

**Third Edition
August 2007**

Graphic Identity Guidelines

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Letter from the President

August 1, 2007

OSU Community:

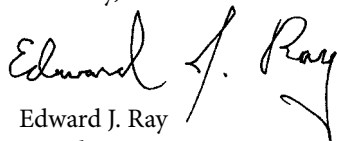
Our most important contributions to society over nearly a century and a half have always been our graduates. Their achievements in many fields of human endeavor make us proud.

Now, as we set a course for ourselves for the long-term with our Strategic Plan for Oregon State University, I ask you to join in using our graphic identity as you communicate with our various publics about our contributions and aspirations for the future.

The Graphic Identity Guidelines became effective in April 2004 as university policy, with a phased-in transition period that was completed by June 2006. Except for permanent signage or by exception through the Office of the Vice President for University Advancement, full compliance with the graphic identity standards is expected.

Thank you for your work on behalf of the university. If you have any questions on these policies, please contact Melody Oldfield, the Director of University Marketing.

Sincerely,

A handwritten signature in cursive script that reads "Edward J. Ray". The signature is written in black ink and is positioned to the right of the typed name.

Edward J. Ray
President

Introduction

The OSU Graphic Identity Guidelines are at the center of the OSU communications strategy. They provide a roadmap for presenting the university in a cohesive and powerful way to our diverse internal and external audiences.

The guidelines consist of an integrated system of graphic elements, including:

- University logo
- University seal
- OSU-Cascades Campus identity
- Beaver logo
- Athletics OS logo
- Color palette
- Stationery and presentation system
- Web templates

The guidelines assist communicators in the consistent and effective use of these graphic elements across all media — print and electronic.

WHO ARE THE GUIDELINES FOR?

All academic, research, outreach, student services and administrative units of Oregon State University that are funded through or by the university, and are not legally autonomous, must follow the guidelines that are described here. Outside agencies that create print or electronic materials for any OSU units are also required to follow the guidelines.

Student organizations may use the OSU logo in their print and electronic materials, but it is not required. If students do use the logo, the graphic identity guidelines must be followed.

WHEN TO USE THE LOGO

All print and electronic communications materials, published by Oregon State University for internal and external audiences, must display the logo. This includes stationery, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, case statements, posters, billboards, banners and other environmental graphics, advertising, Web sites, video, DVD, CD, film, PowerPoint presentations and signage.

Type of media, design parameters and communication goals determine the most appropriate location for the logo.

- print: logo must appear on front (preferred) and/or back, if applicable (*see exceptions on page 5*)
- Web: OSU Web banner template must appear on all pages
- video, DVD, CD and film: logo must appear at the beginning (preferred) and or the end of the presentation
- PowerPoint: OSU PPT template must be used on all slides
- signage: logo must appear on kiosks, “you are here” panels, sandwich boards and other temporary signs that provide information for campus users and visitors (*see exceptions on page 5*)

Introduction

Exceptions and oversight

EXCEPTIONS AND SPECIAL CASES

Books published by the OSU Press or an outside publisher must carry the logo on the copyright page or in an equivalent position within the publication.

Scholarly publications that are copublished by OSU and other universities, nongovernment organizations and/or government agencies must carry the logo within the publication. The logo is not required on the cover.

Internal communications: The logo is not required on communications among faculty, staff and students that are strictly internal, such as memoranda, draft papers, meeting notes and internal event promotion (e.g., a faculty/staff retreat).

Building and portal signage: University policy is outlined in the Campus Master Plan and is managed by Facilities Services. The OSU logo *does not* appear on main portal signage, exterior and interior building signage, historical markers and street signs (see page 41).

Because of the breadth and diversity of life and work within the university, there are many other cases that require special consideration. These include:

- anniversary celebrations for colleges, departments or other units
- special events for fund raising or recognition
- special event series
- affiliate organizations (e.g., OSU Foundation, Alumni Association)
- special affiliations for accreditation or funding purposes

It is not possible to cover all of these exceptions in this guide. The general rule is to follow the spirit of the guidelines whenever possible. In situations where it appears difficult to comply, please seek advice and review from the Vice President for University Advancement.

GRAPHIC IDENTITY PROGRAM OVERSIGHT

The graphic identity program is administered through the Division of University Advancement, and policy questions or requests for a variance should be directed to the Vice President. The offices of University Marketing, Web Communications and Printing & Mailing Services work together to oversee implementation of the guidelines, provide consulting and ensure compliance. General questions regarding the guidelines and proper use of the marks should be directed to University Marketing.

Trademark licensing

COMMERCIAL AND PROMOTIONAL USES OF THE UNIVERSITY MARKS

OSU's Licensing and Trademarks Program works to promote, enhance and elevate the image of Oregon State University by authorizing the use of the university's name and logos on high quality and tasteful merchandise.

Oregon State University requires that all individuals, organizations, departments and companies, both internal and external, obtain prior approval before producing any product(s) that will display OSU Indicia, regardless of the method of distribution. This formal licensing program is administered through University Marketing and in partnership with the Collegiate Licensing Company (www.clc.com).

CLC is the nation's leading collegiate licensing and marketing representative. Formed in 1981, CLC assists collegiate licensors in protecting and controlling the use of their logos through trademark licensing.

The CLC Consortium consists of more than 180 universities, bowl games, conferences, the NCAA and the Heisman Trophy. Based in Atlanta, CLC provides its member institutions the expertise, resources and experience necessary to maximize licensing revenue potential through the power of consolidation.

In order to use the university's marks, a vendor must enter into a licensing agreement with OSU. A license is a written legal agreement between the owner of the trademark (licensor) and a manufacturer/vendor (licensee). This license must be in place before use of the marks.

Anyone or any business/organization wishing to use the university's trademarks or verbiage on any product must have a license before offering the product/goods for sale. This also includes sale to university departments, campus organizations and student recognized organizations. Premiums, promotions and advertising are included as well.

For more information, visit: oregonstate.edu/marketing/trademark/

The university logo



The university logos are registered trademarks and cannot be altered in any way



vertical logo



horizontal logo



simple logo

These three variations of the logo allow for flexibility of use in different media and formats. To ensure recognition beyond the Pacific Northwest, the "OSU" initials should always be used with the words "Oregon State University" and not used alone.

*** WEB FORMAT**

A special version of the OSU logo has been developed for the Web (see pages 37–38).

The university logo
Approved one-color options



Black
(tints of black 40% or greater
are acceptable)



Reverse logo on Black



PMS 166
(tints are NOT acceptable)



Reverse logo on PMS 166



PMS 876 metallic
(tints are NOT acceptable)



Reverse logo on PMS 876
metallic

*** DESIGN TIP**

For one-color print pieces that use a PMS color other than those shown above, always run the logo in reverse out of a solid color block. This helps to maintain the integrity of the OSU brand colors. Never reproduce the OSU logo in green.

The university logo

Approved two-color and four-color options



PMS 166 and Black



0c 70m 85y 0k Orange
and Black



PMS 166 and reverse
on Black background



0c 70m 85y 0k Orange
and reverse on Black
background



Reverse and Black
on PMS 166 background
(This version to be used on orange
or cooper background only.)



Reverse and Black on
0c 70m 85y 0k Orange
background
(This version to be used on orange
or cooper background only.)



Reverse and Black
on PMS 876 background



PMS 876 and reverse on
Black background

The university logo
Unacceptable variations or alterations



Different typeface
The Oregon State University logo was created as a unified graphic—no font substitutions are permitted



Special effects
No outlining, inlining, distortion or applying other special effects is permitted. A drop shadow is permitted if needed to highlight the logo. Contact University Marketing for guidance.



