



## **Explore Washington Park**

Intermediate Request for Proposals (RFP # 026)

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**DESIGN WORK: Washington Park Integrated Design Strategies for Maps, Bus Stops, Shuttle Wraps**

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**PROPOSALS DUE:** February 19, 2016 at 5:00 pm

**SUBMIT TO:** Heather McCarey

Explore Washington Park

4033 SW Canyon Road

Portland, OR 97221

**REFER QUESTIONS TO:** [heather@washingtonparkpdx.org](mailto:heather@washingtonparkpdx.org)

# PART I

# SOLICITATION REQUIREMENTS

## SECTION A

## THE PROPOSAL

### 1. OVERVIEW

Explore Washington Park (referred to as “EWP”) seeks a consultant or agency (referred to as the “Proposer”) to meet its accelerated timeline in developing and creating several design elements of our program using existing EWP design guidelines. This project is for the creation of a branded experience for our visitors so that they can clearly link all of the field elements of our programs together. The Proposer will modify our existing Washington Park map, design a new brochure, design our shuttle stops, modify our shuttle map, and design the wraps for our shuttles to create one cohesive, unified look and feel. This will include the creation of pictograms for the each shuttle stop and park venues (12 pictograms total). EWP has a park map that was created in 2015, as well as design guidelines. The selected contractor is expected to maintain a similar look and feel using these guidelines, as well as update the park map to meet the design guidelines. EWP is on an accelerated timeline to complete this work before our peak season.

### 2. INVITATION TO PROPOSAL

EWP is requesting Proposals for design services for Washington Park. Proposals are due to be received (postmarks not accepted) no later than 5:00 pm on **February 19** at Explore Washington Park, 4033 S.W. Canyon Road, Portland, OR 97221, Attention: Heather McCarey or via e-mail at [heather@explorewashingtonpark.org](mailto:heather@explorewashingtonpark.org).

The term of the contract is anticipated to be from contract signature through completion of all tasks, no later than June 30, 2016.

### 3. COST TO PROPOSAL

All costs incurred by the Proposer in preparation of proposals to this solicitation, including presentations to EWP and/or for participation in an interview shall be borne solely by the Proposer; EWP shall not be liable for any of these costs. At no time will EWP provide reimbursement for submission of a proposal unless so stated herein.

### 4. ADDENDA TO PLANS OR SPECIFICATIONS

Requests for additional information shall be delivered to the Project Manager, in writing, at least seven (7) business days prior to the Proposal due date and time. If, in the opinion of the Project Manager, additional information or interpretation is needed by the Proposers, an addendum will be issued to all known specification holders. The provisions of any written addenda issued by the Project Manager is at least seventy two (72) hours prior to the deadline for submittal of the Proposal.

### 5. MODIFICATION OF PROPOSAL

An offer to modify the Proposal which is received from the successful Proposer after award of contract which makes the terms of the Proposal more favorable or advantageous to EWP will be considered, and may

thereafter be accepted. To be effective, every modification must be made in writing over the signature of the Proposer.

**6. WITHDRAWAL OF PROPOSALS**

A Proposer may withdraw its Proposal by written or email request which is received prior to the scheduled closing time for filing Proposals.

**7. LATE PROPOSAL**

Proposals received after the scheduled closing time for filing Proposals may be returned to the Proposer unopened, or may be treated as timely filed, in the sole discretion of EWP.

**8. EXECUTION**

Each Proposal shall give the Proposer's full business address and bear its legal signature.

Proposals by partnerships must list the full name of all partners and be signed by a partner or agent authorized to execute the contract on behalf of the partnership and identified by printed name and title.

Proposals by corporations must bear the legal name of the corporation, the name of the state of incorporation, and the signature of the officer or agent authorized to legally bind the corporation.

Upon request by EWP, satisfactory evidence of the authority of the partner or officer shall be furnished.

**9. EXAMINATION OF PLANS, SPECIFICATIONS, AND SITE OF WORK**

It is understood that the Proposer, before submitting a Proposal, has made a careful examination of the plans, specifications, and contract, if applicable; that it has fully informed itself as to the quality and quantity of materials and the character of the work required; and that it has made a careful examination of the location and condition of the work and the sources of supply for materials.

**10. COMPLIANCE**

Each Proposer shall inform itself of, and the Proposer awarded a contract shall comply with, federal, state, and local laws, statutes, and ordinances relative to the performance under the contract, including federal and/or state requirements governing contracts involving the expenditure of public funds, if applicable. This requirement includes, but is not limited to, nondiscrimination in the employment of labor, protection of public and employee safety and health, environmental protection, waste reduction and recycling, the protection of natural resources, fire protection, burning and non-burning requirements, permits, fees and similar subjects.

**11. EQUAL EMPLOYMENT, NONDISCRIMINATION**

EWP and its contractors will not discriminate against any person(s), employee or applicant for employment based on race, creed, color, national origin, sex, sexual orientation, age, religion, disability, political

affiliation or marital status. EWP fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities

## **12. PERMITS AND LICENSES**

Each Proposer shall obtain and include in his Proposal the cost for all permits and licenses which may be required to perform the contract.

## **13. CONFLICT OF INTEREST**

A Proposer filing a Proposal thereby certifies that no member of the board of directors and no officer, agent, or employee of EWP has a pecuniary interest in this Proposal; that the Proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for Proposals; the Proposer is competing solely in its own behalf without connection with, or obligation to, any undisclosed person or firm.

