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Introduction

This guide is a reference tool for applying a consistent look, feel, voice, and tone for all Portland State University communications.

Graphic identity standards enhance communication with our constituents. They distinguish Portland State from other institutions by conveying a look that is professional, unique, and memorable. Consistent communication helps build and sustain Portland State University’s reputation in the region and around the world.

Graphic standards include elements such as messaging, logo usage, color, photography, and typefaces. You will also find guidance for organizing the elements through sample layouts, templates, and guidelines.

Although the standards need to be applied consistently, the system is designed to provide enough flexibility to speak to a wide variety of audiences. This guide provides variations that allow individual units across campus to tell their own stories while collectively building a stronger identity for the University.

What’s new

> Updated school/college logo treatments (page 19)
> Additional palette colors (page 15)
> Updated trademark and licensing information (page 6)
> Single logomark usage (page 7)
Key Messages

WHAT SETS PORTLAND STATE UNIVERSITY APART?

Portland State University is respected, engaged, and connected. It links intentional academic engagement with the Portland urban area to provide exceptional opportunities for learning, service, research, and achievement.

WHAT ARE PORTLAND STATE UNIVERSITY’S UNIQUE ATTRIBUTES?

Urban. Sustainable. Combines involvement and expertise in all things urban with a passion for cultivating all things “green.”

Diverse. Attracts creative and motivated students and faculty who teach and learn in a diverse community of all ages, nationalities, and ethnicities.

Opportunity for all. Provides opportunity to all who demonstrate a genuine commitment to achieve.

Research. Partner. Conducts research and service critical to the economic development and quality of life of the region and beyond.

International. Surrounded by beauty. Embodies and contributes to the vision and character that make Portland a progressive, entrepreneurial city with growing international connections.

HOW DO I INCORPORATE THESE MESSAGES?

The attributes above should serve as a basis for crafting external communications rather than as exact language—note that these messages do not constitute a new slogan or tagline, nor do they replace the motto “Let Knowledge Serve the City.” Audience-appropriate communication can tell a consistent University story in different ways to different people. These key messages will help to achieve that.

EXAMPLE

Boilerplate for press releases:

Portland State University serves as a center of opportunity for over 28,000 undergraduate and graduate students. Located in Portland, Oregon, one of the nation’s most livable cities, the University’s innovative approach to education combines academic rigor in the classroom with field-based experiences through internships and classroom projects with community partners. The University’s 49-acre downtown campus exhibits Portland State’s commitment to sustainability with five LEED certified buildings, while many of the 213 bachelor’s, master’s and doctoral degrees incorporate sustainability into the curriculum. PSU’s motto, “Let Knowledge Serve the City,” inspires the teaching and research of an accomplished faculty whose work and students span the globe.

PSU QUICK FACTS
http://www.pdx.edu/profile/
Snapshot-of-Portland-State

REFERENCES
http://www.pdx.edu/weve-got-great-references
Identity Basics

The following basic elements should be a part of any Portland State communication and will help you convey a tone, look, and feel that distinguishes it as part of the Portland State family. See the following pages for specific details.

Logo
The horizontal version of the Portland State University logo should appear on all University communications, generally in the bottom right corner on the cover of printed publications. Any unit that is supported by the University must use the University logo or appropriate school/college logo treatment. The logo should appear alone in a clear space, and should not be combined with other type or design elements. The logo size varies depending on the size of the publication. It should appear at a width of 2.25” on a typical rack brochure and 2.5” on a larger 8.5” x 11” publication. It should not appear smaller than 1.75” in width.

The logomark should appear in PSU Green (PMS 7496 or process equivalent) and black on 4-color publications and in black only on two-color publications, even where PSU Green is used as a second color. A reverse version of the logo is available for use on photos or darker backgrounds.

Fonts
Portland State University typographic style consists of two typefaces: Frutiger (sans Serif) and Adobe Garamond Pro (Serif). These fonts are used in communications to ensure continuity in the visual image of the University. Frutiger is generally used for titles, headlines, subheads, and headers. Adobe Garamond is used for longer body copy and select headlines. Email ucomm@pdx.edu for information on purchasing these fonts. Verdana and regular Garamond may be substituted for Frutiger and Adobe Garamond in online publications or instances when the primary fonts are not available.

Color Palette
Portland State University’s official green is PMS 7496. PSU Green should be used as the dominant color on the first or main publication for a department or school. Other colors in the palette can be used as accent colors on the primary piece or as primary colors on related collateral.

Photography and Illustration
Portland State photographs should feature dynamic cropping, natural lighting, and be candid and spontaneous rather than posed or contrived. Illustration should be clean and artistic. Generic clip art should be avoided.

Approvals
All advertising and any publications intended for external distribution to a broad audience must be approved by the Office of University Communications. Email ucomm@pdx.edu for questions or approvals.
Trademark and Licensing

Portland State authorizes the use of the University’s name, logo, and athletic marks on merchandise through a formal licensing and trademark program administered in partnership with the Collegiate Licensing Company.

**VENDORS**

Vendors interested in producing merchandise with the University’s trademark must become a licensed vendor through the Collegiate Licensing Company.

**UNIVERSITY DEPARTMENTS AND STUDENT GROUPS**

University departments and student groups who intend to sell trademarked merchandise are required to order products from a licensed vendor or through either the PSU Bookstore or the Smith Union Market.

