



GRAPHIC

STANDARDS

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INTRODUCTION

HISTORY

Portland YouthBuilders was founded in 1995 as a non-profit organization committed to providing long term support for low income youth. Each year, they provide education, vocational training, and leadership development services for over 200 young people between the ages of 17 and 24 who have not completed high school and who face significant barriers to success. PYB is a part of a network of over 250 YouthBuild programs nationwide. Portland YouthBuilders helps young people make long term positive change. Students attend PYB every weekday, alternating between academic studies and vocational training in either our green construction or computer technology program. All students receive career development skills, leadership development opportunities, and long term support in the departments of Youth Media, Construction, Personal Development, and Academics.

PYB MISSION:

**TO SUPPORT YOUNG MEN AND WOMEN WHO ARE COMMITTED TO
CHANGING THEIR LIVES TO BECOME SELF-SUFFICIENT, CONTRIBUTING
MEMBERS OF THE WORKFORCE AND THEIR COMMUNITY**

GLOSSARY

BASELINE : the line type rests on, defined by the base of the character

CMYK : four basic colors for printing; cyan, magenta, yellow, and black

FLUSH LEFT : alignment against the left margin, gutter, or text box frame

FLUSH RIGHT : alignment against the right margin, gutter, or text box frame

ICON : a small graphic symbol that represents an idea or concept

LEADING : the vertical spacing measured in points between lines of type

TRACKING : the overall spacing between letters

X-HEIGHT : the height of the letter x in the font, as well as u, v, w, and z.