# **SECTION B**

## **GENERAL CONDITIONS**

### **1. NOTICE OF AWARD**

The EWP expects to award the contract within 20 calendar days of the date Proposals are due to be received. Upon acceptance of the Proposal, EWP will mail or deliver a written Notice of Award to the office designated in the Proposal. EWP reserves the right to accept or reject any or all Proposals, in whole or in part, to negotiate with any or all Proposers on modifications to proposals, to waive formalities, to postpone award, or to cancel this RFP in part or in its entirety if it is in the best interest of EWP to do so.

The Notice of Award shall not entitle the party to whom it is delivered to any rights whatsoever.

### **2. CONTRACT**

Within 10 business days of receipt of the contract from EWP, the Successful Proposer shall sign and deliver the Contract to EWP.

### **3. INSURANCE**

The successful Proposer(s) shall obtain and maintain in full force, and at its own expense, throughout the duration of the contract and any warranty or extension periods, the required insurances identified below. EWP reserves the right to require additional insurance coverage as required by statutory or legal changes to the maximum liability that may be imposed on Oregon cities during the term of the contract. Successful Proposer shall be able to provide evidence that any or all subcontractors performing work or providing goods or services under the contract have the same types and amounts of insurance coverage as required herein or that the subcontractor is included under the Successful Proposers policy.

**Workers' Compensation Insurance:** Successful Proposer shall comply with the workers' compensation law, ORS Chapter 656 and as it may be amended. Unless exempt under ORS Chapter 656, The Successful Proposer and any/all subcontractors shall maintain coverage for all

subject workers for the entire term of the contract including any contract extensions.

**Commercial General Liability Insurance:** Successful Proposer shall have Commercial General Liability (CGL) insurance covering bodily injury, personal injury, property damage, including coverage for independent successful Proposer's protection (required if any work will be subcontracted), premises/operations, contractual liability, products and completed operations, in per occurrence limit of not less than \$1,000,000, and aggregate limit of not less than \$2,000,000.

**Automobile Liability Insurance:** Successful Proposer shall have automobile liability insurance with coverage of not less than \$1,000,000 each accident, and an umbrella or excess liability coverage of \$2,000,000. The insurance shall include coverage for any auto or all owned, scheduled, hired and non-owned auto. This coverage may be combined with the commercial general liability insurance policy.

**Professional Liability & Errors & Omissions Insurance:** Successful Proposer shall have Professional Liability and/or Errors & Omissions insurance to cover damages caused by negligent acts, errors or omissions related to the professional services, and performance of duties and responsibilities of the Successful Proposer under this contract in an amount with a combined single limit of not less than \$1,000,000 per occurrence and aggregate of \$2,000,000 for all claims per occurrence. In lieu of an occurrence based policy, Successful Proposer may have claims-made policy in an amount not less than \$1,000,000 per claim and \$2,000,000 annual aggregate, if the Successful Proposer obtains an extended reporting period or tail coverage for not less than three (3) years following the termination or expiration of the Contract.

**Additional Insurance:** Any insurance required by Federal Law or State Statute or City Code; such as Bailees Insurance, Maritime Coverage, or other coverage(s).

**Additional Insured:** The liability insurance coverage, except Professional Liability, Errors and Omissions, or Workers' Compensation, shall be without prejudice to coverage otherwise existing, and shall name EWP and City of Portland Bureau of Portland Parks & Recreation as Additional Insureds, with respect to the Successful Proposer's activities to be performed, or products or services to be provided. Coverage shall be primary and non-contributory with any other insurance and self-insurance. Notwithstanding the naming of additional insureds, the insurance shall protect each additional insured in the same manner as though a separate policy had been issued to each, but nothing herein shall operate to increase the insurer's liability as set forth elsewhere in the policy beyond the amount or amounts for which the insurer would

have been liable if only one person or interest had been named as insured.

**Continuous Coverage; Notice of Cancellation:** The Successful Proposer agrees to maintain continuous, uninterrupted coverage for the duration of the Contract. There shall be no termination, cancellation, material change, potential exhaustion of aggregate limits or non-renewal of coverage without thirty (30) days written notice from Successful Proposer to EMP. If the insurance is canceled or terminated prior to completion of the Contract, Successful Proposer shall immediately notify EWP and provide a new policy with the same terms. Any failure to comply with this clause shall constitute a material breach of Contract and shall be grounds for immediate termination of this Contract.

**Certificate(s) of Insurance:** Successful Proposer shall provide proof of insurance through acceptable certificate(s) of insurance and additional insured endorsement forms(s) to EWP prior to the award of the Contract if required by the procurement documents (e.g., request for proposal), or at execution of Contract and prior to any commencement of work or delivery of goods or services under the Contract. The Certificate(s) will specify all of the parties who are endorsed on the policy as Additional Insureds (or Loss Payees). The Successful Proposer shall pay for all deductibles and premium. EWP reserves the right to require, at any time, complete, certified copies of required insurance policies, including endorsements evidencing the coverage required.