Merchandise produced by departments and student groups for promotional purposes also royalty need to order products through a licensed vendor, however University Communications will grant approval for specialty vendors upon request.

For more information contact: Julie Smith, Director of Marketing, 503-725-4467, smithju@pdx.edu

**PROPER USE OF ® AND ™ FOR MERCHANDISE**

Whether for sale or not, all merchandise produced with a University trademark must carry the appropriate mark:

<table>
<thead>
<tr>
<th>®</th>
<th>™</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU logo</td>
<td>PSU seal</td>
</tr>
<tr>
<td>PSU logomark</td>
<td>Portland State (verbiage)</td>
</tr>
<tr>
<td>Portland State University (verbiage)</td>
<td>pdx.edu (verbiage)</td>
</tr>
<tr>
<td>Let Knowledge Serve the City (verbiage)</td>
<td>Oreogn is our classroom</td>
</tr>
<tr>
<td>All Athletic logos and marks (helmet, rose mark)</td>
<td>Portland State Vikings (verbiage)</td>
</tr>
<tr>
<td>Go Viks (verbiage)</td>
<td>PSU Vikings (verbiage)</td>
</tr>
<tr>
<td>Viking Gear (verbiage)</td>
<td>Our Town, Your Team (verbiage)</td>
</tr>
</tbody>
</table>
Identity Reproduction

LOGO STRUCTURE

The Portland State University logo is a signature consisting 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 redrawn.

The horizontal signature is the preferred format for most applications. When space limitations or size of reproduction preclude the use of the primary configuration, the alternate vertical configuration may also be used. Any other configuration of the signature is not authorized for use.

The logomark can be used alone in certain limited circumstances (mainly for apparel and promotional items). The logotype can never appear without the logomark. Any use of the single logomark must be approved by the Office of University Communications. Email ucomm@pdx.edu for questions or approvals.

Primary Signature – Horizontal

Alternate Signature – Vertical

Single Logomark – Limited use

Note: This usage requires approval from University Communications and may require trademark registration.
Minimum Clear Space

**MINIMUM 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 adequate clear space—a space equal in size to the cap height of the logotype (the height of the capital “P” in Portland State).

This is a minimum clear space. Ideally the logo should be surrounded by additional white space whenever possible.
Size Requirements

**RECOMMENDED SIZE**

The suggested size for the Portland State University logo is 2.25” on a typical 4” x 9” rack brochure, and 2.5” on larger (e.g., 8.5” x 11”) publications.

For electronic applications, the suggested size for the logo is 2.5” in PowerPoint, and 3” on the Web.

**MINIMUM SIZE**

Minimum size refers to the smallest dimensions allowed for the Portland State University logo. It is stated at minimum width. The minimum size for the horizontal logo is 1.75” and the minimum size for the vertical logo is .625”.

For electronic applications, the minimum size for the horizontal logo is 2.5” (180 pixels) and the minimum size for the vertical logo is .85” (60 pixels).

Certain circumstances may require that the logo be reproduced smaller than the specified minimum size. In this case, the special-use logo may be used at a minimum size of 1” and maximum size of 1.75”. The special-use logo has a modified logomark, logotype, and configuration that will reproduce better at a smaller scale.

**MINIMUM PRINT SIZE**

- 1.75” width
- .625” width

**MINIMUM SCREEN SIZE**

- 2.5” width
- .85” width

**SPECIAL-USE LOGO**

- 1”–1.75” width
Logo Usage

CHOOSING THE CORRECT LOGO

The preferred usage of the Portland State University logo is the two-color version on a white background. Use the horizontal rather than the vertical logo when possible. Use the two-color version rather than the one-color version when possible. The reverse logo treatment may be used on a dark background if sufficient contrast exists (see Contrast Recommendations, page 12).

PREFERRED USAGE

ACCEPTABLE USAGE

REVERSE USAGE
Logo File Names and Types

**LOGO FILE NAMES**

Use this naming convention guide to select the appropriate logo for reproduction. The following file types are available for download at [www.pdx.edu/ucomm](http://www.pdx.edu/ucomm):

**EPS**—These files can be imported into or opened through page layout and illustration software such as InDesign, QuarkXPress, Freehand, Illustrator, or Photoshop. Since EPS files are vector art, they offer the highest possible resolution and should be used for high-quality print applications and posters or large scale graphics.

**TIFF or JPEG**—These images can be placed in applications such as Microsoft Word, Publisher, and PowerPoint or used online. Since these are bit-map files, they can lose resolution when used at larger sizes and may not be able to display with transparent backgrounds in all applications.

<table>
<thead>
<tr>
<th>psulogo_horiz_4cp_ko_small.eps</th>
<th>PSU logo</th>
<th>EPS (Adobe Illustrator 8.0 EPS) FH (Macromedia Freehand 10) TIFF, JPEG</th>
</tr>
</thead>
<tbody>
<tr>
<td>horiz (horizontal)</td>
<td>ko (knock out)</td>
<td>ac (accent green)</td>
</tr>
<tr>
<td>vert (vertical)</td>
<td>bw (black + white)</td>
<td>4cp (four-color process)</td>
</tr>
<tr>
<td></td>
<td>spot (Pantone spot)</td>
<td>small (special-use size)</td>
</tr>
</tbody>
</table>
Contrast Recommendations

**LOGO OVER VALUES OF BLACK**

For sufficient contrast, reference the diagrams below. For light backgrounds (0-20%), use the primary two-color logo. For a solid black background (100%), use the two-color logo with reverse (knock out) text. If the two-color logo lacks contrast against the background (30-90%), use a one-color logo to maximize legibility.
Background Guidelines

**ACCEPTABLE CONTRAST**

Background colors and images can easily overpower or compete with the Portland State University identity.