Relative positioning
Do not change the relative size or positioning of the two elements of the logo



Poor reproduction
Scanning the logo from a printed document or recreating the logo in any way is not permitted. Use only the logos provided by University Marketing.



Patterns
Do not fill the logo with a pattern or photo element



Wrong color
The logo should never be reproduced in any colors other than the official approved colors



Incomplete logo
Do not use the "OSU" symbol alone, without "Oregon State University"



Distracting background
The logo should never be placed on a background that distracts or overpowers the logo, or has a color value similar to that of the logo

The university logo

Minimum size and clear space requirements

MINIMUM SIZE

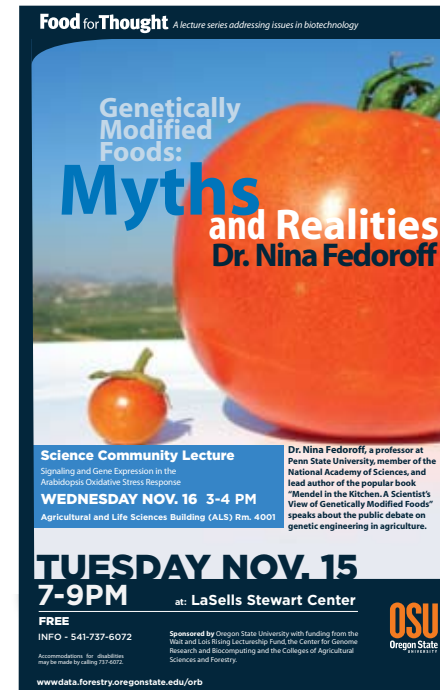
Size minimums are specified to ensure legibility in various media. The size specifications shown below are appropriate for print. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing, such as embroidered apparel. There may be situations where the OSU mark will need to appear smaller than the minimum shown here (e.g., lapel pins, pens and pencils, CD spine labels). Please consult with University Marketing if you have questions.



CLEAR SPACE

A specified clear space around the OSU wordmark ensures the integrity and impact of the mark. There may be cases where it is difficult to allow the full recommended clear space (e.g., a very small display ad) and your best judgment should prevail.

X = cap height of "O" and "S"
 Recommended clear space = 2X

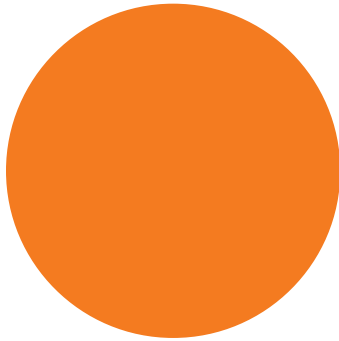


Text runs too close to logo in this example



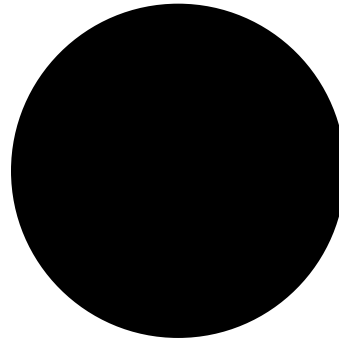
Logo has enough "breathing room" in this example

Official university colors



Oregon State University Orange

Spot PANTONE 166
 4/color 0c 70m 85y 0k
 Web e55302
 RGB 229r 83g 2b



Oregon State University Black

Spot PANTONE Black
 4/color 0c 0m 0y 100k
 Web 000000
 RGB 36r 32g 33b

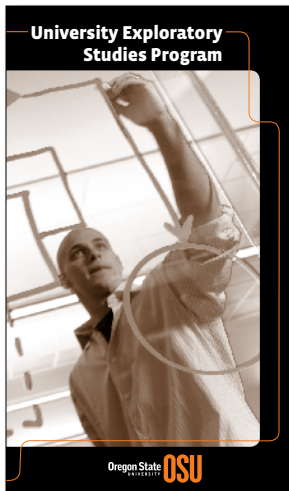
THE POWER OF THE BRAND

OSU Orange and Black are an integral part of the OSU brand. Using the university colors prominently on all communications reinforces the brand strength and taps into what audiences already recognize as OSU.

PANTONE 876 metallic bronze is an approved substitute for OSU Orange.

* DESIGN TIP

Do not screen the OSU Orange. Screening orange turns the color to pink.



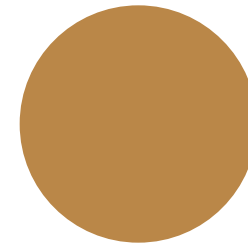
PMS 166 spot color



4/color process



PMS 876 metallic spot color



Oregon State University Bronze

Spot PANTONE 876 metallic

(For print only. No 4/color process, Web or RGB equivalent)

Companion logos

Companion logos have been created for the colleges, Extension and Extended Campus. Do not create your own. Variations on the design of the companion logo — such as the example shown below — are not permitted.



Alternative companion logos are not acceptable.

Academic departments and administrative units are not permitted to develop and use companion logos.

Approved companion logos are available for download at oregonstate.edu/marketing/download/.

UNIQUE LOGOS

Unique logos are not allowed for any academic, administrative and research units, without exceptions. Use of unique typographic or pictorial logos undermines efforts to build a unified OSU brand. Please contact the Vice President for University Advancement if you have questions or concerns.

The companion logo is available in three formats: vertical, horizontal and simple. The examples below show the approved design for each format.



Vertical companion logo

Extended Campus



Horizontal companion logo



Simple companion logo

Companion logos
Application

Summer Session '07

this summer... catch up. speed up. jump ahead.

- Choose from three, four, eight or 12-week sessions
- Stay on track for graduation
- Complete a prerequisite or degree requirement
- Finish a full y course sequence in one summer
- Enjoy smaller class sizes
- Save! Everyone pays in-state tuition

OSU
Oregon State
UNIVERSITY
Extended Campus

Schedule of classes now available online at summer.oregonstate.edu

Need a flexible schedule? Explore the variety of courses offered online. Classes start June 25th.

summer.session@oregonstate.edu; toll-free 1-800-375-9358 or 543-737-3476

Vertical companion logo

Oregon State University

Veterinary Diagnostic Laboratory

SERVICE We're Oregon's only statewide, public-supported diagnostic center for diseases affecting livestock and poultry, pets, and exotic and aquatic animals.

PROTECTION As part of the National Animal Health Laboratory Network, we provide a vital safeguard against livestock and public health epidemics.

EXPERTISE We run more than 40,000 tests on over 15,000 samples each year, drawing on our proficiency in pathology, microbiology, serology and toxicology; specimens are sent in from all 36 Oregon counties.

EDUCATION We provide tomorrow's animal and public health professionals with the skills they need for laboratory diagnosis of disease.

HEALTH We're Oregon's only laboratory authorized by the USDA to test and monitor for avian influenza, foot-and-mouth disease and other foreign animal diseases that could decimate Oregon's agricultural economy.

Oregon State UNIVERSITY | College of Veterinary Medicine

Horizontal companion logo

Companion logos

Unit branding strategies

SHOULD YOU USE YOUR COMPANION LOGO?

Colleges, Extension and Extended Campus are provided with companion logos, but are not required to use them. A second option is to “uncouple” the unit name from the OSU logo, which allows additional flexibility in promoting unit identity.