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|----------------------------------|--|
| <b>4. NOTICE OF ASSIGNMENT</b>   | EWP will not recognize any assignment or transfer of any interest in this contract without its prior written consent.  |
| <b>5. FAILURE TO PERFORM</b>     | Should the Contractor fail to meet the agreed upon delivery schedule, thereby making it necessary for EWP to purchase urgently-needed items from another source, the low Proposer shall pay the difference between the accepted low Proposal price and the purchase price or accept an offset against any monies then owed by EWP. |
| <b>6. PATENTS</b>                | The Contractor agrees to protect, to defend (if the EWP requests) and save EWP harmless against any demand for payment for wrongful or unauthorized use of any patented material, process, article, or device that may enter into manufacture, construction, or forms a part of the work covered by this contract.                 |
| <b>7. INVOICES</b>               | Invoices shall be prepared and submitted with the following information: Contract or Purchase Order number (if any), item numbers, description of supplies or services, quantities, unit prices and extended totals.   |
| <b>8. LAW OF STATE OF OREGON</b> | This contract is entered into within the state of Oregon, and the law of said State, whether substantive or procedural, shall apply and be followed with respect to this contract.   |

## **9. SUBCONTRACTORS AND SUPPLIERS**

Proposers must disclose the names and address of all subcontractors and suppliers. A Proposer filing a Proposal thereby certifies that no member of the board of directors and no officer, agent, or employee of EWP has a pecuniary interest in any subcontractor or supplier.

## **10. PAYMENT TERMS**

EWP pays thirty (30) calendar days after invoice date. Final payment will be paid upon complete receipt of all agreed upon deliverables.

# **PART II**

# **SCOPE OF WORK**

## **SECTION A**

## **OVERVIEW**

### **1. INTRODUCTION**

Explore Washington Park (EWP) is a 501(c)3 private non-profit created in 2013 to implement a diverse and innovative package of access management tools that maximize safe and convenient access to and from the Park, its institutions, and the adjacent neighborhoods. EWP is governed by an eleven member board including senior level representatives from the Portland Children's Museum, Portland Parks & Recreation, TriMet, Oregon Zoo, World Forestry Center, Hoyt Arboretum Friends, Portland Japanese Garden, Sylvan Highlands Neighborhood Association, Arlington Heights Neighborhood Association, and two at-large members.

Washington Park has over 3 million visitors annually and is home to some of the city's largest cultural attractions.

For more information about Washington Park visit [explorewashingtonpark.org](http://explorewashingtonpark.org).

### **2. BACKGROUND**

EWP is part of a broad range of park-wide changes in Washington Park that include a new pay to park system that went live on January 10, 2014, additional Park Ranger presence, improved park maintenance, and a free park-wide bus loop that began service in May 2014.

EWP operates a free shuttle system in the park from May to October. In the 2015, this service provided over 95,000 rides. There are 12 buses stops that require permanent markers and signage. In addition, the shuttles need to be wrapped so that they are easily recognizable.

In addition to the shuttle service, EWP hires field staff from June thru August to assist visitors in finding their way in the park and using the shuttle. In the 2015 season, these staff helped over 38,000 visitors and distributed over 25,000 park maps.

In the spring of 2015, EWP hired a firm to develop a brand, name, logo and design guideline. The design guidelines are attached as Appendix A. EWP was branded as "Explore Washington Park" in the fall of 2015. It

was originally known as the Washington Park Transportation Management Association. Prior to this branding effort, shuttle stops, shuttle wraps and park maps did not have a cohesive look, feel or branding.

EWP hired a separate firm in spring of 2015 to develop a park map and shuttle map. It is attached as Appendix B.

## **SECTION B**

## **SCOPE**

### **1. SCOPE OF WORK**

The EWP seeks a consultant or agency that can adopt existing design guidelines to complete the following tasks:

- **Task 1:** Create pictograms for the 12 attractions in the park, corresponding with the 12 bus stops.
- **Task 2:** Create a 12-panel park wide brochure, including modifying a park wide map (see Appendix B). Content to be provided by EWP.
- **Task 3:** Create a vehicle wrap graphic for a 30' coach shuttle bus
- **Task 4:** Create a standard design for shuttle stop poles, signs, and route map holders.

#### **TASK 1: PICTOGRAMS**

Create 12 pictograms for the park venues and shuttle stops. These locations include: International Rose Test Garden, Holocaust Memorial, Portland Japanese Garden, SW Park Entrance, Sacajawea Statute/Reservoirs, Elephant House Playground, Hoyt Arboretum, Archery Ranger, Vietnam Memorial, Oregon Zoo, Portland Children's Museum, World Forestry Center. Generally utilize the EWP design guidelines for the same look-feel as existing icons or propose alternatives that appropriately fit and complement the existing designs.

#### **TASK 2: BROCHURE**

Modify existing park map to fit within the 12 panel brochure.

Revise existing park map to meet current design guidelines and color scheme.

Modify existing park map with minor text changes.

Create a 12 panel brochure that is print ready and deliver to EWP.

Generally utilize the EWP design guidelines for the same look-feel as all other EWP materials.

#### **TASK 3: SHUTTLE WRAP**

Create a design for the Washington Park Free Shuttle, a 30' bus. EWP to provide specs for bus. Proposer may be asked to work with our shuttle provider to ensure the design can be accommodated.

Deliver to EWP a print-ready shuttle wrap file.

#### **TASK 4: SHUTTLE STOPS**

Create designs for the shuttle stops. This task is to include all elements required for EWP to procure and install the 12 stops within the park.



