

# Palo Alto University

## Brand Guidelines



**Request for Creative Services**

# Palo Alto University Brand Guidelines

## Brand Colors

Palo Alto University addresses pressing and emerging issues through research and training in behavioral health that equitably meet the needs of today's diverse society. Our brand identity reflects the university's forward-thinking approach, commitment to excellence, and dedication to inclusive, impactful behavioral health solutions.

The Palo Alto University brand is anchored by a distinctive visual identity system that includes our logo, color palette, typography, photography, and graphic elements. These brand assets work together to create a cohesive, recognizable presence that communicates our values, expertise, and innovative spirit. Adherence to the standards outlined in this guideline helps ensure a consistent, professional representation of our institution across all touchpoints.

By upholding these brand guidelines, we strengthen our equity and effectively convey the Palo Alto University story to our diverse community of students, faculty, researchers, partners, and the public. The sections that follow provide detailed specifications for the university's key brand assets. Please refer to this guide when developing any materials that represent Palo Alto University.

### Primary Colors



**PAU Deep Blue**  
PMS: 7684

C: 97  
M: 69  
Y: 10  
K: 1

R: 0  
G: 90  
B: 156

Hex: 005A9C



**PAU Dark Blue**

C: 100  
M: 81  
Y: 41  
K: 36

R: 11  
G: 50  
B: 83

Hex: 0b3253



**PAU Light Blue**

C: 79  
M: 37  
Y: 0  
K: 0

R: 36  
G: 136  
B: 205

Hex: 2488cd



**PAU Sky Blue**

PMS: 2985

C: 63  
M: 0  
Y: 0  
K: 0

R: 50  
G: 197  
B: 244

Hex: 32c5f4



**PAU Teal Blue**

PMS: 5483

C: 84  
M: 39  
Y: 37  
K: 7

R: 35  
G: 122  
B: 140

Hex: 237a8c

### Accent Colors



**PAU Black**

C: 0  
M: 0  
Y: 0  
K: 100

R: 0  
G: 0  
B: 0

Hex: 000000



**PAU Neutral Gray**

PMS: Cool Gray 8

C: 0  
M: 0  
Y: 0  
K: 60

R: 128  
G: 130  
B: 132

Hex: 808284



**PAU Magenta**

PMS: 246

C: 25  
M: 89  
Y: 0  
K: 0

R: 189  
G: 64  
B: 151

Hex: bd4097



**PAU Yellow**

PMS: 121

C: 0  
M: 18  
Y: 76  
K: 0

R: 255  
G: 208  
B: 87

Hex: ffd057

### Accent Colors | Continuing & Professional Studies



**Fuchsia**

C: 39  
M: 100  
Y: 32  
K: 8

R: 153  
G: 30  
B: 102

Hex: 991e66



**Gold**

C: 1  
M: 44  
Y: 97  
K: 0

R: 245  
G: 156  
B: 32

Hex: f59c20



**Light Gray**

C: 19  
M: 11  
Y: 9  
K: 0

R: 201  
G: 209  
B: 216

Hex: c9d1d8

## Preferred Logos & Taglines

The horizontal logo considered the official logo of the university. This version of the logo should be used for signage, official university documents, press releases, and any other high-profile applications that require the full brand identity.



In situations where the horizontal logo layout is not suitable due to space constraints, a secondary stacked logo version may be used. This may occur in narrow or compact design layouts where the horizontal logo would appear too small and difficult to read.



### Other Logo Options >

For specific uses only.

This varied approach provides flexibility in branding across various media and design contexts, ensuring that the university's visual identity remains consistent regardless of the space or format constraints.

## Typefaces

# Gotham Light

Headlines  
Tracking (-20)

**Gotham Bold**

Subheads  
Tracking (-20)

**Gotham Medium**

Subheads & Bold Text  
Tracking (-20)

**Gotham Medium is used for bolder text.** Gotham light is the weight for running text and it is shown here at 11/19 points. Greeking looks like this: autdolore pos eum fugia quam hilla nos cum nonseri atis reium estrunt repelendit re odignatem si as veres nonsed quam sitioresti odi adi atis simusci omni duntum si adit, sent vellatem. Itat moloreperae cones doluptati aliquia.

Subheads & Bold Text

- Subhead lorem ipsum dolar wango pop:**
- Bulleated list looks like this. pra qui a serchil.
  - Wema ne voluptum seceptam.
  - Sundesequi iditem errorro es inctaerspe?
  - To dolecto ma prae oditem aute paruntus sum que nobis doluptam, sunt veles ant

**Montserrat** 18 styles  
Julietta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

Montserrat is a good Google knock off typeface of Gotham for digital use when Gotham is not feasible

**Substitute for Web**  
Montserrat is a close Google knock off typeface for digital use.

*Abril Display Semi-Bold Italic*

*Cyrillic Bodoni Italic Bold [Canva]*

### Accent type

To be used for call-outs or call to actions for Factoids or Testimonials.