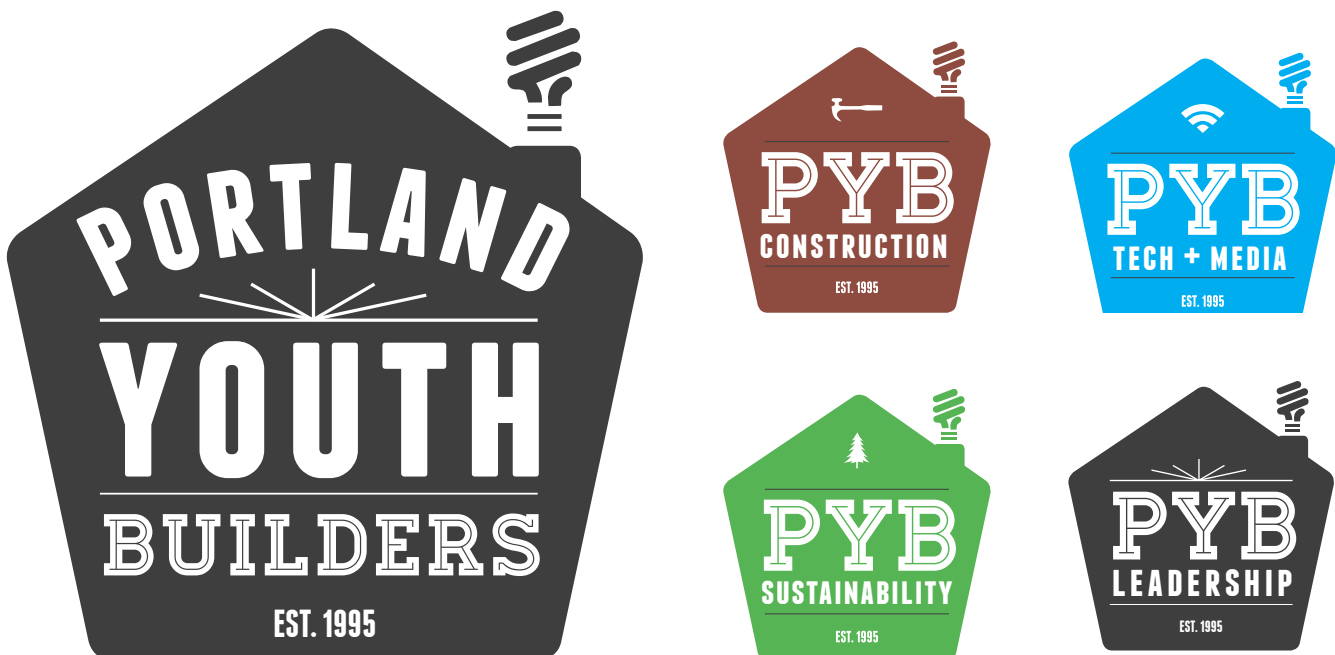
LOGO & LOGOTYPE

DESCRIPTION

The Portland YouthBuilders Logo is invariably in the shape of a house with an eco-light bulb extending from the chimney. Within the house shape, reads “Portland Youth” in Franchise and “Builders in Homestead Inline. Underneath reads “est. 1995” in Franchise. Thin lines resembling a sunburst divide the words “Portland” and “Youth.”

T

Variations on the logo correspond with the different departments of PYB: Construction, Tech + Media, Sustainability, and Leadership. These variations read “PYB” in Homestead Inline, and the department names in Franchise. The top of each logo variation features an emblem: Construction boasts a hammer, Tech + Media displays a signal, Sustainability offers a pine tree, and Leadership reflects the sunburst graphic seen in the main logo.



COLORS



GRAY/BLACK

0 / 0 / 0 / 90



GREEN

67.5 / 4.5 / 90 / 0



CYAN

100 / 0 / 0 / 0



BROWN

0 / 60 / 50 / 40

TYPOGRAPHY

Portland Youth Builders Logo and collateral utilizes three main typefaces.

Homestead, a font that only offers uppercase letters, is employed with three different weights: Homestead Inline is used within the logo. Regular and Display weights are used in collateral and poster designs. **Franchise** is featured both in the logo and collateral, however only in lowercase, which appears as uppercase with a smaller x-height, and with the tracking value at 50. **Perpetua** is used primarily for body copy documents, as well as for detailed information in small print, such as on business cards, letterhead and envelope.

HOMESTEAD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PYBPD^X.ORG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FRANCHISE