The firm will deliver print-ready designs of all signage, specifications for sign brackets, poles, and mounting instructions for installers. Proposer will provide cost estimates for the selected materials, information on procurement of such materials, and manufacture/fabricator specifications if any commercial off-the-shelf items require modification/powder coating/etc. Installation and purchase of all materials to be completed by Explore Washington Park

## 2. BUDGET GUIDELINE

The proposed budget should include a suggested work plan and a breakdown of fees for professional services, hours, meetings, and administrative services, including taxes. The anticipated budget range for this project is \$15,000 to \$25,000. Print production costs, signage, and installation will be borne separately by EWP and should not be included in the proposer's costs. The proposer's cost shall be for design work only.

Include within the budget proposal a proposed hourly billable rate for additional design work, should the EWP wish to retain the selected Proposer for work above and beyond this proposal. Any additional work is not guaranteed and is at the sole discretion of EWP.

## 4. TIMELINE

The following dates are proposed as a timeline for this project. All times are PST.

Questions and Clarifications due	Friday, February 12, 2016 by 5:00 pm
Addendum Posted Online	Monday, February 15, 2016 by 5:00 pm
Written proposals due	Friday, February 19 by 5:00 pm
Notice of Intent to Negotiate and Award	No later than Friday, February 26 by 5:00 pm
Project Starts	As soon as contract is awarded
Brochure print ready	April 1, 2016
Shuttle stop design ready	May 1, 2016
Shuttle stop installation complete by EWP	June 1, 2016
Shuttle wrap design complete	May 18, 2016

**The EWP reserves the right to make adjustments to the above noted schedule as necessary.**

## SECTION C

## WORK REQUIREMENTS

### 1. DELIVERABLE AND SCHEDULE

Deliverables shall be considered those tangible resulting work products that are to be delivered to EWP such as reports, draft documents, data, interim findings, drawings, schematics, training, meeting presentations, final drawings, and reports.

Deliverables for this project shall include:

*The deliverables entail modifying and designing a series of materials for EWP, as described in Tasks 1 – 4 in Section B-1, including:*

- Final layout and graphic design of all deliverables using EWP design elements and logos
- Selection of color schemes, paper and other items related to production of print materials
- Press coordination and press checks with printer(s) chosen by the EWP
- Provide two drafts for review and approval by the Project Manager before final proofs
- Provide native files, links and fonts files as well as web-ready PDFs and print-ready PDFs for all materials
- Provide a timeline for reviews and approval for each deliverable item

Definitions:

- All materials in color unless noted
- Modify slightly: minor text edits.
- Revise: Take original design and update with new information. Design elements remain basically the same as the original.
- Develop: Take existing designed pieces and repurpose with different text, or take an existing brochure and redesign with same text.

**2. PLACE OF PERFORMANCE** Contract performance will take place primarily at the successful Proposer's facility. On occasion and as appropriate, work will be performed in Washington Park, a third-party location, or any combination thereof.

**3. PERIOD OF PERFORMANCE** The EWP anticipates having the successful Proposer begin work immediately upon contract execution with submittal of final deliverables to the EWP occurring no later than June 30, 2015

Proposals containing earlier completion of the deliverables are acceptable and encouraged.

## **PART III PROPOSAL PREPARATION AND SUBMITTAL**

### **SECTION A**

#### **RFP CLARIFICATION**

##### **RFP CLARIFICATION**

Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email, to the person listed below. **The deadline for submitting such questions/clarifications is 7 days prior to the proposal due date.** An addendum will be issued no later than 72 hours prior to the proposal due date on the Explore Washington Park website. See Timeline for Selection for a full proposal timeline.

Heather McCarey  
Executive Director, Explore Washington Park  
4033 SW Canyon Road  
Portland, OR 97221  
E-mail: [heather@explorewashingtonpark.org](mailto:heather@explorewashingtonpark.org)

## SECTION B

## PROPOSAL SUBMISSION

### 1. PROPOSALS DUE

Proposals must be received no later than the date and time, and the location, specified on the covers of this solicitation. It is the Proposer's responsibility to ensure that proposals are received prior to the specified closing date and time, and at the location specified.

### 2. PROPOSAL PAGE LIMIT

Proposals must be clear and succinct with a maximum of fifteen (15) pages. Section dividers, title pages, table of contents, cover letter, and work examples (limit of seven (7) work examples) do not count in the overall page count of the proposal. Proposers who submit more than the pages indicated may not have the additional pages of the proposal read or considered.

### 3. PROPOSAL SUBMISSION

For purposes of this proposal submission, the proposer may submit: Two (2) original printed copies, and one (1) PDF format copy on CD disk or flash drive OR one (1) electronic copy via e-mail.

### 4. ORGANIZATION OF PROPOSAL

Proposals shall be organized in the following manner:

1. Cover Letter (not included in page count)
2. Project Team
3. Project Approach and Understanding
4. Project Budget
5. References
6. Work examples

## SECTION C

## PROPOSAL CONTENT

### 1. COVER LETTER

The Cover Letter must include the following:

- RFP number and project title
- Full legal name of proposing business entity
- Structure or type of business entity
- Name(s) of the person(s) authorized to represent the Proposer in any negotiations
- Name(s) of the person(s) authorized to sign any contract that may result
- Contact person's name, mailing or street addresses, phone and fax numbers and email address
- Statement that no redactions are requested, if applicable
- Statement that the proposal is good for ninety (90) days

**A legal representative of the Proposer, authorized to bind the Proposer in contractual matters must sign the Cover Letter.**

### 2. PROJECT TEAM

Please provide the following:

- Names of key personnel who will be performing the work on this project, and:

- Their roles and responsibilities on this project
  - Directly relevant experience on similar or related projects
  - Unique qualifications
- Proposals must identify a proposed project manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact with your firm. Describe the project manager's experience with similar projects and with managing and leading interdisciplinary teams.
  - Team qualifications and experience on similar or related projects:
    - Qualifications and relevant experience of prime consultant
    - Qualifications and relevant experience of sub-consultants, if any

### **3. PROJECT APPROACH**

For each phase of work, the project approach should:

- Provide a narrative description of how the firm proposes to execute the tasks during each phase of the project.
- Identify the team members who will work on each task.
- Describe the proposed work products that will result from each task or activity.
- Identify points of input and review with EWP staff.
- Identify the time frame estimated to complete each task
- Budget for each task

### **4. PROJECT BUDGET**

The proposal shall include the Proposer's true estimated cost or fixed-price estimate for the proposed project approach irrespective of the EWP's anticipated cost. Please break down the cost of each task.

### **5. REFERENCES**

List at least three references, include the client contact, organization, address, phone number, and email address. Provide a brief project description or title of the project.

### **6. WORK EXAMPLES**

Provide up to seven (7) (pages or documents) examples of work you have completed.

## **PART IV**

## **PROPOSAL EVALUATION**

### **SECTION A**

### **PROPOSAL REVIEW AND SELECTION**

#### **1. EVALUATION CRITERIA**

A Selection Review Committee (Committee) will be appointed to evaluate the proposals received. For the purpose of scoring proposals, each Committee member will evaluate each proposal in accordance with the criteria listed in Part III, Section C. The Committee may seek the assistance of outside expertise, including, but not limited to, technical advisors. The Committee will require a minimum of five (5) working days to evaluate and score the proposals.

The choice of how to proceed, decisions to begin or terminate negotiations, determination of a reasonable time, decisions to open negotiations with a lower scoring Proposer, and any decision that a solicitation should be cancelled are all within the sole discretion of EWP.

**Evaluation:** One hundred possible points are available as follows:

<b>EVALUATION CRITERIA</b>	
<b>Criteria</b>	<b>Maximum Score</b>
<b>1. Cover Letter</b>	<b>REQUIRED</b>
<b>2. Project Team</b>	<b>25</b>
<b>3. Project Approach</b>	<b>25</b>
<b>4. Project Cost</b>	<b>25</b>
<b>5. Team work examples</b>	<b>25</b>
<b>TOTAL</b>	<b>100</b>

## **2. SCORING PROCESS**

References will be called only for finalists and scored based on positive reviews of work done, including staying on budget and schedule, ease of working with the Proposer, exemplary communications, value of product deliverables, and other factors.

The highest scoring proposal, based on their Total Overall Score, may be identified as the Finalist.

## **3. CLARIFYING PROPOSALS DURING EVALUATION**

At any point during the evaluation process, EWP is permitted, but is not required, to seek clarification of a proposal. A request for clarification does not permit changes to a proposal.

## **SECTION B**

## **CONTRACT AWARD**

### **1. CONSULTANT SELECTION**

Following the Evaluation Committee's final determination of the highest scored Proposer, EWP will issue a Notice of Intent to Negotiate and Award and begin contract negotiations. EWP will attempt to reach a final agreement with the highest scoring Proposer. However, EWP may, in its sole discretion, terminate negotiations and reject the proposal if it appears agreement cannot be reached. EWP may then attempt to reach a final agreement with the second highest scoring Proposer and may continue on, in the same manner, with remaining proposers until an agreement is reached.

### **2. REVIEW**

Following the Notice of Intent to Negotiate and Award, Proposers not awarded the contract may seek additional clarification or debriefing, request time to review the selection procedures or discuss the scoring methods utilized by the evaluation committee.

## **ATTACHMENTS**

Appendix A – Explore Washington Park design guidelines

Appendix B – Explore Washington Park park map

A decorative dashed line starts from the top left, curves across the top, then curves down towards the bottom right. It features three colored dots: a blue dot, a yellow dot, and a red dot, positioned at different points along the curve.

# *Brand* **GUIDELINES**

*Explore*   
WASHINGTON PARK

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# 01 Who We Are

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## BRAND TONE

Explore Washington Park's brand tone is:







# ***We create the foundation for lasting, positive visitor experiences in Washington Park.***

With transportation options, way-finding tools and a forum for our partners, we help visitors enjoy an easy, pleasant experience getting to and around Washington Park.

### **ELEVATOR STATEMENT**

Washington Park is a special place. It's an unusual place. Filled with gardens and museums; a zoo and a forest. Right in the heart of the city.

The opportunities for exploration in Washington Park can feel endless. Figuring out how to get here shouldn't.

That's where we come in.

We're **Explore Washington Park**. We help people make decisions about how they get to and around the park, and ensure they have what they need for a fun, enjoyable visit.

## 02

## Logo

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### ABOUT THE LOGO

The Explore Washington Park logo is the visual mark of our brand. It is playful and fun like the park itself. The dashed line gives a nod to transportation and movement, while the tree captures the natural aspect of the park.



## 02

## Logo

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### CLEAR SPACE

The clear space surrounding the logo should be the same height and width of the letter “O” in “Washington.”



### MINIMUM SIZE

The logo should not be used smaller than .75 inches in width.



**ALTERNATE COLOR OPTIONS**

Reversed



One Color Gray



All White



All Black



## IMPROPER USAGE



WASHINGTON PARK

Do not change the logotype.



WASHINGTON PARK

Do not apply color so that "Explore" and "Washington Park" are different colors.



