Brand style guide

Senior Voices PDX

Version 1.1 · 2026-11-03 · Development reference

The current Senior Voices PDX identity, gathered for the team. This reference records the existing development site; it does not introduce a new visual identity.



Official marks & downloads



Main logo

Square with wordmark

Transparent PNG · 2372 × 1779; SVG with outlined Poppins lettering

Emblem above the wordmark and GEM line, centered in a square. For social, signage and square materials.

Unchanged official emblem, Poppins lettering, public-site navy and brand gold. Transparent background for white or pale surfaces.

Download PNG

Small PNG (600px)

Download SVG



Main logo

Horizontal with wordmark

Transparent PNG · 2966 × 740; SVG with outlined Poppins lettering

Emblem on the left, wordmark and GEM line on the right. For letterheads, banners and wide materials.

Unchanged official emblem, Poppins lettering, public-site navy and brand gold. Transparent background for white or pale surfaces.

Download PNG

Small PNG (600px)

Download SVG



Main logo · official emblem

Emblem only · square

Transparent PNG · 1181 × 1239 · trimmed copy of the original emblem

Primary organization mark. Used in the shared header, footer, name cards, and press kit.

src/app/brand.ts · CURRENT_LOGO; Press Kit labels this the official emblem.

Download PNG

Small PNG (600px)

SeniorVoicesPDX.org
GOLDEN EAGLE MESSENGERS - GEMs

Main logo

Wordmark only

Transparent PNG · 2372 × 554; SVG with outlined Poppins lettering

Wordmark and GEM line without the emblem, for tight horizontal spaces where the emblem appears nearby.

Poppins lettering in public-site navy and brand gold. Transparent background for white or pale surfaces.

Download PNG

Small PNG (600px)

Download SVG

Dark logos

For black or very dark surfaces: SeniorVoices in Honey, PDX.org and GEM line in Beacon.



Square with wordmark · dark

Download PNG

Small PNG (600px)

Download SVG



Horizontal with wordmark · dark

Download PNG

Small PNG (600px)

Download SVG



Emblem only · square · dark

Download PNG

Small PNG (600px)



Wordmark only · dark

Download PNG

Small PNG (600px)

Download SVG

Our existing palette

The site has two existing layers: saved site-style defaults and public-page overrides. Both are documented below instead of silently choosing one. These are screen RGB colors; no approved CMYK or Pantone specification was found.

Color table

Swatch	Name	HEX	RGB	Where it's used
	Harbor	#0F3850	15, 56, 80	Site header and footer
	Beacon	#EFBD58	239, 189, 88	Event marks and navy message bands
	Eagle	#E6BC59	230, 188, 89	Primary brand gold accent
	Honey	#FFF4CF	255, 244, 207	Soft gold page and section backgrounds
	White	#FFFFFF	255, 255, 255	Main page background; text on navy
	Ink	#082F3A	8, 47, 58	Body text; hero background
	Forest	#365D48	54, 93, 72	Primary buttons and highlights
	Parchment	#F5EEDF	245, 238, 223	Warm alternate page background
	Wheat	#F4CF86	244, 207, 134	Name-card and illustration accents
	Amber	#D69000	214, 144, 0	Logo gold (PDX.org, GEM line); name cards
	Cream	#FFFAF0	255, 250, 240	Name-card faces and soft panels
	Sky	#57BEFC	87, 190, 252	Supporting sky-blue accent



Harbor

#0F3850 · RGB 15, 56, 80

Shared header and footer; Power of Connection Events badge.

src/styles.css · shared header/footer override



Beacon

#EFBD58 · RGB 239, 189, 88

Logo PDX.org and GEM line; Power of Connection Events mark and title; homepage navy message band.

src/styles.css · focus-hero-logo / h2-alone

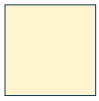


Eagle

#E6BC59 · RGB 230, 188, 89

BRAND_GOLD; saved style accent and GEM header wording.

src/app/site-style.ts · BRAND_GOLD



Honey

#FFF4CF · RGB 255, 244, 207

Homepage AARP spotlight and Partnerships page background.

src/styles.css · h2-aarp / partner-ecosystem



White

#FFFFFF · RGB 255, 255, 255

Homepage background, surface default, light text on navy.

src/styles.css / src/app/site-style.ts

Saved-style & supporting colors

These existing values have specific roles. They are not replacements for the public navy and protected brand gold.



