PSU BRAND GUIDELINES
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Introduction

This brand standards guide is a reference tool for applying a consistent look, feel, and messaging for all Portland State University communications. Communicating in a consistent way enhances the University's professional reputation and allows audiences to immediately identify a communication as coming from Portland State.

Brand standards include elements such as messaging, proper logo usage, color, photography, and typefaces. All academic departments, programs, centers, student services and administrative units of Portland State must follow the visual identity guidelines for all external and internal communications. Outside agencies that create materials for Portland State should also follow the brand guidelines.

The Office of University Communications can help plan your project, interpret the brand standards, and share information on how other individuals and groups have addressed design and communication issues.

Downloadable logos, stationery ordering, and other resources are available on the University Communications website (www.pdx.edu/university-communications).

Questions?

Any questions relating to Portland State University's graphic identity program and the production of publications or websites can be addressed to:

University Communications
810 Market Center Building
503-725-3711 tel
503-725-4465 fax
ucomm@pdx.edu
www.pdx.edu/university-communications
Key Messages

TAGLINE

Let knowledge serve the city

ABOUT PORTLAND STATE UNIVERSITY

As Oregon’s only urban public research university, Portland State offers tremendous opportunity to more than 27,000 students from all backgrounds. Our mission to “let knowledge serve the city” reflects our dedication to finding innovative, sustainable solutions to local and global problems. Our location in the heart of Portland, one of America’s most dynamic cities, gives our students unmatched access to career connections and an internationally acclaimed culture scene. U.S. News & World Report ranks us among the nation’s top 10 most innovative universities.

PSU’S UNIQUE ATTRIBUTES

Urban: We are located in Oregon’s cultural, business and economic center, a city acclaimed for livability and progress.

Oregon’s only urban-centered public research university
We are located in the heart of one of America’s most dynamic cities and take full advantage. Our students work on community projects, gaining experience and connections for their next career. PSU faculty team up with businesses, schools and organizations for research, student internships and commercial projects. Portland is a place of extraordinary energy and originality, a magnet for creative entrepreneurs and forward thinkers.

Access: We offer an affordable education to the broadest spectrum of students from our region, from high achievers to marginalized communities and non-traditional learners.

Oregon’s access university
We offer opportunity and more than 200 majors for undergraduates, graduates and professionals from all backgrounds. We are the most affordable research university in Oregon. Our students range from high achievers to marginalized communities and non-traditional learners. Our campus has a national reputation as an inclusive and welcoming place, with a strong focus on equity and diversity.

Innovation: We continuously seek new ways to make our campus and our curriculum more modern, cost-effective and sustainable.

U.S. News & World Report ranks us among the nation’s top 10 most innovative universities
We continuously seek new ways to make our campus and our curriculum more modern, cost-effective and sustainable. Our Four Years Free program helps high-achieving, income-eligible Oregon students afford college. We are the only university in Oregon to offer a four-year degree guarantee to incoming freshmen.

QUICK FACTS
pdx.edu/profile/snapshot-of-portland-state

VISION AND MISSION
pdx.edu/portland-state-university-mission

STRATEGIC PLAN
pdx.edu/strategic-plan
Key Messages cont.

We are launching new online and flexible degrees, and our University Honors College is one of the fastest growing in the state.

Connected: We are an outward-facing university, partnering with government, business, schools and civic organizations to improve lives and further the education of our students.

*PSU’s graduates get great jobs and go on to great things*
They invent for Intel, design for Nike, serve in Mercy Corps, innovate for Daimler and earn an average starting wage of $42,800. More than 100,000 live in the Portland metro area. Our alumni win Grammy awards, run international corporations, are named Oregon Principal of the Year, catch touchdowns in the NFL and make hit Hollywood movies.

Diversity: Our focus on equity and inclusion creates a welcoming campus for all.

*The welcome mat is out*
We are Oregon’s most diverse campus, and we work hard to ensure equity and inclusion for all students. Our 10 cultural resource centers provide support and instant community. Whatever your identity, preference or background, you can make yourself at home here.

Engaged: We prefer doing to theorizing. All students spend time in the community, using what they learn to work on real-world problems.

*At PSU, the classroom is just the beginning*
Our students are activists – they put what they learn to work. They may be out helping solve problems in the community or launching their own sustainable start-up. Our Inquiry and Capstone programs allow students to work on team projects, get real-world experience and embrace PSU’s motto: Let knowledge serve the city.

Sustainable: From LEED-certified buildings to environmental activism, it’s a state of mind at PSU, embedded in our academic DNA.