WASHINGTON PARK

Do not use non-brand colors.



WASHINGTON PARK

Do not stretch or distort the logo.

WASHINGTON  
PARK

Do not rearrange logo elements.



WASHINGTON PARK

Do not add special effects to the logo  
(e.g. gradients and bevels).

## FONTS

**FRANCHISE REGULAR****ABCDEFGHIJKLMNOPQRSTUVWXYZ****123456789**

Klinik Slab Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Klinik Slab Bold****ABCDEFGHIJKLMNOPQRSTUVWXYZ****abcdefghijklmnopqrstuvwxyz****1234567890***Klinik Slab Book Italic**ABCDEFGHIJKLMNOPQRSTUVWXYZ**abcdefghijklmnopqrstuvwxyz**1234567890****Klinik Slab Book Italic******ABCDEFGHIJKLMNOPQRSTUVWXYZ******abcdefghijklmnopqrstuvwxyz******1234567890***

## Klinik Slab Light

(For print use only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Klinik Slab Medium

(For print use only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## *Klinik Slab Light Italic*

(For print use only)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

## *Klinik Slab Medium Italic*

(For print use only)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**PRINT**

*Main Heading*

Klinik Slab Book Italic

*Alternate* **HEADING**

Klinik Slab Book Italic + Franchise Regular (uppercase)  
(Use sparingly and in two colors.)

**SUBHEADING 1**

Franchise Regular (uppercase)

**Subheading 2**

Klinik Slab Bold

Body Text

Klinik Slab Book  
(No larger than 13px for most documents)



## WEB

# Heading 1 HOME

*note: homepage only*

Klinik Slab Book Italic

- font-size: 65px
- color: dark gray

Franchise Regular

- font-size: 65px
- color: purple
- uppercase

# Heading 1

Klinik Slab Book Italic

- font-size: 80px
- color: purple

heading 2

Klinik Slab Book

- font-size: 24px
- color: dark gray

heading 3

Klinik Slab Book

- font-size: 20px
- color: dark gray

## 03

## Typography

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### WEB

#### HEADING 3

*note: homepage only*

Franchise Regular

- font-size: 40px
- color: purple

#### HEADING 4

Franchise Regular

- font-size: 40px
- color: purple

#### heading 5

Klinik Slab Bold

- font-size: 24px
- color: dark gray

#### heading 6

Klinik Slab Bold

- font-size: 20px
- color: dark gray



## 03 *Typography*

---

### WEB

Body Text

Klinik Slab Book

- font-size: 20px
- color: dark gray

Captions

Klinik Slab Book Italic

- font-size: 16px
- color: dark gray

## 04 Color Palette

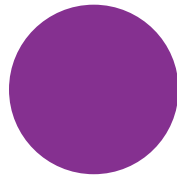
---

The main background color for the brand is white. Primary and secondary colors should be used to add impact and pops of color, with greater emphasis given to the primary colors.

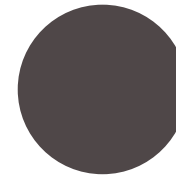
### PRIMARY COLORS

**Green**

PMS 376 C  
CMYK 45/8/100/0  
RGB 156/189/48  
HEX #9cbd30

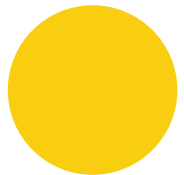
**Purple**

PMS 2602 C  
CMYK 57/96/2/0  
RGB 134/49/144  
HEX #863190

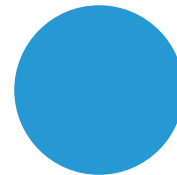
**Dark Gray**

PMS 425 C  
CMYK 62/61/58/40  
RGB 79/72/72  
HEX #4f4848

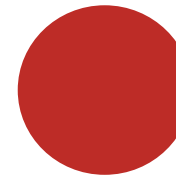
### SECONDARY COLORS

**Yellow**

PMS 109 C  
CMYK 2/17/99/0  
RGB 250/205/10  
HEX #facdoa

**Blue**

PMS 2995 C  
CMYK 73/26/0/0  
RGB 31/155/222  
HEX #1f9bde

**Red**

PMS 1807 C  
CMYK 19/96/98/8  
RGB 188/43/40  
HEX #bc2b28

**IMAGES OF NATURAL ELEMENTS**

Images should be vibrant and colorful—similarly to the color palette. Images should also be zoomed in whenever possible.

It is important to portray the park as a whole and not focus on one particular attraction (except for specific mentions). Therefore, image subjects should be of natural elements found throughout the park such as plants, trees, and flowers.



## 05

## Images & Graphic Elements

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### IMAGES OF PEOPLE

Explore Washington Park is not just about transportation and attractions, it is also about the people. Photos of happy park-goers should be incorporated into the brand's look and feel. Photos should match the vibrant colors of the color palette and look professional and clean. Low light, blurry, and overly busy photos are not to be used. Subjects should also look real and natural.