The preferred treatment of the Portland State University logo is the two-color horizontal logo over an open, white background.

If the logo must be placed on a dark background, you may use a reverse (knock-out) version of the logo. Please refer to the Contrast Recommendations (page 12) to view acceptable ranges for using a reverse version of the logo.

The logo may be placed over a background image or pattern only if there is sufficient contrast to distinguish the logo from outside elements.

**Special-use “Accent” Logo**

The “accent” logo may be used only over a solid field of PSU Green. The accent green logo cannot be used over any other background color.

**Acceptable Usage**

White is the preferred background color for the logo.

The logo may be used over light solid backgrounds.

The reverse (knock out) version of logotype should be used when placed over dark colors.

Always position the logo over an image in a way that maintains its legibility.

**Unacceptable Usage**

Never use the primary logo over a color that renders it unreadable.

Never use over a background that renders the logo unreadable.

Never use over a background color that renders the logo unreadable.

Never use the logo over an image in a way that renders it unreadable.
Unacceptable Uses

PROTECTING THE LOGO

Always use original Portland State University logo artwork. It should never be edited, recreated, or combined with other graphic or typographic elements. Below are some examples of unacceptable usage:

Never substitute type in the logo.

Never alter the colors in the logo.

Never outline elements of the logo.

Never change the size relationships or positioning of the logo elements.

Never use the horizontal lock-up to create a vertical lock-up.

Never flip or reposition elements of the logo.

Never resize any portion of the logomark or logotype.

Never use the PSU logotype alone.

Never alter the logomark in any way.

Never add effects such as bevels, textures, or drop shadows.

Never add effects such as a glow.

Never fill in the interior of the logo.
It is important that Portland State University maintains consistency of visual communications across various media types and materials. Using approved colors in all communications will strengthen Portland State’s identity, create impact, and help differentiate information. PSU Green should be used as the dominant color on the first or main publication for a department or school. Other colors in the palette can be used as accent colors on the primary piece or as primary colors on related collateral.

**Color Palette**

**APPROVED PORTLAND STATE UNIVERSITY COLORS**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.
COLOR FAMILIES

A range of colors have been provided in the secondary palette for use on both internal and external visual applications. Used singly or in combination, the secondary colors may be applied to graphic elements on brochures, promotional materials, or PowerPoint charts and graphs. Below are some recommended color combinations from within the palette. Never use PSU Green and PSU Yellow as a two-color combination. Never use PSU Orange and PSU Gray as a two-color combination.

TWO COLOR SUGGESTIONS

<table>
<thead>
<tr>
<th>PSU Green</th>
<th>PSU Accent Green</th>
<th>PSU Green</th>
<th>PSU Green</th>
<th>PSU Accent Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU Light Blue</td>
<td>PSU Brown</td>
<td>PSU Gray</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

THREE COLOR SUGGESTIONS

<table>
<thead>
<tr>
<th>PSU Green</th>
<th>PSU Accent Green</th>
<th>PSU Green</th>
<th>PSU Light Blue</th>
<th>PSU Accent Green</th>
<th>PSU Purple</th>
<th>PSU Green</th>
<th>PSU Sienna</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU Brown</td>
<td>PSU Light Blue</td>
<td>PSU Gray</td>
<td>PSU Sienna</td>
<td>PSU Light Blue</td>
<td>PSU Tan</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FOUR COLOR SUGGESTIONS

<table>
<thead>
<tr>
<th>PSU Green</th>
<th>PSU Accent Green</th>
<th>PSU Accent Green</th>
<th>PSU Green</th>
<th>PSU Accent Green</th>
<th>PSU Gray</th>
<th>PSU Brown</th>
<th>PSU Light Blue</th>
<th>PSU Blue</th>
<th>PSU Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU Orange</td>
<td>PSU Light Blue</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

FIVE COLOR SUGGESTIONS

<table>
<thead>
<tr>
<th>PSU Green</th>
<th>PSU Accent Green</th>
<th>PSU Accent Green</th>
<th>PSU Green</th>
<th>PSU Light Blue</th>
<th>PSU Accent Green</th>
<th>PSU Gray</th>
<th>PSU Purple</th>
<th>PSU Accent Green</th>
<th>PSU Light Blue</th>
<th>PSU Gray</th>
<th>PSU Sienna</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU Orange</td>
<td>PSU Light Blue</td>
<td>PSU Light Blue</td>
<td>PSU Blue</td>
<td>PSU Red</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Approved PSU Seals and Logos

UNIVERSITY SEAL

The University seal is limited to use on official University documents such as diplomas and certificates and for Commencement and some communications from the President’s Office. When the seal is reproduced, it must not be reversed, combined with another logo, or surrounded by type, photography, illustration, or other devices.

ATHLETICS

The PSU Viking head and X-line Viking logos should only be used as specified by the Collegiate Licensing Company guidelines as approved by the Athletics Department. The green Viking head should be used on white or black backgrounds and the black Viking head should be used on green backgrounds. The Viking head is meant to always be right-facing.

For all other questions regarding usage of any Athletics Department logos and wordmarks, please contact the Athletics Department.