*Sustainability is part of our DNA*
We are one of the nation’s greenest campuses, and we instill ideas and ideals of sustainability throughout our policies, our practices and our curriculum. Portland State is committed to addressing issues such as climate change and poverty through research, education and action.
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 primary Portland State University logo should appear on all University communications. Any unit that is supported by the University must use the University logo or the appropriate sub-brand logo treatment. The logo should appear alone in a clear space, and should not be combined with other type or graphic elements. The logo size should vary depending on the size of the publication. It should appear at a width of 2.25” on a typical 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 in publications where PSU Green is not available. A reverse version of the logo is available for use over photos or darker backgrounds. An alternate vertical version of the PSU logo is also available for uses requiring a more vertical orientation.

Fonts

Portland State University style includes the use of two primary 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 instances when the primary fonts are not available. Additional display fonts may also be used on University publications, particularly for headlines and other large type.

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.

Fonts

Frutiger
Adobe Garamond

Colors

PSU Green
Pantone 7496U
C:40 M:0 Y:100 K:38

PSU Accent Green
Pantone 583 U
C:23 M:2 Y:98 K:12

PSU Brown
Pantone 469 U
C:0 M:52 Y:100 K:62

PSU Sienna
Pantone 1675 U
C:3 M:70 Y:100 K:20

PSU Red
Pantone 173U
C:0 M:72 Y:94 K:4

PSU Orange
Pantone 7408U
C:0 M:31 Y:95 K:0

PSU Yellow
Pantone 460U
C:4 M:5 Y:44 K:0

PSU Tan
Pantone 7502U
C:0 M:8 Y:35 K:10

PSU Gray
Pantone 7497 U
C:40 M:30 Y:60 K:28

PSU Purple
Pantone 261U
C:48 M:100 Y:0 K:40

PSU Blue
Pantone 7468 U
C:95 M:10 Y:1 K:25

PSU Light Blue
Pantone 629U
C:32 M:0 Y:10 K:0
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 (CLC).

VENDORS

Vendors interested in producing merchandise with the University's trademark must become a licensed vendor through the CLC.

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 need to order products through a licensed vendor, however University Communications may grant approval for specialty vendors upon request.

For more information contact: Tracy Weber, Collegiate Licensing Coordinator, 503-725-8555, webert@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:

®
PSU logo
PSU logomark
Portland State University (verbiage)

™
PSU seal
Portland State (verbiage)
pdx.edu (verbiage)
Let Knowledge Serve the City (verbiage)
Let Knowledge Serve (verbiage)

All Athletic logos and marks
Portland State Vikings (verbiage)
Go Viks (verbiage)
PSU Vikings (verbiage)
Viking Gear (verbiage)
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.

Primary Signature – Horizontal

Alternate Signature – Vertical

Single Logomark – Limited use

The single logomark should generally only be used in on-campus promotion, merchandise applications, or instances where the context is obviously understood to be Portland State University.
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 180 pixels and the minimum size for the vertical logo is 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.
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.

PREFERRED USAGE

ACCEPTABLE USAGE

REVERSE USAGE

SPECIAL-USE “ACCENT GREEN” LOGO

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

FOR HIGH QUALITY PRINTING
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.

FOR WORD PROCESSING AND PRESENTATION SOFTWARE
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.

FOR WEBSITE AND ONLINE USE
PNG—This file format is used for online graphics and can support transparent backgrounds. This format is generally not high enough resolution for print.

psulogo_horiz_4cp_ko_small.eps

PSU logo
horiz (horizontal) ko (knock out) EPS, TIFF, JPEG, PNG
vert (vertical) ac (accent green)
small (special-use size)
bw (black + white) spot (Pantone spot)
4cp (four-color process)
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 to improve readability.

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

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**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. It may be preferable to switch to the all white reverse version to improve readability.
- Never use the logo over an image in a way that renders it unreadable.
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.
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 altered, combined with another logo, or surrounded by type, photography, illustration, or other devices.

ATHLETICS

The PSU Athletics logo and secondary Viking mark should only be used by the Athletics Department. To see the complete Athletics identity guidelines visit goviks.com/brand. For all questions regarding special use of the logos, please contact the Athletics Department.
SCHOOL/COLLEGE LOGO TREATMENTS

Schools, colleges and University-wide centers or institutes 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, 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.

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

Individual departments or offices should use the approved logo treatments on the following page.

Preferred size

College of Liberal Arts and Sciences
PORTLAND STATE UNIVERSITY

2.25” wide

Approved variations

School of Business Administration
PORTLAND STATE UNIVERSITY

Maseeh College of Engineering and Computer Science
PORTLAND STATE UNIVERSITY

College of the Arts
PORTLAND STATE UNIVERSITY

College of Urban and Public Affairs
PORTLAND STATE UNIVERSITY

School of Social Work
PORTLAND STATE UNIVERSITY

Institute for Sustainable Solutions
PORTLAND STATE UNIVERSITY

University Honors College
PORTLAND STATE UNIVERSITY

Co-branded variation

Graduate School of Education
PORTLAND STATE UNIVERSITY

SCHOOL OF PUBLIC HEALTH
DEPARTMENT/OFFICE LOGO TREATMENTS

For general usage on many communications, most departments or offices should use the primary Portland State University logo.

