



# 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.*

# 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



**TAKE IT  
TO THE  
STREETS**

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

**STAND WITH THOSE WHO STAND UP FOR TOMORROW**

Portland State University  
501 NE Oregon Street  
Portland, OR 97207-0751

Trindle  
1000 NE Oregon Street  
Portland, OR 97207

IF YOU'RE DOING IT IT'S NOT IDEALISTIC

**POTENTIAL TO BE EXPONENTIAL**

**WHEN IT COMES TO POSITIVE IMPACT, IT'S TIME TO THINK BIGGER AND BOLDER. THIS IS OUR CRUCIAL CALL TO ACTION.**

Portland State University is more than this city's public research university. It's the testing ground for ideas and projects that show the world how different is done. Our innovative approach infuses education with creative problem-solving and interdisciplinary collaboration. Choose from 200+ degree programs in Oregon's most innovative, diverse and affordable research university.

**MOST INNOVATIVE** ONE OF THE NATION'S MOST INNOVATIVE UNIVERSITIES  
—U.S. News & World Report

**MOST AFFORDABLE** OREGON'S MOST AFFORDABLE RESEARCH UNIVERSITY  
—The Value Source

**KEEP PORTLAND PROGRESSIVE. SHOW YOUR PSU PRIDE.**

**BE A PART OF NEW IDEAS IN ACTION**

APPLY NOW AT [PDX.EDU/APPLY](http://PDX.EDU/APPLY)

Portland State UNIVERSITY





# ENGINEER A GREEN FUTURE

Join Brook in the Maseeh College  
of Engineering & Computer Science

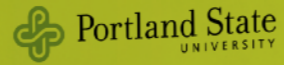


**"I'M NOT JUST  
GOING TO COLLEGE  
FOR MYSELF,  
I'M TRYING  
TO IMPROVE OTHER  
PEOPLE'S LIVES  
AS MUCH AS  
POSSIBLE."**

*Brook Thompson*



YOUR POTENTIAL TO BE EXPONENTIAL  
ENGINEER



# *CHANGE ISN'T A MAYBE. IT'S A MUST.*

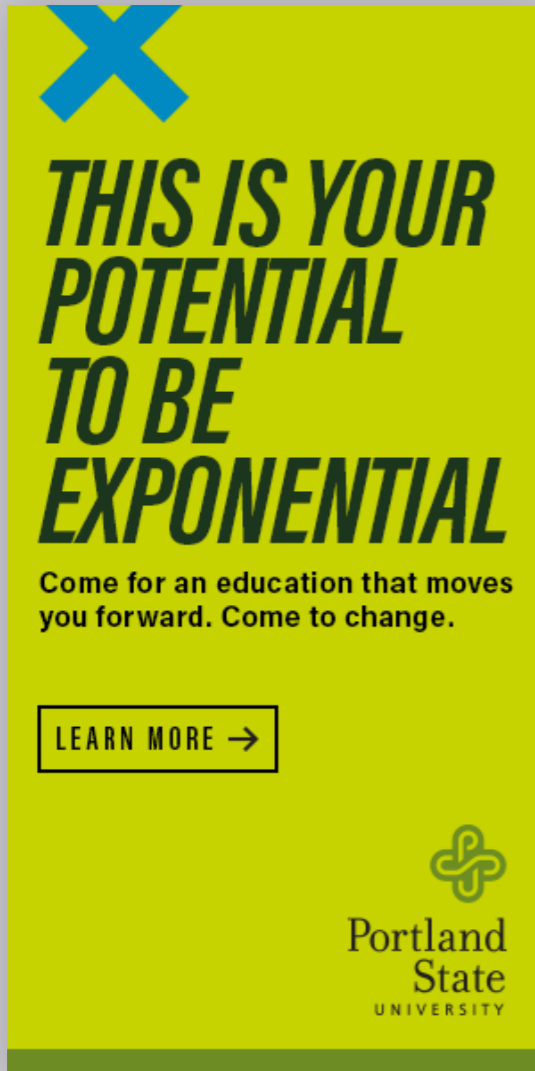
Portland State University has always been the testing ground for ideas and projects that show the world how different is done. It's where we learn how to overhaul the criminal justice system, engineer ordinary cars to run on hydrogen, and build concert stages that convert into homeless shelters. It's where we learn to think bigger and bolder and challenge what is with what could be.

