



# PNG (Portland New Generations)

Messaging and Brand Guidelines



PNG's mission is to build a community of active professionals that get involved, give back and have fun.

## Brand Colors:



R0 | G55 | B110  
00376e



R81 | G81 | B81  
515151



R0 | G0 | B0  
000000

**Font:** Arial

**Tracking:** 50

## Guidelines:

Please always include the following on all co-branded materials:

- » Club Name - **PORTLAND NEW GENERATIONS**
- » Tag line - A ROTARY CLUB FOR ACTIVE PROFESSIONALS
- » Call to Action - join us at [www.pngrotary.org](http://www.pngrotary.org)



## Logos



PORTLAND NEW GENERATIONS  
A ROTARY CLUB FOR ACTIVE PROFESSIONALS

join us at [www.pngrotary.org](http://www.pngrotary.org)



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Portland New Generations  
A Rotary Club for Active Professionals



Portland New Generations is a non-political and non-religious organization. Its marketing efforts, and the efforts of its non-profit and for-profit partners should never violate the privacy and respect that both its members and partners deserve. This includes the following guidelines.

- » Pictures of the people we serve will not be distributed publicly, on social media or any other public forum without their express consent.
- » The Portland New Generations logo or name will not be associated with any religious or political organization.