

OUR COMPANION LOGOS

COMPANION LOGOS: USAGE

The Oregon State University master brand architecture system provides for companion logos for colleges and select units. Creation of companion logos is subject to approval from the dean/department head and University Relations and Marketing.

Companion logos cannot be placed on the front of materials but may be used on the back cover, next to contact information. They may also be used on stationery and promotional products.

Similar to the institutional logo, the College of Engineering companion logo is composed of two parts: a crest and a word mark. The word mark is a custom letterform and cannot be replicated by typing the letters.

TWO COLOR/CMYK/RGB

For all full-color reproductions, the crest must be black and placed on a field of white. Whenever possible, the word mark should be two-color, using combinations of beaver orange, paddletail black and bucktooth white. Colors should provide enough contrast with the background color or image.

ONE COLOR

When two-color printing is not an option, one-color prints are allowable (e.g., promotional items or black and white copies).

CONFIGURATIONS

The crest and wordmark may be separated for select applications, such as banners or promotional products, however, both elements must always be seen in the same field of vision.

COMPANION LOGOS: APPROVED VARIATIONS

TWO COLOR/CMYK/RGB



Oregon State University
College of Engineering



Oregon State University
College of Engineering



Oregon State University
College of Engineering



Oregon State University
College of Engineering



Oregon State University
College of Engineering



Oregon State University
College of Engineering

ONE COLOR/TRANSPARENT



Oregon State University
College of Engineering



Oregon State University
College of Engineering



Oregon State University
College of Engineering