

OREGON

Oregon
Convention
Center

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BRANDING
SPECIFICATIONS
GUIDE

RULES & GUIDELINES

Please take a moment to familiarize yourself with the venue rules and guidelines for branding.

APPROVALS

Approval from the Event Manager must be obtained prior to production of any branded materials that would be installed using the assets provided in this guide. Approval is required for both content and location.

TIMELINE

Branded material plans must be submitted by client for approval no later than 30 days prior to first contracted move-in day.

All branded materials must be removed by contracted move-out day.

PRODUCTION, INSTALLATION & REMOVAL

Client is responsible for the production, installation, and removal of all branded materials.

Branded materials installed in locations not previously approved by the Event Manager will be subject to removal by the venue.

Any branded materials remaining on site after the contracted move-out day will be subject to a \$100 per item facility removal fee.

DAMAGES

Client assumes full responsibility for any damages or repairs to the venue that result from the removal of their branded materials. Client will be billed for any repair costs incurred by the venue.

BILLING

All branding fees will be included in final invoice.

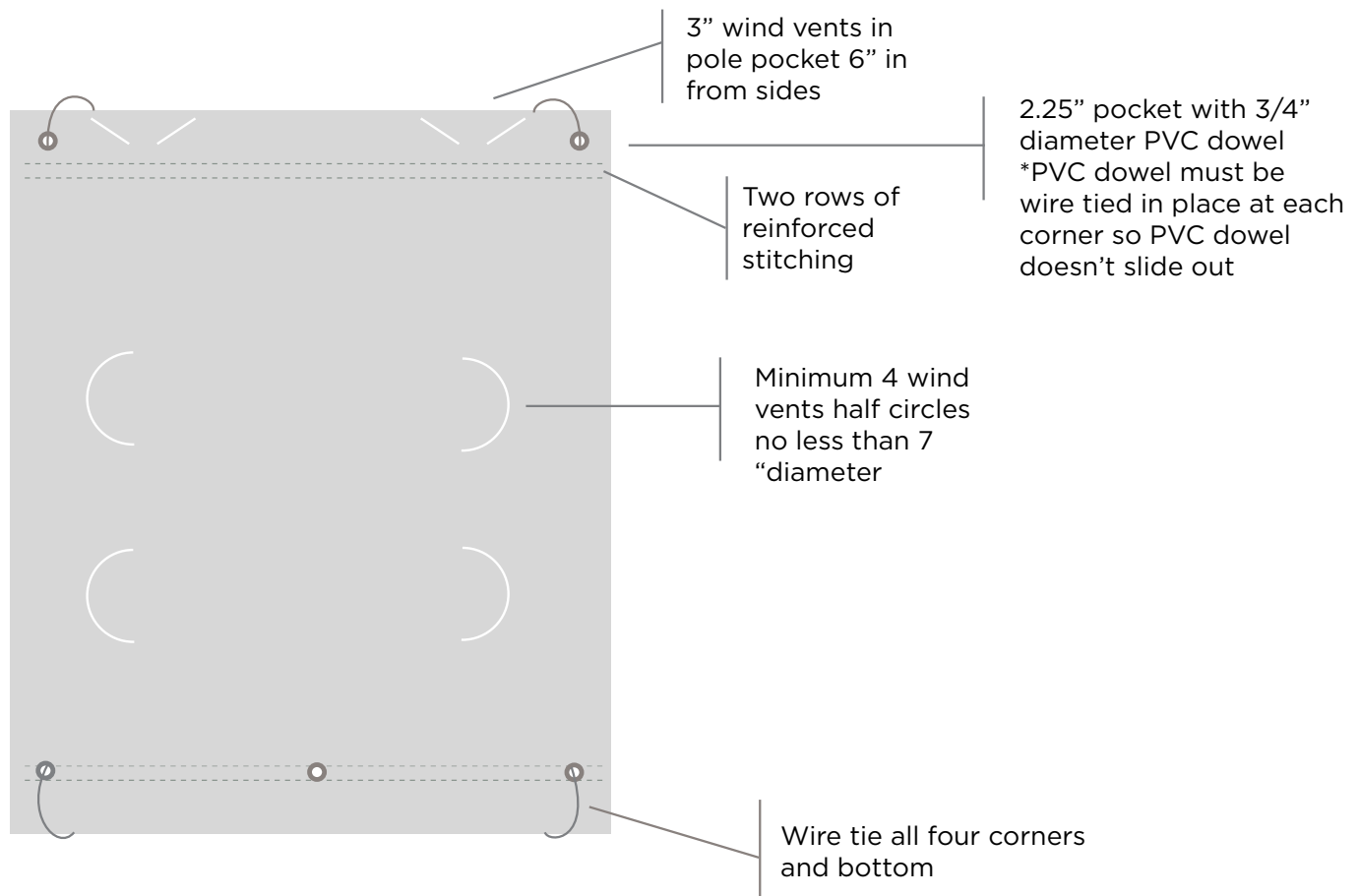
NOTE: Every effort has been made to ensure the accuracy of the information in this guide. No warranties, express or implied, are made with respect to this document. It is the sole responsibility of the licensee or their contractors to inspect, measure, and verify all locations and dimensions.

STREET POLES

4' X 5' STREET POLE BANNER

GUIDELINES

- The client is responsible for determining the number of street poles available for use and ensuring accurate dimensions
- Must be back-to-back
- Substrate 13 oz vinyl
- Place two 3" wind vents in banner top pocket, starting at 6" in from sides
- Place a minimum of four, 7" wind vents in body of banner, at least 4" in from sides
- Place #2 reinforced metal grommets in the stitching in all four corners and bottom center of banner

