Oregon TECH

Graphic Identity Guidelines
Marketing Department

www.oit.edu
Hands-on education for real-world achievement.

Hello,
We're the Oregon Institute of Technology, but you can call us Oregon Tech for short.

Oregon Tech wishes to present a consistent identity to the public. This guidebook is designed to help all members of the campus community to better understand the institution's core symbols and their appropriate use.

These logos serve as readily identifiable symbols that reinforce the Oregon Tech name and give a sense of unity to our publications, stationery, websites, merchandise, and other forms of communication. We invite you to use these designs with pride, reinforcing the quality of an institution that grows in reputation annually. The guidebook is the work of corrective action to enforce the consistency of the institution's communication efforts, and will prove useful to you in your correspondence and other publications.

Thank you for your attention to this important matter.

Sincerely, Marketing

The Oregon Tech tagline, Hands-on education for real-world achievement, *was developed in 2008 by Jon Lee + Associates Brand Strategy & Development of Portland, Oregon. The tagline process was initiated by the school's marketing committee in 2007, included many internally generated taglines, and involved a significant brand research project to develop and test concepts for the university's positioning, messaging and taglines. The tagline states, simply and directly, the school's distinctive position concept—hands-on/applied learning—and its benefit to Oregon Tech's students.*

While use of the tagline is encouraged, as is focus on the position concept it expresses, in many cases its use is optional. These Graphic Identity Guidelines have been expanded to include information and examples for use of the tagline in the context of other graphic and textual elements.

Oregon TECH

Owl's eye graphic

Institutional seal

Athletics

Logos

These are the official logos of Oregon Tech. They are the only logos that should be used to represent the institution. Offices and departments at Oregon Tech do not have permission to create their own logos or visual identifiers.

When referring to Portland-Metro in documentation, it should be referred to as either "Oregon Tech Portland-Metro" or "Oregon Tech Portland-Metro Campus (in Wilsonville)."

These graphic identifiers are registered trademarks and may not be used by off-campus groups, or for business or fundraising purposes, without permission.

The owl's eye graphic is an accent identifier. It does not replace "Oregon Tech" and can only be used if the full logo is present elsewhere on a piece.

The institution seal is reserved for specific uses. Academic certifications, official documents and awards require the use of this graphic mark.

The seal is not approved for use on other campus materials, without expressed permission from the President's Office.

The athletics logo is used for publications, merchandise, and uniforms related to the Oregon Tech's athletics program.

Academic programs do not have permission to use the logo, unless their coursework is assigned in conjunction with Oregon Tech Athletics.

Color

There are official, defined school colors.

Blue

Pantone Matching System (PMS) **540**
CMYK process values: **100, 55, 0, 55**
RGB values: **0, 55, 103**
Hexadecimal: **00 37 67**

Gold

Pantone Matching System (PMS) **122**
CMYK process values: **0, 17, 80, 0**
RGB values: **255, 210, 79**
Hexadecimal: **ff d2 4f**

Black and white are the only other colors to be used with the institution logo. Specific uses of color are described in each section of this guide. Additional accent colors used in the design of publications require approval.

Examples

Seal

The Oregon Tech seal is designed to officially verify academic documents. Because use of the seal is restricted, it is not available on the website for downloading. Please contact the Office of the President prior to reproduction.

Full logo

The Oregon Tech block logo is a general identifier for use on institution publications, stationery, merchandise, web pages, and other graphic treatments. The proportions should never be altered. This logo can be reduced or enlarged to any size, as long as the proportions remain unaltered and readability is not compromised.

The logo must not be used in conjunction with other type, graphics, or logos to form a combined graphic element.

Reminder
You must get prior approval from the Marketing Department to use the logo on a sign or banner.

Logo with Location

There are times where it is approved to list the unique location or office below the Oregon Tech logo. The corresponding text should not be larger than the text of the Oregon Tech logo.

Please contact the Marketing Office to create an approved file for your use.

