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PORTLAND STATE  
UNIVERSITY  
ATHLETICS BRAND  
IDENTITY

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# VISION

Portland State, home of the Vikings, believes in a new spirit of athletics that directly serves and benefits our growing campus and our remarkable city. We're moving forward with a new logo and updated look designed to propel PSU Athletics into an exciting, sustainable future. Our student athletes are proud competitors, determined to succeed on the field and in the classroom. Our program is genuine, equitable and rooted in the unique history and experience of Portland and PSU. Our new logo and brand identity reflect this commitment.

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# PORTLAND STATE ATHLETICS INTRODUCTION

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# MISSION

The Department of Intercollegiate Athletics at Portland State University provides an athletic program that develops the whole person through education and competition, while enhancing the intellectual, social, cultural and economic qualities of urban life. PSU Athletics creates an environment of excellence that offers students the opportunity to become champions, leaders and global citizens.

The objective of this exercise is to make sure that the brand is consistent across all applications and captures new audiences in an authentic and meaningful way. This guide outlines the evolution of athletics and will serve as a reference resource for implementing the Portland State Athletics brand identity system. It will provide helpful guidelines that enable PSU staff, partners and suppliers to express our brand effectively across a wide range of applications and media.

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# PORTLAND STATE ATHLETICS BRAND

Our brand identity is made up of several core elements. Descriptive words. Custom type. Colors inspired by the environment surrounding us. A unique and future-forward primary mark. An expressive secondary logo. These are the key building blocks that help tell the visual story of Portland State Athletics and therefore shape people's perception of the institution as a whole.

This unified system is inspired by the Portland State student-athlete experience. Use accents and effects as complementary devices to elevate the ordinary or to accentuate form and function. For best results, keep it clean and simple.

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# WHERE TO BEGIN

At first glance, some elements of the Portland State Brand Identity System may look revolutionary, and they are. Through this exercise, we evaluated our current identity through the lens of our goals for the future to ensure that our brand represents the aspirational values and attributes of Portland State Athletics. While honoring elements of our visual heritage, the new system is designed to serve as an evolution of an established identity and position the brand for the future.

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## **A SYSTEM DESIGNED FOR FLEXIBILITY**

To continue to be a leader in our conference and across the national landscape of intercollegiate athletics, the Portland State Athletics brand must evolve. Graphic, contemporary, and unlike any other university identity, our visual system is flexible enough to let you build communications that are fun and dynamic, or create messaging that is clean, simple and elegant.



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# BRAND ATTRIBUTES

Brand Attributes are a set of characteristics that represent the essence of a brand. These attributes identify personality traits and serve as a filter for all of the components of an identity system. When you experience the Portland State brand, we want you to be reminded of:

**UNCONVENTIONAL**

**FAMILY**

**COURAGE**

**PASSION**

**UNIQUE**

**FEARLESS**

**MODERN**

**URBAN**

**DETERMINED**

**PROUD**

**HAND-CRAFTED**

**SUSTAINABLE**

**INCLUSIVE**

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# BRAND OVERVIEW

The Portland State Athletics Brand Identity is made up of the building blocks that are necessary to communicate our brand message in a unified, consistent way. Comprised of core elements including logos, colors and typography, this wide range of tools is designed to be flexible and expandable—so that you may use your creativity to innovate across all media. To effectively support the Portland State brand experience, these core elements must be aligned across every touch point.

The following sections provide creative guidance on how to use the brand palette. With a shared design sensibility, each element can be used to elevate the Portland State Brand in a way that is distinctive and immediately recognizable. The brand identity reinforces our mission of providing an athletic program that facilitates the development of the whole person through education and competition, while enhancing the intellectual, social, cultural and economic qualities of urban life.

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PORTLAND STATE  
ATHLETICS  
PRIMARY  
IDENTITY

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# PRIMARY LOGO

The Viking Crest logo draws inspiration from four distinct areas:

## VIKING SHIELD

The shield was first and foremost a defense tool; its design and usability made it a dangerous weapon in the hands of a trained warrior.