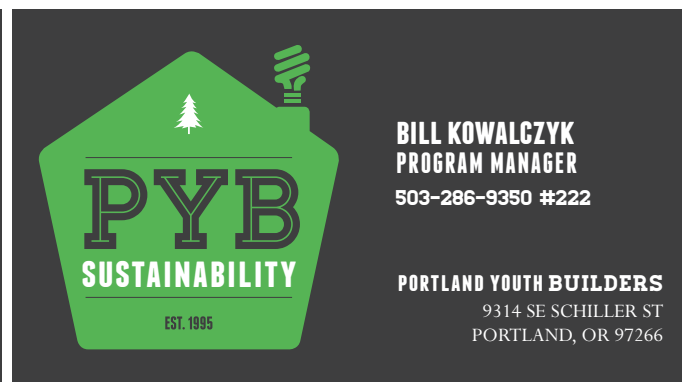
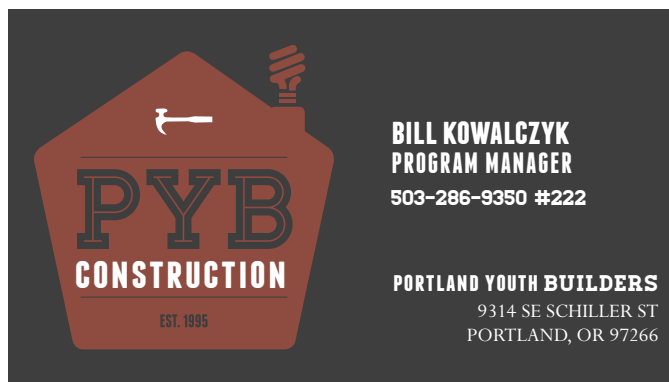
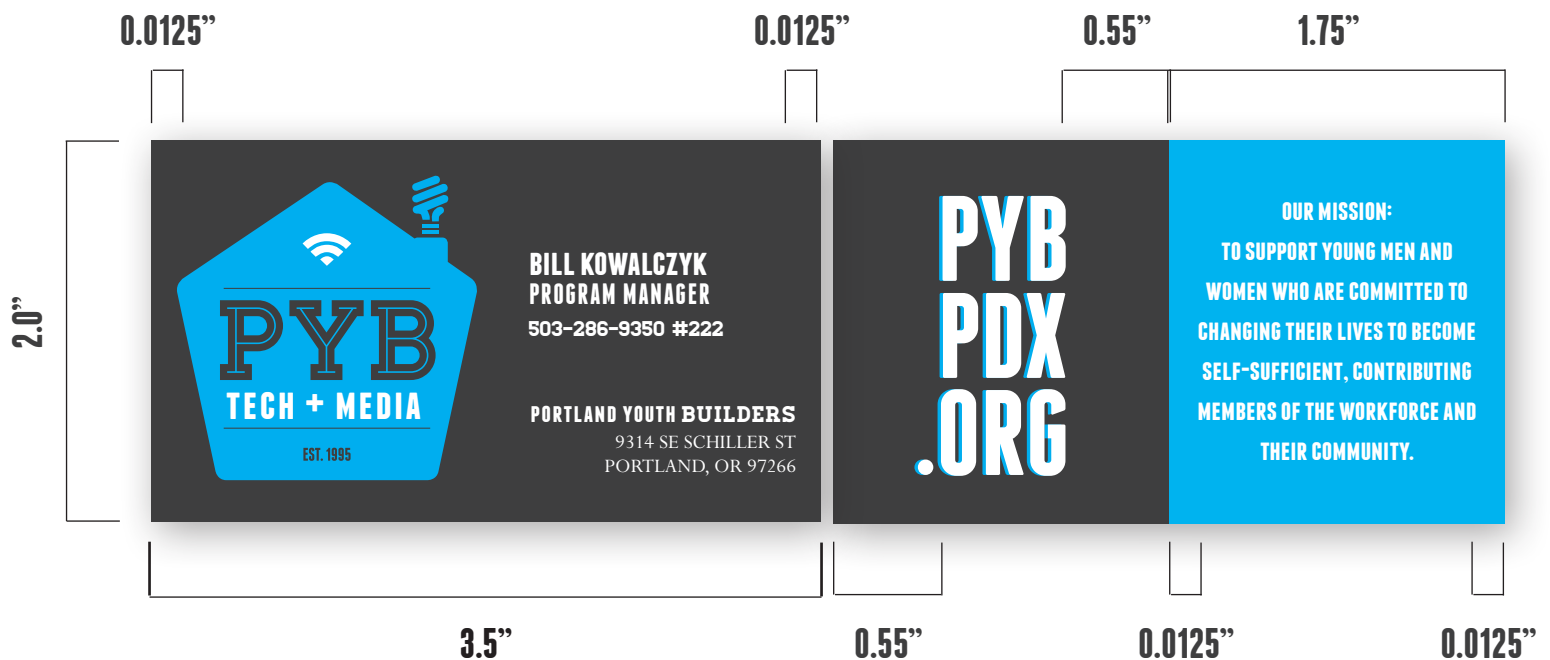
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

PERPETUA

ABCDEFGHIJKLMN^OPQRSTUVWXYZ
abcdefghijklmⁿopqrstuvwxyz
0123456789

BUSINESS CARD

Portland Youth Builders business card is set to a landscape format with dimensions of 3 x 2.5 inches. The business card has many different variations depending on the department of PYB it represents. The corresponding logo and color variation is present on the front of the card, as well as the contact name, title, phone number and physical address. The back features the website address and mission statement of Portland Youth Builders.