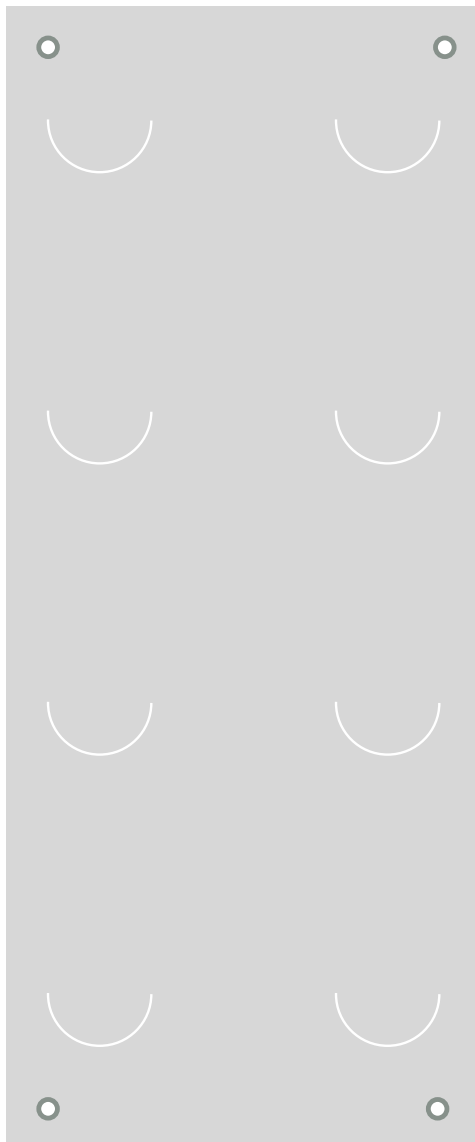


STREET POLES

4' X 9'6" LARGE READER BANNER

GUIDELINES

- The client is responsible for determining the number of street poles available for use and ensuring accurate dimensions
- Must be back-to-back
- Substrate 15 oz double faced vinyl
- Place a minimum of eight, 7" wind vents, cut as half circles in body of banner at least 4" in from sides



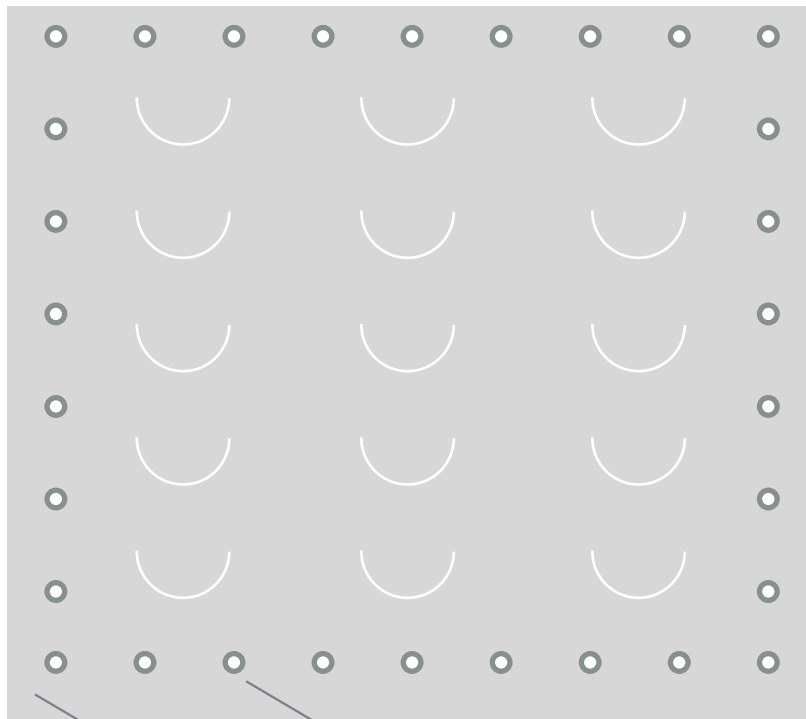
Use 15 oz double faced vinyl and #2 grommets placed on double reinforced (folded) vinyl edges at all four corners.

STREET POLES

13' X 11'5" SUPER-SIZED READER BANNER

GUIDELINES

- The client is responsible for ensuring accurate dimensions
- One location only
- Must be back-to-back
- Substrate 15 oz double faced vinyl
- Reinforced corners
- Grommets: Size #2, eight along each side, nine across top and bottom,
- Place on double reinforced folded edges
- Place a minimum of five, 7" wind vents in three columns at least 6" from sides (Minimum of 15 wind vents)



Reinforced
corners

Size #2 grommets
on double reinforced
folded edges

GINKOBERRY BANNERS

GUIDELINES

- The client is responsible for determining the number of banners available for use and ensuring accurate dimensions
- Final production size: 37" wide x 114" tall
- Print size: 37" wide x 121" tall
- 1/2" bleed all sides
- To ensure a proper fit, allow a 3" top and bottom foldover: 2" for pocket and 1" for stitching

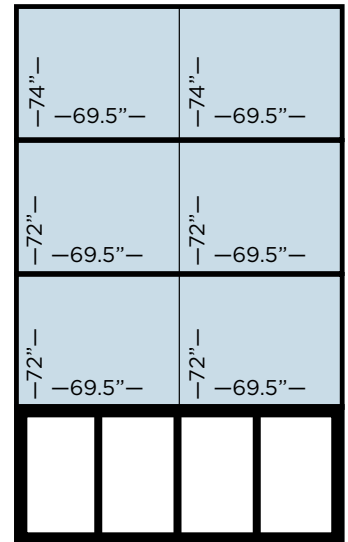
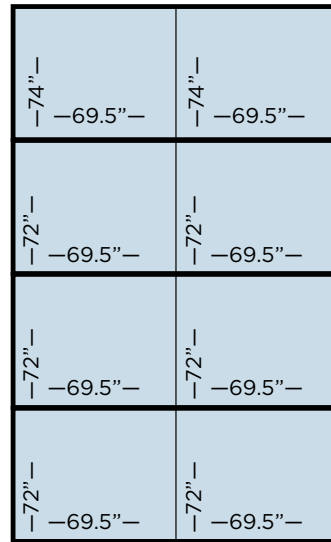
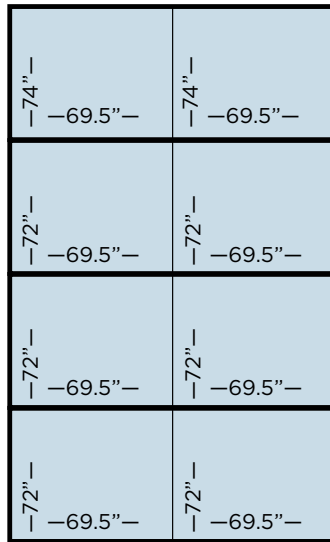