Note: The old Portland State University wordmark is discontinued. Please do not continue to use materials with the old mark.
SUB-BRANDED LOGOS

The use of too many logos diminishes the collective strength of the University’s identity. Any unit that is supported by the University must use the University logo or appropriate school/college logo treatment. Portland State University Athletics, the PSU Alumni Association, and the PSU Foundation are the only units approved to carry a unique visual identity.

For access to sub-branded logos, contact University Communications at ucomm@pdx.edu.

PSU Alumni Association
PORTLAND STATE UNIVERSITY
2.3” wide

PSU Foundation
PORTLAND STATE UNIVERSITY
2.25” wide

PORTLAND STATE Vikings
2.25” wide
SCHOOL/COLLEGE LOGO TREATMENTS

Schools and colleges may use these approved logo treatments in communications where the school or college identity is essential. When deciding whether or not to use these treatments, please consider whether or not a cleaner or stronger impression could be achieved using the regular Portland State logo instead.

These logo treatments cannot be used on websites or stationery.

Individual departments or offices should not use or create their own logo treatments. Departments that fall under the units below may use either the Portland State University logo or the appropriate school/college logo treatment if needed. Offices and departments that are not part of one of these larger units should use the Portland State University logo only, unless they have received an exception from University Communications.

These logos should be used no smaller than 1.825" wide.

These treatments are available by contacting the Office of University Communications and should not be altered, modified, or redrawn in any way.

Preferred size

**College of Liberal Arts and Sciences**

PORTLAND STATE UNIVERSITY

2.25" wide

**Department of Anthropology**

PORTLAND STATE UNIVERSITY

Unacceptable usage

Approved variations

**School of Business Administration**

PORTLAND STATE UNIVERSITY

**Graduate School of Education**

PORTLAND STATE UNIVERSITY

**School of Fine and Performing Arts**

PORTLAND STATE UNIVERSITY

**Maseeh College of Engineering and Computer Science**

PORTLAND STATE UNIVERSITY

**School of Social Work**

PORTLAND STATE UNIVERSITY

**College of Urban and Public Affairs**

PORTLAND STATE UNIVERSITY
Typographic Style

OFFICIAL FONTS

Portland State University typographic style consists of two typefaces: Frutiger (sans serif) and Adobe Garamond (serif). These fonts are used in all printed works to ensure continuity in the visual image of the University. Use of these fonts requires purchase of a site license for each computer. Contact ucomm@pdx.edu for more information. Substitute fonts (see page 21) are available on all computers.

PRIMARY SANS SERIF TYPEFACE

Frutiger is the primary sans serif typeface for Portland State. Use Frutiger for titles, headlines, and subtitles. Frutiger is always left aligned. Do not justify or center Frutiger. The Frutiger font family comes in several different weights. The light version is recommended for most uses including headlines, display type, etc. The roman and bold versions should be used only where additional emphasis is needed.

Frutiger Light
Frutiger Roman
Frutiger Bold

PRIMARY SERIF TYPEFACE

Adobe Garamond is the primary serif typeface for Portland State University. Adobe Garamond complements the Frutiger typeface and reproduces well at both large and small sizes. Use Adobe Garamond as body text in letters, brochures, catalogs, and newsletters.

The OpenType font, Adobe Garamond Pro, may also be used.

Adobe Garamond Regular
Adobe Garamond Semibold
Adobe Garamond Bold
SUBSTITUTE FONTS

The recommended typefaces for any electronic or other non-published communications are **Verdana** (in place of Frutiger) and **Garamond** (in place of Adobe Garamond). These fonts are available and preloaded on all Mac and PC computers and will display consistently on all platforms.

**Verdana**

Verdana is the substitute font for Frutiger.  
*Note: Verdana should be used 1 point smaller than its Frutiger equivalent at body copy text size.*

- **Verdana Regular**
- **Verdana Bold**

**Garamond**

Garamond is the substitute font for Adobe Garamond. Use Garamond unless Georgia is specified in the template.  
*Note: Garamond should be used 1 point smaller than its Adobe Garamond equivalent at body copy text size.*

- **Garamond Regular**
- **Garamond Bold**

**Georgia**

Georgia is an acceptable substitute for Adobe Garamond. Use standard Garamond unless Georgia is specified in the template.

- **Georgia Regular**
- **Georgia Bold**

ADDITIONAL FONTS

Additional fonts may be acceptable when used as large display type or headline type, especially for special event collateral. Generally a long-term communication piece representing Portland State should use the official fonts, while a special event piece or piece targeting a very specific audience might utilize an additional display font.
PHOTOGRAPHY

Image style plays a critical role in developing a vivid and meaningful identity for Portland State University.

Dynamic cropping, natural lighting, candid, spontaneous (rather than posed or contrived), purposeful subject matter—these are the attributes of successful photographic imagery. Strive to use imagery that supports the Portland State personality.

Black-and-white photography is recommended for two-color brochures. Generally keep the photographs true-to-color and avoid duotones or other stylized treatments.

Resolution guidelines:
- 300 dpi for print
- 250 dpi for newsprint
- 72 dpi for Web/e-mail

ILLUSTRATION

Clean line-art illustrations can also be used to enhance the creativity of projects. Avoid the use of generic clip art.
Publication Guidelines

The following pages contain templates and guidelines to help you quickly put together a publication that reflects the look and feel of Portland State. Whether you are creating your own publication or using an outside designer, keep the following design tips in mind:

**Green is more than our school color it’s our school spirit**
Portland State’s brand personality is innovative, active, urban, engaged, and sustainable. Pieces should convey a look of confidence and quality reflective of our status as a university, but balanced with a creativity that makes it clear that Portland State is “not your grandfather’s university.”