CASE STUDY: COLLEGE BRANDING STRATEGY

The College of Science developed a branding strategy that identified the college name as level 1 and the university logo as level 2. The college decided to “uncouple” their name from the university logo and display “Science” in a specific font (Univers Condensed). This provided the flexibility to increase the size of the college name for maximum impact and visibility. If the companion logo had been used, the name of the college would have appeared quite small in relationship to the other elements on the page.

Note that the college did not create a new logo for Science, just a consistent use of the Univers Condensed font. The same font is also used for headline and body copy throughout all of their print and Web publications.

Level 1:
College name



Level 2:
University logo

Companion logos

Unit branding strategies

UNIT BRAND IDENTITY

Academic departments and administrative units are not permitted to have companion logos. How do these units represent themselves effectively in their communications?

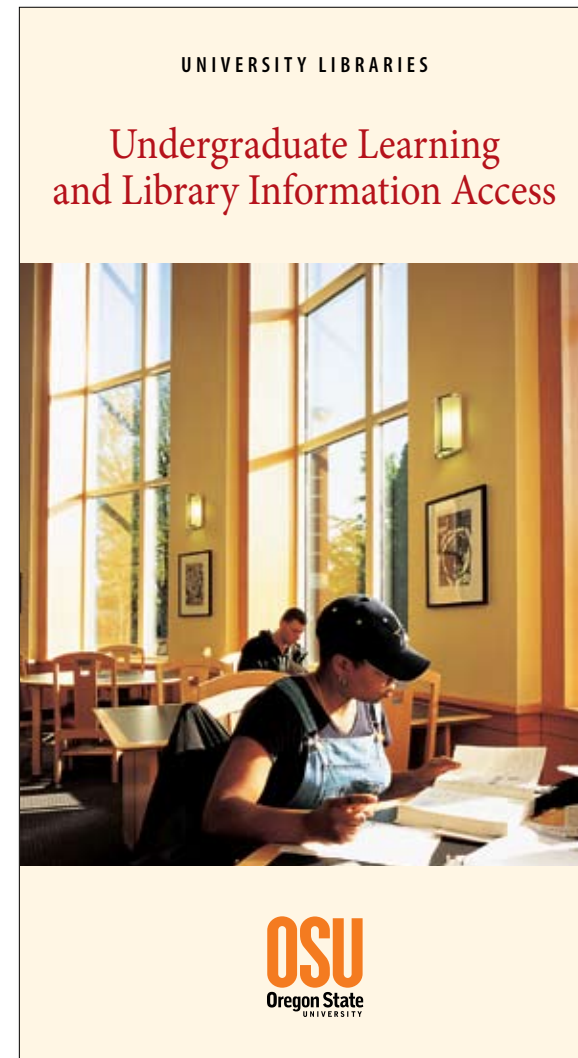
“Uncoupling” the department or unit name from the logo allows for flexibility in displaying your name. Two examples are shown on this page.

OSU’s flexible identity system does allow units to develop their own brand identity. Components of a unit branding system should include consistent and distinctive use of photography, illustration, type treatments and color (preferably from the extended color palette).

Note that the elements of a unit branding system:

- do not replace the OSU logo
- may not be attached to the OSU logo
- must follow OSU graphic identity standards

For help in developing a visual brand identity for your department or unit, contact University Marketing.



Administrative unit and department

University logo

Department

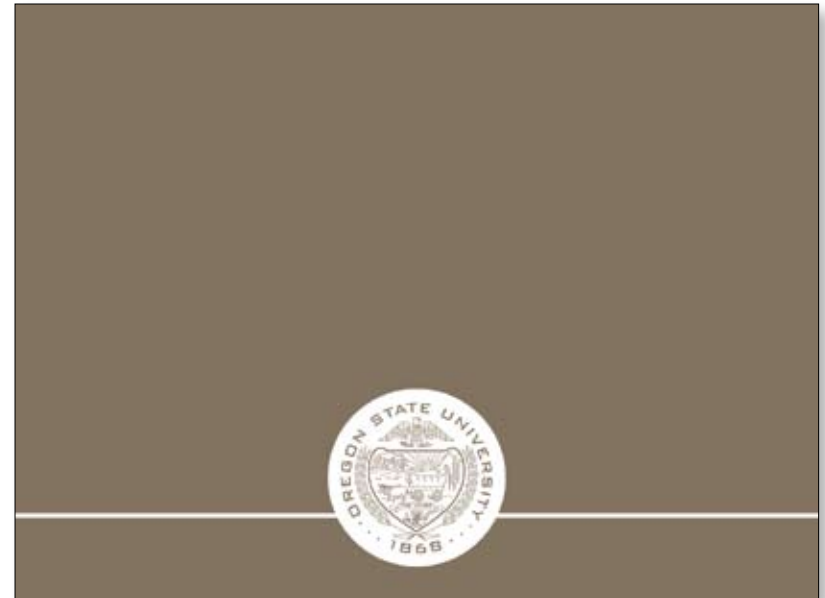


University logo

University seal

The university seal, adopted in 1888 from the State of Oregon seal, is reserved for use by the Office of the President or the Office of the Provost. Reproduction of the seal is restricted to scholarly, ceremonial or presidential purposes (for example, Commencement programs and university diplomas).

To use the seal for an appropriate purpose, you must obtain written permission from the Office of the President.



University seal on an official invitation from the President

Athletics spirit marks

GENERAL GUIDELINES

Oregon State University Athletics spirit trademarks are reserved strictly for use by the Department of Athletics and its entities.

In special circumstances, these marks may be used by other departments, organizations or individuals for communications that are specifically designed to promote OSU spirit. The Athletics spirit marks should never be used in place of the OSU logo or in publications representing the university's academic areas or research centers and institutes.

The OSU beaver and OS marks can only be used with written permission from University Marketing.

ADVERTISING

The use of the OSU Athletics logos, mascot, names or trademarks is prohibited in advertising that promotes non-Athletics related entities. Corporate sponsors of the Department of Athletics and licensed retailers of Oregon State University merchandise may use the marks in the promotion of their sponsorship or licensed merchandise only. Advertising copy approval is required. For more information, call Beaver Sports Properties at 541-737-8361 or the Trademark Licensing office in University Marketing at 541-737-3871.

ASSOCIATED USE

Written authorization and copy approval must be obtained from the Department of Athletics prior to any activity which would associate the names, trademarks, or logos of OSU Athletics with those of any association which indicates support for OSU Athletics or any of its programs.

The use of OSU Athletics logos, mascot, names or trademarks is strictly prohibited when such use does or will imply endorsement by the Department of Athletics. For more information, call OSU Sports Marketing at 541-737-9895.



The Beaver logo is the primary mark for OSU Athletics



The new Oregon State (OS) logo, and the accompanying logotype, are secondary Athletics spirit marks. They are used to represent Oregon State on fields of play and in the retail market.

Typefaces

LOGO FONT

The OSU logo is adapted from the font Bitstream™ Bell Gothic Black to create a unique arrangement of typographic forms. Always use the approved graphic for the OSU logo; do not recreate the logo using Bell Gothic or a similar font.

To maintain the unique look of the OSU logo, do not use Bitstream™ Bell Gothic Black for other applications, such as headline or body copy.

Oregon State

Unmodified Bitstream™
Bell Gothic Black
Letterforms in black
are modified to create
the OSU logo

Oregon State
UNIVERSITY

University logo with
modified Bitstream™
Bell Gothic Black
letterforms

UNIVERSITY

Unmodified Bitstream™
Bell Gothic Black
Letterforms in black
are modified to create
the OSU logo

STATIONERY SYSTEM FONT

Bitstream™ ZurichBT Condensed and Bold Condensed are used for the variable text in the OSU stationery system (see pages 25–31 for examples).

