

Frequently Asked Questions

1. What is the name of the university? Has it changed?

The university's name is Oregon Institute of Technology. That has not changed, nor will it.

2. What is the official logo of the university?



This logo was created by Bill Goloski, Publications and Graphic Design Manager in the Oregon Institute of Technology's Marketing and Communication Department. It became the official logo of the university in January 2012.

To learn more about the guidelines and standards for using the logo, please visit

oit.edu/faculty-staff/marketing/guidelines-procedures.

3. What is the grammatically correct way to write Oregon Tech in regular text?

The nickname should be written as Oregon Tech in all instances. It is not necessary to capitalize any other letters of our nickname, except for O and T.

4. Can you create a logo for my campus/department/event?

There is only one logo which is the Oregon Tech block logo as shown above. We are one university and we are all identified by that logo. We do not create logos for departments or events.

5. How do I request promotional materials, photography services, or web changes for my department?

Fill out the Marketing Request Form on MyOIT under the Faculty/Staff tab, under the General heading. For more detailed instructions, go to:

oit.edu/faculty-staff/marketing/guidelines-procedures.

6. How long does it take to fill my request?

That greatly depends upon your request. It is best to allow us as much time as possible to fill your request. The more time we have, the more energy we can devote to providing you with the best possible quality. Brochures generally take 4-6 weeks. Promotional materials for an event should be requested approximately a month before the event.

7. Who pays for the materials?

Your department will generally pay for the materials you request. When you make a request, be sure to have your department index ready to provide.

8. If I have text/copy for my materials, how do I submit that to you?

We prefer that you send us everything in a plain Word document.

9. Can you take my Publisher document and “spruce it up” a bit?

Again, we prefer to create things from scratch. We do not work in Publisher. We use professional industry standard software (Adobe Creative Suite). Text/copy should be sent in a plain Word doc.

10. If I request work from Marketing and I have photos to provide, will you use them?

We want your product to be top quality and that includes good quality images. We will look at your photos and let you know if they will work for your publication.

Generally, we can take the photos for you. We use high resolution images and also pay close attention to composition of the image.

Images taken with a cell phone, pulled from the Web, and taken with many regular cameras may not have a high enough resolution. For print publications, all photos must be at least 300 dpi. The Web shows everything at 72 dpi.