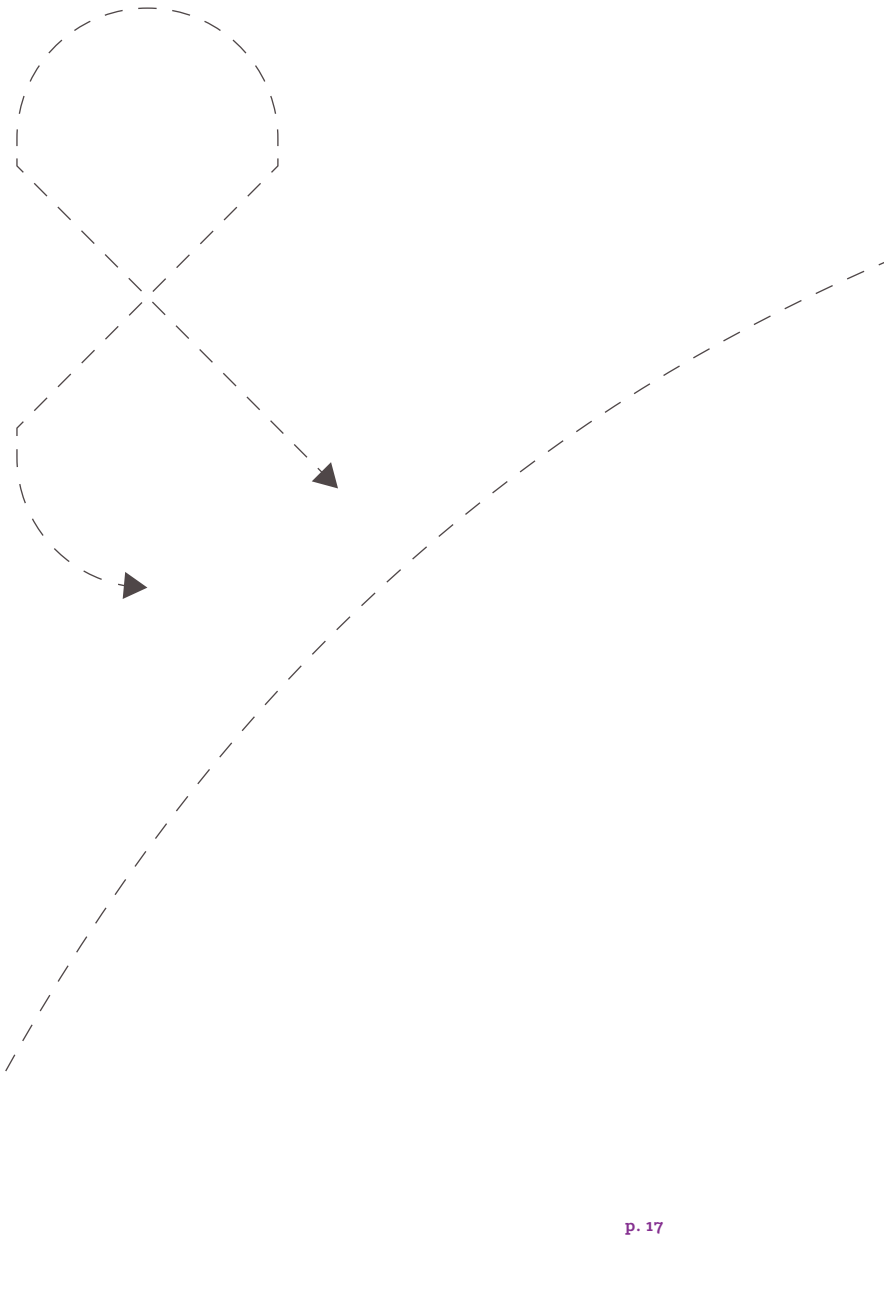


**DASHED LINE**

Dashed lines represent transportation—the foundation of Explore Washington Park.

Lines should bleed off the page or end touching another element. In instances where the end of a line is shown, use an arrow as the endpoint.

Lines should be thin (about .5pt to 1pt for print; 1px-3px for web) and always curved. The length of each dash should be slightly longer than each gap.





## 05

## Images & Graphic Elements

### CIRCLES

The circle symbolizes wholeness and friendliness, which define Explore Washington Park. When circles are placed on a dashed line, they represent moving from point A to point B.

Circles can be displayed in two ways: as plain colors, and as images. When used as an image, circles should be designed with and without an opaque halo around it.

Circles should be displayed as both single elements and as clusters of two or three. Clustered circles should slightly overlap each other.





## 05

## Images & Graphic Elements

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### ICONS

To be consistent with the logo and dashed line element, icons should also be line drawings.

The main modes of transportation (pictured below) should be customized to consist of broken up segments. All other icons can be kept simple and used as is. The line weight of all icons should be visually similar and should be scaled equally.



Prepared by:



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### TRAVEL TIP

Planning to travel between the MAX and the Rose Garden?

10 minute shuttle ride

45 minute walk

TO BEAVERTON

Map not to scale. Trails and roadways are for illustrative purposes only. Consult maps at trailheads; obey all trail restrictions.

Current through October 2015



TO 41 TRAIL  
(CROSS OVERPASS,  
CONTINUE EAST)

