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THIS IS A RESOUNDING YES.

TO ALL PEOPLE. OF ALL BACKGROUNDS AND CIRCUMSTANCES. POWERING YOU TO DO MORE, SOLVE MORE AND BECOME MORE. UNTIL YOU FEEL LIKE YOU'RE PART OF A MOVEMENT. THE KIND THAT KEEPS CLASSMATES ROOTING FOR YOU AND PROFESSORS PULLING FOR YOU. AFFECTS YOUR FAMILY FOR GENERATIONS. LIFTS YOUR COMMUNITY. LEAVES A LEGACY OF CREATIVITY. BECAUSE EVERY TIME YOUR SUCCESS INSPIRES OTHERS, YOU CHANGE THE WORLD. THIS IS YOUR POTENTIAL TO BE EXPONENTIAL.

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IT'S NOT IDEALISTIC

Design eco-friendly festival stages, then tear them apart to build housing for the homeless.

Generate electricity from ocean waves.

Create art to heal the wounds of gun violence.

Think globally to explore feminism through film.

Battle rising rents with research.

Find the intersection of art, urban planning and radical geography.

Inhibit viruses using nanoparticles.

Send up weather balloons to watch Earth from the edge of space.

This is the laboratory where you challenge what is with what could be, breaking a few boundaries along the way. Inspired by those around you and inspiring others to reimagine where it is that we truly want to go.

IF YOU'RE DOING IT

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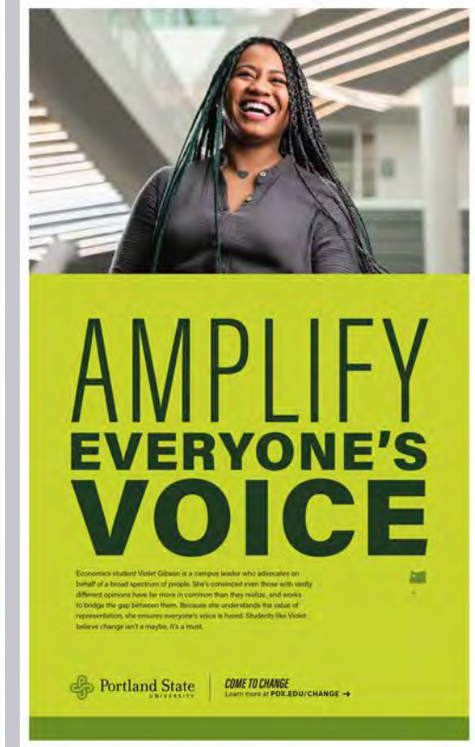
TAKE IT
TO THE
STREETS
OUR CAMPUS IN THE HEART OF PORTLAND IS THE TESTBED
FOR TOMORROW, DRIVING A CONSTANT EXCHANGE OF IDEAS.



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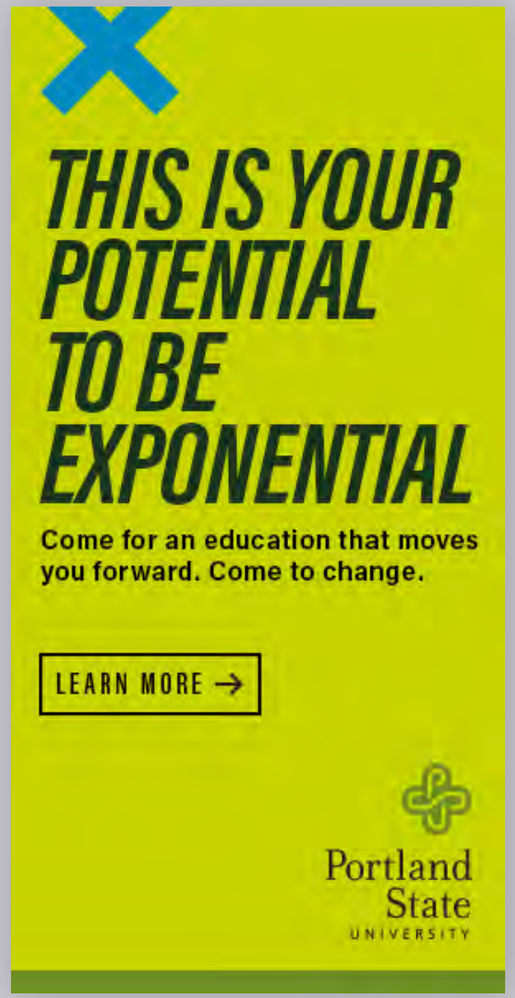