The department or office logo treatments on this page are designed for communications, like sponsorships or promotional items, where the department or office identity needs to appear combined directly with the Portland State logo.

These logo treatments cannot be used on websites, stationery, or business cards.

In order to make these logos able to reproduce at smaller sizes, the “Department of” and “Office of” language is omitted to allow the unit name to appear more prominently.

When possible, these logos should be used no smaller than 1.825” wide.

These logo treatments should not be altered, modified, or redrawn in any way. Departments or offices must use either these treatments or the regular Portland State University logo.

Departments and offices may not create additional logos incorporating other elements. Existing icons or graphics (if desired) should be used only as design elements (see example on page 20) and should not be combined with the department or office name in the form of a logo.

These treatments are available for download at pdx.edu/university-communications.

Preferred size

Portland State
Urban Studies and Planning

2.25” wide

Sample departmental logos

Portland State
Art and Design

Portland State
Architecture

Portland State
Urban Studies and Planning

Portland State
Mechanical and Materials Engineering

Portland State
Music

When should I use the regular PSU logo and when should I use the department version?

Regular PSU logo:
Brochures
Newspaper and magazine ads
Outdoor advertising
Websites
Stationery
Business cards

Department version:
Online sponsorships
Promotional items (i.e. mugs, pens, signage)
DEPARTMENT/OFFICE LOGO TREATMENTS: PSU LOGO EXAMPLES

PRIMARY PORTLAND STATE LOGO

The primary Portland State logo should be used on:
Brochures
Newspaper and Magazine Ads
Outdoor advertising
Websites
Stationery
Business Cards

AD EXAMPLE

Robert Smith
Director, School of Architecture
503-725-7000
smithr@pdx.edu
www.pdx.edu

BROCHURE EXAMPLE

BUSINESS CARD EXAMPLE
DEPARTMENT/OFFICE LOGO TREATMENTS (Also includes schools and divisions within colleges)

Portland State
Mechanical and Materials Engineering

Department/office versions CAN ONLY be used on:

- SPONSORSHIPS
- INTERNAL EVITES/ EVENT FLYERS
- PROMOTIONAL ITEMS
- INTERNAL NEWSLETTERS

Department/office versions CANNOT be used on:

- WEBSITES
- EMAIL SIGNATURES
- LETTERHEAD/ BUSINESS CARDS

FAQs

What do I do with all our materials with previous department created logos? Transition as soon as possible to the Portland State logo or the new official department mark (where appropriate), but use up any material you have with the old mark.

Where can I use this mark? Sponsorships, promotional items, internal communications.

What can’t I use it on? Brochures, newspaper and magazine ads, outdoor advertising, websites, stationary, business cards or email signatures.

Why isn’t “Office/Department of” or the word “program” in the logo? These logo treatments are intended for usage on merchandise and sponsorships where being concise is important for readability.

There are a lot of file types, when do I use which file? EPS files are for printing of all varieties, JPEG files are mostly for web usage (white background) and PNG files are for Web use when you need a transparent background.

The EPS logo files are not viewing properly on the Google Site; are these correct? The “viewing” option for eps files can be problematic on the Google site. When you view the jpg files or download the logos and create a document they should display correctly.
SUB-BRANDED LOGOS

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.
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 23) 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 used particularly when used as large display type or headline type.
APPROVED PORTLAND STATE UNIVERSITY COLORS

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.

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.

### PRIMARY COLOR

- **PSU Green**
  - Pantone 7496 U
  - C:40 M:0 Y:100 K:38
  - R:106 G:127 B:16
  - Hex: #6A7F10

### SECONDARY COLORS

- **PSU Orange**
  - Pantone 7408 U
  - C:0 M:31 Y:95 K:0
  - R:220 G:155 B:50
  - Hex: #DC9B32

- **PSU Yellow**
  - Pantone 460 U
  - C:4 M:5 Y:44 K:0
  - R:230 G:220 B:143
  - Hex: #E6DC8F

- **PSU Blue**
  - Pantone 7468 U
  - C:95 M:10 Y:1 K:25
  - R:0 G:117 B:154
  - Hex: #00759A

- **PSU Light Blue**
  - Pantone 629 U
  - C:32 M:0 Y:10 K:0
  - R:161 G:216 B:224
  - Hex: #DF2F5

