

# LOGO USAGE

The following is a summary of University of Oregon visual identity guidelines as they apply to the Lundquist College of Business. For more details, please refer to the UD Style Guide at [communications.uoregon.edu/brand](http://communications.uoregon.edu/brand).

## UO LOGO

The university logo is the cornerstone of the University of Oregon identity system. As the primary identifier of the university, the logo has been developed to consistently represent the university in all of its communications.

The UO logo and UO wordmark are used together to form the university signature. The signature can appear as a positive mark or reversed out of colored blocks.

The university signature consists of three elements: the Oregon O, the rule, and the university wordmark. The university block signature consists of two blocks, one enclosing the "O" logo and the other the University of Oregon wordmark. Each of the individual elements maintains a special relationship to the others and must not be altered.

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

## 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.

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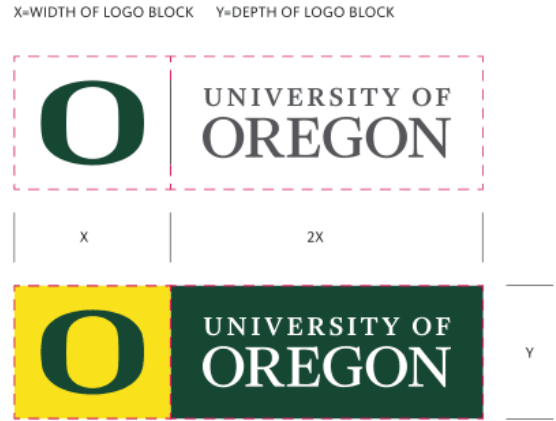
## NEED LOGOS?

University of Oregon and Lundquist College logos are available for download at [business.uoregon.edu/communications](http://business.uoregon.edu/communications)

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## BLOCK ELEMENTS

Based on x (width) and y (height) measurements, additional elements (e.g., school wordmarks) should be contained in blocks that are multiples of X and Y.



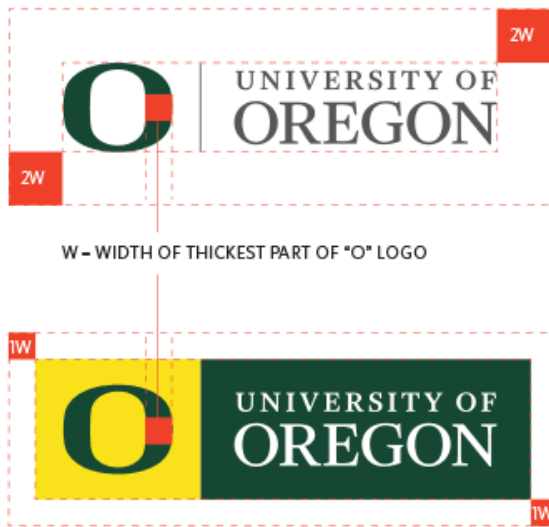
## STACKED SIGNATURE

The horizontal signature should be used as the primary signature. In cases where the horizontal signature doesn't work due to design or space considerations, the stacked signature is allowed.



## LOGO AND SIGNATURE CLEARSPACE

It's important to ensure adequate space around the UO and Lundquist signatures in order for them to work best in print and digital.



## MINIMUM SIZES

The O should never appear smaller than 3/8" (.375") tall. When using the block logo system, it should never appear smaller than 1/2" (.5") tall. Exceptions may apply for extremely small applications (such as pens and small-space ads).



## INCORRECT LOGO AND SIGNATURE USE

When using the UO and Lundquist signatures, do not

- reassign colors to the logo or signature.
- create other one-color variations.
- apply the two-color signature to a dark background.
- sacrifice legibility.
- fill any part of the logo or signature.
- use the logo or signature as a decorative element.
- obscure the logo or signature with type.
- reposition or resize components of the signature other than as shown in the brand guidelines.
- apply graphic effects to the logo or signature.
- use the O as a typographic element in a word.
- use the logo to create other logos.
- use elements to create the O logo.
- use the O logo to create an illustration.
- create your own logo or signature.
- add text, taglines, or graphic elements to the logo or signature.

