

Branding cheat sheet – print materials

The Logo

The crest and wordmark of the logo may not be broken up or altered in any way.



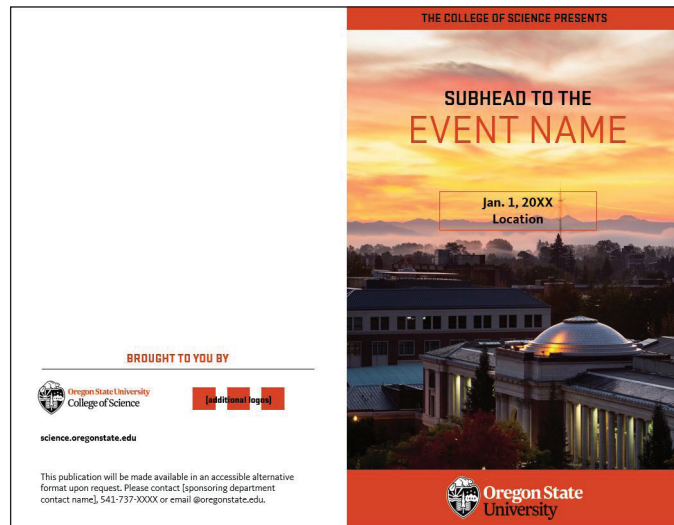
The institutional logo must be used on the front of all print materials.

Companion logos (including the College of Science logo) may not be placed on the front of materials. They may, however, be used on the back cover, next to contact information.

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

COS and additional logos here →

Example program

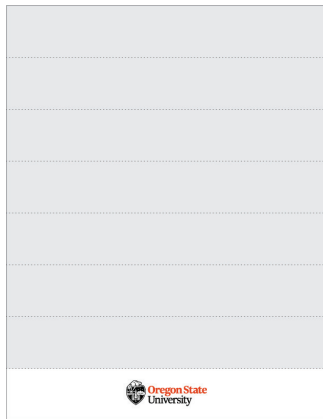


Unit or department name goes here.

Institutional logo goes here.

Back cover

Front cover



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 in the bottom bar to meet design needs.



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



The amount of clear space surrounding the horizontal institutional logo must be no narrower than the width of the "O" in Oregon State.



The amount of clear space surrounding the vertical institutional logo must be no narrower than the width of the "Or" in Oregon State.



Companion logos are allowed on the following stationery: letterhead, notecards, notepads and branded Post-it Notes. Due to printing and size restrictions, companion logos are not allowed on envelopes.

Minimum logo size:
1.375 inches (actual size)



The Colors



Orange is the most important color in the Oregon State color palette and must match **Pantone 1665** from the regulation Pantone swatch book. If you do not have access to this swatch book, match to the latest official **Brand Color Palette card**, which is available from University Marketing.



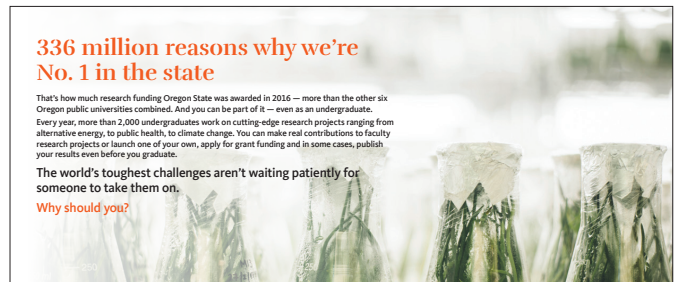
Tints and shades of the brand colors are **not** permitted. The **only** exceptions to this rule are Paddletail Black and Bucktooth White for readability over photos.

Example 1: Black as opacity fading into photo for readability of logo



Within illustrations, use of the Oregon State color palette is recommended, but it is not required. There are limited circumstances in which illustrations may be used:

- » Events on an OSU campus
- » Magazines
- » Scientific illustrations
- » On-campus awareness campaigns
- » Holiday cards
- » Motion graphics



Example 2: 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 (e.g. 1234), not hanging (e.g. 1234).

Kievit Office

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

Use of a unique font is only permitted when the font style is integral to the illustration. All other text needs to use the brand fonts.



Please keep in mind:

- » Rufina Stencil defaults to using hanging numerals (e.g. 1234). OpenType features must be changed to Proportional Oldstyle to ensure full-height numerals (e.g. 1234).
- » Microsoft 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.