Learn more at [PDX.EDU/CHANGE](https://pdx.edu/change) →



MORGAN GODVIN, Class of 2021  
Studying Public Health

*CHANGE ISN'T*




**X**

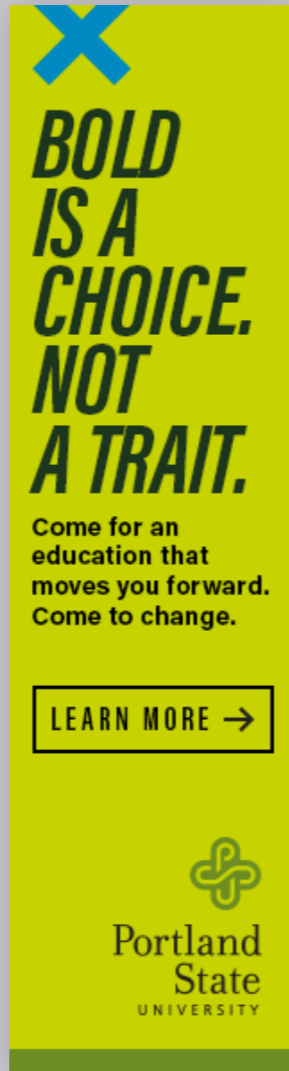
**THIS IS YOUR  
POTENTIAL  
TO BE  
EXPONENTIAL**

Come for an education that moves you forward. Come to change.

LEARN MORE →



Portland State  
UNIVERSITY




**X**

**BOLD  
IS A  
CHOICE.  
NOT  
A TRAIT.**

Come for an education that moves you forward. Come to change.