**Keep things off-center**
Portland State’s logo is not designed to be centered and therefore in most cases headlines, subheads, and copy blocks should not be centered, and body type should not be justified.

**White space is your friend**
Generous white space is preferred, particularly around the logotype, but throughout the publication as well. Ignore the urge to fill up the entire page.

**Keep it green**
Compatible with the University’s value of sustainability, PSU print pieces should be printed on uncoated, white stock with the highest percentage of post-consumer fiber possible and should be FSC certified and/or process chlorine free when available.
BROCHURES

For identity purposes and increased recognition, all departments should use PSU Green (Pantone 7496) for their primary or first-issued brochures. Subsequent brochures may use an approved secondary color if differentiation is required. Brochures can be printed in black and white, two-color, or four-color. However, colors of the Portland State University logo may never be altered. When printing two-color or one-color, the black-and-white logo should be used.

Examples shown here are from the professional InDesign templates, available by contacting University Communications at ucomm@pdx.edu. Simplified Microsoft Word templates are available for download at www.pdx.edu/ucomm.
B.A./B.S. in health studies at Portland State University

The undergraduate program in health studies at Portland State University contains more common core courses with four separate concentrations: community health education, health sciences, physical activity/exercise, and school health.

Community Health
The community health education concentration prepares students for entry-level careers in health education.

Health Sciences
The health sciences concentration is intended for students seeking admission into professional programs in medicine, dentistry, physical therapy, or occupational therapy. It provides students the opportunity to earn health education content and methods while completing specified science prerequisites.

Physical Activity/Exercise
The physical activity/exercise concentration is designed for students interested in teaching health education within a public or private school setting. Upon completion of their bachelor’s degree, they are eligible to apply to the fifth year Graduate Teacher Education Program (GTEP) in the Graduate School of Education at PSU. After completion of GTEP, they will be certified to teach in the state of Oregon.

In addition to meeting the general University degree requirements, students earning a B.A./B.S. degree in health studies must successfully complete:

- The common degree requirements
- The common degree requirements
- One of the four concentration areas, from which a plan of study is developed with an academic advisor

Common Degree Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 244 Introduction to Probability and Statistics</td>
<td>4</td>
</tr>
<tr>
<td>PH 250 Health Promotion and Disease Prevention</td>
<td>4</td>
</tr>
<tr>
<td>PH 252 Health and Health Systems</td>
<td>4</td>
</tr>
<tr>
<td>PH 450 Environmental Health</td>
<td>4</td>
</tr>
<tr>
<td>PH 451 Epidemiology</td>
<td>4</td>
</tr>
<tr>
<td>PH 450 Internship</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
</tr>
</tbody>
</table>

Concentrations

<table>
<thead>
<tr>
<th>Concentration</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Health Education</td>
<td>44</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>16</td>
</tr>
<tr>
<td>Physical Activity/Exercise</td>
<td>56</td>
</tr>
<tr>
<td>School Health</td>
<td>48</td>
</tr>
</tbody>
</table>

The undergraduate program in health studies at Portland State University contains more common core courses with four separate concentrations: community health education, health sciences, physical activity/exercise, and school health.

Community Health
The community health education concentration prepares students for entry-level careers in health education. The health sciences concentration is intended for students seeking admission into professional programs in medicine, dentistry, physical therapy, or occupational therapy. It provides students the opportunity to earn health education content and methods while completing specified science prerequisites.

The physical activity/exercise concentration is designed for students interested in teaching health education within a public or private school setting. Upon completion of GTEP, they will be certified to teach in the state of Oregon.

The school health concentration is intended for students interested in teaching health education within a public or private school setting. Upon completion of their bachelor’s degree, they are eligible to apply to the fifth year Graduate Teacher Education Program (GTEP) in the Graduate School of Education at PSU. After completion of GTEP, they will be certified to teach in the state of Oregon.

In addition to meeting the general University degree requirements, students earning a B.A./B.S. degree in health studies must successfully complete:

- The common degree requirements
- One of the four concentration areas, from which a plan of study is developed with an academic advisor

Common Degree Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT 244 Introduction to Probability and Statistics</td>
<td>4</td>
</tr>
<tr>
<td>PH 250 Health Promotion and Disease Prevention</td>
<td>4</td>
</tr>
<tr>
<td>PH 252 Health and Health Systems</td>
<td>4</td>
</tr>
<tr>
<td>PH 450 Environmental Health</td>
<td>4</td>
</tr>
<tr>
<td>PH 451 Epidemiology</td>
<td>4</td>
</tr>
<tr>
<td>PH 450 Internship</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>32</td>
</tr>
</tbody>
</table>

Concentrations

<table>
<thead>
<tr>
<th>Concentration</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Health Education</td>
<td>44</td>
</tr>
<tr>
<td>Health Sciences</td>
<td>16</td>
</tr>
<tr>
<td>Physical Activity/Exercise</td>
<td>56</td>
</tr>
<tr>
<td>School Health</td>
<td>48</td>
</tr>
</tbody>
</table>

The undergraduate program in health studies at Portland State University contains more common core courses with four separate concentrations: community health education, health sciences, physical activity/exercise, and school health.

