

Palo Alto University

Psychology | Counseling

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 psychology and counseling that equitably meet the needs of today's diverse society.

At Palo Alto University, we've earned our reputation as a leading educator of psychologists and counselors. Psychology and counseling is all we do. That focus creates a culture you won't find at schools offering a wider range of academic programs.

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: 40
K: 35

R: 11
G: 50
B: 83

Hex: 0b3253



PAU Light Blue

C: 79
M: 34
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: 34
M: 100
Y: 30
K: 6

R: 153
G: 30
B: 102

Hex: 991e66



Gold

C: 0
M: 47
Y: 100
K: 0

R: 245
G: 156
B: 32

Hex: f59c20



Light Gray

C: 21
M: 11
Y: 9
K: 0

R: 201
G: 209
B: 216

Hex: c9d1d8

Preferred Logo

The primary logo for the university stacks the words 'Palo Alto' and 'University,' and includes the descriptors 'Psychology | Counseling'. This is called the 'logo lock-up'. The logo without the descriptors is used when the theme-line "At the Forefront of Psychology and Counseling," is present in a layout.



Horizontal Version

The logo below is a secondary mark for the university. Use it on all official materials when the main preferred version does not work.



Note: the theme-line should never replace 'Psychology | Counseling' in the logo lock-up.

Typefaces

Gotham Light

Headlines
Tracking (-20)

Gotham Bold

Subheads

Gotham Medium

Subheads & Bold Text

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 atisi 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 aliqua.

Subheads & Bold Text

Subhead lorem ipsum dolar wango pop:

- Bulleted list looks like this. pra qui a serchil.
- Wema ne voluptum seceptam.
- Sundesequi iditemp errorro es inctaerspe?
- To dolecto ma prae oditem aute paruntus sum que nobis doluptam, sunt veles ant

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

Montserrat 18 styles

Julietta Ulanovsky, Sol Matas, Juan Pablo del Perai, Jacques Le Bailly

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

Abril Fatface

9% PTSD?

Accent type
To be used only lightly for Factoids and short subhead. See example executions.

Palo Alto University Brand Guidelines

Visual Characteristics





PhD in Counselor Education and Supervision

Become a Leader in the Field of Counseling

If you're a counseling professional looking to advance your career, Palo Alto University's new PhD program in Counselor Education and Supervision is the place for you. The program, which is accepting applications for the fall 2024 term, is designed for professional counselors who are interested in becoming advanced level clinicians and supervisors, counseling program faculty, and administrators in higher education, K-12 organizations, and community agencies. This program will specifically develop your expertise in:

- Graduate-level teaching and counselor preparation
- Mental health through research
- Counseling supervision
- Organizational leadership in professional organizations, community agencies, K-12 schools, and higher education settings.

The Counselor Education and Supervision program strives to advance the counseling profession by training leaders who promote culturally affirming scholarship, supervision, advocacy, and practice. The curriculum and educational experiences, such as the innovative multiple article dissertation and internship program, are designed to prepare individuals for the real, day-to-day work of a counselor educator.

Program Delivery
Students must reside in **California** within sufficient proximity to Palo Alto University to permit participation in all in-person activities and to utilize campus resources. Forty-four percent of the curriculum is offered online.

Who should apply?

- Licensed professional counselors
- Graduates of CACREP-accredited counseling programs
- School counselors
- Marriage and family counselors
- Associate professional clinical counselors or post-graduate counselors working towards licensure.

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@paloaltou.edu

paloaltou.edu
@LifeAtPAU PaloAltoUniversity



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

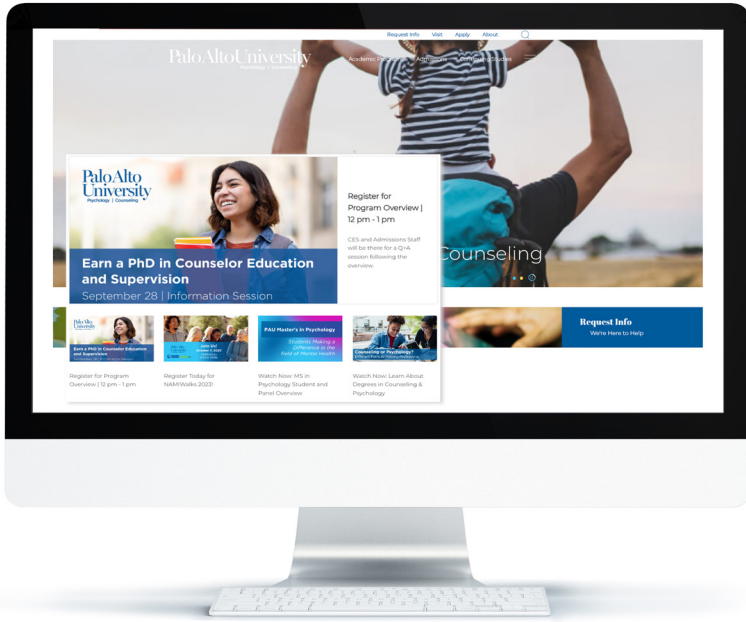
The bar is 15% transparent (85% opaque) and lays directly over image.



Flyer Example

Palo Alto University Brand Guidelines

Size Guidelines



Home Page
840 x 472

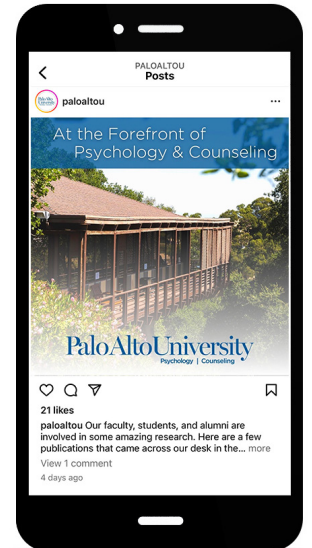
Email Header
2500 x 833
(Outlook)



Email Image
1200 x 472
(MailChimp)



Social Media
1080 x 1080



TV Monitors
3840 x 2160

Castro Campus Monitors (4K):
3840 x 2160

Calvin Monitors:
1920 x 1080