Oregon TECH

Clubs & Program logos

Student club logos will not appear on official Oregon Tech publications. Student Programs, as organizations that manage their own budgets, may have logos that appear on Oregon Tech publications, with approval by the Marketing Department. Student Programs are welcome to ask for assistance with designing their graphics from the Marketing Department.

If any student club or organization wishes to purchase services from a vendor with the intent of rendering a graphic on behalf of Oregon Tech, they are encouraged to contact the Marketing Office to ensure they receive highest quality artwork for production.
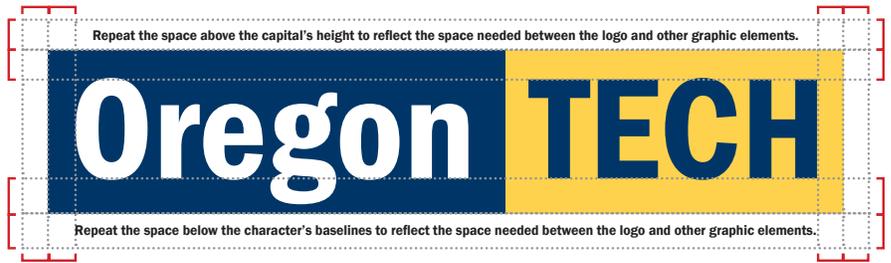
Space

The illustrations above details the buffer space requirement to be considered when using the institution's graphic identifiers.

Space is needed to prevent obstruction of the Oregon Tech brand with that of other visual elements and identities.

Placement

The graphic identifier must have prominence. Place the logo at the top of a piece at all times.

Where full-bleed ink coverage is feasible, a gold bar may extend from the right of the TECH block, and fill the header area of the piece.

Prominence is also achieved by centering the logo on the cover or front, where it is not overshadowed by other elements.

Which file do I need?

For **print**, there are two options:
".eps"– vector-based, high resolution format
".tif "– pixel-based, high resolution format

For **Web**, there are two options:
".jpg"– web-based, low-resolution format
".gif"– web-based, low-resolution format

Often ".jpg" files can be saved at a high resolution. However, they are lossy files, which reduce in file size and quality the more they are saved. For best results with a printed format, use either ".eps" or ".tif " formats.

Logos are available for download online at www.oit.edu/marketing. Camera-ready and digital copies of the logo are available from the Marketing Department.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of the Franklin Gothic - Demi Condensed set of characters approved for **Wordmark** use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of the Garamond set of characters approved for **copy** use.
It may also be set in **Bold**, *Italic*, and ***Bold Italic***s.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of the Franklin Gothic - Book set of characters approved for ***title and headline*** use.
It may be set in **Demi (bold)**, *Italic*.

Typeface

The typefaces chosen to compliment the Oregon Tech logo are Franklin Gothic and Garamond

The consistent use of these fonts is a simple way to establish continuity and present a professional, unified appearance.

Franklin Gothic - Demi Condensed is the only acceptable typeface for use of the words "Oregon Tech," or "Oregon Institute of Technology," unless it appears in the content of basic correspondence. If so, it should match the body copy's current formatting.

The recommended font for letter text on Oregon Tech stationery is Garamond. Body copy should be set in regular character style. Text may be bolded and italicized as appropriate.

Suggested formats include Garamond 12 pt. with single spacing or Garamond 10 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

Sans Serif Alternative
Alternative text separated as a call-out, sidebar, emphasis, or highlighted text is to be set in Franklin Gothic - Book. Text may be bolded and italicized as appropriate.

Suggested formats include Franklin Gothic Book 10 pt. with single spacing or Franklin Gothic Book 8 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

Titles and other headlines
Franklin Gothic - Demi is the only other acceptable typeface to be used for titles, headlines, subheadlines, or other dominate text.

Suggested formats include Franklin Gothic - Demi, 18 pt. with single spacing. Further bolding, italicizing, and underlining is unnecessary given the contrast between text size and character sets.