Community Health
The community health education concentration prepares students for entry-level careers in health education.

Health Sciences
The health sciences concentration is intended for students seeking admission into professional programs in medicine, dentistry, physical therapy, or occupational therapy.

Physical Activity/Exercise
The physical activity/exercise concentration is designed for students interested in teaching health education within a public or private school setting. Upon completion of their bachelor’s degree, they are eligible to apply to the fifth year Graduate Teacher Education Program (GTEP) in the Graduate School of Education at PSU. After completion of GTEP, they will be certified to teach in the state of Oregon.

School Health
The school health concentration is intended for students interested in teaching health education within a public or private school setting. Upon completion of their bachelor’s degree, they are eligible to apply to the fifth year Graduate Teacher Education Program (GTEP) in the Graduate School of Education at PSU. After completion of GTEP, they will be certified to teach in the state of Oregon.
BROCHURE, 8.5"x11"

Headline Goes Here
Subheadline Goes Here

PSU Green or other approved color

Headline
Frutiger Light, 34 pt

Subhead
Frutiger Light, 18 pt

.4" clear zone

Photographic Image

2.5" white space

Logo
2.5" width, in bottom right corner, placed .5" from page edge on 8.5" x 11" or larger
AS INTERIM CHIEF of staff to a Portland city commissioner, Brendan Finn often sees imaginative proposals consigned to the limbo of unbudgeted good ideas. So, to avoid the shelving of promising proposals, Finn looked for opportunities to involve Portland State University in public projects in the areas which he oversees—environment, sustainable development, and urban planning. Last year, Finn, who works for Commissioner Dan Saltzman, found just such an opportunity, and invited PSU on a mission to expand urban agriculture. Having earned a Master of Urban and Regional Planning at Portland State University, Finn says, "I’m a proud MURP, and I’m aware that there is a world-class planning program right up the street from City Hall." The idea for the urban agriculture project started with one city-owned corner lot, vacant except for a small pump station, and surrounded by single-family houses. (continued on page 10)
Center for Transportation Studies Receives National Designation

Hoc terrae horatamem nonaera gerit, ade possum t L. Arribotlai am o cudem te omaddo qnaapte referrente. Dies prorsute ni fiumunucnor aterum quam hori nulis ella cres! Geriuntal tanemt consue... (rest of text cut off)

Section Header
Frutiger Roman, 10pt

Pull Quote
-Pull Quote

Call out
Frutiger Roman, 8.5pt/10

The following colors are recommended for newsletters. They allow sufficient contrast for both black and reverse text.

- PSU Sienna
  Pantone 173 at 75% tint
- PSU Accent Green
  Pantone 583
- PSU Light Blue
  Pantone 629
- PSU Blue
  Pantone 7468

Share your news with fellow alumni! Contact us at 503-725-5209 or thamilton@pdx.edu.

"The success of our alumni provide enormous gratification for our faculty and staff. Their success is our success."
-Lawrence Wallack, Dean
**Graduate! Celebrate!! 2006**

For a complete listing of all year-end and graduation events, go to: www.pdx.edu/commencement.

<table>
<thead>
<tr>
<th>Date</th>
<th>Dept. of ETM Hooding Ceremony</th>
<th>Time</th>
<th>Location</th>
<th>ID</th>
<th>GS</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 11</td>
<td>Dept. of ETM Hooding Ceremony</td>
<td>3:30 p.m.</td>
<td>Stott Center/Park Blocks</td>
<td>ID</td>
<td>GS</td>
</tr>
<tr>
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<td>GS</td>
</tr>
</tbody>
</table>

IO = Invitation Only, T = Ticketed Event, GS = Events for graduating Seniors
Advertising Guidelines

APPROVALS

All advertising must be approved by the Office of University Communications.

We recommend contacting us in the planning stages of your advertising project. We can advise you on strategy and placement and possibly offer you design ideas and resources. If you are already developing an ad, we recommend sending us a pdf copy of your rough layout so we can give you feedback at the beginning of your process when any changes or suggestions will be cheaper and easier to implement.

For approvals contact ucomm@pdx.edu.
Graduate! Celebrate!! 2006

For a complete listing of all year-end and graduation events, go to: www.pdx.edu/commencement.

May 11
Dept. of ETM Hooding Ceremony
3:30 p.m. Stott Center/Park Blocks

IO = Invitation Only, T = Ticketed Event, GS = Events for graduating Seniors

To learn more, call 503-555-5555 or e-mail info@pdx.edu.
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To learn more, call 503-555-5555 or email info@pdx.edu or visit www.pdx.edu.
PowerPoint Guidelines

A basic template has been created to incorporate the Portland State University identity into Microsoft PowerPoint presentations. It assumes a basic level of proficiency with the application (such as using Master Slides and placing images) and is meant to be a basic guide. Presentations will most likely need to be customized for specific content. Template available at [www.pdx.edu/ucomm](http://www.pdx.edu/ucomm).
Key Messages

› Urban. Sustainable.
› Diverse.
› Opportunity for all.
› Research. Partner.
› International. Surrounded by beauty.

ALTERNATE SUB-PAGE OPTIONS

Introduction to Urban Studies and Planning

› By 2020, the estimate is that 60% or more of the world’s population will live in cities to facilitate person-to-person interaction.

What is FERPA?

