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The primary mark is to be used for all Timbers related creative. Please consult the Portland Timbers Marketing department before using any of the secondary or tertiary marks. Below please find the approved background colors for the Timbers primary mark. Putting the mark on colors other than white, ponderosa or moss must be approved by the Portland Timbers Marketing department.
As shown on page 1, the primary mark is to be shown straight on. The mark is not to be rotated, reversed, cropped or skewed in any way without approval from the Portland Timbers Marketing department. Below, please note a few examples of incorrect logo usage for the primary mark.
PRIMARY MARK - EXCLUSION ZONE
To protect the integrity of the Portland Timbers primary mark, it is required that no other logo is placed within a certain distance from the mark. This distance is equal to the height of the Portland Timbers type which is housed within the primary mark.
The primary mark is not to be displayed smaller than 1 inch in diameter, unless approved by the Portland Timbers Marketing department.
PRIMARY MARK - COLOR
Please make sure that the correct PMS colors are being used at all times.

- PONDEROSA - PANTONE 350
- MOSS - PANTONE 396
- WHITE
The official typeface for the Portland Timbers is Stainless. Certain co-branded pieces might require that Stainless is used. Please contact the Portland Timbers Marketing department for font files and further usage guidelines.
PRIMARY MARK - TONAL AND ONE-COLOR

When full-color capabilities are not an option for print pieces, please follow the below guidelines.

TONAL USAGE - PMS 350 (100%) AND PMS 350 (30%)

ONE-COLOR USAGE - ONLY TO BE USED IN BLACK AND PMS 350

PMS 350 ON WHITE

PMS 350 ON PMS 350

BLACK ON WHITE

BLACK ON BLACK
SECONDARY MARKS
Secondary marks are not to be used without approval from the Portland Timbers Marketing department.

SECONDARY MARK

TERTIARY MARK

LIGATURE MARK

PORTLAND
TIMBERS™

PRIMARY WORDMARK
LOGO USAGE REQUESTS
Any logo usage inquiries, other than those received by existing sponsor and marketing partners must be approved by the Timbers Marketing department (Cory Dolich & Ryan Wantland). Entities requesting usage of the logo that fall within this category must sign a logo usage agreement, confirming appropriate application guidelines are followed. Under no circumstances should the logo be used for merchandising or any other revenue generating activity for the third party without the express written consent of the Portland Timbers and Major League Soccer.

QUESTIONS
Please direct all logo usage questions to:
Ryan Wantland
503.553.5444
rwantland@portlandtimbers.com
THE PORTLAND TIMBERS STORY

The Portland Timbers have a proud, strong heritage as a team. Visually. Philosophically. Relationally. Ours is a story - a history of growth, of progression, and of perseverance. It is a story of success through staying true to the ideals of the Timber Nation in both name and character. This new brand is a continuation of that story - that confident belief that we are who we are; in every situation, at each new juncture, the Timbers stand tall.

CIRCLE BADGE
The new Timbers identity is based on the shape of our original crest, a circle representing unity, wholeness, and our pursuit of perfection.

TIMBERS AXE
The evolution of the Timbers is represented by the T-shaped axe breaking through the confines of our original badge. While we hold strong to our heritage, the new Timbers axe represents our intense strength, precision and exactness with which we approach all that we do.

CHEVRONS
More than a graphic representation of trees, the three chevrons represent the Timbers’ membership in the NASL (where our roots began), the USL (where we started to flourish), and our current inclusion as the 18th MLS franchise.

PONDEROSA AND MOSS
The traditional Timbers color of Ponderosa gets its inspiration from the pines of the deep, lush Oregon forests, while the energetic accent color of Moss loudly and boldly punctuates our identity.

PORTLAND
We are Portland’s team, and our primary mark emphasizes that connection we have with our city. A further connection to our history can be found in subtle visual cues to our previous typeface.

TIMBERS
Our name embraces our heritage and pays homage to the logging industry of the Pacific Northwest, which was pivotal in Portland’s early years.