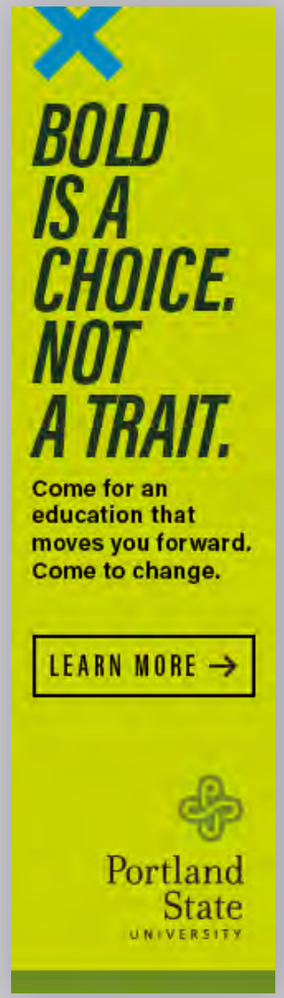

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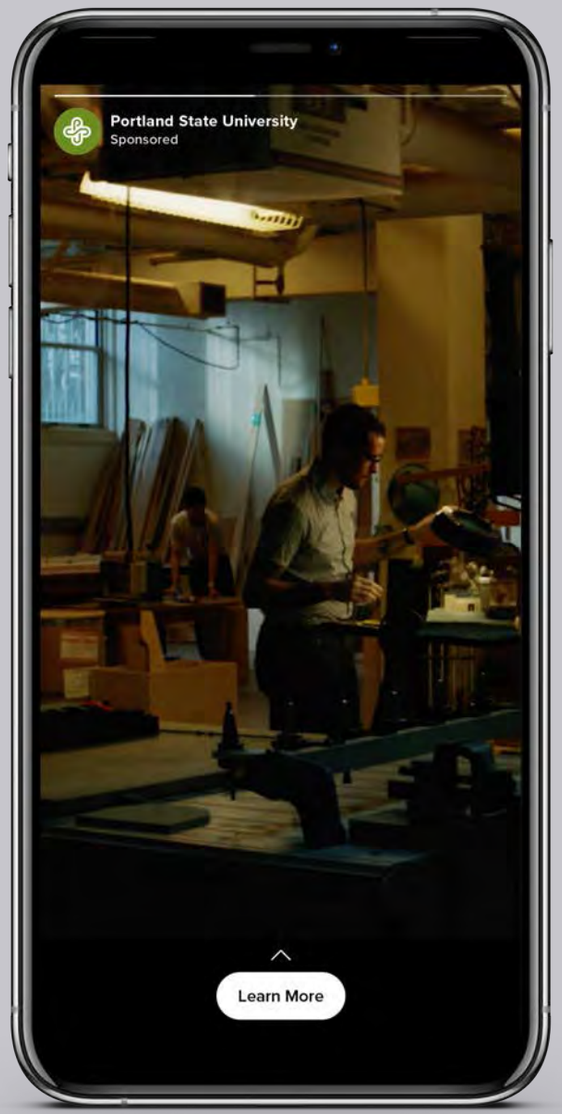

