

# CREATIVE BRIEF

2019 Design Equity Tournament to benefit  
Portland in Color

## MISSION

Portland in Color is a local organization working to disrupt the homogeneity of representation in Portland arts and media by highlighting the voices and experiences of people of color.

We want to make sure that people know Portland BIPOC exist, have thriving communities, and create valuable and inspiring work.

We believe BIPOC deserve equitable access and resources to Portland arts and media.

We are different from other online databases in that we're location specific, while most others are medium/genre specific. Being location specific to Portland means that we have more opportunity to work collaboratively on a local level. We are WOC led and passionate about actively and accessibly creating pathways for more BIPOC to enter creative industries.

## TARGET AUDIENCE

- Portland BIPOC artists seeking paid work
- Media professionals looking to diversify and expand their talent network
- Portlanders interested in learning more about BIPOC artists and their stories

## BRAND KEYWORDS

- Thoughtful
- Inclusive
- Editorial
- Unapologetic
- Striking
- Outspoken

## BRAND GOALS

The final brand should reflect their work, and provide a glimpse into this underrepresented group of talented creative professionals.

## IMPLEMENTATION

The final brand will be applied across the existing website, marketing materials, and social media channels.