To maintain the unique look of the stationery suite, do not use this font for other applications.

O p J m

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345890\$%&(.,:;#!?)

Zurich Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
12345890\$%&(.,:;#!?)

Zurich Bold Condensed

IS THERE A UNIVERSITY FONT FOR OTHER APPLICATIONS?

The Graphic Identity Guidelines do not specify a particular font for university communications. OSU departments and units are permitted to use any font or family of fonts that best communicate their brand identity, with the exception of Bitstream™ Bell Gothic and Bitstream™ ZurichBT Condensed.

Stationery system

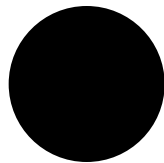
All colleges, departments and administrative units must use the OSU stationery system for university-related communications — internal and external. The approved color palette for all of the stationery components is PANTONE 166 (OSU Orange) and PANTONE Black (except for the folding business card and embossed note card, see pages 28 and 30).

The stationery system includes the following components:

- letterhead
- letterhead with auxiliary information
- standard business card
- folding business card
- standard note card and A6 envelope
- embossed note card and A6 envelope
- note pad
- fax cover sheet
- mailing label
- name tags



PANTONE 166



PANTONE Black

HOW TO ORDER

OSU Printing & Mailing is the official vendor for the university stationery system and all print orders should go through their office. All items are printed on recycled paper using soy-based inks. Standard letterhead, business cards and envelopes can be ordered directly online. For pricing and additional ordering information, visit the Printing & Mailing Web site at: printmail.oregonstate.edu/print/stationery.html.

Desktop templates for b/w letterhead, fax cover sheets, mailing labels and name tags are also available. The templates can be downloaded from the University Marketing Web site at: oregonstate.edu/marketing/download/desktop/

TWO-COLOR OR B/W LETTERHEAD?

Whenever possible, units should use the two-color letterhead and envelopes that are ordered through Printing & Mailing. This option is produced at an affordable price through a local offset printer on fine quality recycled paper. Using the two-color stationery is a good way to strengthen the OSU brand identity and ensure a high quality presentation that best reflects the excellence of the university.

The most appropriate use of the b/w letterhead is for mass mailings where the cost of the two-color letterhead could be too expensive. Check with Printing & Mailing to compare pricing.

Stationery system

Letterhead, business card and envelope



In special circumstances, a two-sided card is appropriate. Examples include: a second language, mission statement or funding partner logo. Request for a variance should be made to University Marketing. Contact Printing & Mailing for cost and ordering information.

Stationery system

Letterhead with auxiliary information



Northwest Multicommodity Marketing Research Program
Oregon State University, 126 Strand Agricultural Hall, Corvallis, Oregon 97331-2212
Phone 541-737-2331 | Fax 541-737-4574 | lpi.oregonstate.edu

Principal Investigator

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Dr. Aaron Johnson
Food Innovation Center
aaron.johnson@oregonstate.edu

Project funded in part with
a grant from the United States
Department of Agriculture

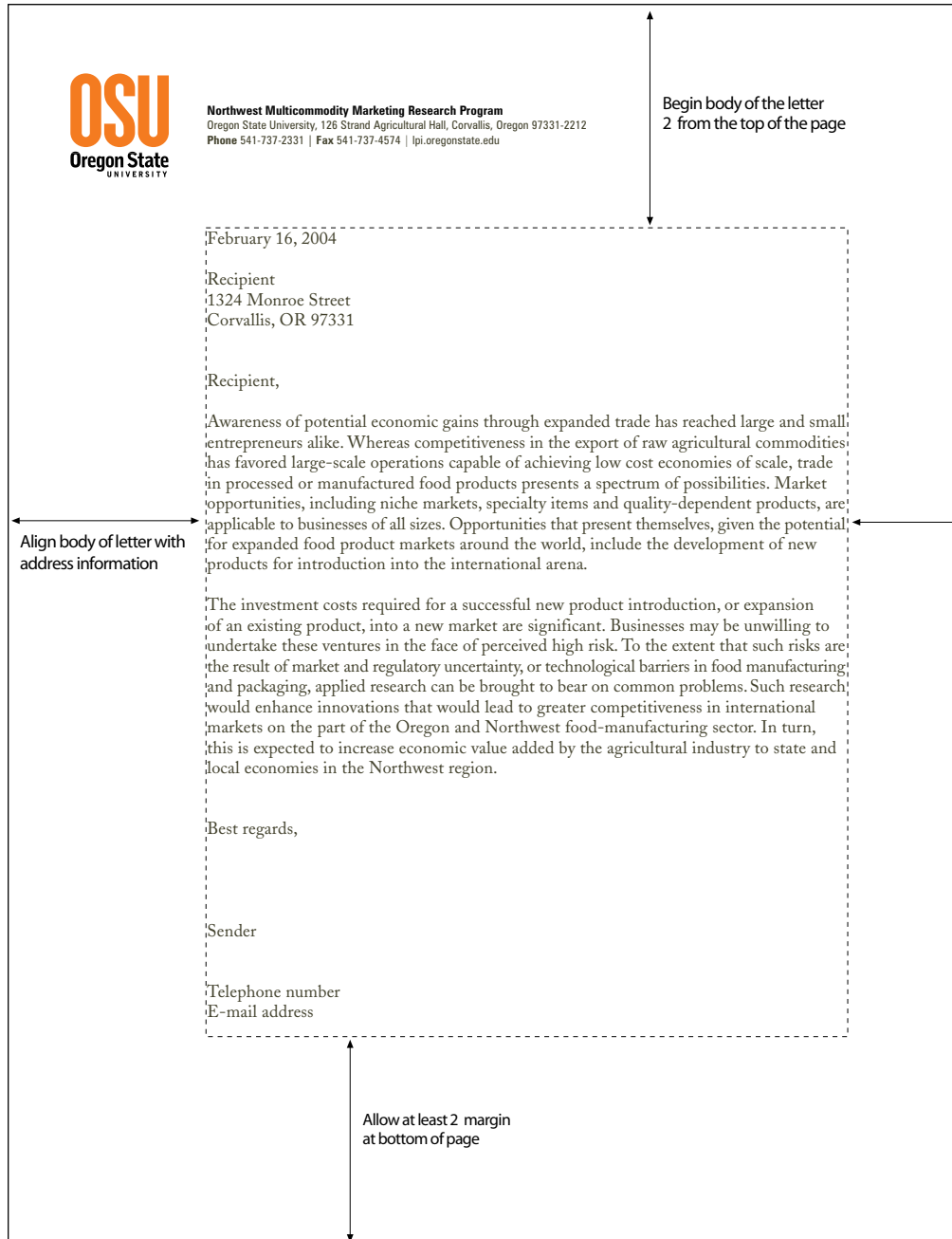


Auxiliary information is permitted
in the lower right margin as shown.
Contact Printing & Mailing for details
on how to order.

Logos of partner organizations are
permitted in special circumstances. The
logo must appear smaller than the OSU
logo. Please contact the Vice President
for University Advancement to request
use of a partner logo.