## VIKING DAGAZ RUNE

The Viking rune Dagaz, literally meaning “daylight,” represents growth, progress, and brightness. Dagaz not only provides inspiration for the structure of the mark, but connects closely with the Portland State Athletics mission of graduating student-athletes who will excel in today’s competitive environment.

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## BUILDING PERSPECTIVE

The idea of an “urban campus” and connectivity to the city is highly valued within Portland State Athletics. This element is visible in the negative space of the “P” and “S” letterforms.

## VIKING SHIP

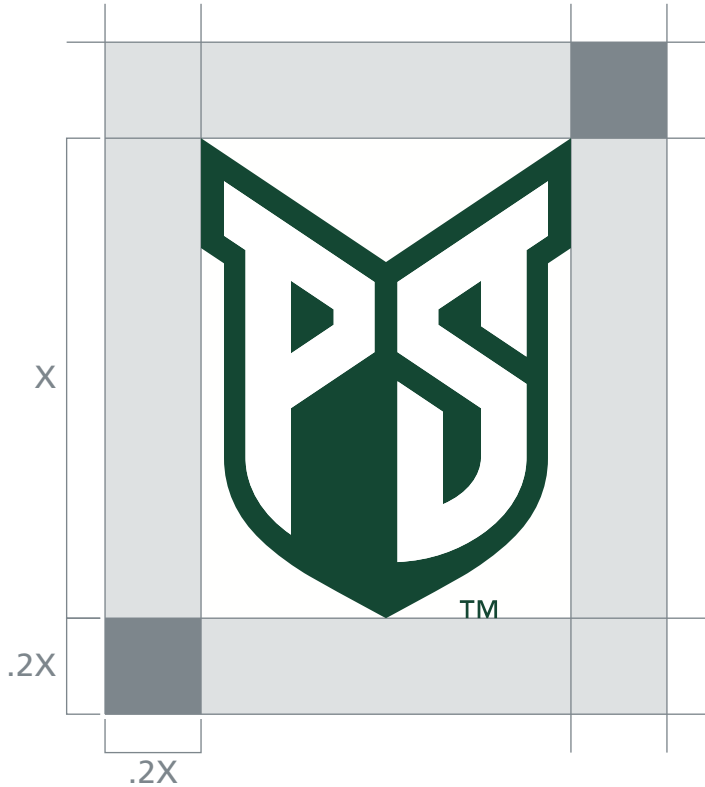
Unsurpassed seamen, fearless explorers and fierce warriors; the Vikings left their mark upon every land they reached. The containing shape of the crest alludes to the iconic silhouette of traditional Viking ships.

On their own, these symbols and icons are bold and graphic; subtle features of each come together to become the Viking Crest. This logo is the main identifying device for Athletics, and reinforcement of the mark will build equity in the Portland State Athletics brand.



VIKING CREST LOGO

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



The logo can be used in the color variations shown below.



**NOTE:** Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

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# COLOR PALETTE

With its vast forests, mighty rivers and boulder-strewn hills, the people of Portland have always had a profound connection to the city through nature. At the same time, as an urban area fueled by a creative spirit, Portland continues to influence and inspire through art, culture and sport.

Forest green and white are the official colors of Portland State Athletics, inspired by the physical surroundings of the University. Secondary colors include black, anthracite and silver. The color black is sophisticated and powerful. Silver is classic, sleek and refined and is associated with intellect and knowledge. The addition of a neutral anthracite adds depth and flexibility to the palette.