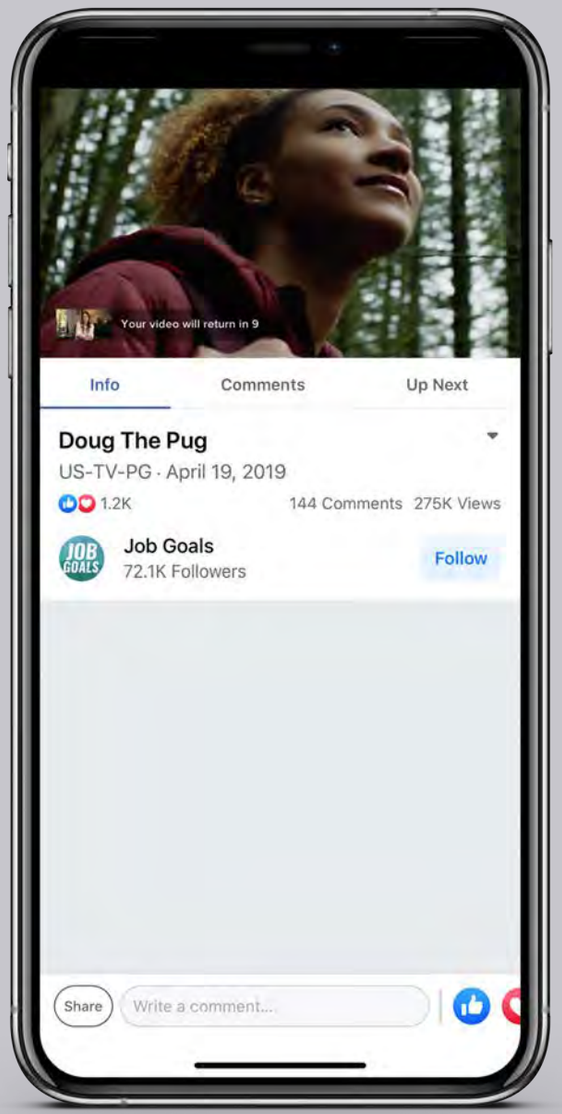

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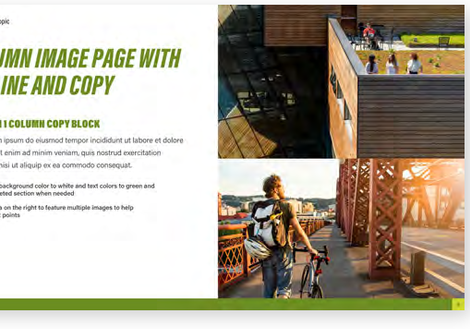

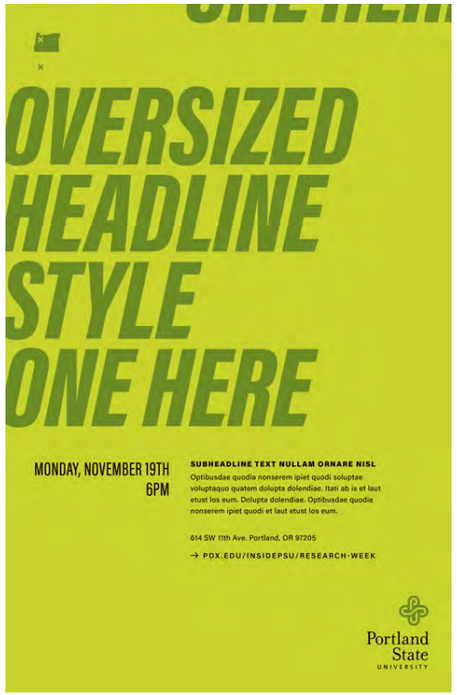

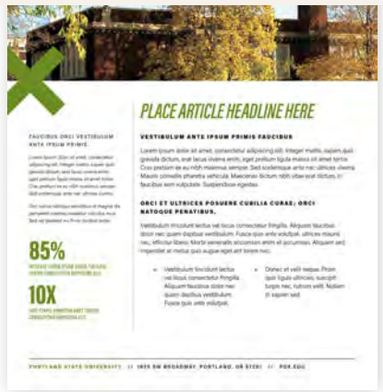

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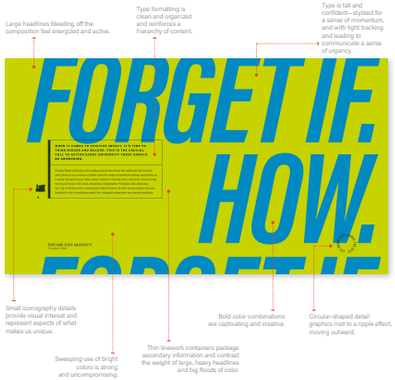
DESIGN DNA

This page breaks down the anatomy of our visual brand. The graphic language that makes up the PSU Brand is more than any one color, font, or pattern. It's the unique combination of these elements—alongside messaging—that articulates a brand that is driven, assertive, confident, creative, and unapologetic. The following pages will provide greater context to all of the visual elements that make up the PSU Brand and contribute to its personality. Here, see a brief overview of them and how they work together in one composition.



