### Approved University Colors

- **Viking Green**
  - PANTONE 3435 C
  - MADEIRA: 1181
  - RA: 2631
  - PSU Green
- **Black**
  - PANTONE 583 C
  - MADEIRA: 1168
  - RA: 2296
  - PSU Accent Green
- **Anthracite**
  - PANTONE 447 C
  - MADEIRA: 1241
  - RA: 2541
- **Metallic Silver**
  - PANTONE 877 C
  - MADEIRA: 1087
  - RA: Aluminum (J Metallic)
- **Flat Silver/Gray**
  - PANTONE 429 C
  - MADEIRA: 1319
  - RA: 2585
- **White**
  - PANTONE 7496 C
  - MADEIRA: 1156
  - RA: 2631

### Approved Verbiage

- **Portland State University**
- **Portland MBA**
- **Portland State of Mind**
- **Let Knowledge Serve the City™**
- **Let Knowledge Serve TM**
- **Portland MBA™**
- **Portland State of Mind™**
- **pdx.edu**

### Approved Marks

- **Primary Marks**
- **Secondary Marks**
- **Combination Marks**

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**NOTE**: The marks of Portland State University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.
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ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis; approval required)
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement
- No use of current players’ name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- University seal cannot be used on stationary or letterheads by anyone other than Official University departments
- Any other use requires approval from the University Licensing Office