- **PSU Purple**
  - Pantone 261 U
  - C:48 M:100 Y:0 K:40
  - R:101 G:3 B:96
  - Hex: #650360

- **PSU Sienna**
  - Pantone 1675 U
  - C:3 M:70 Y:100 K:20
  - R:163 G:63 B:31
  - Hex: #A33F1F

- **PSU Red**
  - Pantone 173 U
  - C:0 M:72 Y:94 K:4
  - R:210 G:73 B:42
  - Hex: #D2492A

- **PSU Tan**
  - Pantone 7502 U
  - C:0 M:8 Y:35 K:10
  - R:232 G:211 B:162
  - Hex: #E8D3A2

- **PSU Gray**
  - Pantone 7497 U
  - C:40 M:30 Y:60 K:28
  - R:71 G:67 B:52
  - Hex: #474334

- **PSU Brown**
  - Pantone 469 U
  - C:0 M:52 Y:100 K:62
  - R:96 G:53 B:29
  - Hex: #60351D

- **PSU Accent Green**
  - Pantone 583 U
  - C:23 M:2 Y:98 K:12
  - R:168 G:180 B:0
  - Hex: #A8B400

- **PSU Purple**
  - Pantone 261 U
  - C:48 M:100 Y:0 K:40
  - R:101 G:3 B:96
  - Hex: #650360
COLOR FAMILIES

A range of colors have been provided in the secondary palette for use on both internal and external visual applications. Used singularly 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 Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU Accent Green</td>
<td>PSU Light Blue</td>
</tr>
<tr>
<td>PSU Green</td>
<td>PSU Brown</td>
</tr>
<tr>
<td>PSU Accent Green</td>
<td>PSU Gray</td>
</tr>
</tbody>
</table>

THREE COLOR SUGGESTIONS

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

FOUR COLOR SUGGESTIONS

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

FIVE COLOR SUGGESTIONS

<table>
<thead>
<tr>
<th>PSU Green</th>
<th>PSU Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSU Accent Green</td>
<td>PSU Green</td>
</tr>
<tr>
<td>PSU Accent Green</td>
<td>PSU Purple</td>
</tr>
<tr>
<td>PSU Grey</td>
<td>PSU Light Blue</td>
</tr>
<tr>
<td>PSU Orange</td>
<td>PSU Gray</td>
</tr>
<tr>
<td>PSU Sienna</td>
<td>PSU Yellow</td>
</tr>
</tbody>
</table>
Image Style

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

Whether you are creating your own publication or using an outside designer, keep the following design tips in mind:

**Keep it fun**
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.”

**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.

**When going to print...**
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. Try to avoid high-gloss stock.
BROCHURES

For identity purposes and increased recognition, PSU Green (Pantone 7496) should generally be the dominant color for primary or first-issued brochures. Subsequent brochures may use an approved secondary color if differentiation is required. The Portland State logo or approved logo treatment should appear on all PSU brochures.

University Communications can provide copies of InDesign files that you can adapt or have a design vendor adapt. Contact ucomm@pdx.edu.
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 less expensive and easier to implement.

For approvals contact ucomm@pdx.edu.
Website Guidelines

A variety of templates are available for different pages within your website. See www.pdx.edu/university-communications for more information.

SAMPLE HOME PAGE TEMPLATE

The home page template is the landing page for schools/colleges, offices, departments, centers, and institutions. This template sets the tone for the site and is a portal to all primary pages. The focal point of the home page template is the feature image area.

![Sample Home Page Template Diagram]

- Site Name
- Site Utility Nav
- Site Primary Nav
- Site Title
- Useful Links
- Announcement Area
- Branding Image
- Positioning Statement
- Body Text
- Shared Footer
SAMPLE PRIMARY PAGE TEMPLATE

More information available at www.pdx.edu/university-communications.

The primary template establishes a landing point from each of the University primary navigation links. It functions like a mini-home page for the selected category featuring relevant photography, messaging and announcements.

The branding image area may be divided/composed in a variety of ways.
Video Guidelines

We recommend using the PSU logo intro clip (available at pdx.edu/university-communications) 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 use an informative title and add at least a one-line description to your video. Also include this tag set: Portland State University, PSU, Education, Sustainability, Engagement, Innovative, Oregon, Vikings, PDX, Urban. Along with these standardized tags, include anything that is featured in your video.

Email ucomm@pdx.edu to have your video added to PSU’s official YouTube channel.

**FILMING ON CAMPUS**

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

LETTERHEAD, BUSINESS CARD, ENVELOPE

Information on ordering stationery is available at www.pdx.edu/university-communications.

Examples not to scale

Letterhead: 8.5" x 11"
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/university-communications/editorial-style-guide.