TYPOGRAPHY

Portland State University uses one font family in its visual communications—Acumin. It is a versatile, unfussy san serif with a variety of weights and styles that lends to a rich typographic approach within the brand. The individual typefaces used within Acumin are Acumin Pro Extra Condensed, Acumin Pro, and Acumin Pro Wide. Acumin Pro Extra Condensed makes up most headlineuse cases, while Acumin Pro provides accessible styles to round out type hierarchy, and Acumin Pro Wide is a stylized weight for special instances.

ACUMIN PRO EXTRA CONDENSED

Aa Bb Cc Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Acumin Pro Extra Condensed Regular Italic
Acumin Pro Extra Condensed Medium Italic
Acumin Pro Extra Condensed Semibold Italic
Acumin Pro Extra Condensed Bold Italic
Acumin Pro Extra Condensed Black Italic

Acumin Pro Extra Condensed Regular
Acumin Pro Extra Condensed Medium
Acumin Pro Extra Condensed Semibold
Acumin Pro Extra Condensed Bold
Acumin Pro Extra Condensed Black

ACUMIN PRO

Aa Bb Cc Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Acumin Pro Light
Acumin Pro Regular
Acumin Pro Medium
Acumin Pro Bold
Acumin Pro Black

ACUMIN PRO WIDE

Aa Bb Cc Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Acumin Pro Wide Regular
Acumin Pro Wide Medium
Acumin Pro Wide Bold
Acumin Pro Wide Black
Acumin Pro Wide Ultra Black

HAMILLTON

Hamilton Signature

Hamilton is a simple, handwritten script font. Refer to page 47 to learn about how and when to incorporate it.

COLOR

Color is a simple, powerful tool in the PSU Brand. Consistent use of the brand colors and colorways across print and digital formats is crucial to maintaining brand equity. The PSU Green and/or Electric Green should be used strategically and be present across all communications.

The personality of our brand is emphasized throughout visual communications by the power of our color palettes. Our shades of green are inspired by the terrain of the Pacific Northwest, while our whole palette together feels vibrant and urban, like the city of Portland. When combined together in unapologetic ways, the results can be energetic, daring, and bold. And it's being able to communicate that tone that helps to differentiate us.

PRIMARY PALETTE

PSU Green
PMS 7496 C
C 40, M 0, Y 100, K 38
R 109, G 141, B 36
#6d8d24

Electric Green
PMS 389 C
C 22 M 3, Y 100, K 0
R 198, G 215, B 0
#c6d822

Forest Green
PMS 553 C
C 71, M 40, Y 80, K 68
R 33, G 92, B 53
#215921

White
C 0, M 0, Y 0, K 0
R 255, G 255, B 255
#ffffff

Black
C 0, M 0, Y 0, K 100
R 0, G 0, B 0
#000000

SECONDARY PALETTE

Red
PMS 1617 C
C 4, M 81 Y 98, K 0
R 230, G 73, B 39
#e64827

Sand
PMS 7500 C
C 0, M 8, Y 35, K 10
R 232, G 211, B 162
#e8d3a2

Blue
PMS 7460 C
C 100, M 7 Y 0, K 20
R 0, G 138, B 193
#008ac1

Light Blue
PMS 290 C
C 32, M 0, Y 0, K 0
R 165, G 223, B 249
#a5dff9

Stone
PMS 4235 C
C 40, M 30, Y 60, K 18
R 136, G 136, B 103
#888a67

Yellow
PMS 7548 C
C 0, M 25, Y 100, K 0
R 255, G 194, B 14
#ffc20e

Orange
PMS 715 C
C 0, M 55, Y 100, K 0
R 246, G 139, B 31
#f68b1f

Purple
PMS 2613 C
C 48, M 100, Y 0, K 40
R 101, G 3, B 96
#650360

COLOR APPLICATION

When applying the PSU color palettes to visual communications, there's three important things to keep in mind: 1) Building brand awareness and brand equity; 2) Ensuring accessibility and readability, and 3) Managing the style and personality of different color combinations.

BRAND AWARENESS

Anchoring the PSU Green in all work is critical to building brand awareness. Even in a piece that relies heavily on a flood of the Electric Green, the presence of the PSU Green in the logo mark reinforces a core color component of our brand. When activating the secondary colors to inject more color, vibrancy, and personality, be sure to include them within a larger context of PSU brand materials that utilize the PSU Green.

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