

Branding Cheat Sheet - Print Materials

The Logo

The crest and wordmark of the logo may not be broken up.



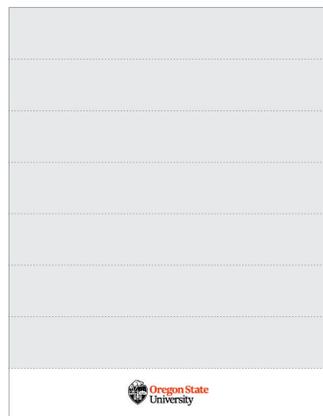
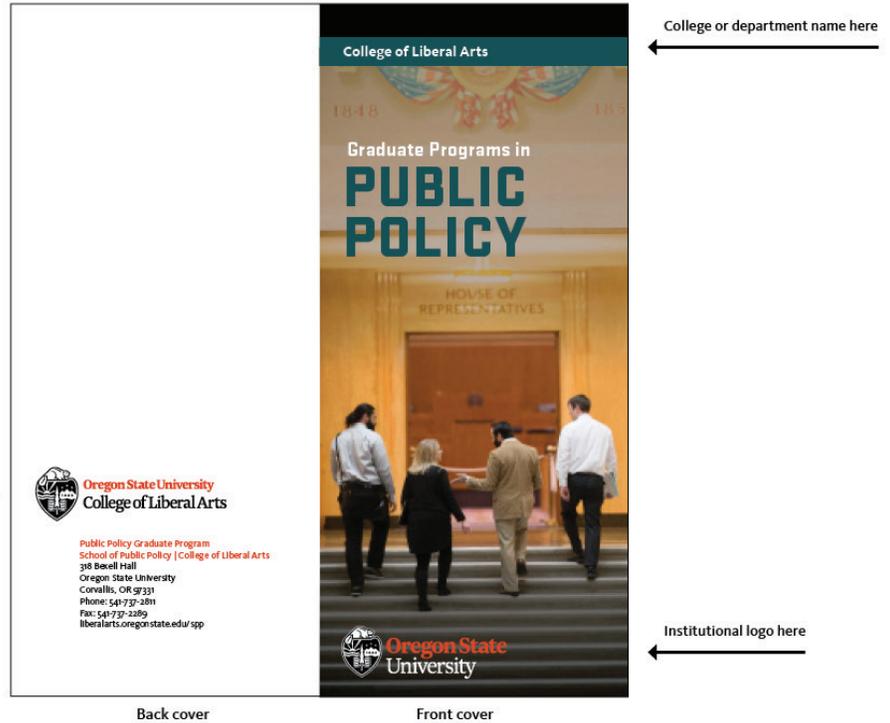
The university logo must be used on the front of all print materials.

Companion logos cannot be placed on the front of materials but may be used on the back cover, next to contact information.

Companion logos are designed in a horizontal format. Vertical companion logos are not permitted.

Companion logo here →

Example brochure



If a portrait-oriented page is divided into eight equal horizontal sections, the institutional logo may only be positioned in the bottom-most section. It may appear anywhere on the bottom bar to meet design needs.



If a landscape-oriented page is divided into six equal horizontal sections, the logo may only be positioned in the bottom-most section. It may appear anywhere in the bottom bar.



The amount of clear space for the horizontal logo must be no smaller than the width of the "O" in Oregon State.



The amount of clear space for the vertical logo must be no smaller than the width of the "Or" in Oregon State.



Companion logos are allowed on stationery, such as letterhead, notecards, notepads and post-it notes. They may not be used on business cards or presentation folders, or on envelopes because of size/printing constraints.

Minimum logo size:
1.375 inches (actual size)

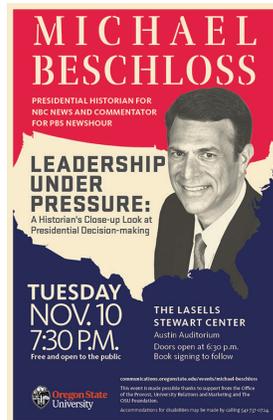


The Colors

Orange is the most important color and must match **Pantone 1665** from the regulation Pantone swatch book. The orange should not be matched to any other reproductions.



Within illustrations, use of the Oregon State color palette is recommended, but it is not required.



Tints and shades of the colors are **not** permitted. The **only** exceptions to this rule are Paddletail Black and Bucktooth White for readability over photos.



Black as opacity fading into photo for readability of logo

336 million reasons why we're No. 1 in the state

That's how much research funding Oregon State was awarded in 2016 — more than the other six Oregon public universities combined. And you can be part of it — even as an undergraduate. Every year, more than 2,000 undergraduates work on cutting-edge research projects ranging from alternative energy, to public health, to climate change. You can make real contributions to faculty research projects or launch one of your own, apply for grant funding and in some cases, publish your results even before you graduate. The world's toughest challenges aren't waiting patiently for someone to take them on.

Why should you?

White as opacity fading into photo for readability of text

The Fonts

Stratum2

Display font for use in headlines at **18 points or larger**. Use lighter weights for subheads smaller than 18 points. Never use for body copy.

Rufina Stencil

Serif font used for headlines and subheads at **10 points or larger**. Never use for body copy. Numbers must be full-height (1234), not hanging (1234).

Kievit Office

Workhorse font for smaller headlines, body copy and captions typically between **5 to 19 points**.

When type is being used as part of an illustration, other fonts may be used. Typically this is only allowed for the main headline.



What we've learned about the fonts thus far:

- » Rufina Stencil defaults to using hanging numerals (1234). OpenType features must be changed to Proportional Oldstyle to ensure full-height numerals (1234).
- » Powerpoint does not allow numbers to change from hanging to full-height.
- » Microsoft Word does not display Stratum2 correctly. If something is designed with Stratum2, it will expand the document to more pages than expected when made into a PDF or printed. This is because it is an OpenType font, and an alternative is not offered.