Stationery system

Letterhead user specifications

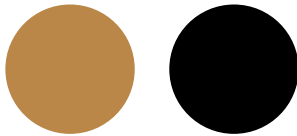


Recommended font and size: Times
New Roman (or a similar serif font),
11 point with 2 points of leading

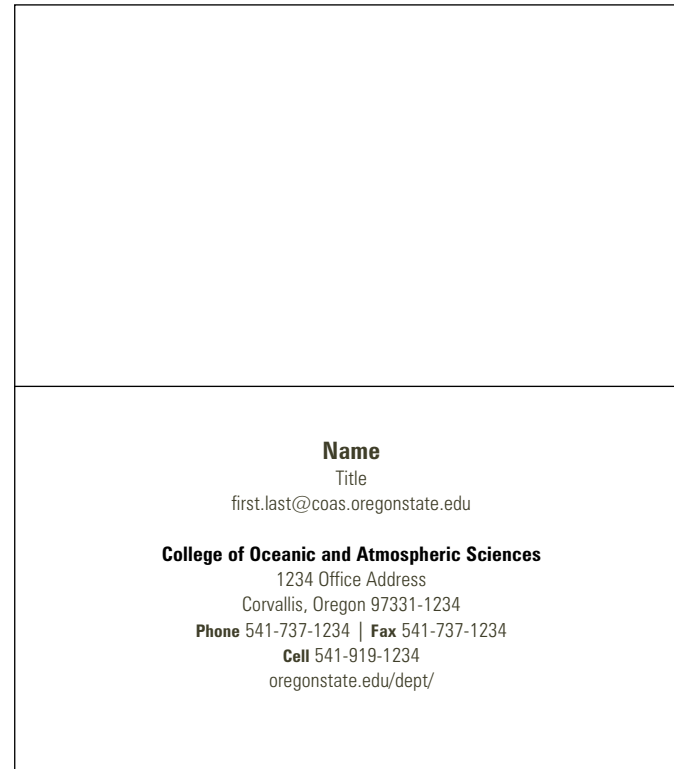
Stationery system
Folding business card



[Front] Folded size: 3.5" x 2"
Contact Printing & Mailing for details on cost and how to order



PANTONE 876 metallic PANTONE Black



A personal note
can be added here

[Inside] Unfolded size: 3.5" x 4"

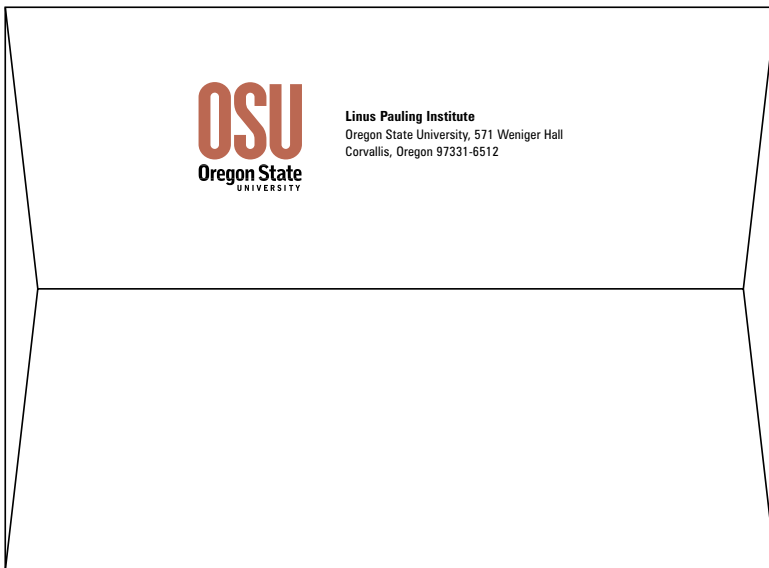
Stationery system
Note card and A6 envelope



Note card (front). Folded size: 6.25" x 4.5"



A college, department or unit name can be added to the note card. Contact Printing & Mailing for details on the cost.



A6 Envelope (back). Size: 6.5" x 4.75"

A6 envelopes are also available with the return address on the front upper left corner. The discount automated postal rate applies in this case.

Stationery system

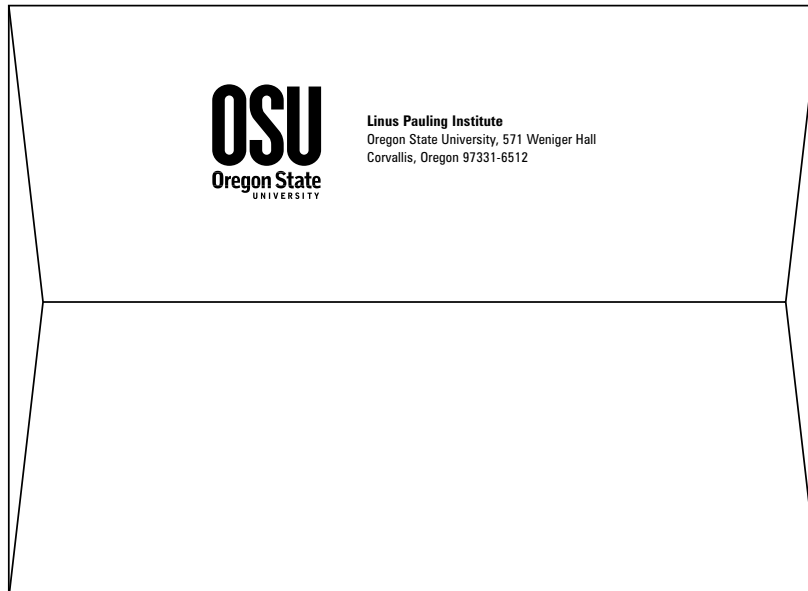
Embossed note card and A6 envelope



Note card (front). Folded size: 6.25" x 4.5"
These cards feature a blind embossed "OSU" printed on a deep orange paper.






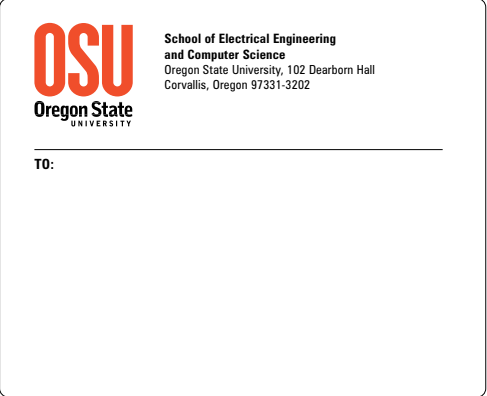
A college, department or unit name can be added to the note card.
Contact Printing & Mailing for details on the cost.



A6 envelopes are also available with the return address on the front upper left corner. The discount automated postal rate applies in this case.

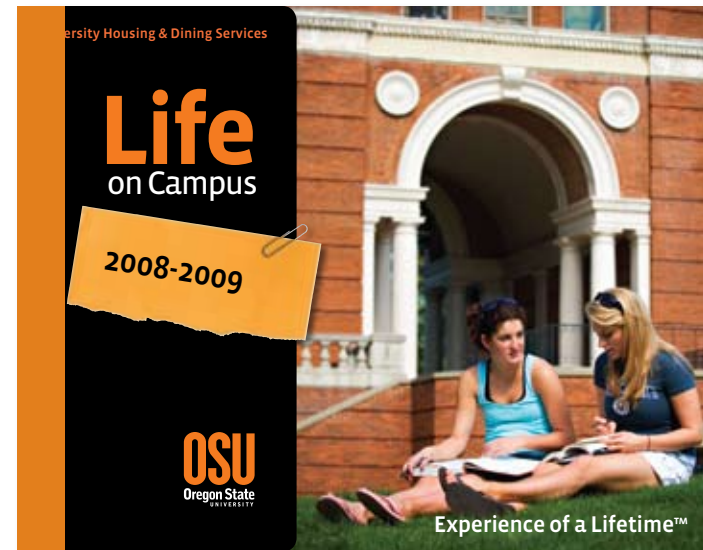
Stationery system

Fax cover sheet, name tag, mailing label and note pad

 <p>University Marketing Oregon State University, 102 Adams Hall, Corvallis, Oregon 97331-2004 Phone 541-737-3871 Fax 541-737-8955</p>	
<p>Fax Transmittal Information</p> <p>Date: _____</p> <p>From: _____</p> <p>To: _____</p> <p>Company: _____</p> <p>Fax Number: _____</p> <p>You should receive _____ page(s) including this cover sheet. If you do not receive all pages, contact 541-737-3871.</p> <p>Message: _____</p>	 <p>University Marketing 102 Adams Hall, Corvallis, Oregon 97331-2004 Phone 541-737-3871 Fax 541-737-8955</p>
	<p>Name tag: 4" x 2"</p> 
	