LETTERHEAD

0.5"

1.0"

0.5"



PYBPDX.ORG

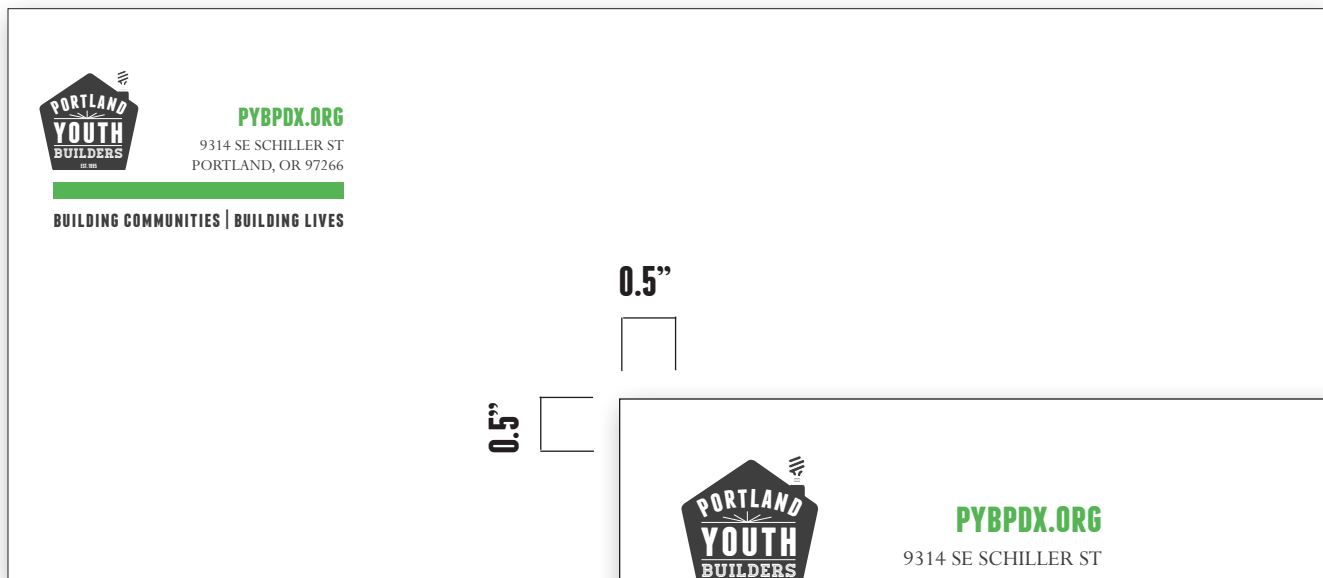
9314 SE SCHILLER ST
PORTLAND, OR 97266

BUILDING COMMUNITIES | BUILDING LIVES

Portland Youth Builders Letterhead shall be used for all official business and communication. It is always printed on letter sized (8.5" x 11") white paper. It features the PYB main logo in gray/black in the upper left corner. To the right of the logo, sits the website in green Franchise, size 22 pt, and the physical address in uppercase Perpetua, size 12 pt. This information is justified right. Below the logo and addresses, is a rectangle, sized at 2.35" x 0.125" colored green to match the website. Below this rectangle reads the PYB slogan, "Building Communities | Building Lives" in gray/black Franchise, size 13 pt. This graphic set sits 0.5 inch from the top and left sides of the paper. All body type exists within 1 inch margins on all sides.

ENVELOPE

Portland Youth Builders envelope holds the same design as the letterhead. This graphic sits 0.5 inches from the top and left edge.



0.5"

0.5"



