

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



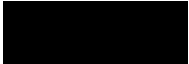
PAU Teal Blue

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

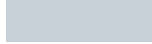


Gold

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.

- Subhead lorem ipsum dolar wango pop:**
- Bulleted 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

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

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

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

Official 50th Logo

Official Blurb

Celebrating 50 Years!

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Celebrating Palo Alto University's 50th Anniversary

For five decades, Palo Alto University has distinguished itself as a focused and visionary institution.

We are an institution of higher education, dedicated to behavioral health education, research, and training, and a top producer of behavioral health professionals, primarily focused on graduate and doctoral students.

As communities' need for behavioral health care services grows acute, we continue to prepare exceptional providers, advance visionary research, and invest in clinical outreach.

We have always anticipated and led new areas of behavioral health practice. Our focus on providing culturally competent and bilingual care and our work to provide supportive care related to LGBTQ+ identities are a result of this future-focused commitment.

Brand Colors



PAU Deep Blue

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

R: 0
G: 90
B: 156

Hex: 005a9c



PAU Gradient Yellow

PAU Yellow
R: 255
G: 208
B: 87
Hex: ffd057

CAPS Yellow
R: 245
G: 156
B: 32
Hex: f59c20



PAU Gradient Dark Blue

PAU Deep Blue
Hex: 005a9c

PAU Dark Blue
Hex: 0b3253

Full-Color Application



No-Color Application



PAU Values Circle



Palo Alto University

Brand Guidelines

Visual Characteristics



Palo Alto University

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@paloaltou.edu

paloaltou.edu

[X @LifeAtPAU](#) [f PaloAltoUniversity](#) [i PaloAltoU](#)

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

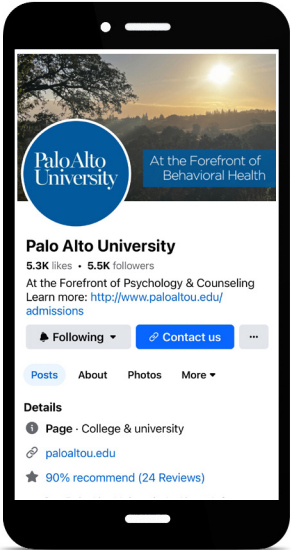


Icons & Call-Outs
Varied Icons & Call-Outs are used for emphasis on web and blog pages.

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