BURNSIDE

NW 24th Pl

NW 23rd

Tichner Dr

Kingston Dr

Rosegarden Way

Lewis Courts

Fairview Blvd

Wildwood Trail

Oak Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

Wildwood Trail

TRAILS TO  
PITTOCK MANSION

REDWOOD DECK

WEDDING MEADOW

PICNIC PAVILION

HOYT ARBORETUM VISITOR CENTER

ARCHERY RANGE

OVERLOOK TRAIL

Maple Trail

Kingston Dr

VIETNAM VETERANS MEMORIAL

WORLD FORESTRY CENTER

TRANSIT STATION

PORTLAND CHILDREN'S MUSEUM

Marquam Trail

Canyon Ct

OREGON ZOO

26

P

HOLOCAUST MEMORIAL

P

MAC TRAIL

ROSE GARDEN

SACAJAWEA STATUE

Lewis & Clark Way

Sherwood Blvd

Mac Trail

Mac Trail

Mac Trail

Mac Trail

Mac Trail

Mac Trail

Mac Trail

Mac Trail

Mac Trail

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Mac Trail

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Mac Trail

TRIMET BUSES  
63 & 83 CONNECT  
TO SW PORTLAND  
SEE REVERSE FOR DETAILS

Vista Ave

P

SOCCER FIELD

P

P

P

P

P

### LEGEND

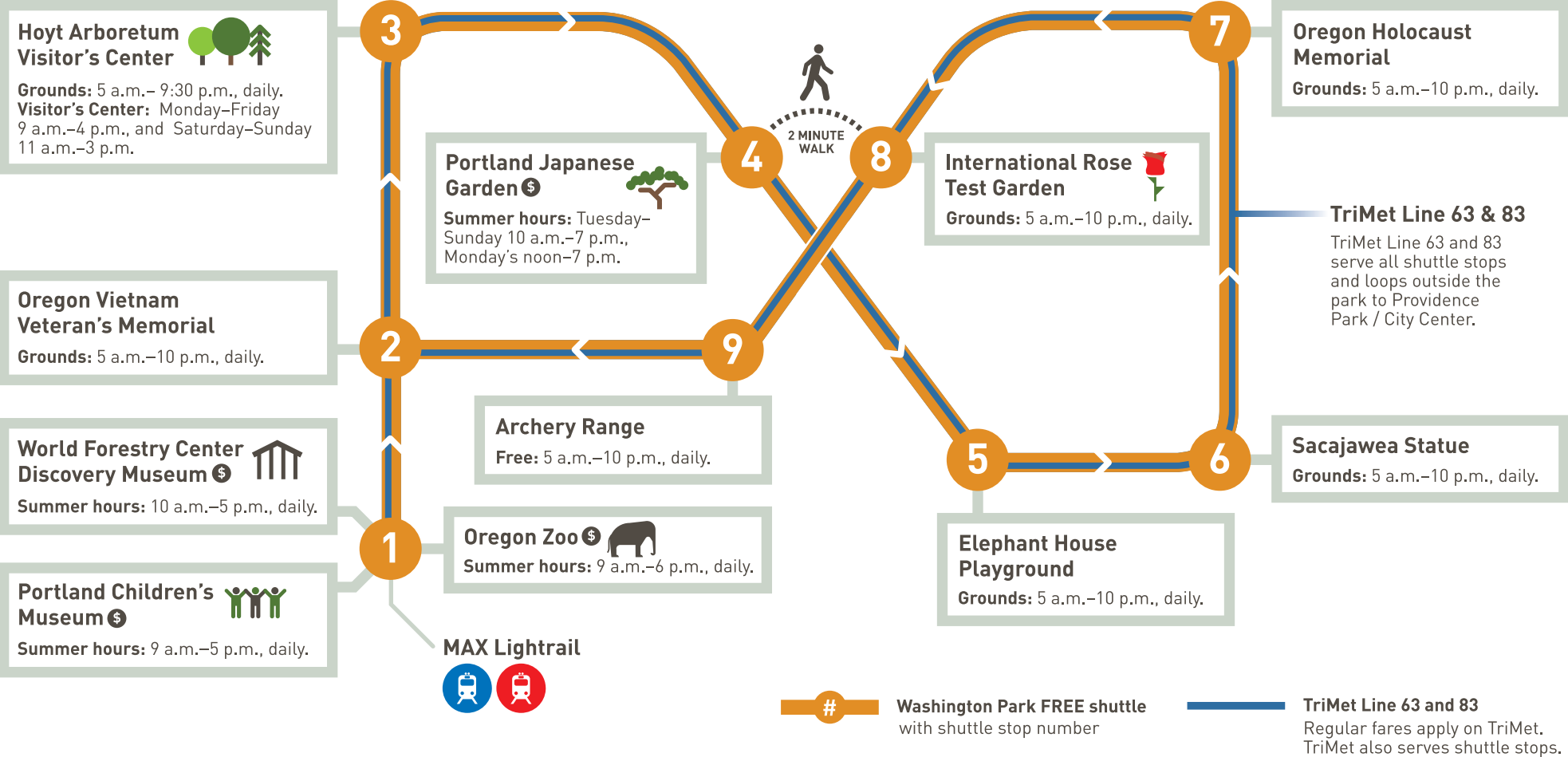
- Blue & Red line MAX light rail service
- Washington Park FREE Shuttle (with stop number)
- Parking
- Restroom
- Information kiosk
- Amphitheater

# Shuttle Route and Destinations

🕒 Every 15 Minutes

🕒 9:00 a.m.–6:00 p.m.

📅 Daily June–August  
Weekends Only: Sept. & Oct.



## About the Washington Park FREE shuttle

The shuttle only stops at designated destinations (shown in map above).

Bicycles may be brought on board, but must yield seating and/or space to riders with disabilities.

All shuttles are completely accessible. Lift ramps are available for wheelchair users.

Only service animals are permitted on the shuttle.

Strollers may be brought on board, but must be completely folded. Strollers may not use ADA lift.

No smoking at shuttle stops or on board the shuttle.

Provided by the Washington Park Transportation Management Association.  
This map and the free shuttle are paid for using Washington Park parking revenues.