

# Visual Brand Identity Guide

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University of Portland's visual identity shows the world who we are and what we represent. A cohesive and consistent brand presence across all platforms is crucial to UP's reputation. These guidelines were created to help you correctly apply UP's logos, fonts, and colors in your creative work. In the coming months, we will continue to add more information as we work together to protect and strengthen UP's institutional identity.

# Institutional Logo



# Description

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The University of Portland's shield and wordmark used together create the institutional logo. The shield is a simplified design of the University's Coat of Arms. The Coat of Arms has a cross and anchors, which is an adaptation of the seal of the Congregation of Holy Cross whose priests and brothers founded the University; wavy bars, which symbolize the Willamette river that runs through the city of Portland; and an open book with Alpha and Omega symbols. To ensure that these elements remain legible, standard sizes have been created.

**Note:** The logo cannot be altered, modified, or separated in any way. In specific instances, the shield can become a graphic element when used in conjunction with UP's logo. Please see section "secondary graphic" for details. But neither the shield nor the wordmark can be used as individual, stand-alone elements.



# Stacked logo

This stacked logo is the primary identifier for the University of Portland. The three sizes were designed to help provide consistency in use for most print, web, and electronic communications, and to also ensure the logo is legible. Please help us maintain our brand identity by using this logo as it has been created.

**Note:** Using this logo consistently helps enhance our brand recognition with all external audiences. Color and reproduction specifications follow on other pages.

Large size



2.0"

Medium size



1.5"

Minimum size



1.25"

# Horizontal logo

When it is not possible to use the stacked logo due to design or space requirements, this horizontal version can be used. But it should be used sparingly, as it is important that the stacked logo remain the most important brand identifier for the University. As with the stacked logo, the elements cannot be modified or used as stand-alone elements and the recommended sizes should be utilized.

**Note:** This version was designed for items such as signage, banners, and other instances where one line is advantageous for production.

Large size



3.552"

Medium size



2.6525"

Minimum size



2.2096"

# Clear space

Careful consideration must be used when placing the institutional logos close to other graphic elements. Please refer to the measurements on this page for the specific amount of clear space required around the logo to protect its integrity. The “x” equals the minimum amount of clear space required. Allowing even more space is recommended. This also helps ensure that other graphics or words do not appear to be connected with the logo.

x  = Clear space



Stacked logo clear space



Horizontal logo clear space



# Incorrect applications

The following examples illustrate usages that compromise the integrity of the logo. Please avoid utilizing any of these techniques. This includes changing the logo's color or creating a custom logo for specific purposes. Use only approved logo files, which are available from the marketing and communications office.

**Note:** Use only University provided or approved logo files. Do not redraw or alter the logo.



Do not stretch or condense logo.



Do not rotate the logo to a diagonal angle.



Do not separate or move elements from the logo.



Do not change the logo typeface.



Do not change the color of logo.



Do not alter or scale any of the proportions of the elements.



Do not add shapes, graphics, or text to the logo.



Do not add a drop shadow or any other effects to the logo.



Do not change the placement of element in the logo.



Do not add extra elements to the logo.



Do not put the logo on similar colored backgrounds.



Do not add stroke to the logo.

# Logo colors

The 2-color identity (purple and gray) is the preferred version to use in most instances. If the 2-color application cannot be achieved for cost or other restrictions, the logo can be printed in the following 1-color applications: purple, black, and reversed in white. Please do not use any other color except one of these options.

The white version is only used on solid color backgrounds (preferably in the UP color palette) or in photographs where readability is not an issue.

**Note:** Please do not attempt to reverse the black or purple logos to achieve the white version as it will result in an incorrect reproduction.



2-color stacked logo



1-color (PMS 275 C), stacked logo



1-color (black), stacked logo



Reversed stacked logo

# Background

To accommodate dark backgrounds or photos, reversed versions of the stacked and horizontal logos have been created. If you are creating a background on which the logo will be placed, it is optimal to select a color from the University's color palette. The logo will also work when placed on a photo; however, it is important to avoid elements within the image that interfere with the clear space around it.



1-color logo on PMS 275 C



1-color logo on black



1-color logo on a photo background

# Secondary Logos



# Horizontal logos

A design system has been developed that combines the institutional identity with the name of each school, college, institute, or academic center. These logos are also available in the same color applications as the institutional logo.

**Note:** These logos follow the same rules as the institutional logo, and should not be altered, modified, or separated in any way.