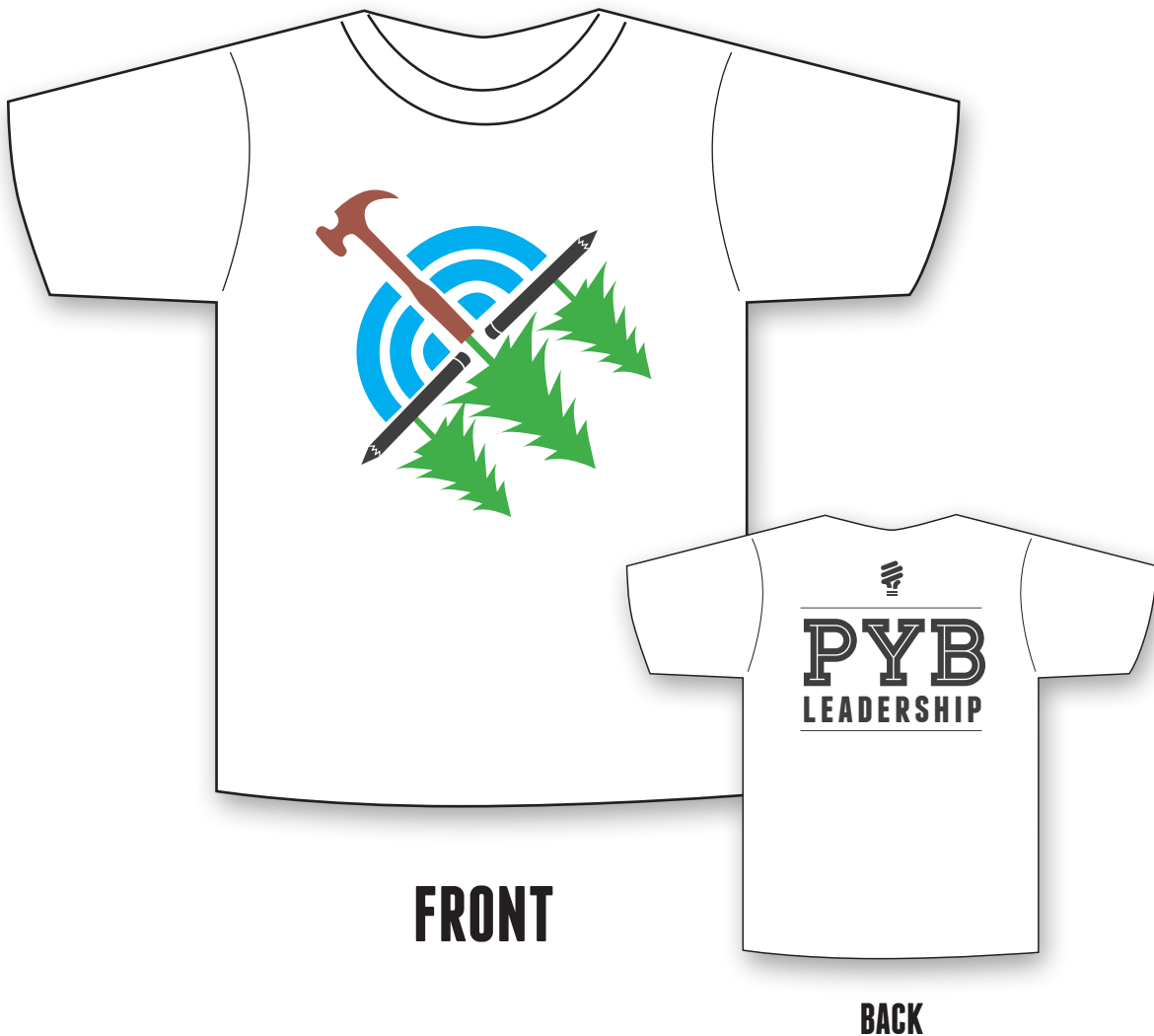
PYBPDx.ORG

9314 SE SCHILLER ST
PORTLAND, OR 97266

BUILDING COMMUNITIES | BUILDING LIVES

T-SHIRTS

Portland Youth Builders T-Shirts are open to flexibility in design, but must adhere to typography and color standards. Size, shape, margins, composition, and spacing are left up to the discretion of the T-shirt designer, with approval by marketing and administrative staff.



BANDANA

Portland Youth Builders has a series of bandanas given to and utilized by students and staff on the job. They are also for sale with our merchandise. Bandanas vary in composition, but all must adhere to color and typography standards. Elements of the logos appear in various layouts.



DISPLAY AD

DISPLAY AD:

Portland Youth Builders display ads in local magazines, weeklies, and other publications. The standard display ad is 4x4 inches. The design is composed of four 1-square inch blocks, with various information and designs. The logo and website must be present in the display ad. Color and typography standards must be adhered to. Otherwise, flexibility and creativity are encouraged to produce diverse, engaging designs.

POSTER:

PYB produces an annual commemorative poster, created by artists. The only rule is to adhere to color and typography standards.



POSTER



