

# OSU Visual Brand Templates

## How to:

### Learn about the OSU visual identity:

- 1) Visit [communications.oregonstate.edu/brand-guide](https://communications.oregonstate.edu/brand-guide).

### Download Brand Tools assets:

- 1) Visit [communications.oregonstate.edu/brand-guide/using-brand/downloads](https://communications.oregonstate.edu/brand-guide/using-brand/downloads).

### Install fonts:

- 1) Information about attaining and installing the OSU fonts for your computer can be found at [communications.oregonstate.edu/brand-guide/visual-identity/typography](https://communications.oregonstate.edu/brand-guide/visual-identity/typography).

### Download from Box:

- 1) Login using your ONID.
- 2) Navigate to the item you'd like to download, and select it.
- 3) If you'd like to preview it, click its name.  
*NOTE: Box is limited on what file types it allows previews for. But even if there is no preview, it can still be downloaded.*
- 4) In the upper right of the page, select Download.
- 5) Navigate to where you would like to save the item and click **Save**.

### Add Icons to Powerpoint:

- 1) Download official icons from [communications.oregonstate.edu/brand-guide/using-brand/downloads](https://communications.oregonstate.edu/brand-guide/using-brand/downloads).
- 2) Navigate to the subject needed, and download the .tiff file.
- 3) From within your Powerpoint document, on the **Insert** tab, select **Pictures**.
- 4) Navigate to your icon and select. When inserted, it will have a white background.
- 5) In the Format tab, select the **Color** drop-down.
- 6) Select **Set Transparent Color**; click on the white background of the icon.
- 7) To recolor the icon, select the **Color** drop-down.
- 8) The bottom row shows the color options available. Unfortunately Powerpoint is limited to the colors provided in the theme.

### Insert a photo in Powerpoint:

Image boxes are in place within the document to act as placeholders, and there are two methods to fit your images into them.

#### **Method 1 (Image Placeholder):**

- 1) Select one of the placeholder boxes.
- 2) On the **Insert** tab, select **Pictures**.
- 3) Navigate to your image and select.
- 4) On the **Format** tab, select **Crop** to adjust placement within the frame. Click off of the photo to apply.

#### **Method 2 (Replace Existing photo):**

- 1) Select the photo you'd like to replace.
- 2) On the **Format** tab, in the upper left of the bar, select **Change Picture**.
- 3) Navigate to your image and select. Since the photo might not be the same dimensions as the previous image, you'll need to adjust the frame to fit.
- 4) Select **Crop** at top of menu.
- 5) Frame size should be changed first. Hover over the edges until a little black T or L appears. Adjust to the space the photo needs to take up.
- 6) Hover over the edges of the photo inside the frame until white arrows appear. Adjust the photo to fit the frame.
- 7) Click off of the photo to apply.

### Fix ghost edges around transparencies:

While the display of printed materials on a computer screen won't show any edges, sometimes objects with transparencies will print a 'ghost' edge as if it isn't truly transparent.

- 1) Select the object that has the issue.
- 2) Right-click and select **Copy**.
- 3) Right-click and under Paste Options, select **Picture**.
- 4) Delete the original object.

For more information, contact University Marketing at [university.marketing@oregonstate.edu](mailto:university.marketing@oregonstate.edu) or **541-737-3871**.



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