# Stacked logos

To provide additional flexibility, a stacked logo design was created for each version. These are also available in 1-color applications.

**Note:** Like the horizontal versions, the stacked logos follow the same rules as the institutional logo, and should not be altered, modified, or separated in any way.



# Clear space

Like the institutional logo, these individual logos also require clear space. Please refer to the measurements on this page for the specific amount of clear space required around the logo to protect its integrity. The “x” equals the minimum amount of clear space required. This also helps ensure that other graphics or words do not appear to be connected with the logo.

x  = Clear space



Horizontal secondary logo clear space



Stacked secondary logo clear space



Horizontal logo: Name centered with equal spacing between the top and bottom of the shield.



Stacked logo: Name centered underneath wordmark, with equal spacing between the top and bottom of the rule.

# Logo sizes

Similar to the institutional logo, specific sizes have been created to help provide consistency in use for most print, web, and electronic communications.

Example of the large size



3.6009"

Example of the medium size



2.7013"

Example of the minimum size



2.2516"

Example of the large size



2.0"

Example of the medium size



1.5"

Example of the minimum size



1.25"



# Colors



# Application guidelines

## Pantone color vs. process color

These are two different systems for generating and printing colors. It is important to know which printing method you will use before you start a project.

### Process

Process colors (CMYK) are created with percentages of cyan, magenta, yellow, and black. Nearly all color photographs are printed this way. To ensure color consistency, the UP CMYK specifications should be used exactly as they are listed in this brand book. Every design program converts Pantone Spots to CMYK, but each program generates its own CMYK values—not necessarily what we have selected.

### Pantone

Colors created from an ink formula are referred to as spot colors. The PANTONE MATCHING SYSTEM® is the most widely used ink formula system. Spot colors should not be used when printing on the University's DocuColor™ or on other laser printers.

## UP's printing and mailing services

On campus equipment includes a high volume DocuColor™, as well as an off-set press. The press can run 1-color or 2-color PMS jobs. For questions about the equipment or turn-times, please contact Printing and Mailing Services.

**Note:** The marketing and communications office can provide sets of swatches (.ase) files upon request through Adobe Swatch Exchange and can be configured as CMYK, PMS coated and uncoated, or RGB files. They can be for print or web use and directly downloaded into InDesign, Illustrator, Photoshop, Fireworks, and Flash.

# Primary colors

The University of Portland has two primary colors: purple and gray. These colors are also reflected in the institutional logo. To provide flexibility with color selections, please note that secondary colors and tints, which best complement our primary colors, are available for use. Please also note that the athletics color palette is different from the institutional palette. Contact the athletics department for more information.

**Note:** When using PMS 431 for type applications it can become too light, depending on the stock used and weight of the font selected. It is acceptable to use PMS Cool Gray 11 as a substitute in these situations.

## Primary colors

Purple	Pantone	Process	RGB	Hex
	275 C / U	C98 M100 Y0 K43	R30 G22 B86	1E1656

Gray	Pantone	Process	RGB	Hex
	431 C / U	C45 M27 Y17 K51	R94 G106 B113	5E6A71

# Secondary and metallic colors

This secondary group of colors was selected to balance and enhance the University's primary colors when designing both print and web communications. Metallic colors can be used for specialty print pieces and both work well with purple. Metallic colors can only be used as PMS colors. They do not translate to CMYK process color nor should be used in digital print applications.

**Note:** For some of the secondary colors, there are two PMS colors depending on whether the paper being used is uncoated or coated. "C" represents coated stock and "U" represents uncoated stock. If there is one number, it can be used on all paper stocks.

## Secondary colors

<b>Bright Blue</b>	Pantone	RGB
	313 C / U	Ro G152 B195
	Process	Hex
	C94 Mo Y12 K13	0098c3

<b>Soft Blue</b>	Pantone	RGB
	549 C / U	R94 G156 B174
	Process	Hex
	C52 M6 Y0 K25	5E9CAE

<b>Yellow Orange</b>	Pantone	RGB
	143 C / 129 U	R238 G175 B48
	Process	Hex
	Co M33 Y100 K0	EEAF30

<b>Blue Green</b>	Pantone	RGB
	7474 C / U	Ro G122 B135
	Process	Hex
	C75 Mo Y19 K35	007A87

<b>Slate Green</b>	Pantone	RGB
	562 C / U	R13 G119 B110
	Process	Hex
	C83 M15 Y60 K20	0D776E