WINDOW CLINGS

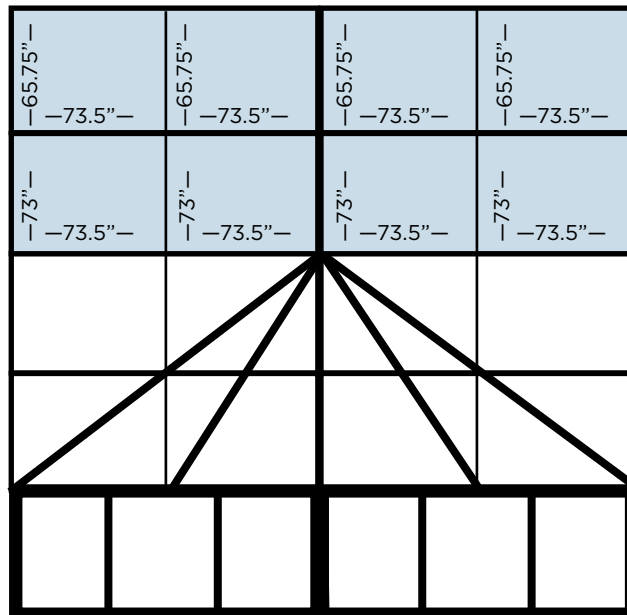
GUIDELINES

- The client is responsible for determining the number of windows available for use, ensuring accurate dimensions and installation of decals
- White or clear perforated window clings must maintain reasonable visibility through the graphic
- 60/40, 65/35, and 70/30 with 1.5-millimeter holes recommended for maximum visibility

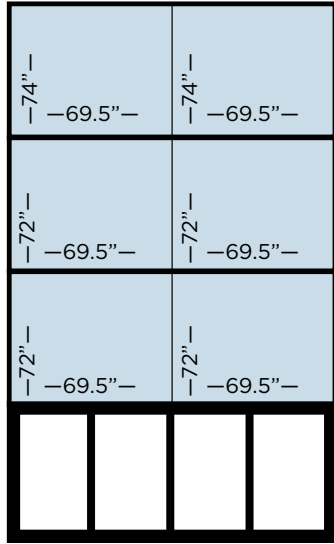
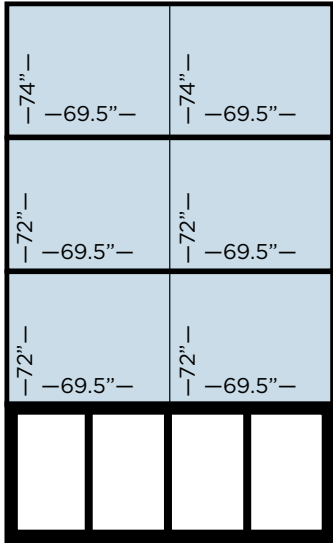
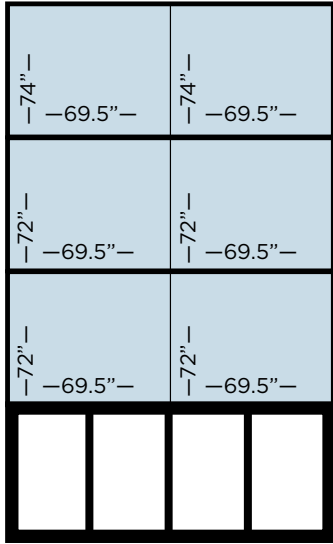
WC1 HOLLADAY WEST ENTRANCE



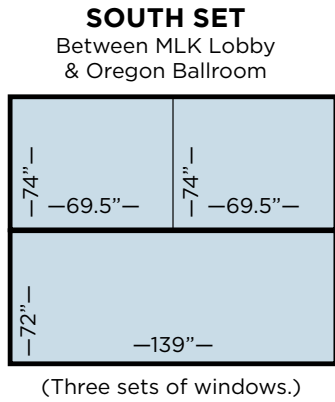
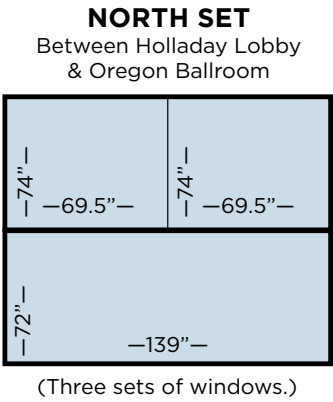
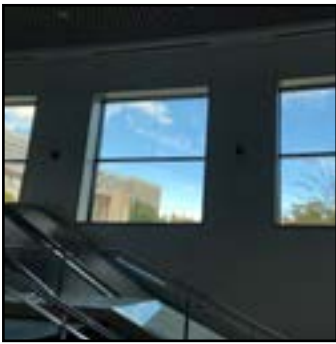
WC2 HOLLADAY ENTRANCE



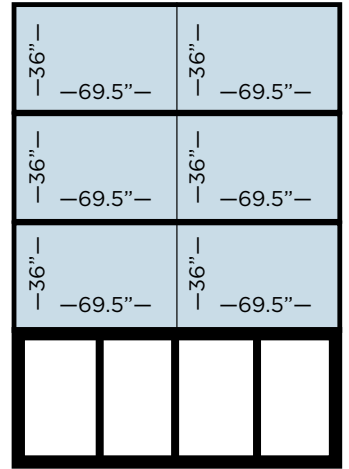
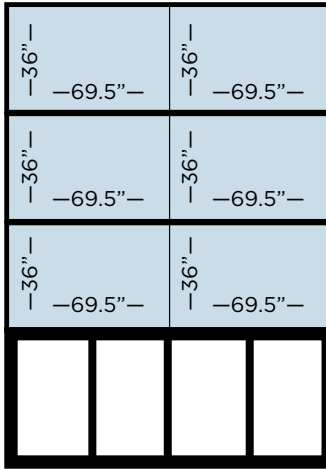
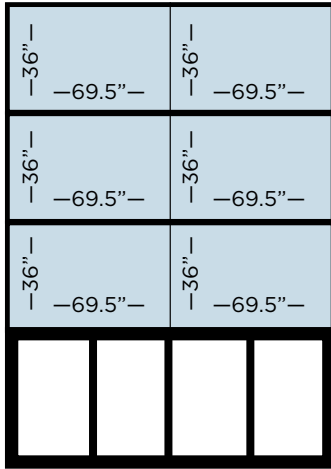
WC3 HOLLADAY EAST ENTRANCE