Oregon TECH

Addressee's name
Organization name
Address line 1
Address line 2
City, State, Zip

Oregon Institute of Tech...
Office or department nam...
3201 Campus Drive
Klamath Falls, OR 97601

Month Date, Year

Lorem Ipsum,

Sed tempus commodo auctor. Aenean mattis felis vel erat suscipit ullamcorper eu adipiscing ante. Nulla facilisi. Integer sed facilisis neque. Aliquam viverra, est nec vulputate interdum, ligula diam semper enim, quis sagittis ligula dui sed lectus. Praesent nec nulla eu orci venenatis accumsan. Donec laoreet facilisis urna, nec semper leo porta ut. Maecenas dignissim ultricies mauris, vitae iaculis diam ultricies vel. Phasellus tempus luctus nisi sed dignissim. Donec vitae mauris a odio vulputate pharetra in a est. Vestibulum mattis dignissim tellus, ac lacinia tellus posuere sit amet. Suspendisse sed dui eu augue egestas mattis id volutpat quam. Vestibulum vulputate sapien ut arcu malesuada at scelerisque justo elementum. Fusce adipiscing metus id libero tempus dictum.

Duis dui mauris, rutrum ac hendrerit semper...
pharetra elit. Nulla augue lectus, dapibus vel cursus sed, lacinia in neque...
nec turpis turpis. Phasellus eget vulputate nu...
id nibh. Vivamus nec lorem vel tortor gravida consequat ut vitae leo. Pell...
porta suscipit feugiat, libero dolor faucibus quam, vel consequat ante sapi...
magna in risus mattis tincidunt. Nullam at orci ut velit consectetur ornari...

Donec nibh tortor, porta vitae variu...at, sagi...is velit mas...
sociis natoque penatibus et magnis dis parturient montes, nascetur ridicu...
non dapibus velit. Maecenas gravida massa vel sapien auctor adipiscing. A...
at interdum eget, suscipit et justo. Suspendisse in lobortis massa. Praesent...
tincidunt vitae, scelerisque at tellus. Ut eget...
leo. Nunc lacus arcu, hendrerit eu lobortis at, rhoncus nec nibh.

Closing,

Your name
Job title, Office or department

Hands-on education for real-world achievement.

Calibri, Bold, 11pt — **Name, accreditations**
Calibri, Italics, 11pt — *Job title*

Calibri, Bold, 11pt — **Oregon Institute of Technology**
3201 Campus Drive, Klamath Falls, OR 97601
Calibri, 11pt — e-mail@oit.edu | 541.885.0000 (office) | 541.885.0000 (fax)

www.oit.edu

Stationery

Letterhead and envelopes
Departments and offices on campus are urged to use the official institution stationery for correspondence. We encourage offices to use the general Oregon Tech letterhead, which does not specify office or department. Your department will be specified in the content of your letter, and on the outside of the mailing envelope.

IF YOU BELIEVE THAT YOU HAVE A COMPELLING NEED that requires specialized stationery, please contact Marketing to discuss your request and the design criteria.

Electronic Templates
Templates for Oregon Tech letterhead are available for use on your computer. These formats enable you to print stationery directly from your computer or to send it electronically. Links to the templates are available online.

Business Cards
Business cards serve to relay contact information. Extensive lists of accreditations, certifications, professional organizations, or other logos and graphic identifiers not directly related to Oregon Tech are not permitted.

Ordering
When you run out of cards or stationary, send a request for new cards to your department administrative assistant, who can order them through the Document Resource Center online ordering form.

Digital Signatures:
E-mail from your oit.edu account is digital stationary, and therefore should remain consistent with the graphic identity of the institution. *Your e-mail signature serves the exact same purpose as business cards,* and should include basic contact information. Please follow the guidelines when setting up your signature to reflect our professional appearance.