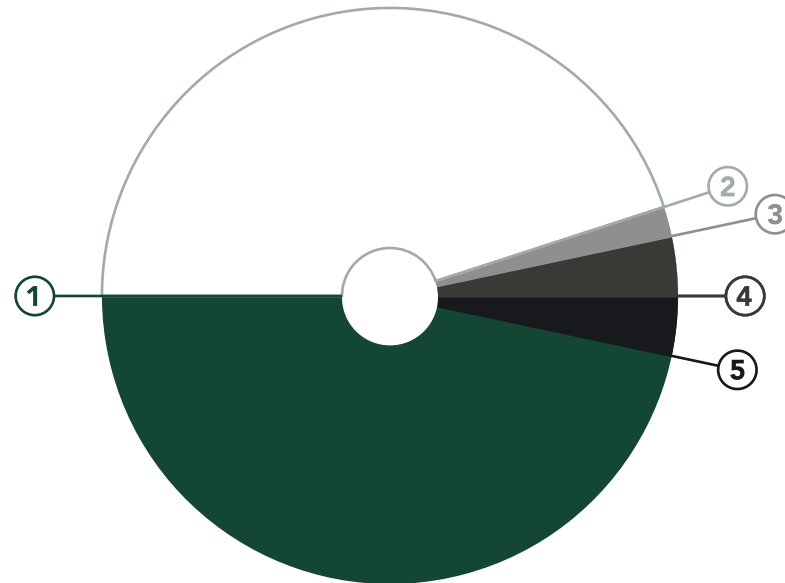


**PRIMARY PALETTE****1.GREEN**

PANTONE: PMS 3435 C  
 CMYK: 93/24/85/68  
 RGB: 21/71/52  
 HTML: 154734  
 MADEIRA: 1103  
 ROBISON/  
 ANTON: 2631

**2.WHITE**

No Ink -[Opaque White]  
 0/0/0/0  
 255/255/255  
 FFFFFFFF  
 1002  
 2297

**SECONDARY PALETTE****3.METALLIC SILVER**

PMS 877 C  
 0/0/0/40  
 214/214/209  
 A5ACAF  
 1087  
 Aluminum (J Metallic)

**4.ANTHRACITE**

PMS 447 C  
 50/30/40/90  
 55/58/54  
 373A36  
 1241  
 2541

**5.BLACK**

PMS Process Black C  
 0/0/0/100  
 44/42/41  
 2C2A29  
 1000  
 2541

**NOTE:** In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors and CMYK values shown on this page have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.

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PORTLAND STATE  
ATHLETICS  
TYPOGRAPHY

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# PRIMARY TYPEFACE

Type tells a story. The right typeface, used consistently, builds brand equity. The custom letterforms fuse modern and traditional styles, and a complete numeral set has been designed to complement them.

A custom serif typeface has been designed with unique letter parts that are carried throughout the alphabet. These unique characteristics form a distinctive, readily identifiable typeface. Consistent use will enhance the overall identity, promote consistency across sports programs and build equity in the Athletics brand.

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The letterforms draw inspiration from wooden long ships and the Viking runic alphabet. The iconic shape of these boats feature wide, shallow-draft hulls, allowing navigation in rough seas or in shallow river waters. Viking ships are generally characterized as being slender and flexible boats, with symmetrical ends.

The written language of the Vikings was based on the runic alphabet. The geometric runes were carved into stone or wood by hand. These symbol-based rune scripts feature angular letter shapes suited for inscriptions, which would become characteristic of the runes. Nuances of these symbols can be found throughout our custom typeface.

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**  
**0 1 2 3 4 5 6 7 8 9**

**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y Z**

The primary typeface can be used in the color variations shown below.



0 1 2 3 4 5 6 7 8 9

The numerals can be used in the color variations shown below.





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# WORDMARKS

Wordmarks are custom graphic treatments that reinforce a clear, consistent, and visually memorable brand identity. Portland State, Vikings, PSU AND VIKS wordmarks have been standardized to fulfill this role.

The wordmarks work closely in support of the primary identity, and incorporate custom elements that cannot be achieved through typesetting individual letters. These elements create a powerful, exclusive look that distinguishes the wordmarks from other institutions.

