce the mental model of the Park. In the logomark and wayfinding applications, the four bright colors correspond with different zones of the Park. Black is the primary foundational color and can be supported with white, dark green and gray.

Using the colors

Whenever using the colors for visitor-facing materials in the Park itself (such as wayfinding signage), ensure that the color used corresponds to the zone in which the application will appear.

For marketing, campaigns and other uses that appear outside of the Park or digitally, the colors can be used more freely and abstractly, to represent the diversity of experiences and institutions in the Park. See the posters in this brand toolkit for an example.

Black
CMYK 60/50/50/100
RGB 0/0/0
PMS Black

White CMYK 0/0/0/0
RGB 255/255/255

Dark Green CMYK 68/48/85/45
RGB 66/75/48
PMS 5753

Gray CMYK 18/14/17/28
RGB 165/163/158
PMS Cool Gray 3

Yellow (Zoo)
CMYK 5/20/87/0
RGB 242/199/63
PMS 123

Green (Forest)
CMYK 45/8/100/0
RGB 156/189/48
PMS 376

Red (Gardens)
CMYK 9/73/87/1
RGB 221/102/56
PMS 166

Blue (Reservoirs and City Park)
CMYK 33/16/10/0
RGB 169/193/210
PMS 291

Typography

National is the primary typeface. It's bold, confident and easy to read. It features subtle details that give the letters distinctive and distinguishing forms, making it particularly legible—and ideal for wayfinding applications. Additionally, its rounded punctuation and characters lend a friendly and warm quality.

Important

For numbers, use the alternate set in the font file, as shown here.

National

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n

o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 . , ! ?

Book
Regular
Medium
Semibold
Bold
Extrabold

Typography

Use these general type styles and leading multipliers to get started and maintain consistency. Add more as needed.

Headline

National Bold

Type size x 1 = Leading

Subhead

National Bold

Type size x 1.1 = Leading

Body

National Regular

Type size x 1.2 = Leading

Action

National Bold

Type size x 1 = Leading

We connect people with the culture, diversity and wonder of nature.

Since it's founding in 1871 as one of Portland's first public parks, Washington Park has grown to include several of the region's most beloved institutions.

A Portland experience isn't complete without a visit to Washington Park. As Portland's signature Park, we are integral part of Portland's identity, community, culture and commitment to accessible nature.

Scan the QR code below to download a digital map

Destination Pictograms

Park destinations and attractions are represented with the set of special pictograms.



Oregon Zoo



World Forestry Center



Hoyt Arboretum



Portland Japanese Garden



International Rose Test Garden



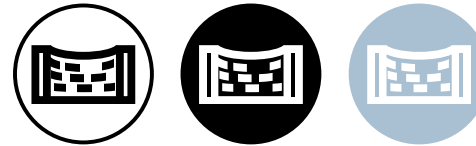
Reservoirs



Rose Garden Children's Play Area



Lewis & Clark Circle



Oregon Holocaust Memorial



Archery Range



Oregon Vietnam Veterans Memorial

Services Pictograms

The pictograms for services follow the tradition of the AIGA/DOT and National Park pictograms. They are deliberately utilitarian, easy to read and less expressive than the destination pictograms.



Restroom



Information Booth



Admission Required



Picnic Area



Food: Larger Bites



Food: Smaller Bites



Viewpoint



Gift Shop



Playground



Parking



Pay to Park



Bicycle Parking



Biketown Parking



Park Shuttle



MAX Station



Bus



#20 Bus Stop



#63 Bus Stop



Ride Share Pick-up



Accessible



Bicycle



Walking



Stroller



No Bicycle



Hiking



Dog



Caution, Notice, or Warning

Shuttle Emblem

In some situations it will be desirable to draw special attention to the Free Park Shuttle because it is a resource that the Park would like more visitors to use and be aware of. Use the emblem on shuttle stop signs and the shuttle itself. In general, use either variant, but when the emblem is applied to the shuttle itself, use the variant that faces its direction of travel.

When referring to the route, describe it as a loop for both consistency and to emphasize that it forms a loop.



Left-facing variant



Right-facing variant

Loop Hike Emblem

This special emblem is to be used in wayfinding signage to help mark and draw attention to the loop hike through the Park.

When referring to the route, describe it as the "Washington Park Loop Hike" for both consistency and to emphasize that it forms a loop.



Photography: Tone and Character

Prioritize professional photography and establish a core set of "signature shots" of key destinations to use consistently online and in wayfinding materials. Use photos that people will point to and say, "I want to see that," so when they arrive, they literally see that view and understand where they are within the Park.

Showcase diverse visitors and activities in the Park. Reinforce the Park mental model as a community of destinations that span a large geographical area with mix of aerial and visitor perspectives to help to orient and build anticipation.



