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LOGOS AND USAGE

Our logo has power. The “O” represents us at the highest level and serves as the centerpiece of our brand. It’s both an immediate identifier and a stamp of quality. It is, and should always be, the most consistent component of our communications.

The University of Oregon primary signature is the cornerstone of our identity system. It’s the most immediately recognizable signifier of the Oregon brand.

LOGOS AND USAGE

PRIMARY SIGNATURE

The UO primary signature consists of three elements: the Oregon O, the rule, and the university wordmark. Creating variations or making changes to the UO signature is prohibited.

The primary signature is to be used in its horizontal orientation wherever possible. In cases where the horizontal signature doesn't work due to design or space considerations, the stacked signature is allowed. As with the horizontal signature, color, size, and clear space requirements apply.

Do not create your own artwork for the UO signature. Creating variations or making changes to the UO logo or signature is prohibited.



NEED LOGOS?

The UO primary signatures are available at communications.
uoregon.edu/brand

UNIVERSITY OF OREGON
LOGOUNIVERSITY OF OREGON
WORDMARK

UNIVERSITY OF OREGON
PRIMARY HORIZONTAL SIGNATUREUNIVERSITY OF OREGON
PRIMARY STACKED
SIGNATURE

CLEAR SPACE AND MINIMUM SIZE

Maintain size and spacing standards when using the UD signature so our most important identifier is prominent, legible, and impactful.

The "O" signatures should never appear smaller than 3/8 (0.375) inches tall in print in either horizontal or stacked versions. Size signatures proportionally to meet this standard.

There is no maximum size limit, it should never be the most dominant element on the page. Instead it should live comfortably and clearly as an identifying mark. The "O" logo by itself may be used as a dominant element.

MINIMUM CLEARSPACE = 2X ON ALL SIDES



MINIMUM SIZE = 0.375" TALL



LOGOS AND USAGE

SIGNATURE
COLOR

The primary color option for the university signature is UO Green 356 and UO Dark Gray 445. It is intended to be used on white or lighter colored backgrounds. Do not use the signature over backgrounds that do not provide sufficient contrast.

Other permissible color options are shown to the right. The signature may never be used in a color combination not shown on this page.

Backgrounds shown are for illustration purposes only.



UO GREEN AND DARK GRAY



UO GREEN



BLACK



UO YELLOW AND WHITE



UO YELLOW



WHITE

INCORRECT USAGE

In addition to the examples provided, never treat the signature or signature elements in any of the following ways:

- Never attempt to recreate or redraw any part of the signature.
- Do not combine the "O" with other text.
- Do not add text, taglines, or graphic elements to the signature.
- Do not use the "O" as a decorative element.
- Do not resize the "O".



DON'T SET THE LOGO OR SIGNATURE IN UNAPPROVED COLORS



DON'T FILL ANY PART OF THE SIGNATURE WITH AN IMAGE

 The image shows the words 'UNIVERSITY OF OREGON' in green. A large, semi-transparent grey circle is placed behind the text, creating a shadow or glow effect. A red diagonal line is drawn across the text to indicate this is incorrect.

UNIVERSITY OF
OREGON

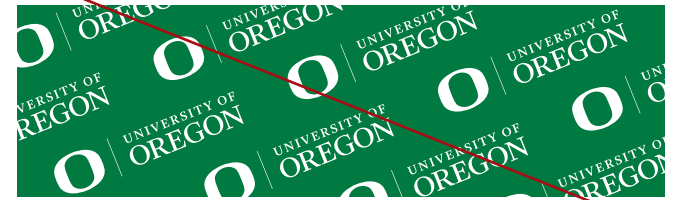
DON'T ALTER SIGNATURE ELEMENTS



DON'T APPLY SHOWS OR EFFECTS TO THE SIGNATURE



DON'T SACRIFICE LEGIBILITY



DON'T CREATE A PATTERN WITH THE LOGO OR SIGNATURE

 The image shows the University of Oregon logo and signature rotated at an angle. The 'O' is black, and the text is grey. A red diagonal line is drawn across the logo to indicate it is incorrect.

UNIVERSITY OF
OREGON

DON'T ROTATE THE LOGO OR SIGNATURE

 The image shows the word 'VOTE' in a serif font. The letter 'O' is colored green, while the other letters are black. A red diagonal line is drawn across the word to indicate it is incorrect.

VOTE

DON'T USE THE "O" AS A TYPOGRAPHIC ELEMENT

LOGOS AND USAGE

LUNDQUIST COLLEGE OF BUSINESS SIGNATURE

The Lundquist College of Business signature was specially created to be used on all college collateral including advertisements, fliers, PowerPoint presentations, Canva templates, and more. Make sure the college logo appears on all communications to ensure brand consistency.

In the instance where an ad or piece of collateral is too small to fit the complete college signature, just the "O" logo may be used. This option requires approval from the college's communications office.

The same clear space, minimum size rules, and color options apply to all Lundquist College of Business signatures.

UNIVERSITY OF OREGON
LOGOLUNDQUIST COLLEGE OF BUSINESS
WORDMARK

**Lundquist
College of Business**

LUNDQUIST COLLEGE OF BUSINESS
INFORMAL HORIZONTAL SIGNATURELUNDQUIST COLLEGE OF BUSINESS
INFORMAL STACKED SIGNATURE

**Lundquist
College of Business**

INDIVIDUAL LOGOS

The University of Oregon strongly discourages centers, departments, programs, clubs, and events from developing individual logos. The preferred method for Lundquist College of Business programs, departments, centers, and clubs to promote their identity is through the use of type treatments and other design elements following stated guidelines for design considerations. It is necessary to adhere to this standard for all college communications to maintain brand consistency.



