

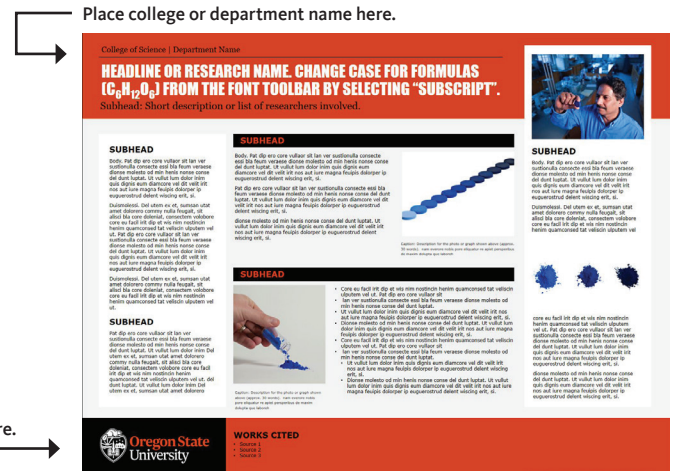
# Oregon State Research Poster Guide

The layout, text and graphics in branded templates can be altered to match the requirements of the piece. However, brand rules regarding logos, color palette and fonts may not be broken.

## The Logo

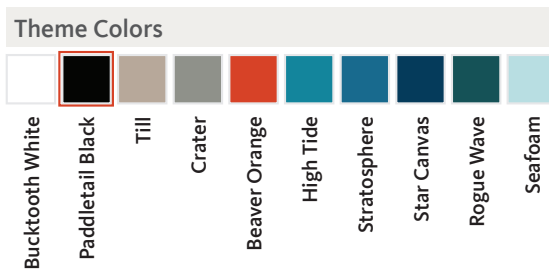
The crest and wordmark of the logo may not be broken up, removed or altered, and must be placed on the front of all print materials in the bottom-most section.

Companion logos (such as those for the College of Science, College of Engineering, etc.) cannot be placed on the front of materials. In research posters, the name of the college and department may be listed at the top, above the headline.



## The Colors

Research poster templates contain a limited number of approved brand colors. Colors not included in the brand theme are not permitted, unless they are part of an illustration, photo or graph.



## The Fonts

Below is a list of the alternative fonts and a description of when to use them.

Brand Fonts	Alternative Fonts	Usage
<b>Stratum2</b>	<b>Impact</b>	Display font for use in headlines at <b>18 points or larger</b> . Use lighter weights for subheads smaller than 18 points. Never use for body copy.
<b>Rufina</b>	<b>Georgia</b>	Serif font used for headlines and subheads at <b>10 points or larger</b> . Never use for body copy.
<b>Kievit Office</b>	<b>Verdana</b>	Workhorse font for smaller headlines, body copy and captions (typically between <b>5 and 19 points</b> ).

Minimum logo size:  
1.375 inches (actual size)