	<p>Mailing label: 4.25" x 3.625"</p> <p>Name Title first.last@oregonstate.edu</p> <p>Note pad: 5.5" x 8.5"</p>

All of these items are available in b/w or two-color through Printing & Mailing.
Desktop templates are available online at oregonstate.edu/marketing/download/

Applications



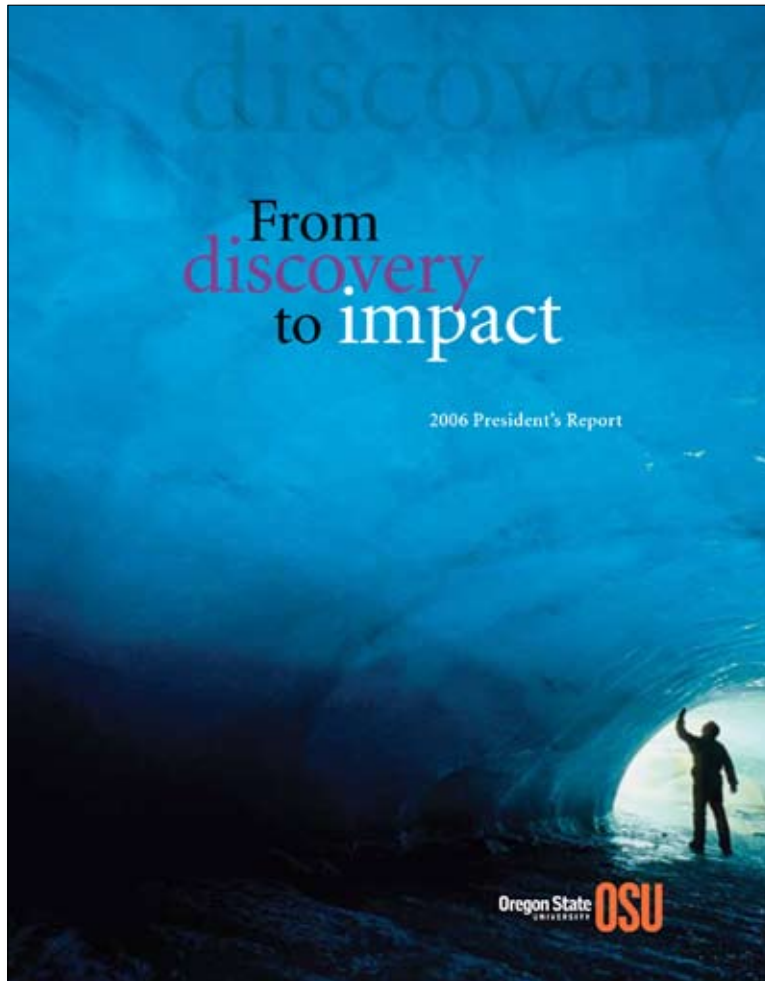
PRINT
4-color brochure cover [vertical logo]

PRINT
4-color pocket folder cover [vertical logo]

*** DESIGN TIP**
Less is more. Note that the OSU logo does not need to be large to still have impact on the page. This is especially true with the vertical logo because of the visual strength of the "OSU."

Applications

Print



PRINT

4-color book cover [horizontal logo]

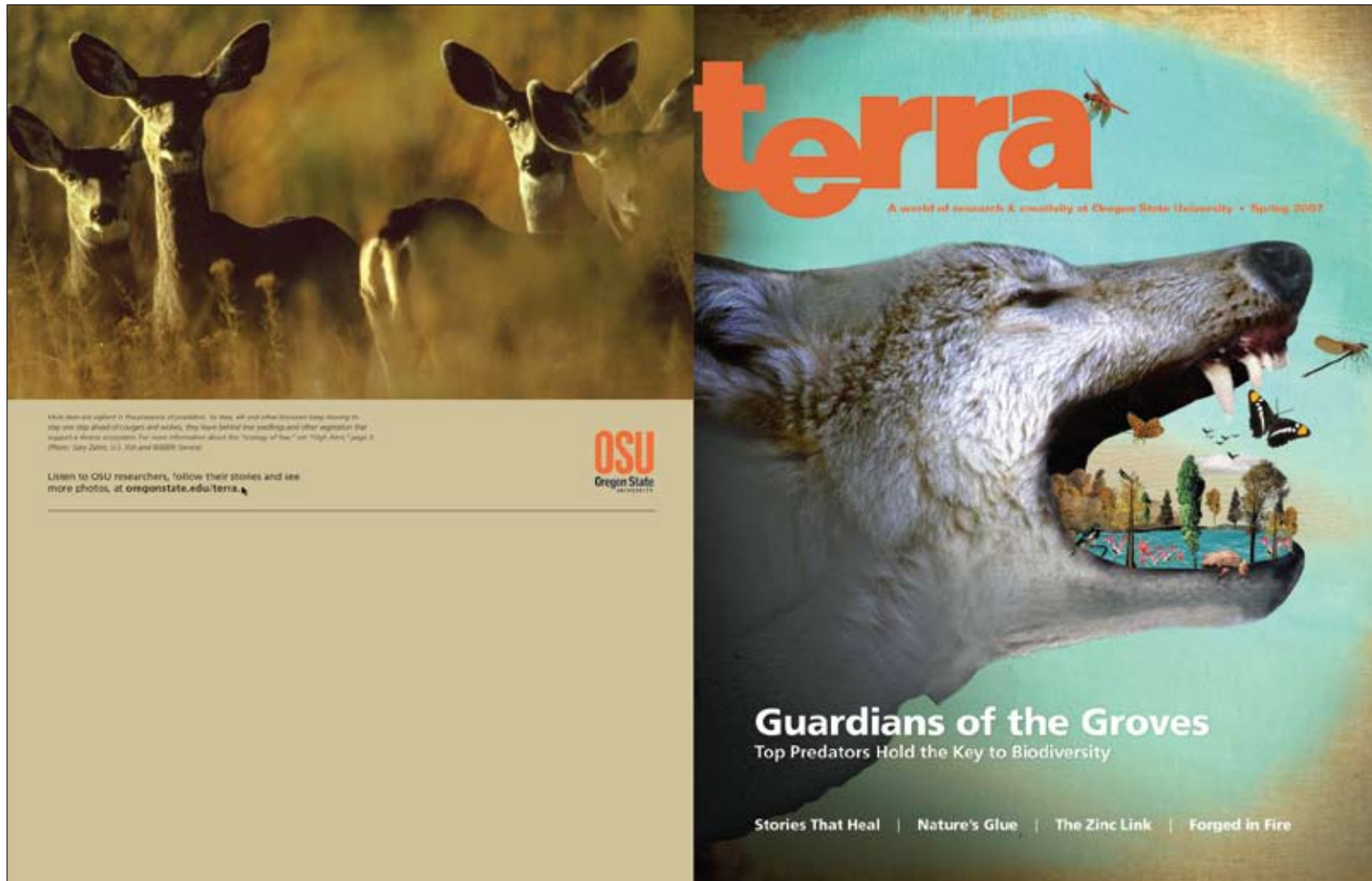


PRINT

4-color booklet cover [simple logo]

✳ DESIGN TIP

In most applications, the OSU logo should not be the largest element on the page. Common sense should prevail. Think of the logo as the "seal of approval" and not as a title or headline. The logo should never be used in a sentence or phrase to replace the words OSU or Oregon State University.