LEARN MORE →



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UNIVERSITY



**X COME TO CHANGE** LEARN MORE →



Portland State  
UNIVERSITY



**X COME TO CHANGE** 



**X**

**FORGET IF. HOW.**

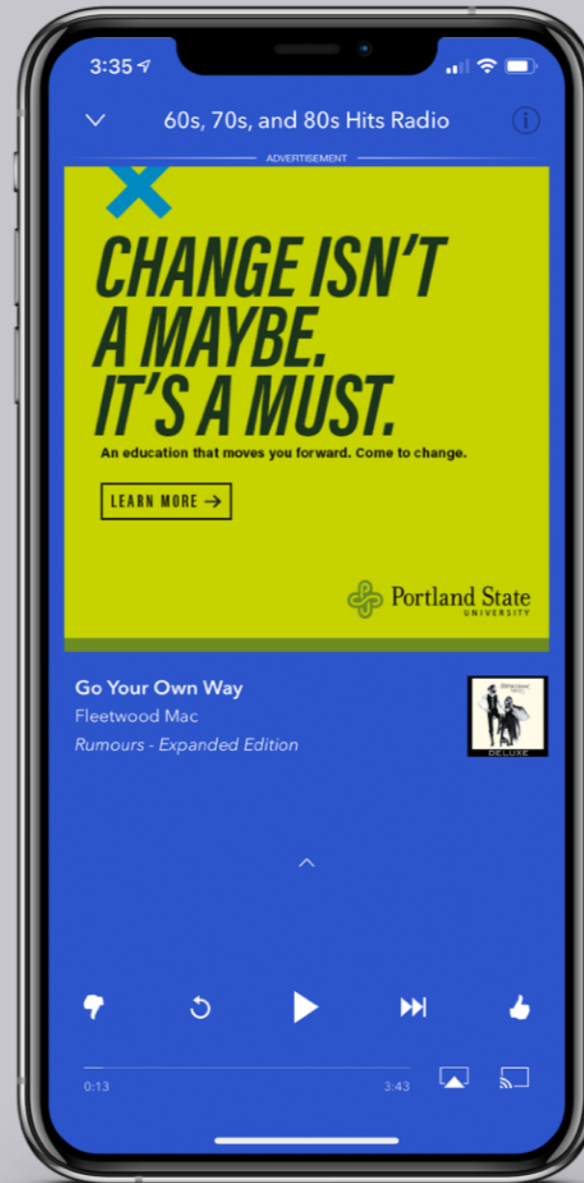
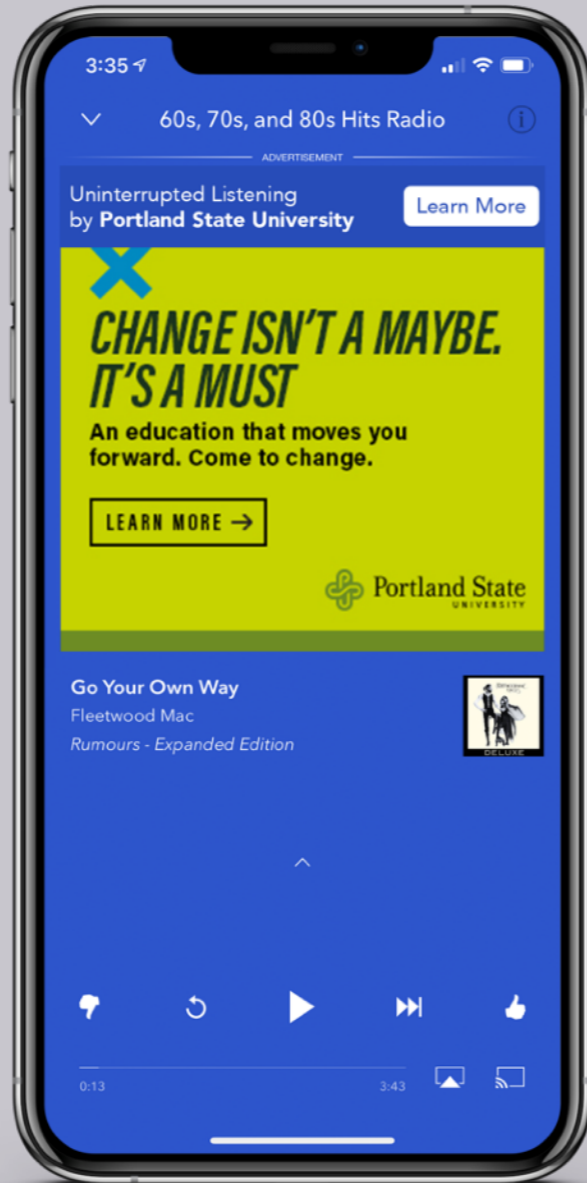
Come for an education that moves you forward. Come to change.