Extending the web address to one, relevant page in the oit.edu domain (example: www.oit.edu/admissions) is permitted. Promoting a link outside of Oregon Tech is **not** appropriate.

Adding other phone numbers, such as a cell phone, is permitted.

Due to font restrictions with digital correspondence, please use Calibri as a default typeface, in a dark blue color.

Images of logos increase file size and are not recommended.

Have a Marketing Request?

To request assistance from the Marketing Department, start by accessing the Marketing Request Form in the TECHweb.

Your contact information will be automatically updated on the form. Please be prepared to provide the following:

1. The type of project you are working on (brochures, news release, poster, etc).
2. The date you would like to receive the finished product.
3. Which Index code will be charged for the project costs.
4. Person who will ultimately sign off on the project (as well as the Budget Authority for the Index code, if these are not the same person).

After you have completed the request form, you will be contacted by someone in the Marketing Department to get more details about your project. Some additional questions could include:

1. Who is the intended audience of your project?
2. What kind of specifications will your project have? (weight of paper, color or black/white ink, total quantity needed, etc)
3. Will you also need mailing services?

At this point, your project will be assigned to the Marketing Department staff member who can best address your needs, and you will be notified when a proof is available for approval. At any point in the process, or even if you have general questions, you may contact Marketing at (541)885-1162.

Outdated Material

Please remove, discard, or recycle any materials that use the old logos. They are no longer used.

The Tagline

The tagline may be used whenever the Oregon Tech logo is present. Using the tagline without the logo in general proximity is not allowed. In general, the tagline should have less visual "impact" than the logo.

The tagline is a companion element to the logo in representing the school, and is not intended to stand alone. While the tagline is an important element of the Oregon Tech brand and message, it is not required in all cases. The size and placement are not regulated, but the messages is to act as a final message or closing. at the bottom of a publication or letter. It is recommended to be paired with the institution's website, www.oit.edu

Specifications
The Oregon Tech tagline must be set in Franklin Gothic Book Italics (or Oblique). The website must be significantly larger, set in Garamond.

Garamond - 36 pt

Franklin Gothic Book Italic - 12 pt

www.oit.edu
Hands-on education for real-world achievement.

Addendum

Location Name Transition:
Oregon Tech Wilsonville to Oregon Tech Portland-Metro

October 2017

Sample Usage Guidance for Transition from Wilsonville to Portland-Metro		
Current Usage	**New Usage**	**Notes**
Oregon Tech Wilsonville	Oregon Tech Portland-Metro	
Oregon Tech Wilsonville Campus	Oregon Tech Portland-Metro Campus (in Wilsonville)	Where appropriate, use "in Wilsonville" in parenthesis after use of Portland-Metro
Degree Programs at Wilsonville	Degree Programs at Portland-Metro Campus	In some instances it is awkward to just say *Portland-Metro* without adding *campus*
Oregon Tech's urban campus is located in Wilsonville, 18 miles from downtown Portland. The Wilsonville campus is designed to provide an industry-focused educational experience at the heart of Silicon Forest.	Oregon Tech's Portland-Metro campus is located 15 miles south of downtown, in the community of Wilsonville. The Portland-Metro campus is designed to provide an industry-focused educational experience at the heart of Silicon Forest.	
Oregon Institute of Technology serves students and employers in the Portland metropolitan area by offering university degree programs at the Oregon Tech Wilsonville Campus and the Willow Creek Center (WCC) in Beaverton.	Oregon Institute of Technology serves students and employers by offering undergraduate and graduate degree programs at its Portland-Metro Campus (in Wilsonville) and at the Willow Creek Center (in Beaverton).	
An Oregon Tech degree at the Wilsonville Campus blends theory and real-world practice in well-equipped laboratories and project-based courses.	An Oregon Tech degree at the Portland-Metro Campus blends theory and real-world practice in well-equipped laboratories and project-based courses.	
At Oregon Tech Wilsonville, students can…	At Oregon Tech Portland-Metro, students can…	