

Identity Workshop
Portland State University
Faculty

Other words for “brand:” identity, ethos. Character, distinctions, intent, facets.

Composite strengths

A many faceted diverse community

Connected to the real world

Accessible to all those who are determined to make a difference

In Portland... an urban gateway to the world

Live. Learn. And Connect.

Defining strengths

Undergraduate education and involvement in research

Community connections, partnerships

Active engagement

Graduate education for career opportunities

Portland... as urban international gateway

Distinctive northwest character

Access and resulting many faceted diversity

Capacity to attract uncommonly talented faculty

Other factors:

Scrappy

Public service

Tough and resilient

Newness

Growing

Experimental

Attractive destination

Gateway connections to Asia

Brag facts

Capstone... community-based interdisciplinary senior class projects

Internship/practicum

State of the art technology

Cutting edge programs and facilities

US News ranking

Kellogg million dollar award for educational innovation

External funding award

Big Sky performance in basketball

Number of medical school acceptances

Number of first generation students
Undergraduate research expectation... grants and symposium
International connections (Ulsan, South Korea; Wasada, Japan)
Portland assets
Restructure of undergraduate education

Visual images

The Benson House
The park blocks; amphitheater
Bridges; Sky bridge
Weather icons
Trees, river, green belt
Streetcars (unloading students)
Viking
Green plus something other than white
Or, change color (blue?) to differentiate from O
Mt Hood
Native American center
Library with beech tree
Tom Hardy Sculpture
Urban plaza
FRINQ classroom

Sentences; taglines

Intellectual. Adventure.
Let knowledge serve the city
Let the city be the lab
Great expectations
@pdx.edu
PSU is not prep for life in the community, it is life in the community
Connectedness. Community. Democratic. Egalitarian
The students are the city's citizens
We are Portland's citizens
Not your grandfather's university
Boot strap; Scrappy
PSU.. an extended family
UniverCity
Oregon is Portland State
PSU=DestiNation
A freeway runs through it! (Joke)

If cultural and educational experiences are your goal, PSU is your finish line
Fantasize your future, realize your dream
Plant the seed. Grow your mind.
Connect with the world
Experience the DestiNation

PSU. There is a place for you.