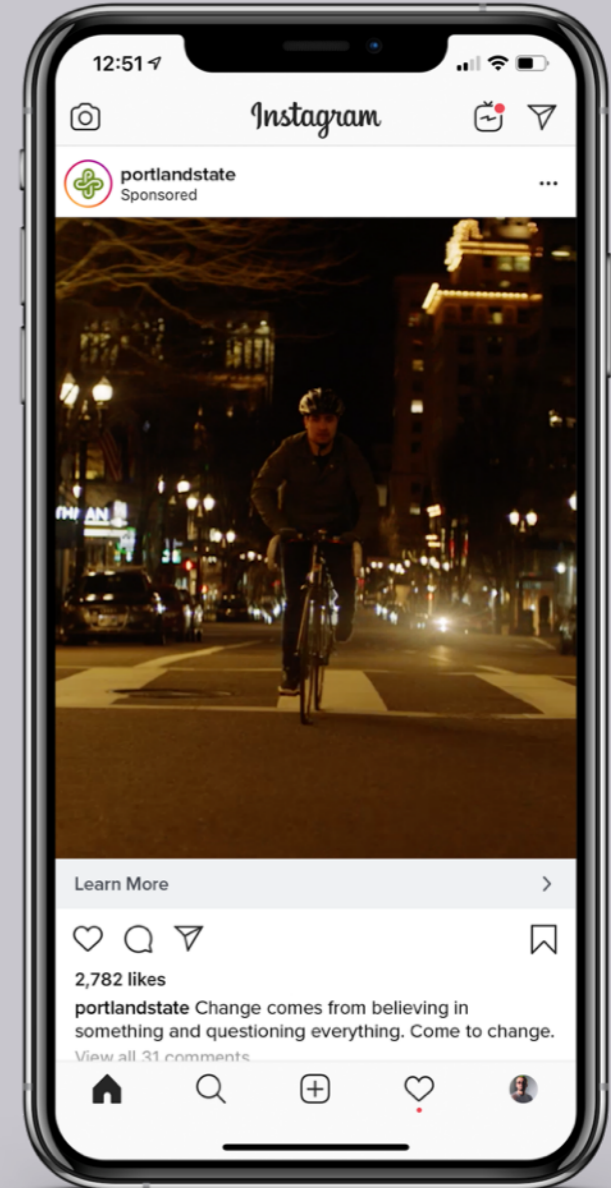
LEARN MORE →



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UNIVERSITY







***THE COURAGE TO  
QUESTION  
EVERYTHING***



Portland  
State  
UNIVERSITY



**CHANGE ISN'T  
A MAYBE.  
IT'S A MUST.**




**Portland State**  
UNIVERSITY



# ENGINEER A GREEN FUTURE


Mechanical Engineering student Blake Turner thinks everyone should be able to afford a more planet-friendly vehicle, not just the wealthy. That's why he invented a \$1,000 conversion kit that can transform any gas-powered vehicle into a car that runs on clean-burning hydrogen. Students like Blake believe change isn't a maybe, it's a must.

 Portland State UNIVERSITY | **COME TO CHANGE**  
Learn more at [PDX.EDU/CHANGE](https://pdx.edu/change) →



# CHALLENGE A BROKEN SYSTEM


Public Health student Morgan Gudwin knows firsthand how damaging incarceration can be. After spending five years in prison on drug-related charges, she's now using that experience to reform the criminal justice system so inmates are treated with dignity. Her work in public policy also strives to improve educational and vocational opportunities, so inmates can lead more successful lives after prison. Students like Morgan believe change isn't a maybe, it's a must.

 Portland State UNIVERSITY | **COME TO CHANGE**  
Learn more at [PDX.EDU/CHANGE](https://pdx.edu/change) →



# CHAMPION ACCESS FOR ALL


Criminology student Citly Arroyo knows how immigration policies can tear families apart and is determined to do something about it. She is the first in her family to attend college and is passionate about using her education to help immigrants navigate the judicial system. Students like Citly believe change isn't a maybe, it's a must.

 Portland State UNIVERSITY | **COME TO CHANGE**  
Learn more at [PDX.EDU/CHANGE](https://pdx.edu/change) →



# AMPLIFY EVERYONE'S VOICE


Economics student Violet Gibson is a campus leader who advocates on behalf of a broad spectrum of people. She's convinced even those with vastly different opinions have far more in common than they realize, and wants to bridge the gap between them. Because she understands the value of representation, she ensures everyone's voice is heard. Students like Violet believe change isn't a maybe, it's a must.

 Portland State UNIVERSITY | **COME TO CHANGE**  
Learn more at [PDX.EDU/CHANGE](https://pdx.edu/change) →



# NAVIGATE THE WAY FORWARD

Geography student Kyle Speich is researching human migration patterns to document how climate change is forcing millions of people to leave their homelands. He's devoted to creating policies that will help environmental refugees around the world find safety and stability. Students like Kyle believe change isn't a maybe, it's a must.

 Portland State UNIVERSITY | **COME TO CHANGE**  
Learn more at [PDX.EDU/CHANGE](https://pdx.edu/change) →

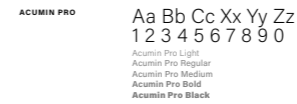
DESIGN DNA

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 sans 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 headlines cases, while Acumin Pro provides accessible styles to round out type hierarchy, and Acumin Pro Wide is a stylized weight for special instances.



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

COLOR

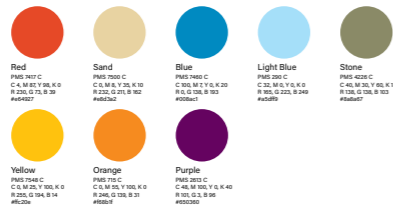
Color is a simple, powerful tool in the PSU Brand. Consistent use of the brand colors and colorways across print and digital formats is crucial to maintaining brand equity. The PSU Green and/or Electric Green should be used strategically and be present across all communications.

