Portland State University Identity Guidelines at a Glance

Visit pdx.edu/university-communications for a comprehensive identity standards guide.

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 reproduced in any way. The 2-color horizontal signature over white is the preferred treatment for most applications.

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.

Minimum size
The minimum size for the horizontal logo is 1.75” wide and the minimum size for the vertical logo is 0.625” wide. For electronic applications, the minimum size for the horizontal logo is 180 pixels wide and the minimum size for the vertical logo is 60 pixels wide.

Special use logo
Certain circumstances may require the logo be reproduced smaller than the specified minimum size. The minimum size of the special use logo is 1” with a maximum size of 1.75”.

Typography
Portland State University style includes the use of two primary typefaces: Frutiger (sans serif) and Adobe Garamond Pro (Serif). Frutiger is generally used for titles, headlines, subheads, and headers. Adobe Garamond is used for longer body copy and select headlines. Verdana and regular Garamond may be substituted for Frutiger and Adobe Garamond. Additional display fonts may also be used on University publications, particularly for headlines and other large type.

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 colors are also available to be used as accents.

Primary Color
PSU Green
Pantone 7496U
R:106 G:127 B:16

Secondary Colors
PSU Accent Green
Pantone 583 U
R:168 G:180 B:0
PSU Brown
Pantone 469 U
R:96 G:53 B:29
PSU Sienna
Pantone 1675 U
R:163 G:63 B:31
PSU Red
Pantone 173U
R:210 G:73 B:42
PSU Orange
Pantone 7408U
R:220 G:155 B:50
PSU Yellow
Pantone 460U
R:230 G:220 B:143
PSU Tan
Pantone 7502U
R:232 G:211 B:162
PSU Gray
Pantone 7497 U
R:71 G:67 B:52
PSU Purple
Pantone 261U
R:101 G:3 B:96
PSU Blue
Pantone 7468 U
R:0 G:117 B:154
PSU Light Blue
Pantone 629U
R:161 G:216 B:224