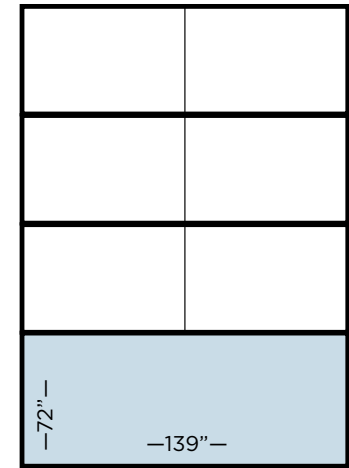
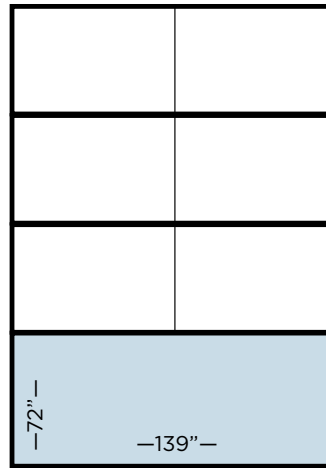
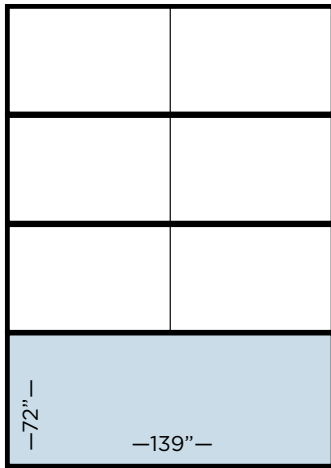
WC4 OREGON BALLROOM TRANSITION WINDOWS



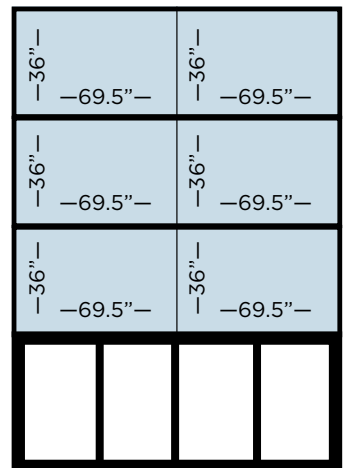
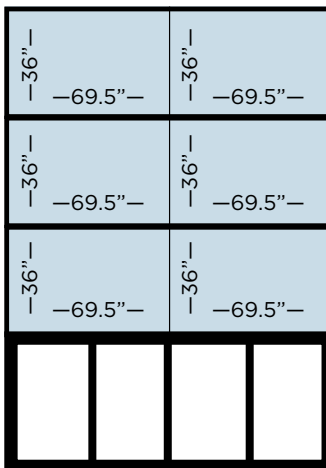
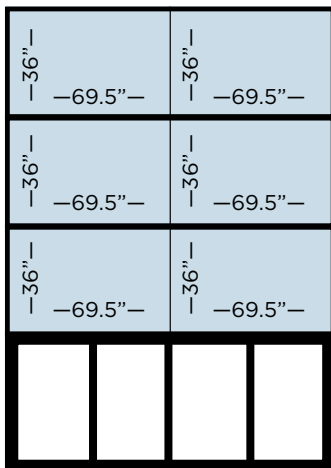
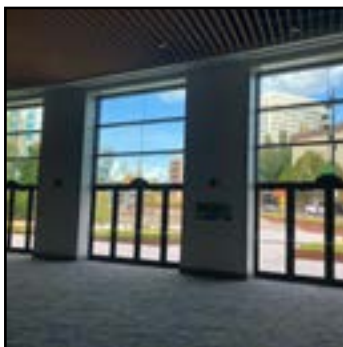
WC5 OREGON BALLROOM 201 WINDOWS ABOVE DOORS



WC6 OREGON BALLROOM LOBBY WINDOWS

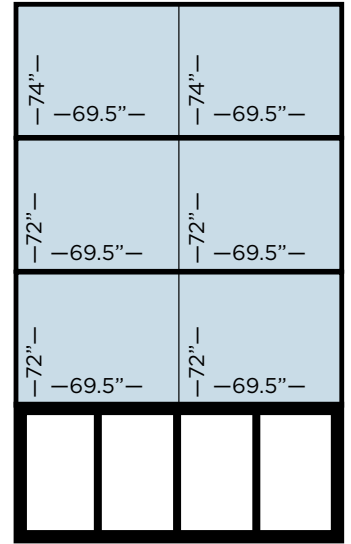
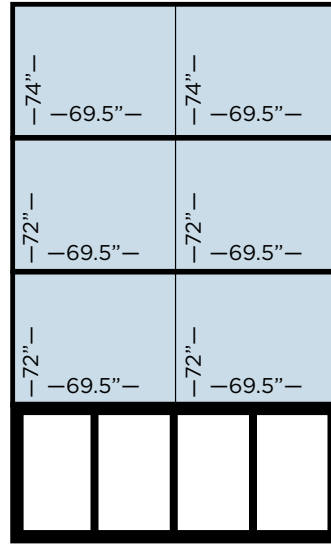
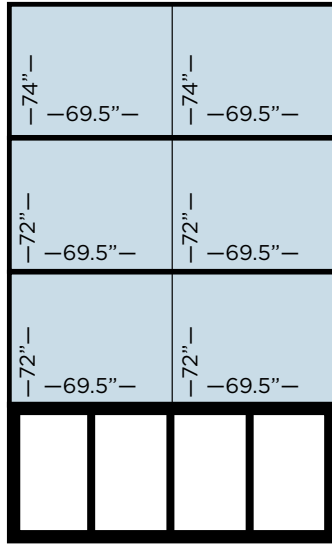


WC7 OREGON BALLROOM 204 WINDOWS ABOVE DOORS



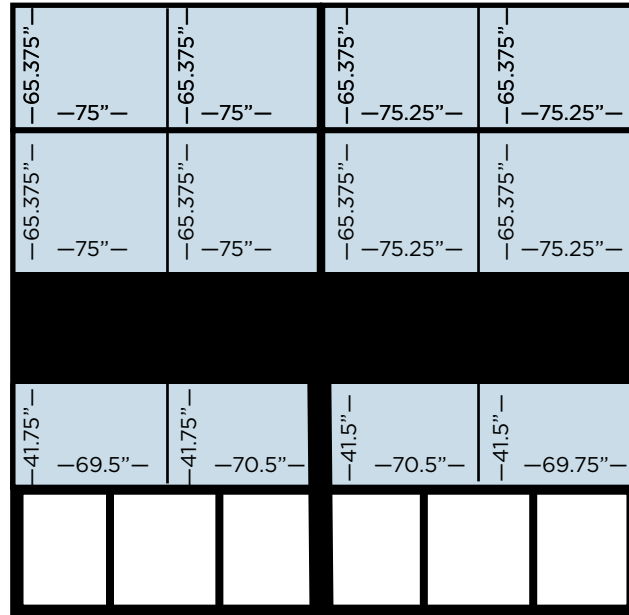
WC8

MLK NORTH WINDOWS



WC9

MLK ENTRANCE



WC10

MLK LOUNGE WINDOWS NORTH



-72" - -63" -	-72" - -109" -	-72" - -109" -	-72" - -62" -
-70" - -63" -	-70" - -109" -	-70" - -109" -	-70" - -62" -
-67" - -60" -	-67" - -107" -	-67" - -107" -	-67" - -60" -
-72" - -60" -	-72" - -107" -	-72" - -107" -	-72" - -60" -