# Palo Alto University Brand Guidelines

## Visual Characteristics



## Degree Programs

**Bachelor's Degree Programs**  
Transfer to PAU and Earn Your Bachelor's Degree

- BS in Business Psychology
- BS in Psychology and Social Action

**Master's Degree Programs**  
Build Your Career in Psychology, Counseling or Behavioral Health

MA in Clinical Mental Health Counseling

- Licensed Professional Clinical Counselors (LPCC)
- Marriage, Family and Child Emphasis (MFCC)

MS in Psychology

- PhD Prep Concentration
- General Psychology Concentration
- Forensic Psychology Concentration
- Technology and Mental Health Concentration

Master of Social Work (MSW)

- Track 1 | Children and Youth in School and Community Settings
- Track 2 | Adults in Public Behavioral Health Settings

**Doctoral Programs**

PhD in Clinical Psychology

Areas of Emphasis:

- Forensic Psychology
- Trauma
- LGBTQ Psychology
- Health Psychology
- Neuropsychology
- Diversity and Community Mental Health
- Pediatric Behavioral Healthcare

PhD in Counselor Education and Supervision

PsyD in Clinical Psychology (100% APA Match)

- PGSP-Stanford PsyD Consortium

Make a difference in the field of mental health.  
Start your journey by applying today!

CONNECT WITH US TODAY  
TO LEARN MORE

800-818-6136  
admissions@paloalto.edu

[paloalto.edu](http://paloalto.edu)  
[@LIFEATPAU](#) [PaloAltoUniversity](#) [PAU@PAU](#)

## Flyer Example

### Photo Style

To convey the compassion and observant attitude of PAU people, photography should feel focused, warm, alive, and energized.

Candid photography of people in groups of any size should use interesting angles, compositions, and cropping to capture their thoughtful and concerned way of thinking while also communicating a welcoming and diverse environment.



### Headline

Large Gotham Light nested off-center within bar.

### Transparency

The bar is 15% transparent (85% opaque) and lays directly over image.

# Palo Alto University Brand Guidelines

## Size Guidelines



### Icons & Call-Outs

Varied Icons & Call-Outs are used for emphasis on web and blog pages.

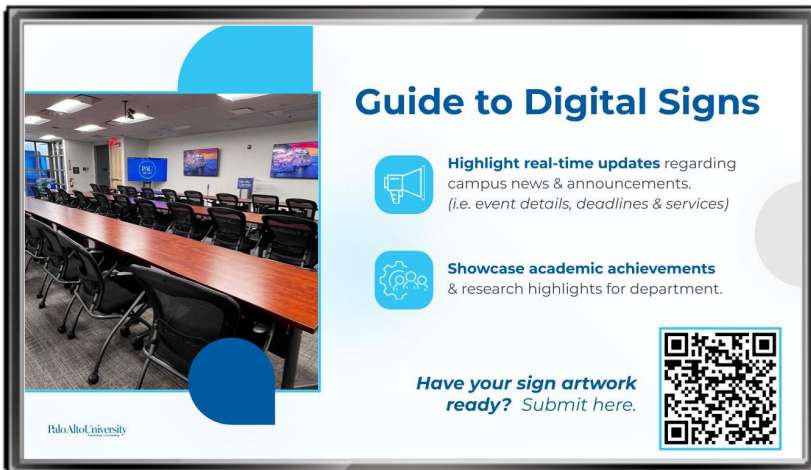
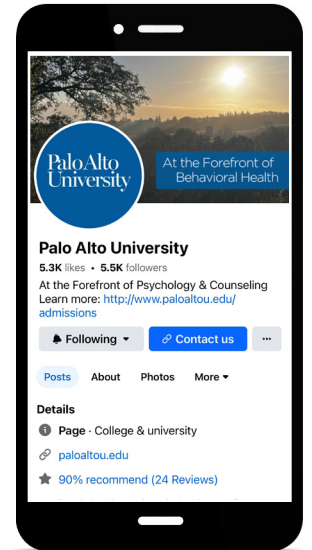
### Slider & Email Header

600x350  
(MailChimp)



### Social Media

1080 x 1080



### TV Monitors

3840 x 2160

Castro Campus Monitors (4K):  
3840 x 2160

Calvin Monitors:  
1920 x 1080