Ink

#082F3A · RGB 8, 47, 58

Default text and header token; public header currently overrides this with navy.

src/app/site-style.ts · palette.ink



Forest

#365D48 · RGB 54, 93, 72

Default primary role in the existing editable site-style system.

src/app/site-style.ts · palette.primary



Parchment

#F5EEDF · RGB 245, 238, 223

Default page background token; homepage currently overrides this with white.

src/app/site-style.ts · palette.background



Wheat

#F4CF86 · RGB 244, 207, 134

Existing name-card and supporting illustration accents.

src/styles.css · --gold-light; name-card designs

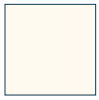


Amber

#D69000 · RGB 214, 144, 0

Existing main name-card accent; not a replacement for protected brand gold.

src/app/aerie/CardDesign.ts / CardVariations.tsx



Cream

#FFFAF0 · RGB 255, 250, 240

Existing main name-card face and supporting directory surfaces.

src/app/aerie/CardDesign.ts / src/styles.css



Sky

#57BEFC · RGB 87, 190, 252

Current alternate-card sky token, oklch(0.767 0.13 238), converted to 8-bit sRGB. Supporting accent, not a core site-color replacement.

src/styles.css · --name-card-sky; CardVariations.tsx

Typography · Poppins

Poppins is the existing site standard for headings, body copy, the GEM wording, and every name-card face. Root font loading also includes Work Sans, but it is not the current configured brand family. Old Georgia/Arial rules and the Font Lab's alternatives are not new official typefaces.

Fallback: Arial, sans-serif

Poppins fonts and license

Large section heading

Wisdom meets action

64px / weight 400 / line-height 1.08 at 1280px; responsive on the existing site.

Homepage · Six ways heading

Featured-focus heading

Power of Connection Events

38.4px / weight 400 at 1280px; existing heading changes with viewport width.

Homepage · Featured Focus Area

Brand name

SeniorVoicesPDX.org

25.6px / weight 700 at 1280px; PDX.org uses protected gold.

Shared homepage header

Homepage lead

Golden Eagle Messengers empowering seniors and neighbors of all ages

18px / weight 300 / line-height 20px; Poppins throughout.

Homepage lead paragraph

Supporting site text

Resources, stories, and real connections.

Existing public sections commonly use 20px body text; weights vary by section. Use readable contrast, not gold text on white.

Public-page styles

Practical logo guidance

Keep the source intact

Use the original transparent emblem download. Keep its square aspect ratio and all eagle details; do not stretch, crop, recolor, or add filters.

Use existing placements as examples

At a 1280px viewport, the footer emblem is 130 × 130px. These describe existing placements, not an approved universal minimum size.

Give the logo room

The press kit asks for clear space around the official emblem. Keep neighboring text outside its bounds and retain the spacing of existing header/footer lockups. No numeric clear-space formula or print minimum has been approved.

Choose a legible background

The primary emblem is already used on navy in the header/footer and on pale name-card faces. Use these demonstrated pairings and avoid placing a standalone mark over busy imagery without the existing badge treatment.

Keep experiments separate

Logo Lab, logo-variation, logo-concept, logo-riff, and logo-study files are not interchangeable official marks. The older gallery labels one study Preferred; that does not supersede CURRENT_LOGO.

Build accessible team material

Navy text on white or pale gold, and white or gold on navy, are existing useful pairings. Gold on white is not suitable for small body text. Never enlarge space-constrained button text on hover.

Quick team examples

Organization material

Use the official eagle emblem with the SeniorVoicesPDX.org wording in Poppins. Preserve the original emblem transparency.

Names and contact cards

Use Poppins on both faces. Existing main designs use navy, card gold, and cream; keep contact details and the six topic titles readable.

Sources & open brand questions

Existing public press kit / emblem download

https://seniorvoicespdx.dev/press-kit

Aerie design lab (sign-in required; experiments, not standards)

https://seniorvoicespdx.dev/aerie/styleguide

Poppins font and license information

https://fonts.google.com/specimen/Poppins

Canonical browser reference

https://seniorvoicespdx.dev/style-guide

Not yet established

• Confirm whether the saved-style green/ink/background should remain separate from the public navy/gold overrides. This guide records both; it does not harmonize them.

• No monochrome/reversed eagle master, CMYK/Pantone palette, numeric clear-space formula, or universal minimum logo size was found.

• Older galleries contain Preferred and study labels. Any future change to the official emblem needs explicit approval; those files are preserved but excluded from official downloads.

One canonical reference

The browser guide and this PDF are generated from the same brand record. Version 1.1, dated 2026-11-03. Browser-only design drafts and unselected logo experiments are not included.

Open the browser style guide