<b>Orange</b>	Pantone	RGB
	1665 C / U	R221 G72 B20
	Process	Hex
	Co M78 Y100 K0	DD4814

<b>Yellow Green</b>	Pantone	RGB
	618 C / 3975 U	R174 G164 B68
	Process	Hex
	Co Mo Y100 K29	AEA444

<b>Light Yellow</b>	Pantone	RGB
	7401 C / U	R241 G227 B187
	Process	Hex
	Co M4 Y18 K0	F1E3BB

<b>Red</b>	Pantone	RGB
	200 C / U	R183 G18 B52
	Process	Hex
	C15 M100 Y84 K5	B71234

## Metallic colors

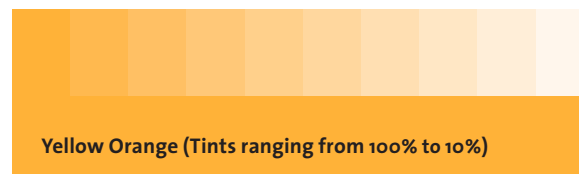
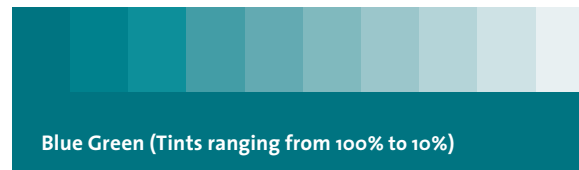
<b>Silver</b>	Pantone	Process	RGB	Hex
	877 C	N/A	R214 G214 B209	A5ACAF

<b>Bronze Gold</b>	Pantone	Process	RGB	Hex
	872 C	N/A	R139 G115 B74	8B734A

# Tints

To further enhance flexibility when choosing appropriate colors, several of the University's approved colors also work well as tints. These tints can be used in 1-color applications for photographs or as a background color when 100% of the color is too strong. Please do not tint the other colors in our palette.

**Note:** Selection of the right percentage will depend on the application and production goal, which is why a range of 10-100% is provided.



# Typography



# Primary font

## TheSans

Typefaces are in themselves symbols for a brand. TheSans is the University's primary font for print as it is clean, easy to read, and modern in design. The Light, Semi Light and Plain versions are recommended for body copy. TheSans Black is the heaviest weight and is to be used sparingly. The Open Sans font was also selected by the University for web applications.

**Note:** TheSans is available in various packages for purchase at varying price points, including an office suite, which would allow for most print applications and is available at [lucasfonts.com](https://lucasfonts.com).

### TheSans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

### TheSans Semi Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

### TheSans Plain

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

### TheSans Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

### TheSans Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

### TheSans Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

### TheSans Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:-'!"?()/ \$

Aa  
Ee Gg

# Secondary font

## ITC Veljovic Pro

ITC Veljovic Pro is a more formal font, especially when used in small caps or all caps. It is reserved for specialty occasions or uses, including high-end invitations or Commencement materials. There are options for web and electronic use as well as print. The font was updated and revised in 2015. Please do not use the original version created in 1984.

**Note:** ITC Veljovic Pro is available for purchase as a package or as singular fonts through [myfonts.com](https://myfonts.com).

### ITC Veljovic Pro Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:~'?!?()/ \$

### ITC Veljovic Pro Book Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:~'?!?()/ \$

### ITC Veljovic Pro Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:~'?!?()/ \$

### ITC Veljovic Pro Medium Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:~'?!?()/ \$

### ITC Veljovic Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:~'?!?()/ \$

### ITC Veljovic Pro Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890.,:~'?!?()/ \$

Aa  
Ee Gg



# Institutional Seal



# Usage

The institutional seal also derives from the Coat of Arms but includes more detail in its design than the University shield. It is to be used sparingly to represent official University communications or events. Examples of appropriate usage includes communications from the president or provost, as well as special events including Commencement. It is also used on formal documents including diplomas and certificates. Other uses should be approved by the marketing and communications office.

**Note:** The shield contained within the seal is not to be used in any communication or item as a stand-alone graphic. To see how the shield can be used as a secondary graphic, please see pages 30-31.



# Versions

Because of the intricate nature of the institutional seal, two versions were developed to best protect the integrity of the seal and its design. The detailed version of the shield can be used as large as 4.0" and as small as 1.75". The simplified version of the shield can be used at any size below 1.75" down to as small as 1.0". The shield should never be created at a size that is smaller than 1.0" in diameter.

**Note:** For uses larger than 4.0" contact the marketing and communications office. The marketing and communications office will develop art specifically for the requested size. Please allow three weeks for the creation of new art.