PRINT

4-color magazine, front cover and back cover [vertical logo].

*** DESIGN TIP**

This is a good example of an appropriate time to use the OSU logo on the back cover rather than on the front cover. Here, the magazine masthead "terra" is the dominant brand identity and the subhead "A world of research & creativity at Oregon State University" makes it clear where the publication comes from.

Applications

Advertising and video production

Paid advertising allows Oregon State University to convey important information to the general public through a variety of print and broadcast media. All university advertising must be in good taste and should not contain statements, illustrations or implications that damage the image of Oregon State University.

FOR ALL ADS

In general, the OSU logo should appear in all advertising, print or broadcast. Electronic versions of the OSU logo are available for use in the production of all video advertisements. If more than one university mark appears in an ad, the OSU logo must be the dominant mark.

All employment advertising must contain the university's affirmative action equal opportunity statement. Advertising for performance events should also include information about accommodations for people with disabilities. All print or broadcast ads must be approved by the Vice President for University Advancement, or the director of University Marketing, under the process for approval specified by and available from the Office of University Marketing.

PRINT ADVERTISING

Print advertising is commonly available in two forms: display advertising and classified advertising. Display advertising is sold by the column inch and may contain large type and illustrations. OSU has negotiated contract rates with the *Gazette Times/Democrat Herald*, *Bend Bulletin* and *Portland Business Journal*. Media contracts are negotiated through University Marketing and Contracts for best rates. For assistance in developing and placing display advertising or to add a media vehicle to the list of contracted vendors, contact University Marketing, 541-737-3871. OSU employees are not advised to contact media directly as special discounts are only available through University Marketing.

Classified advertising is sold by the word. In general, it offers little variation in type sizes and styles. OSU has negotiated special contract rates for classified employment advertising with the *Corvallis Gazette-Times* and the *Oregonian*. To obtain the contract rates and place insertion orders, contact: Classified Ad Department, *Corvallis Gazette-Times*, 541-758-9562; or Classified Ad Department, *Oregonian*, 503-221-8402.

In addition, the State of Oregon has a price agreement for discount advertising in the *Salem Statesman Journal*, *Bend Bulletin*, *Eugene Register-Guard*, *Daily Journal of Commerce*, *Medford Mail Tribune*, and *Pendleton East Oregonian*. To place advertising under the state contract, contact: TMP Worldwide, 800-441-1138. For further information on any of these contracts, contact Business Services, 541-737-2067.

PRINT

b/w display advertisement [simple logo]

Applications

Advertising and video production

BROADCAST ADVERTISING

Radio and television advertising requires sophisticated production and purchasing techniques. Production services for those media are not commonly available on campus. For assistance, contact University Marketing, 541-737-3871.

Prior to airing, all broadcast production must be reviewed and approved for airing by the Vice President for University Advancement or the director of University Marketing.

RADIO/AUDIO PRODUCTION

Advertisement/Public Service Announcement attribution: The words "Oregon State University" must be included in any OSU-produced advertisement or public service announcement. The same attribution must be used for any OSU audio production to credit the University for its production.

University credit for audio/sound bite use: Outside agencies or other entities using OSU audio/sound bites in programs not produced by OSU must be asked to credit OSU for the audio. A typical credit would read, "Audio provided by Oregon State University."

University identity on cover and label materials: The Oregon State University logo must appear prominently on all cover and label materials for packaging of OSU-produced radio/audio productions.

TELEVISION/VIDEO PRODUCTION

University attribution within video productions: The OSU animated logo will appear, full screen, in each professionally produced, OSU-sanctioned television or video production. This includes preproduced and live programming. Exceptions would be made for video productions that are part of a larger production. For instance, movies within a CD-ROM, DVD-ROM, or Web site would not have to carry the OSU animated logo, a still frame from the OSU logo or any other identifying graphic.

A standardized screen identifying OSU is available for approved uses from University Marketing, 541-737-3871.

Advertisement/Public Service Announcement attribution: The OSU logo should appear at a legible size at some time during the last 10 seconds of a video advertisement or public service announcement. The words "Oregon State University" shall be included in any OSU-produced video advertisement or public service announcement. If any other OSU mark is appearing, the OSU logo must be the dominant mark.

University identity on cover and label materials: The Oregon State University logo must appear prominently on all cover and label materials for packaging of OSU-produced television and video productions.

EXTERNALLY-PRODUCED BROADCAST MATERIALS

The broadcast guidelines described above apply to all materials produced for Oregon State University. Should a unit decide to use an outside agency for the development and production of broadcast materials, the vendor should be aware of and adhere to these guidelines in the same manner of compliance expected from University personnel.

WHERE TO GO FOR HELP

Additional information and assistance is available from University Marketing, 541-737-3871.



TELEVISION/VIDEO

RGB files for a standard black screen and white screen can be downloaded at: oregonstate.edu/marketing/download/

Applications

Web sites

WEB IDENTITY STANDARDS

The core of the OSU Web Identity Standards is a flexible template system. The basic, required element of the template is the OSU banner positioned at the top of every OSU Web page. The OSU banner uses the university colors (black and orange) and displays the OSU logo in a consistent format. It is the Web equivalent of standardized letterhead for print. Examples of the two approved versions are shown below.

Go online to find more information about the university Web Identity Standards, visit: oregonstate.edu/marketing/webidentity/

ACCESSING THE BANNER CODE

If your pages reside on the OSU Web server, you can use a simple script called a Server Side Include (SSI) to display the approved banner. The advantage to this option is that if any adjustments are made to the OSU Web banner, the banner on your site will automatically be updated. If your pages reside on another server, you will need to copy and paste the complete banner display code. To access the code for either scenario, please go to: oregonstate.edu/marketing/webidentity/banners.html



Black Web banner



Orange Web banner

Applications Web sites



Black Web banner



Orange Web banner

A FLEXIBLE TEMPLATE SYSTEM

The two examples above illustrate that there is a great deal of design flexibility in the template system. Units can select from a standardized "kit of parts" or create their own identity, as long as the approved university Web banner is in place on each page.

The example at right shows a home page that adheres more closely to the standardized template. Components from the template include a text site title, the simple navigation panel, plain content buffers and color selected from the recommended palette.



