

Portland State University Identity Guidelines at a Glance

Logo

The Portland State University logo consists of two components: the logomark and the logotype. These two components are always placed in a fixed relationship and should never be altered, modified, or recreated in any way. The two-color horizontal signature over white is the preferred treatment for most applications.



psulogo_horiz_spot.eps



psulogo_horiz_b&w.eps



Clear space

To ensure its integrity and visibility, the Portland State University logo should be kept clear of competing text, images and other marks. It must be surrounded on all sides by an adequate clear space—a space equal in size to the cap height (“P”) of the Portland State logotype.

Recommended logo size

The suggested logo size is 2.25” on a typical 4” x 9” rack brochure, and 2.5” on larger (e.g., 8.5” x 10”) publications.

Typography

Portland State University typography consists of two typefaces: Adobe Garamond Pro (serif) and Frutiger (sans serif). Please use your best judgment when combining faces, styles, and weights. Garamond and Verdana are acceptable alternates and are readily available on most computers. Commitment to these typefaces will create a consistent and strong identity.

Frutiger 45 Light
Frutiger 55 Roman
Frutiger 65 Bold

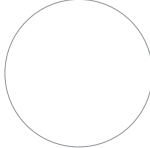
Adobe Garamond Pro Regular
Adobe Garamond Pro Semibold
Adobe Garamond Pro Bold

Color

The official palette of Portland State University is PSU Green and white. Secondary color palette options are available at www.pdx.edu/ucomm.



PSU Green
Pantone 7496
C:40 M:0 Y:100 K:38
R:106 G:127 B:16



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Green

It’s more than our school color, it’s our school spirit. Portland State University is committed to integrating environmentally sound practices into teaching, research, operations, and facilities management.

Visit www.pdx.edu/ucomm for a comprehensive identity standards guide.