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



SECONDARY PALETTE



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.





**THE FUTURE GREEN**

**OCT 8-13**  
SUBHEAD ABOUT THE AMAZING EVENT COULD GO RIGHT HERE.





**OVERSIZED HEADLINE STYLE ONE HERE**


**MONDAY, NOVEMBER 19TH 6PM**

**SUBHEADLINE TEXT NULLAM ORNARE NISL**  
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614 SW 11th Ave. Portland, OR 97205  
→ PDX.EDU/INSIDEPSU/RESEARCH-WEEK

**HEADLINE STYLE ONE GOES RIGHT HERE**





**SUB HEAD LEAD IN COPY STYLE LIKE THIS**  
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**THURSDAY, OCTOBER 8TH**

**EVENT NAME**  
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Smith Memorial Student Union  
Room 327 | 10AM - 2PM

[LEARN MORE →](#)


**PLACE ARTICLE HEADLINE HERE**

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**10X**  
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PORTLAND STATE UNIVERSITY // 1825 SW BROADWAY, PORTLAND, OR 97201 // PDX.EDU




**VEST BULUM MENTUM FINIBUS**  
Sed eu pellen tesque nulla. Ut eu ultrices lectus.

[LEARN](#)




**A HERO HEADLINE MOMENT AT THE TOP**




[LEARN MORE →](#)


**SUBHEADLINE STYLE**  
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Caption Test Here



Caption Test Here



Caption Test Here



Caption Test Here


**AN IMPORTANT HEADLINE THAT PIQUES CURIOSITY**

[LEARN MORE →](#)

**UPCOMING EVENTS**



Monday, October 14  
From Food Matters  
PSOM: PSU Careers  
What can be done to curb Oregon's opioid crisis?  
Influencer: People's Daily  
PSOM: Campus Act Tour  
Ed Abroad 101  
Aromatic Bread Pop-up  
Info Session: Spain  
Third Year: Spanish Language and Culture in Context

Tuesday, October 15  
PSOM: The Future of Entrepreneurship is YOU  
A-Z in Berlin: A Student Exhibition Reception  
Ed Abroad 101  
Info Session: Korea - Pop Culture in Seoul



**SUBHEADLINE STYLE**  
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[LEARN MORE →](#)


**SIT AMET NEQUI VOLUTPAT MOLTESTIE EU.**


MONDAY, NOVEMBER 19TH | 6PM

**SUBHEADLINE TEXT NULLAM ORNARE NISL**  
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→ PDX.EDU/INSIDEPSU

**MINI IMAGE PAGE WITH LINE AND COPY**

**1 COLUMN COPY BLOCK**  
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**LOREM IPSUM DOLOR SIT AMET**

Risus commodo viverra maecenas accumsan lacus vel facilisis.

[LEARN MORE →](#)



**TORTOR MALESUD PROIN FACILISIS QUIS**

**DONEC ET VELIT NEQUE, PROIN QUIS LIGULA ULTRICES, SUSCIPIT TURPIS NEC, RUTUM VELIT.**  
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Learn more about how to get involved at PDX.EDU/INNOVATION →




**MAPECENAS PORTA J USTO TURPIS.**

**DONEC ET VELIT NEQUE, PROIN QUIS LIGULA ULTRICES, SUSCIPIT TURPIS NEC, RUTUM VELIT.**  
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**MAPECENAS PORTA J USTO TURPIS.**

**DONEC ET VELIT NEQUE, PROIN QUIS LIGULA ULTRICES, SUSCIPIT TURPIS NEC, RUTUM VELIT.**  
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**MAPECENAS PORTA J USTO TURPIS.**

**DONEC ET VELIT NEQUE, PROIN QUIS LIGULA ULTRICES, SUSCIPIT TURPIS NEC, RUTUM VELIT.**  
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Learn more about how to get involved at PDX.EDU/INNOVATION →



**1**

**PACT WORD**  
**REM IPSUM**  
**FACT DEUS**

ADDITIONAL SUBHEAD, CAPTION OR CREDITS




**LOREM IPSUM DOLOR SIT AMET**

Risus commodo viverra maecenas accumsan lacus vel facilisis.

[LEARN MORE →](#)