**PORTLAND  
STATE<sup>TM</sup>  
VIKINGS<sup>TM</sup>**

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



The wordmark can be used in the color variations shown below.



**NOTE:** Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. Contact Portland State University Athletics Trademarks & Licensing for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail.

VIKINGS

The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



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The protected area around the wordmark ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



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PSU

The wordmark can be used in the color variations shown below.



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**VIKS**

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PORTLAND STATE  
ATHLETICS  
SECONDARY  
IDENTITY

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# SECONDARY IDENTITY

## THE VIKING LOGO

Since the Beginning of time, people have been drawn to those that seek adventure. The Viking warrior has long been a symbol of the adventurous spirit, exuding characteristics of power and intimidation. The Age of the Viking was a time of unbridled exploration and discovery, and the impact of these fearless warriors lives on in every land they reached.

A mascot mark can work together with other branding elements such as names, logos and colors to increase the success and memorability of our brand. The Viking mascot mark supports our primary identity and embodies the attributes associated with our athletics brand, graphically representing our own Victor E. Viking who personally connects with our fans.





The logo can be used in the color variations shown below.



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# SECONDARY TYPEFACE

The secondary sans-serif typeface Frutiger was selected to complement the primary typeface and directly tie back to the Portland State Athletics Brand Identity.

Frutiger is a sans-serif typeface that is an extremely legible typeface, originally designed for directional signage systems in airports, which makes it perfect for headlines. It is part of a family that offers an exceptionally wide range of weights, providing great versatility and legibility.



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Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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Frutiger Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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Frutiger Ultra Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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# SPORT LOCK-UP

Sport-specific wordmarks supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. Sport-specific wordmarks unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy. Each sport benefits from identification as part of Portland State Athletics. Furthermore, the system communicates the diversity of the athletics program while building the core Portland State Athletics brand.

The lock-up can be used in the color variations shown below.

**PORTLAND  
STATE™  
ATHLETICS**

The protected area around the lock-up ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the "X":



The lock-up can be used in the color variations shown below.



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# BRAND APPLICATION

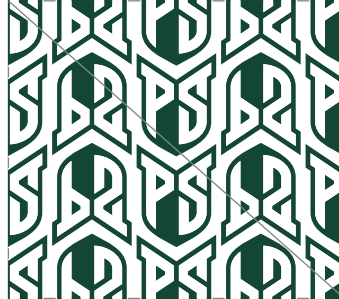
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When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the identity system in a consistent manner will build credibility for Portland State Athletics, speed recognition, and differentiate us from the competition. As you evolve the elements of current design systems, remember that one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand.

The Portland State Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose — your communications will be supported by a foundation built on design integrity and quality.



**1** At no time should anything (other logos, type, etc.) be placed over the identity elements.



**2** Identity elements should not be used as a repeat in closed patterns.



**3** Identity elements should not be modified, stretched or distorted in any way.



**4** Identity elements should not be used in any other color combinations other than those specifically called out in this manual. Some color variations are acceptable for consumer products. Ask Trademarks & Licensing for approval.



**5** Identity elements should not appear against any distracting textures or repeated patterns.



**6** Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



**7** Identity elements should not be used as an outline.



**8** At no time should effects be added to the identity elements. (Glow, posterize, etc.)



**9** Do not crop the identity elements in any way.



**10** At no time should the proportions of the sport lock-ups be changed.



**11** At no time should the positions of the identity elements in the sport lock-ups be modified.



**12** Identity elements should not be tilted, rotated or skewed.



**13** Do not invert the colors of the primary logo.



**14** Identity elements should not be placed on photographic backgrounds.



**15** At no time should additional graphics be added to the identity elements.



**16** Do not invert the colors of the secondary logo.

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# TRADEMARKS & LICENSING PROGRAM

Portland State has delegated the responsibility for this program to the Portland State University Communications. A formal Licensing program has been established to ensure University control of its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

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