NEED LOGOS?

The Lundquist College signatures are available at business.uoregon.edu/communications.

QUESTIONS ABOUT LOGO USAGE?

Contact Tamra Holmes, creative lead and senior graphic designer, at tamrah@uoregon.edu.

LOGOS AND USAGE

PORTLAND SIGNATURES

Lundquist College of Business— Portland

In instances where the college's Portland location cannot be conveyed in accompanying copy, the Lundquist College of Business—Portland logo may be used. Please check with the college's communications office before using.

The same clear space, minimum size rules, and color options apply to the college's Portland signatures.



LUNDQUIST COLLEGE OF BUSINESS—PORTLAND
INFORMAL HORIZONTAL SIGNATURE



LUNDQUIST COLLEGE OF BUSINESS—PORTLAND
INFORMAL STACKED SIGNATURE

LOGOS AND USAGE

SOCIAL MEDIA ICONS

The University of Oregon's visual brand is strongest when unified and consistent across all platforms. Therefore, it is encouraged that all social media accounts associated with the UO and Lundquist College only use the university-provided "O" logo for their icon. Departments, programs, schools, and centers should identify themselves through their account names, content, and imagery. The preferred icon for Lundquist College-affiliated accounts is green/white. Other options are shown to the right.



NEED ICONS?

Contact Tamra Holmes, creative lead and senior graphic designer, at tamrah@uoregon.edu.

GREEN/WHITE

YELLOW/GREEN

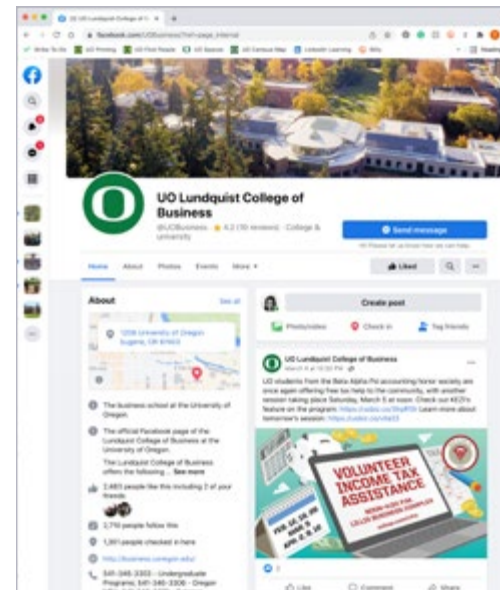
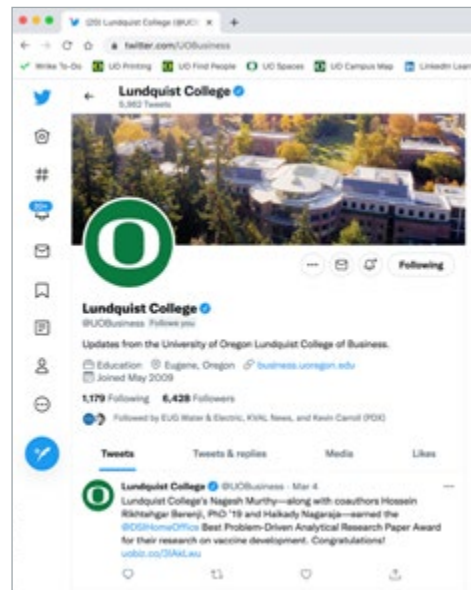
BLACK/WHITE



WHITE/GREEN

YELLOW/BLACK

BLACK/YELLOW



CONTENTS

3.1 Primary Colors

3.2 Accent Colors

BRAND COLORS

Color has been an important part of the University of Oregon brand for decades and is one of the most powerful and recognizable ways we express our visual identity.

The primary UO green and UO yellow are the go-to colors. Use accent colors sparingly to support the primary colors—it's usually best to stick with just one supporting shade in your communications.

Don't forget to build white space into your design. White space builds visual breathing room and can help focus attention on what's important.

3.1

BRAND COLORS

PRIMARY COLORS

The University of Oregon's institutional colors are green and yellow. These colors should always appear dominantly in your communications.

When using color builds, always use the color values listed here. They've been adjusted for the best reproduction in print and on screen, and meet accessibility standards.



UO GREEN

PANTONE 356 | CMYK 96-26-100-15 | HEX #007030



UO YELLOW

PANTONE 107 | CMYK 0-6-99-0 | HEX #FEE11A

BRAND COLORS

ACCENT
COLORS

The accent color palette was created to complement our primary colors. Use these colors sparingly, and always in a supporting role to UO green and yellow. Always choose color combinations that reflect the University of Oregon brand—taking care to not represent another institution.



LEGACY GREEN

PANTONE 3435 | CMYK 87-45-78-49 | HEX #104735



GRASS GREEN

PANTONE 362 | CMYK 75-15-100-2 | HEX #489D46



LIME GREEN

PANTONE 377 | CMYK 52-6-100-0 | HEX #8ABB40



CHARTREUSE

PANTONE 396 | CMYK 15-1-100-0 | HEX #E2E11B



DARK GRAY

PANTONE 445

CMYK 69-53-55-30

HEX #4D5859



MEDIUM GRAY

PANTONE 429

CMYK 18-10-10-26

HEX #A2AAAD



LIGHT GRAY

PANTONE N/A

CMYK 0-0-0-17

HEX #D8DCDA



BERRY

PANTONE 228

CMYK 40-100-40-18

HEX #8D1D58



DARK BLUE

PANTONE 3025

CMYK 100-65-37-20

HEX #004F6E



LIGHT BLUE

PANTONE 7710

CMYK 81-13-28-0

HEX #00A5B5