WC10

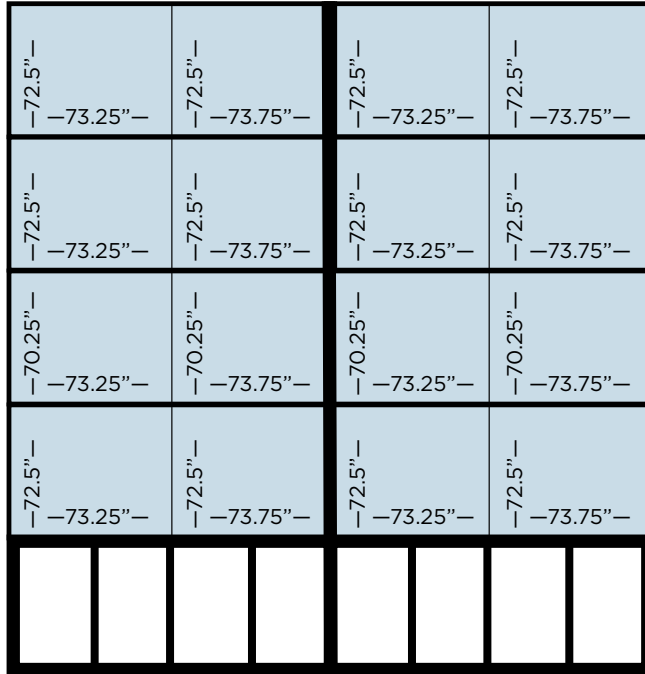
MLK LOUNGE WINDOWS EAST



-72" - -128" -	-72" - -128" -	-72" - -128" -
-72" - -128" -	-72" - -128" -	-72" - -128" -
-72" - -128" -	-72" - -128" -	-72" - -128" -
-72" - -128" -	-72" - -128" -	-72" - -128" -

WC11

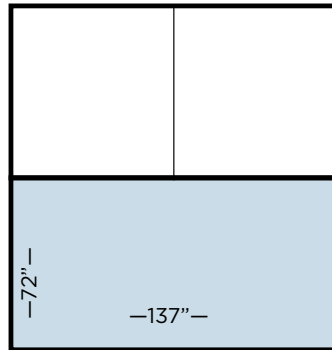
GINKOBERRY ENTRANCE



WC12

PORTLAND BALLROOM LOBBY

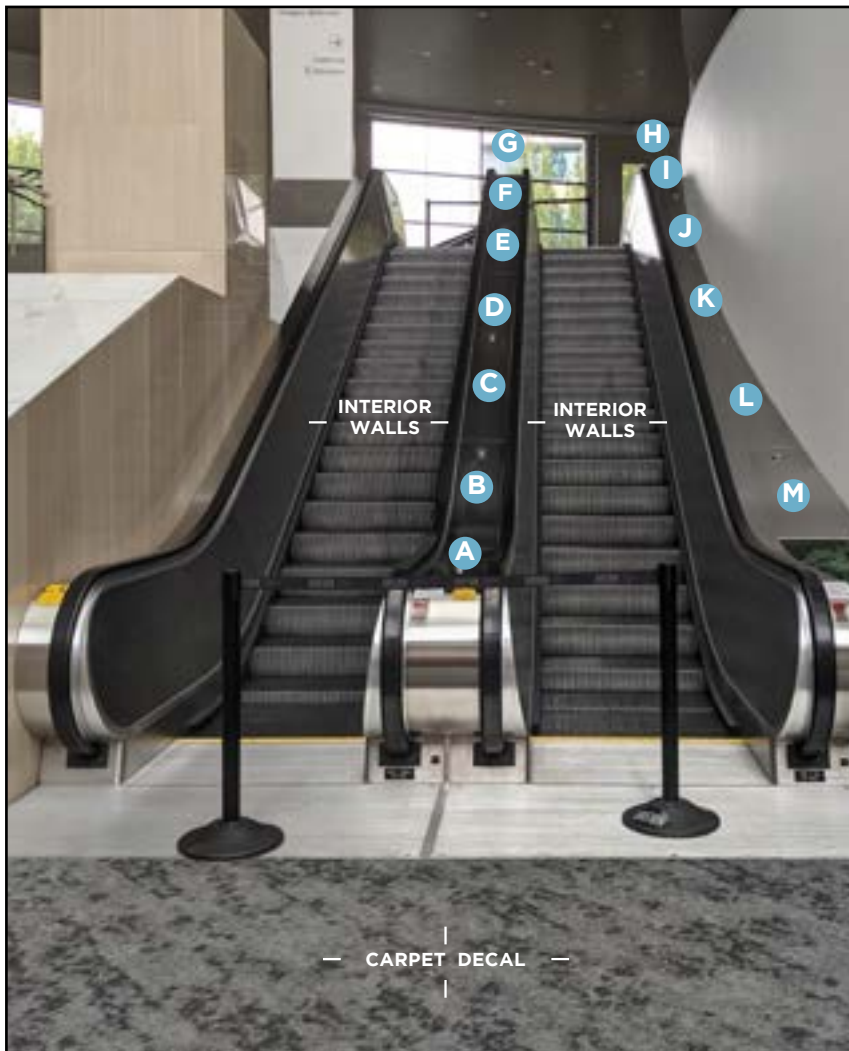
(25) Bottom Half Windows



ESCALATOR DECALS

GUIDELINES

- The client is responsible for determining the number of escalators available for use, ensuring accurate dimensions installation of decals
- Decal material must be made from white or clear vinyl with low-tack adhesive