Showcase signature threshold views people can recognize/experience




Celebrate people and diverse Park experiences



Aerial Perspectives to build a mental model

Application

 Washington Park



Bienvenido

 Washington Park

connect with the culture, diversity



 Washington Park



**Welcome
Bienvenido
Mà'ng**

**по пожаловать
awoow**

أهلا بكم

Come visit

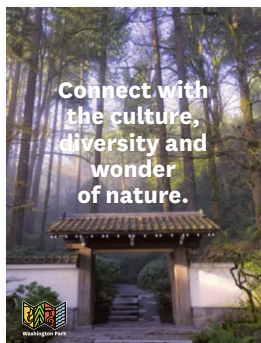
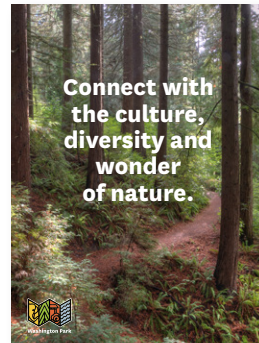
Washington Park

Reservoirs



Posters

Examples of how the brand can be applied to posters.



Shirts and Vests

Examples of safety vests and shirts for the Park's visitor services staff.



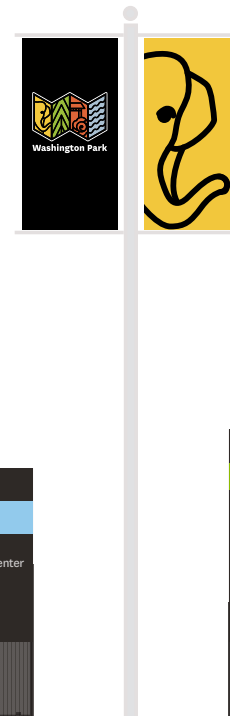
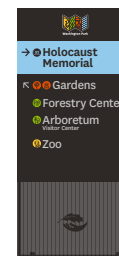
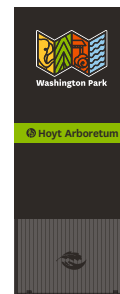
Products

Examples of the brand applied to products that can be used for events or fundraising.



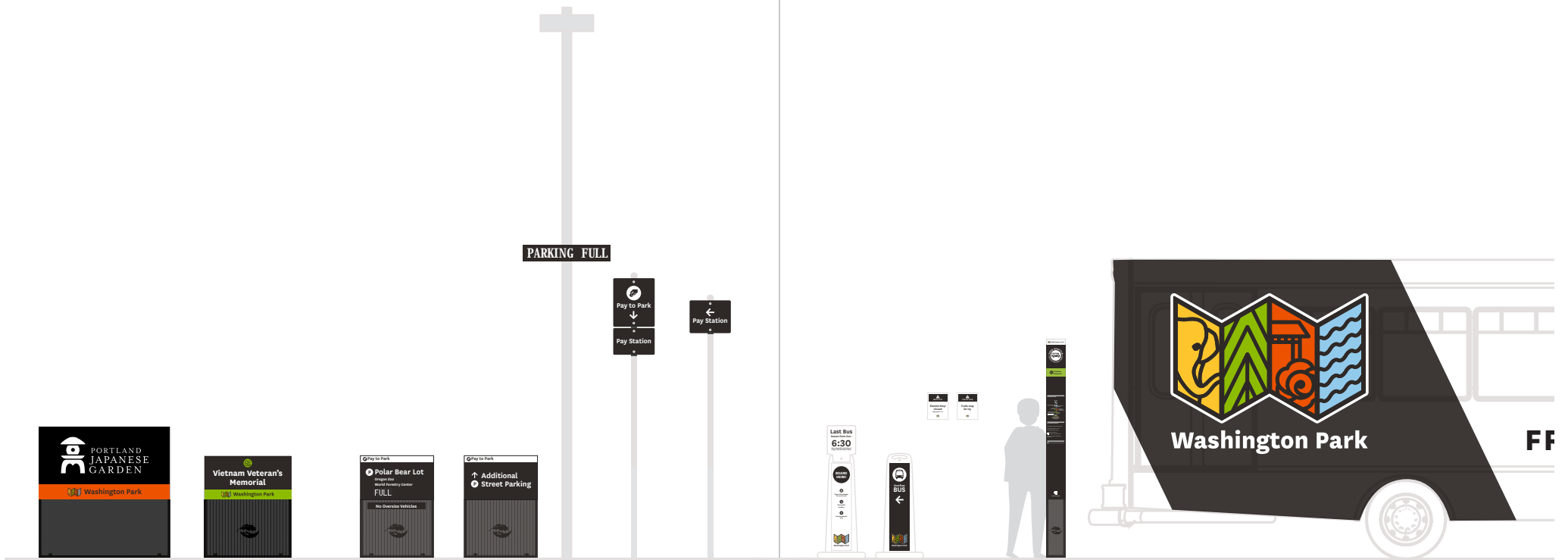
Wayfinding

One of the primary expressions of the Park's brand is in the wayfinding and signage. The sign family is shown here; see the Wayfinding Toolkit for more details.



Wayfinding

(continued)



Resources

Design and Strategy

Gwen Sparks Sullivan, sparks+sullivan
gwen@sparkssullivan.com

Ryan Sullivan, sparks+sullivan
ryan@sparkssullivan.com

Adobe files

Logomarks and emblems: bit.ly/3DTSTCm
Pictograms: bit.ly/3hq87Y6

Font files

Font files for up to 4 licenses are available with the files at this link: bit.ly/3FZGWO4
If more are required, or the web font is needed, they can be purchased from Klim Type Foundry: klim.co.nz/retail-fonts/national



Washington Park