The Family Educational Rights and Privacy Act of 1974 as a

SUB-PAGE COLOR OPTIONS

Light Blue
R=216 G=235 B=239

Cream
R=234 G=234 B=205
Website Guidelines

WEBSITE DESIGN MINIMUM REQUIREMENTS

PSU header/footer and instructions for use available at www.pdx.edu/ucomm.

LOCAL WEBSITE CONTENT

Portland State websites are required to include one of the PSU header options shown above and the PSU footer shown below.

The PSU header and footer are designed to provide a consistent University identity online and give users global standard navigation to central online resources. They should never be modified on local websites.

Beyond the PSU header and footer, website design should follow Portland State’s general identity guidelines for colors, fonts, the use of photography, etc. The easiest way to meet the general identity guidelines is to use the standard Portland State website template (following).

Designers for student organization and individual faculty/staff/student websites are encouraged, but not required, to use the PSU header/footer and standard website template. All Portland State websites should follow general identity guidelines (e.g., when using the University logo).

For more information about website design guidelines and resources, please contact University Communications at www.pdx.edu/ucomm, ucomm@pdx.edu or 503-725-3711.
STANDARD WEBSITE TEMPLATE

Template and instructions for use available at www.pdx.edu/ucomm.

- Required PSU Header
- Site Header
- Main Site Navigation
- Site Footer
- Required PSU Footer

Quick Links
Call out box for popular or important links.

Channel Windlets
Teasers for ancillary content related to page or website.
e-Newsletter Guidelines

E-NEWSLETTER TEMPLATE

Contact ucomm@pdx.edu for the template.
Video guidelines

We recommend using the PSU logo intro clip (available by emailing ucomm@pdx.edu) at the start and end of each video. The logo can fade in/out, but should be clearly readable for at least four seconds.

Also, be sure to check that your logo card is the same dimension as the video format you are using. For example, if you are using 16x9 video footage, use a logo card with those relative dimensions. You can either incorporate the logo card into the introduction of your video, or edit your video and then use the logo card as bookends.

At this time, there is no audio requirement while the logo card is displayed.

In general use Frutiger or Garamond fonts for any type in your movie. If you are using an editing program with limited font options you can also use Verdana or Futura Medium.

When uploading your video to YouTube or other sites please include this tag set: Portland State University, PSU, Education, Sustainability, Engagement.

Along with these standardized tags, include anything that is featured in your video. Add at least a one-line description of your video and include Portland State University in the sentence.

FILMING ON CAMPUSS

Please contact University Communications if you are approached by an outside company or organization interested in filming on campus.
Electronic Signature Guidelines

**E-MAIL SIGNATURES**

The use of the University’s e-mail system is subject to the University’s e-mail, voicemail, and network access policy. E-mail correspondence is the electronic version of the University’s stationery system. E-mail signatures should contain the following information: name, professional title, department name, Portland State University, phone number, fax number, e-mail, and Web address. E-mail signatures should not include links to non-University-sponsored websites. Recommended typeface is Verdana. Background should remain white.

Download the e-mail signature logo at [www.pdx.edu/ucomm/downloads](http://www.pdx.edu/ucomm/downloads).
Stationery System

**LETTERHEAD, BUSINESS CARD, ENVELOPE**

Not to scale. Information on ordering stationery is available at [www.pdx.edu/ucomm](http://www.pdx.edu/ucomm).

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**College of Liberal Arts and Sciences**
Department of English | Center for Excellence in Writing
Post Office Box 751
Portland, Oregon 97207-0751
503-725-5034 tel
503-725-4499 fax
loremipsum@pdx.edu

**College of Urban and Public Affairs**
Nohad A. Toulan School of Urban Studies and Planning
Post Office Box 751
Portland, Oregon 97207-0751
503-725-5134 tel
503-725-4499 fax

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**Julie L. Smith**
Director of Marketing
Office of University Communications
Post Office Box 751
Portland, Oregon 97207-0751
730 Market Center Building
1600 SW Fourth Ave.
Portland, Oregon 97201
503-725-4467 tel
503-725-4465 fax
smithju@pdx.edu

---

**Letterhead: 8.5” x 11”**

**Business card: 3.5” x 2”**

**No. 10 envelope: 9” x 4.125”**
**NOTE CARD, NAME TAG, MAILING LABEL**

Notecards and nametags can be purchased through the Smith Union Market. Clean Copy can set and print mailing labels from our template.

**Note card: 6.25" x 9" flat**

- **School/College**
  - optional

- **Name: Jean-Michel Cousteau**
  - World-Famous Oceanographer

- **SCHOOL OF FINE AND PERFORMING ARTS**

- **Note:** The Sustainability Programs at Portland State University invite you to a private reception with Jean-Michel Cousteau.

- **Wednesday, January 26, 2007**
  - 5:30 to 6:45 p.m.

- **Portland State University**
  - Autism Gallery
  - Noeberger Hall, Second Floor

- **Lecture “Sea the Day” to follow**

- **RSVP to 503-725-8118 or sustainable.pdx.edu**
  - Early guests receive priority seating.

**Name tag: 3.75" x 2.5"**

- **Mailing label: 4.5" x 3.25"**
January 1, 2007

To whom it may concern,

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Sincerely,

Sender
To whom it may concern,

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Sincerely,

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Sincerely,

Sender
Style Matters

An editorial style guide brings consistency to non-scholarly mass media publications and correspondence written for and about Portland State University. The Office of University Communications utilizes a house style that incorporates rules from the Associated Press Style Guide and the Chicago Manual of Style for guidance on issues of word usage, spelling, grammar, capitalization, and punctuation.