ES1

PRE A ESCALATORS

ESCALATORS: 1 & 2

LOCATION: PREFUNCTION A UP TO HOLLADAY LOBBY

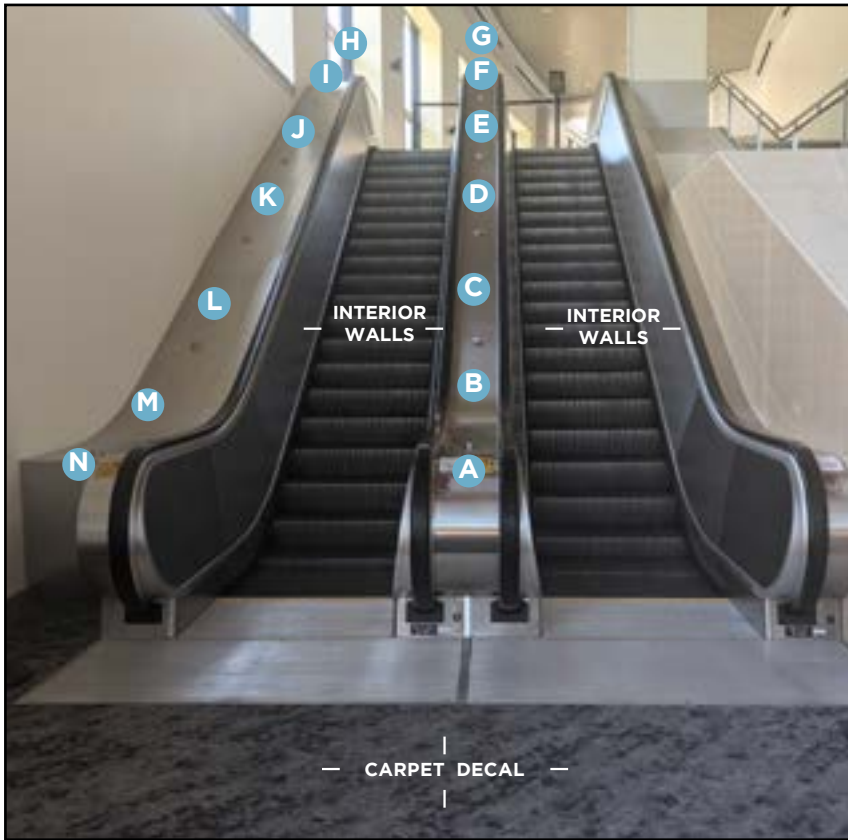
- A. 11.5"W X 14"H
- B. 11.5"W X 75"H
- C. 11.5"W X 69"H
- D. 11.5"W X 69"H
- E. 11.5"W X 69"H
- F. 11.5"W X 74.5"H
- G. 11.5"W X 12.75"H
- H. 15"W(top) 11.5"W(btm) X 25.5"H
- I. 11"W(top) 6.75"W(btm) X 52"H
- J. 6.5"W(top) 4.5"W(btm) X 69"H
- K. 4.5"W(top) 7.5"W(btm) X 69"H
- L. 7.5"W(top) 15"W(btm) X 69"H
- M. 15.5"W(top) 21.5"W(btm) X 37.75"H

Escalator Interior Walls

(4) 23.5"W X 253"H

Carpet Decal

136" W X 45" H



ES3

HOLLADAY ESCALATORS

ESCALATORS: 3 & 4

LOCATION: HOLLADAY LOBBY UP TO OREGON BALLROOM

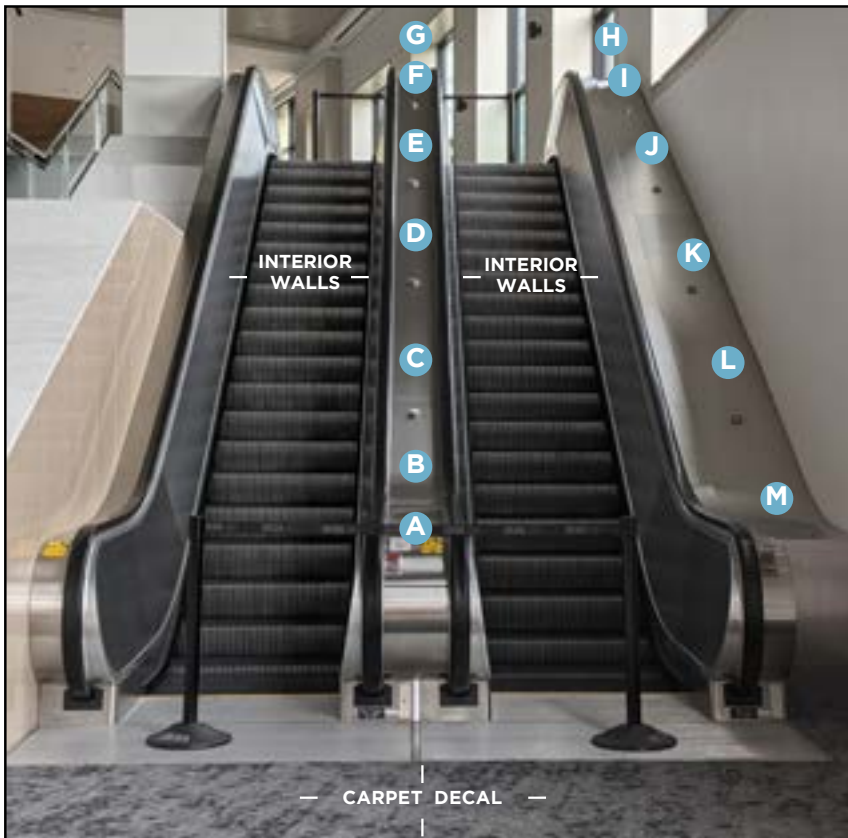
- A. 11.75" X 14"
- B. 11.75" X 74.5"
- C. 11.75" X 69"
- D. 11.75" X 69"
- E. 11.75" X 69"
- F. 11.75" X 69"
- G. 11.75" X 19.75"
- H. 14" X 24"
- I. 14" X 46"
- J. 14" X 69"
- K. 14" X 69"
- L. 14" X 69"
- M. 14" X 75"
- N. 14" X 11"

Escalator Interior Walls

(4) 23.5"W X 253"H

Carpet Decal

136" W X 45" H



ES5

MLK ESCALATORS

ESCALATORS: 5 & 6

LOCATION: MLK LOBBY UP TO OREGON BALLROOM

- A. 11.75"W X 14.25"H
- B. 11.5"W X 74.75"H
- C. 11.5"W X 69"H
- D. 11.5"W X 69"H
- E. 11.5"W X 69"H
- F. 11.5"W X 69"H
- G. 11.5"W X 14"H
- H. 20.5"W X 23.50"H
- I. 20.5"W X 69"H
- J. 20.5"W X 69"H
- K. 20.5"W X 69"H
- L. 20.5"W X 69"H
- M. 20.5"W X 74.75"H
- N. 20.5"W X 9"H