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## QUESTIONS?

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# LUNDQUIST LOGO OPTIONS

The Lundquist College of Business logo system 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 prominently on everything to ensure brand consistency. In the instance where an ad or piece of collateral is too small to fit the complete college logo, just the O logo may be used. This option, however, requires approval from the college's communications office.



## Wordmark

To ensure brand consistency, the college name must appear the same way in each instance. In situations where it doesn't work to use the O and Lundquist College of Business together, they may be separated. When the college name is separated from the O, it must appear in a block to help strengthen the brand.



## Commercial Use

The college logo may be used for commercial use on promotional and giveaway items such as shirts, pens, and mugs. However, there are specific versions that must be used on all Nike apparel (see right).

## Lundquist College—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. This option, however, requires approval from the college's communications office.



## NIKE APPAREL

For use on Nike apparel, there are three lockup choices—a department or unit signature, the UO primary signature, or a program's commercial-use mark.



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OREGON

Lundquist College  
of Business



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## NON-NIKE APPAREL

On non-Nike apparel, only the full department or unit signature version of the O logo may only be used. The second option is to use a program wordmark without the O.



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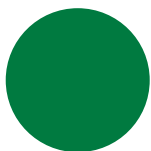
# COLOR PALETTE

Our colors have been an important part of the University of Oregon brand for decades. Official brand colors should always be used. The color palette below is designed to allow for flexibility. Favor the primary colors (UO green and UO yellow), and limit the use of secondary colors.

## LOGOS

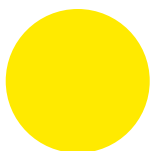
UO and Lundquist College logos may only appear in Legacy Green, UO Yellow, black, or white.

### PRIMARY



#### UO GREEN

CMYK 96, 26, 100, 15  
PMS 356  
RGB 0, 112, 48  
#007030



#### UO YELLOW

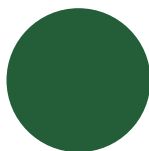
CMYK 0, 3, 97, 0  
PMS 107  
RGB 254, 255, 26  
#FEE11A

### SECONDARY



#### LEGACY GREEN

CMYK 87, 45, 78, 49  
PMS 3435  
RGB 16, 71, 53  
#104735



#### DARK GREEN

CMYK 84, 38, 88, 34  
PMS 7483  
RGB 35, 94, 57  
#235E39



#### GRASS GREEN

CMYK 75, 15, 100, 2  
PMS 362  
RGB 72, 157, 70  
#489D46



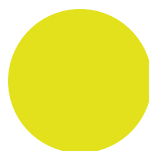
#### LIME GREEN

CMYK 52, 6, 100, 0  
PMS 377  
RGB 138, 187, 64  
#8ABB40



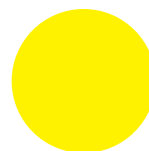
#### APPLE GREEN

CMYK 34, 2, 100, 0  
PMS 383  
RGB 181, 207, 52  
#B5CF34



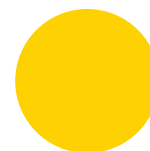
#### CHARTREUSE

CMYK 15, 1, 100, 0  
PMS 396  
RGB 226, 226, 27  
#E2E21B



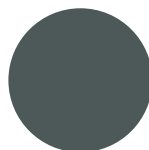
#### YELLOW

CMYK 0, 0, 100, 0  
RGB 255, 242, 0  
#FFF200



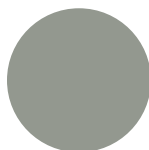
#### GOLDEN YELLOW

CMYK 1, 16, 100, 0  
PMS 109  
RGB 254, 209, 3  
#FED103



#### DARK GREY

CMYK 69, 53, 55, 30  
PMS 445  
RGB 77, 88, 89  
#4D5859



#### MEDIUM GREY

CMYK 45, 33, 42, 2  
PMS 7538  
RGB 147, 152, 143  
#93988F



#### LIGHT GREY

CMYK 0, 0, 0, 17  
RGB 216, 217, 218  
#D8D9DA



#### ACCENT GREY

CMYK 0, 0, 0, 5  
RGB 241, 242, 242  
#F1F2F2