

**Identity Workshop  
Portland State University  
Alumni & Friends**

Defining themes

- Multi-faced diversity
- Urban Knowledge
- Hard Working
- Partnerships and collaboration
- Gateway opportunities
- Accessible and convenient

- Progressive
- Creative
- A livable city
- A “happening place”
- Career counseling and place (make sure it’s superior)
- The vitality of an urban environment

Brag Facts (could not name many actual facts)

- Listed mostly brag “characteristics”
- 23 languages... more than any other institution
- The Northwest experience, and diverse too... available nowhere else
- A welcoming place
- Real life experiences
- Power of a great graduation ceremony
- Student newspaper voted best in state; also student advertising presentation
- Highest accountant exam pass rate
- Opportunity to establish yourself in your field while in school; networking

Visual images

- Park Block
- Pioneer Square
- Streetcars
- Long shot across field to Hoffman Hall
- Urban study building
- Native American Center
- Colors green, black and white (all three; green a symbol of nature...not concerned with U of O’s green)
- Trees and green areas in urban setting
- Use a word mark (distinctive font) as logo

Phrases; tag lines

- Putting education to work
- Getting more from your college experience

Nature in the city  
All things urban