Escalator Interior Walls

(4) 23.5"W X 253"H

Carpet Decal

136" W X 45" H



ES7

PRE C ESCALATORS

ESCALATORS: 7 & 8

LOCATION: PRE C UP TO MLK LOBBY

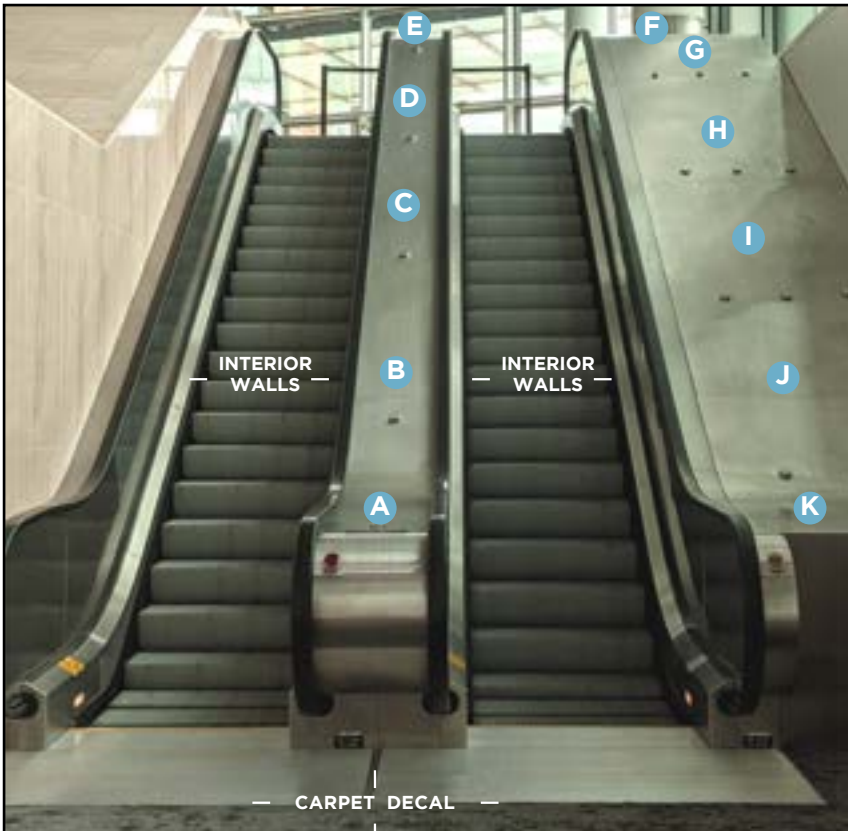
- A. 11.5"W x 14"H
- B. 11.5"W x 74.5"H
- C. 11.5"W x 69"H
- D. 11.5"W x 69"H
- E. 11.5"W x 69"H
- F. 11.5"W x 75"H
- G. 11.5"W x 13.5"H
- H. 13"W at top - 11" W at bottom - 15.5"H
- I. 10.5"W at top - 6.5" W at bottom - 47.5"H
- J. 6.5"W at top - 4"W at bottom - 69"H
- K. 4" W at top - 7" W at bottom - 69"H
- L. 7.5" W at top - 14.5" W at bottom - 69"H
- M. 15" W at top - 21" W at bottom - 35.5"H

Escalator Interior Walls

(4) 23.5"W X 253"H

Carpet Decal

136" W X 45" H



ES9

GINKOBERY ESCALATORS

ESCALATORS: 9 & 10

LOCATION: GINKOBERY CONCOURSE UP TO MLK LOBBY

- A. 17.5" W x 78"H
- B. 17.5" W x 78.5"H
- C. 17.5" W x 78.5"H
- D. 17.5" W x 78.5"H
- E. 17.5" W x 78.5"H
- F. 56.5"W X 29.5"H
- G. 56.5"W X 65.5"H
- H. 56.5"W X 76.5"H
- I. 56.5"W X 76.5"H
- J. 56.5"W X 76.5"H
- K. 56.5"W X 61"H

Escalator Interior Walls

(4) 23.5"W X 253"H

Carpet Decal

136" W X 45" H



ES11

PORTLAND BALLROOM NORTH ESCALATORS

ESCALATORS: 11 & 12

LOCATION: LOBBY LEVEL UP TO PORTLAND BALLROOM

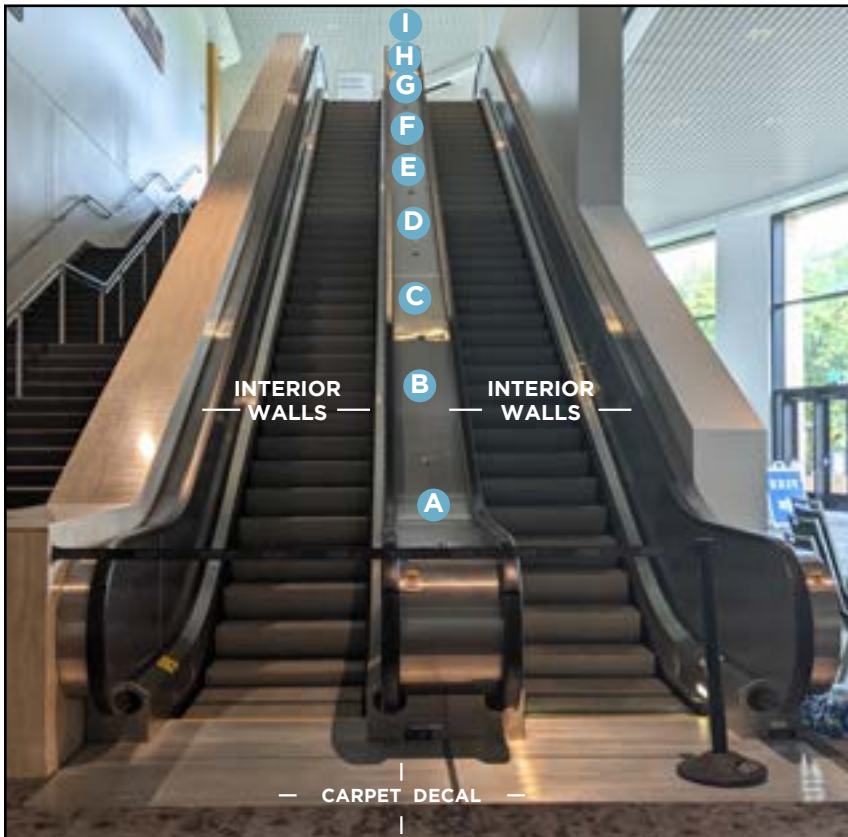
- A. 17.5" W x 75."H
- B. 17.5" W X 75.5"H
- C. 17.5" W X 75.5"H
- D. 17.5" W X 75.5"H
- E. 17.5" W X 75.5"H
- F. 17.5" W X 75.5"H
- G. 17.5" W X 75.5"H
- H. 17.5" W X 75.5"H
- I. 17.5" W X 75.5"H