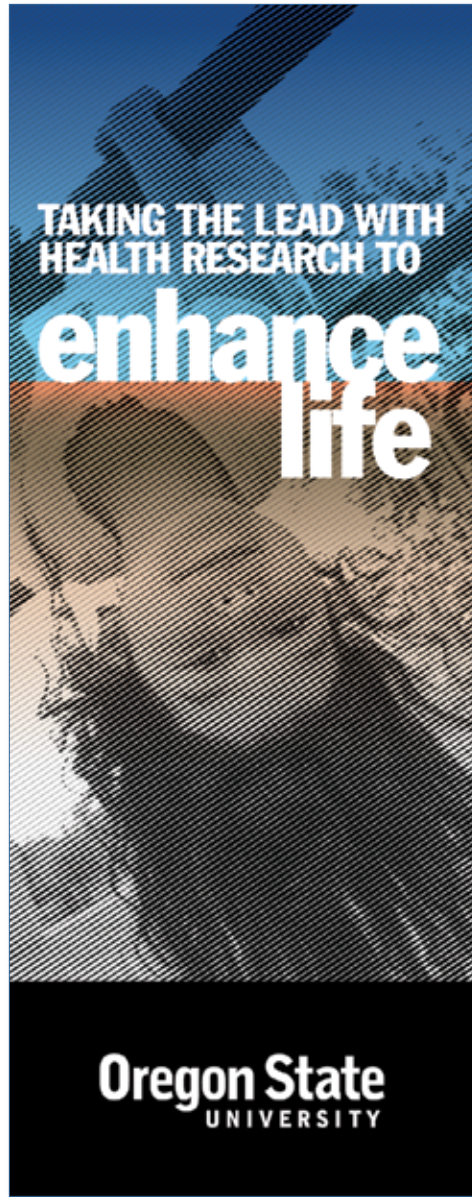
Applications
PowerPoint



Samples of OSU PowerPoint templates are shown here. The full set can be found online at: oregonstate.edu/marketing/download/

Applications

Environmental graphics



CAMPUS BANNER PLAN

OSU has adopted a campus banner plan for all outdoor banners. The policy is part of the official Campus Signage Plan, which was approved by the Campus Planning Committee and is managed by Facilities Services.

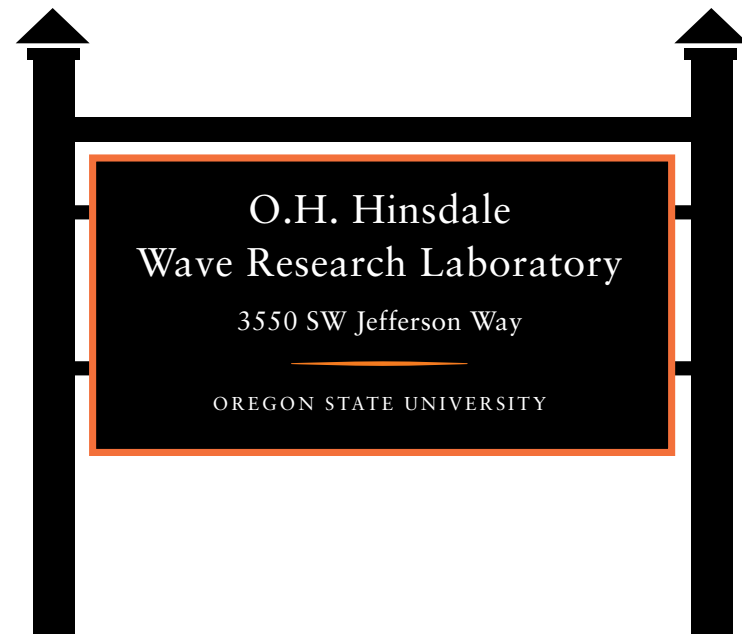
For information about the policy and to submit designs for review, contact University Marketing at 541-737-3871.

CAMPUS SIGNAGE PROGRAM

OSU has adopted a policy for design standards, materials, installation and placement for all exterior signs on campus. The signage policy includes the following categories:

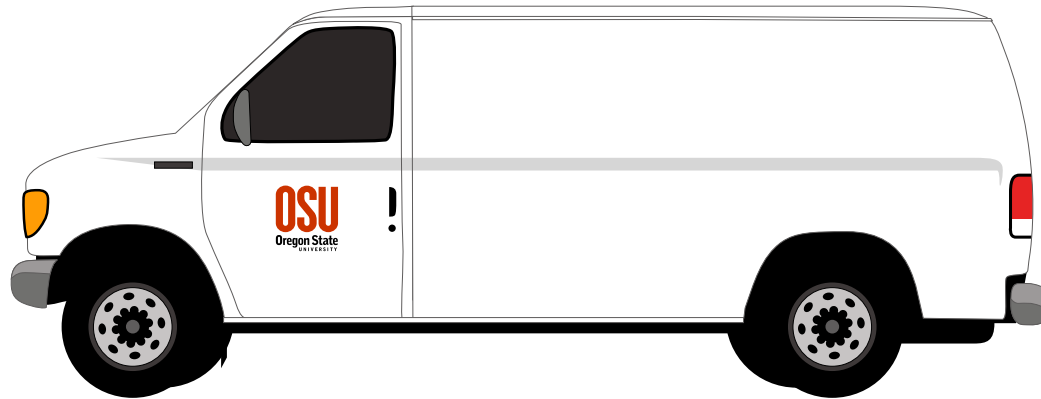
- campus portal signage
- primary and secondary building signs
- wayfinding identification, including kiosks, panel boards, “you are here,” sandwich boards and directional signs
- historic district identification
- memorials
- parking signs
- regulatory and accessibility signage
- temporary signage

All OSU signage is designed and installed by Facilities Services to ensure that standards are consistently implemented. Requests and questions should be addressed to the director of Facilities Services.



Primary building identification

Applications
Official vehicles



OFFICIAL VEHICLES

Official OSU vehicles (including vans, motor pool cars and shuttle buses) should display the OSU logo. Display of the logo at an appropriate size is a good way to extend the visibility of the OSU brand. All university graphic identity guidelines apply to vehicles.

Campus resources and contacts

OSU GRAPHIC IDENTITY PROGRAM

University Marketing
Amy Charron, art director
541-737-3869
amy.charron@oregonstate.edu
oregonstate.edu/marketing/graphicID.html

LOGO VARIANCE REQUESTS

University Advancement
Luanne Lawrence, vice president
541-737-4875
luanne.lawrence@oregonstate.edu

PERMISSION TO USE THE OSU SEAL

Office of the President
Ann McLaughlin, executive assistant
541-737-8260
ann.mclaughlin@oregonstate.edu

EXTENSION SERVICE AND EXPERIMENT STATION LOGOS

Extension and Experiment Station Communications
Evie Engel, publishing specialist
evie.engel@oregonstate.edu
Tom Weeks, communications associate
tom.weeks@oregonstate.edu
541-737-3311

WEB TEMPLATES

Web Communications
Carol Andrews, Web communications coordinator
541-737-0726
carol.andrews@oregonstate.edu
oregonstate.edu/marketing/webidentity/overview.html

EDITORIAL STYLE

University Marketing
541-737-3871
larry.luta@oregonstate.edu
oregonstate.edu/marketing/webidentity/editorial.html

MARKETING, ADVERTISING AND CAMPUS BANNERS

University Marketing
Melody Oldfield, director
541-737-8956
melody.oldfield@oregonstate.edu
oregonstate.edu/marketing/

TRADEMARKS AND LICENSING

University Marketing
Melody Oldfield, director
541-737-8956
melody.oldfield@oregonstate.edu
oregonstate.edu/marketing/trademark/

OSU STATIONERY SYSTEM

Printing & Mailing Services
online ordering: oregonstate.edu/admin/printing/

COPYING, DIGITAL PRINTING AND PRINT PURCHASING

Printing & Mailing Services
Cheryl Lyons, interim director
541-737-3979
cheryl.lyons@oregonstate.edu
oregonstate.edu/admin/printing/

MAILING SERVICES

Printing & Mailing Services
mailing.services@oregonstate.edu
oregonstate.edu/admin/printing/

A complete list of campus units that provide communications support can be found on the Web at oregonstate.edu/marketing/graphicID/contacts.html