For help on issues ranging from rules on spelling out numbers to appropriate listing of degrees, visit www.pdx.edu/ucomm/editorial-style-guide.
Affirmative Action Statement

A Portland State University statement on affirmative action and equal opportunity should appear in publications produced by the University for off-campus distribution, in all classified ads and position announcements.

A statement is not required for publications intended primarily for on-campus distribution, with the exception of position announcements. A statement is also not required for correspondence of a personal nature (e.g., letters, memos, invitations) whether intended for on- or off-campus distribution.

STATEMENT FOR PUBLICATIONS

“Portland State University supports equal opportunity in admissions, education, employment, and use of facilities by prohibiting discrimination in those areas based on age, color, disability, marital status, national origin, race, religion or creed, sex or gender, sexual orientation, or veteran status. This policy implements local, state and federal laws (including Title IX); inquiries about it should be directed to the Affirmative Action and Equal Opportunity Office, 122 Cramer Hall, 503-725-4417; TTY: 503-725-6503.”

Two acceptable shortened versions of the complete affirmative action statement may be used when space is limited:

“PSU promotes equal opportunity for all individuals without regard to age, color, disability, marital status, national origin, race, religion or creed, sex or gender, sexual orientation, or veteran status.”

“PSU is an affirmative action/equal opportunity institution.”

The following variation is acceptable only in classified advertisements:

“An AA/Eo institution.”

ADS AND POSITION ANNOUNCEMENTS

This statement must be placed in all search ads and position announcements, whether for on- or off-campus distribution.

“Portland State University is an Affirmative Action, Equal Opportunity institution and, in keeping with the President's diversity initiative, welcomes applications from diverse candidates and those who support diversity.”

A slightly shortened version may be substituted when space is an issue.

“PSU is an AA/EQ institution and, in keeping with the President’s diversity initiative, welcomes applications from diverse candidates and those who support diversity.”

Exception:
The extremely abbreviated statement below may be used for ads for limited-duration positions, where the person will not be considered “staff” or “faculty” of the University (e.g. individuals hired on personal services contracts). For any other exceptions, please contact the Affirmative Action Office, 503-725-4417:

“An AA/Eo institution.”

RESPONSIBILITY FOR PLACING THE STATEMENT

The head of the department or office originating the publication, or the chair of the search committee that creates an ad or position announcement is responsible for ensuring that the appropriate affirmative action statement is used.

The director of creative services is authorized to place an affirmative action statement in a publication without permission or approval of the head of the department or office originating the publication.
Glossary

Baseline
An invisible grid line upon which type or imagery rests.

Brand
A trademark owned by an organization that creates a distinctive set of expectations in the minds of customers.

Brand identity
The visual representation of a brand in all communications.

Cap height
The height of a capital letter, such as the “P” in Portland State University.

Clear space
The space around a logo that is kept free of other graphic elements to ensure that the logo is given prominence.

CMYK
An acronym used in offset printing that stands for cyan, magenta, yellow, and black. Also known as four-color process.

Collateral
Printed marketing communications delivered to customers and prospects by sources other than the media.

Color palette
The set of approved colors to be used across all communications. This applies to color fields, graphic elements, and type, but not to color photographic imagery.

Four-color process
A printing term referring to the method of reproducing full-color artwork by separating the image into four colors: cyan, magenta, yellow, and black.

HTML
The commonly used acronym for “hypertext markup language,” which is used to create websites.

Identity system
All of the identity elements used in a specified relationship to each other.

Imagery
Photos, illustrations, or other graphic elements used to provide visual information and to evoke an emotional response.

Knock out
The removal (knock out) of the color in an area, allowing the background or page color to show through.

Layout
The result of arranging text, imagery, and/or graphic elements on a page.

Leading
The measurement in typography of the vertical space between lines of text measured from baseline to baseline.

Logo
A distinctive, proprietary symbol used to identify a company or brand and express its unique attributes.

PANTONE®
PANTONE® is a color-matching system that provides more than 700 color swatches to designers and gives printers the formulas needed to accurately reproduce each color.

PDF
Portable Document Format A cross-platform document formatting application that allows documents to be displayed exactly how they looked when created in the original software.

Point
The unit of measure for type size. Equals 1/72 of an inch, or .35 mm.

Process color
Color printed with a mix of inks (CMYK) rather than each color with its own individual ink (spot color).

RGB
A color model used in electronic media that stands for red, green, and blue. All color computer monitors are RGB monitors.

Sans serif
A letter or typeface with no serifs.

Serif
Any of the short lines stemming from, and at an angle to, the upper and lower ends of the strokes of a letter.

Signature
The specified arrangement of the logomark and logotype.

Spot color
Color printed with its own custom individual ink rather than the mix of inks (CMYK) used in process color.

Tag line
The specific phrase, used in advertising and other communications, that reinforces a particular message.

Template
An electronically formatted file used to structure information and key graphic elements in a consistent manner for a particular type of communication.

Tone
The overall understanding or perception of the institution’s communications conveyed to the audience.

Trademark
Indicates that an organization or individual legally owns a name. It restricts the use or sale of the name to that organization/individual. The ™ symbol is used to identify a trademarked name, while the ® indicates a federally registered trademark.

Typography
The use of type in creating communications, including its selection, specification, and usage in a particular format.

Web-safe hexadecimal colors
The result of RGB colors being converted for Web-safe use.