Escalator Interior Walls

(4) 23.5" W X 540" H

Carpet Decal

132" W X 45" H



ES13

PORTLAND BALLROOM SOUTH ESCALATORS

ESCALATORS: 13 & 14

LOCATION: GINKOBERY ENTRANCE UP TO PORTLAND BALLROOM

- A. 17.5" W x 75.5"H
- B. 17.5" W X 75.5"H
- C. 17.5" W X 75.5"H
- D. 17.5" W X 75.5"H
- E. 17.5" W X 75.5"H
- F. 17.5" W X 75.5"H
- G. 17.5" W X 75.5"H
- H. 17.5" W X 75.5"H
- I. 17.5" W X 76.5"H

Escalator Interior Walls

(4) 23.5" W X 540" H

Carpet Decal

132" W X 45" H

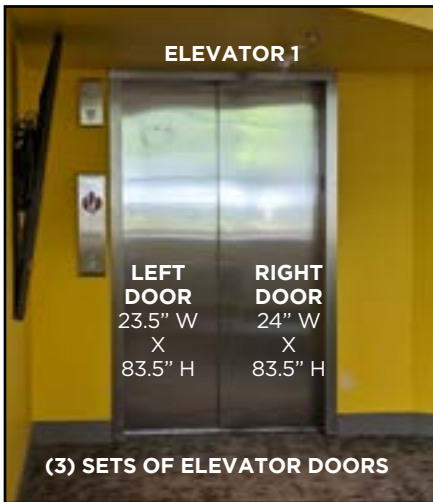
ELEVATOR DECALS

GUIDELINES

- The client is responsible for determining the number of escalators available for use, ensuring accurate dimensions installation of decals
- Decal material must be made from white or clear vinyl with low-tack adhesive

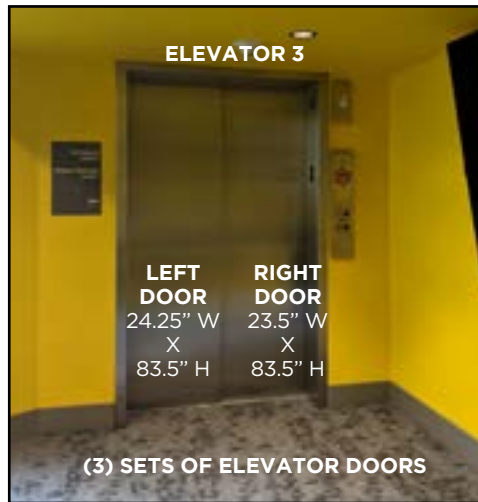
EL1

HOLLADAY



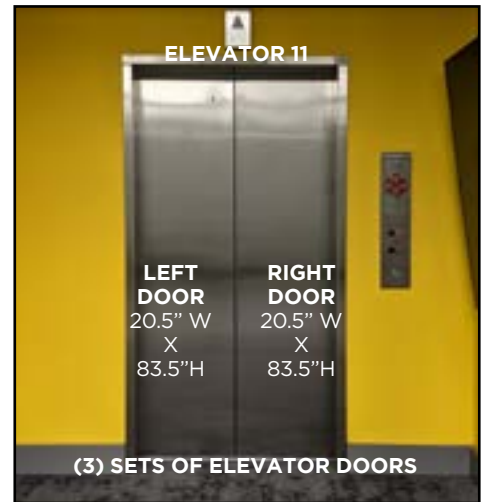
EL3

MLK



EL11

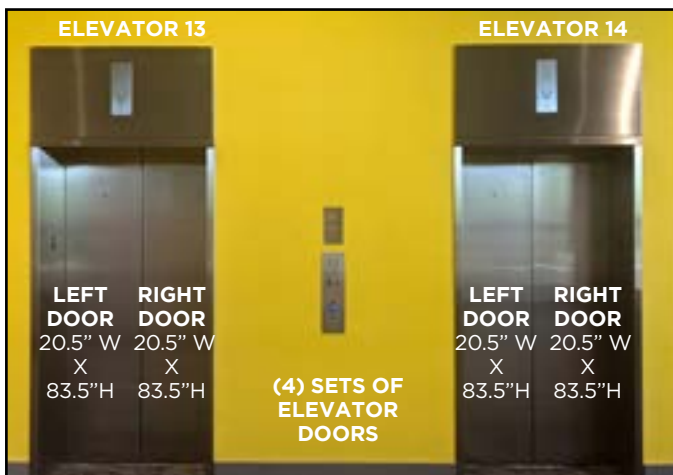
GINKOBERRY



EL13

EL14

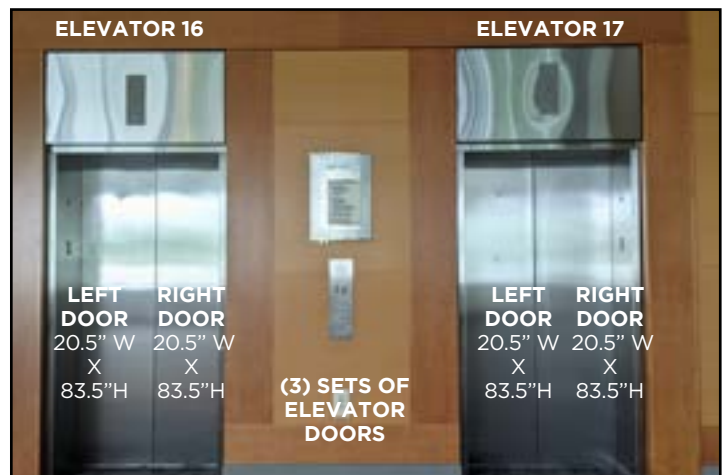
PORTLAND BALLROOM NORTH



EL16

EL17

PORTLAND BALLROOM SOUTH





Contact us to discuss how we can help you brand your event at the **Oregon Convention Center!**

Oregon Convention Center
sales@oregoncc.org
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