Detailed seal at maximum size



Detailed seal at minimum size



Simplified seal



# Seal colors

## Approved variations

In most instances the 2-color version of the institutional seal should be applied. This, however, requires that the art be printed in PMS colors as the secondary color is one of the metallic colors from the approved University color palette (PMS 872).

**Note:** Options for 1-color seal have been created as metallic colors for PMS (silver and bronze) as well as applications that can be used as CMYK, purple, gray, and black (not shown below). Reversed in white can also be ordered for specific uses, please contact the marketing and communications office.



2-color, PMS 275 C and PMS 872 (Metallic)



1-color, PMS 877 (Metallic)



1-color, PMS 872 (Metallic)



1-color, PMS 275 C



1-color, PMS 431 C



Reversed to white

# Secondary Graphic



# The shield

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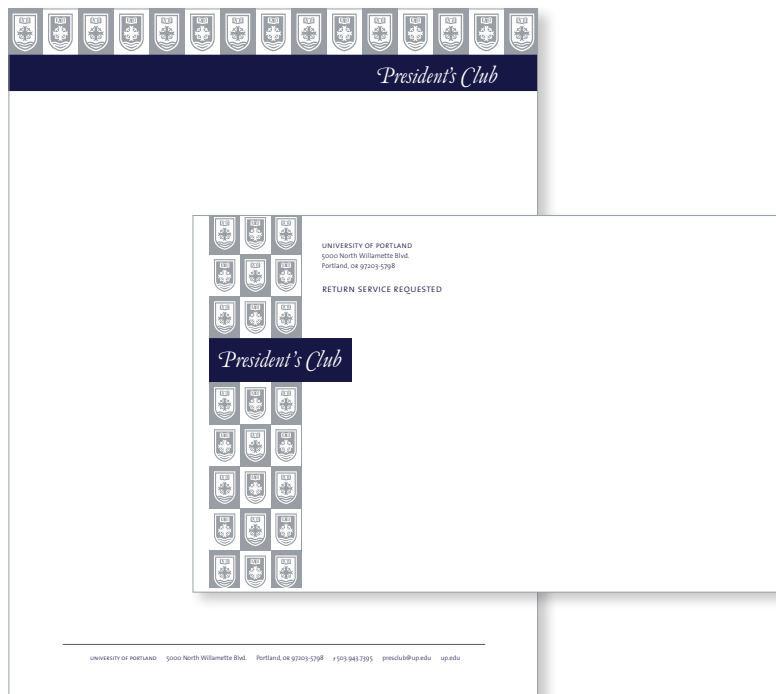
When used as part of a branded application, the institutional shield can be used as a decorative element, but it is NOT a substitute for the logo. These instances are specifically shown on the following pages. The shield cannot appear as an identifier for the institution as a stand-alone element in any use. It can only be used in conjunction or in addition to the University of Portland institutional logo.

**Note:** Any design using this secondary graphic must be approved by the marketing and communications office before it is applied to any design.

# Applications

There are two ways the shield can be used as a graphic element. The first is a step-and-repeat pattern. This pattern is used relationally with either the University's name or the institutional logo. The second design is when the shield is enlarged and cropped to bleed off the page, as it does in the banners. Or, as it is used in this visual brand guideline, in which the inside pages include the seal but the entire document is a clear representation of the University of Portland.

**Note:** These two examples are the only accepted versions for the use of the seal. And all samples must be pre-approved before use. The seal cannot be used as a stand-alone as there is no identifier that associates it with the University of Portland.



Step-and-repeat pattern



Enlarged and cropped to bleed off the page

# Monogram





# Usage

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This monogram was created to allow more flexibility in communicating the University of Portland brand to various constituencies. It is not to be used as a graphic element for business cards, stationery, or other institutional applications.

**Note:** The monogram is not to be altered in any way and should only be used in the designated color palette that follows.

The image shows the monogram 'UP' in a dark blue, serif font. The letters are bold and closely spaced, with the 'U' and 'P' sharing a common vertical stem.

# Monogram colors

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The monogram can be printed in four colors, but the “UP” must always be a single color. The four colors are purple, gray, black, and reversed white.

The monogram 'UP' is rendered in a dark purple color using a serif typeface.

1-color, PMS 275 C

The monogram 'UP' is rendered in a gray color using a serif typeface.

1-color, PMS 431 C

The monogram 'UP' is rendered in black using a serif typeface.

1-color, black



1-color, reversed