



Oregon **TECH**

Oregon Institute of Technology

University Brand Guidelines

Marketing/Communications/Public Affairs (MarCoPa)

www.oit.edu
Oregon's Polytechnic University

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

Presenting a strong, consistent identity to the public is how Oregon Tech extends our reputation and name recognition. Having a strong brand goes well beyond everyone using the right logo. It impacts our ability to attract students to Oregon Tech's degree programs; our ability to attract state, donor and other funding; and the overall strength and value of our reputational capital.

Oregon Tech's reputation — and our branding — needs to start with all of us: faculty, staff, students, trustees and other internal stakeholders. This guidebook is designed to help all members of the campus community to better understand the institution's core symbols and their appropriate use so we can all be brand ambassadors. Ultimately, this will help each of us better achieve the program and project goals in our areas of responsibility.

University logos and naming guidelines serve as readily identifiable symbols that reinforce the Oregon Tech brand and give a sense of unity to our work, from publications, stationery, websites, merchandise, and other forms of communication, to presentations, grant proposals, donor engagement and everything else. As a community of purpose we need to use these branding standards with pride and consistency, reinforcing the quality of our university which continues to grow and extend our reputation.

Thank you for being a Brand Ambassador and helping to extend our reputation and recognition.

Sincerely,

MarCoPa

► Abbreviation of Oregon Institute of Technology and Oregon Tech

Background: In 1973 the Oregon Technology Institute (OTI) transitioned to the name Oregon Institute of Technology, and began using OIT as its abbreviation. The university was known as OIT for many years after that. Then in about 2012, the university decided to shift to use of Oregon Tech and away from OIT to follow the naming standards of other polytechnics (e.g., Cal Tech, Georgia Tech, etc.), and to align with what our athletic teams have used for decades.

Current Usage: In order to fully move away from the use of OIT, this abbreviation should not be used in writing or verbally by any members of the university community. With the transition to Oregon Tech, continued use of OIT weakens branding efforts, causes brand confusion and does not advance the university's drive for greater name recognition.

When abbreviating Oregon Institute of Technology verbally or in writing, use Oregon Tech (generally the standard in a document is to use the full name as first use and then Oregon Tech thereafter). If you absolutely need to use an abbreviation rather than Oregon Tech, please use OT in writing (but not verbally). While this will take some time for university stakeholders to get used to, it's very important that we lead the way with our stakeholders and the public and eliminate the use of OIT. We know this can be difficult when OIT is in our email addresses and URL, but ask that you work hard to be disciplined about this usage. We are making good progress on branding and name recognition and want all of us to be able to stop saying, "No one knows who we are!" Consistency will help make us known.

► University Official Taglines

Oregon Tech has two official taglines that should be used for a variety of purposes to help stakeholders understand who we are and what we do. It is important to use only these taglines so as not to dilute our branding and messaging. Questions? Call or email the Marketing Director.

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

Admissions and Student-Focused Tagline

The Oregon Tech tagline, *Hands-on education for real-world achievement*, was developed in 2008 by Jon Lee + Associates Brand Strategy & Development. 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.

This tagline should be used in documents and materials primarily for prospective students and current students, such as brochures, posters, recruitment letters/emails, advertising, apparel, swag and other related items. For all other uses, see the organizational tagline below.

Organizational Tagline

The Oregon Tech tagline, *Oregon's Polytechnic University*, was developed in 2019 after Oregon Tech's mission statement was revised; and after a survey of the public was done by DHM Research in 2018 on our name recognition and perceptions of the university. There was an acknowledgement that the "hands-on" tagline carried with it certain connotations that did not work well for audiences that include industry, donors, the general public and others; this included a perception that we are a vocational college that only offers associate degrees, for example.

The organizational tagline reflects Oregon Tech's unique position as Oregon's only polytechnic and that we are a university which offers bachelor's and master's degrees. This tagline should be used on official stationery, including letterhead, envelopes, business cards and the like. It should also be used in non-student stakeholder communications such as newsletters, collateral, presentation materials by faculty and staff, grant proposals, MOUs and other official documents.

► University Logos & Marks

These are the official logos of Oregon Tech. They are the only logos that should be used to represent the university. Offices and departments at Oregon Tech should not create their own logos or visual identifiers. This dilutes Oregon Tech's brand, causing consumer confusion, and makes extending our name recognition difficult to impossible. As part of the Oregon Tech community, you are responsible to use university identifiers correctly. If you have any questions, please call or contact the Marketing Director.

These graphic identifiers are registered trademarks and may not be used by off-campus groups, or for business or fundraising purposes, without permission from the Marketing Director or AVP for Public Affairs.

Full-Text Institutional Logo

The *full text logo* is the default, primary logo for Oregon Tech and should be used in almost all cases. This is important because it is the university's legal name, and identifies and clarifies that Oregon Tech is a university and the focus of our mission. This logo is available in the blue-gold color and black-white versions. (See below for other uses and variations.)

Full Text Logo:



Abridged Institutional Logo

Sometimes there is an instance where the logo with the full text name does not work due to space constraints or visual clarity. In that case the *abridged logo* without the full name can be used. This logo is available in the blue-gold color and black-white versions. If in doubt, please contact the Marketing Director. (See below for other uses and variations.)

Abridged Logo:



Institutional Seal

The *institution seal* is reserved for specific official uses. These include academic certifications such as diplomas, official documents and awards, and for ceremonial purposes, for example. Generally, the seal should not be used on the same document as the official logo, or contiguous with the official logo so as not to cause branding confusion. This logo is available in the blue-gold color, all blue, metallic and black-white versions. The seal is not approved for use on other campus materials, without expressed permission from the Marketing Director or the President's Office. (See below for other uses and variations.)



Athletics Logo

The athletics logo is used for publications, merchandise, and uniforms related to Oregon Tech's athletics program. Academic and other programs should not use the logo, unless their coursework is assigned in conjunction with Oregon Tech Athletics.



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.



Logo with Academic and Administrative Departments

Academic department names will utilize a consistent "sub-heading" style below the Oregon Tech logo. The department name is left justified below the "O" in Oregon.

The space between the block logo and department name element, as well as the font size of the sub-heading should never be altered.



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 MarCoPa Office. Student Programs are welcome to ask for assistance with designing their graphics from the MarCoPa Office.

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 need to contact the MarCoPa Office to ensure they receive highest quality artwork for production.



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:

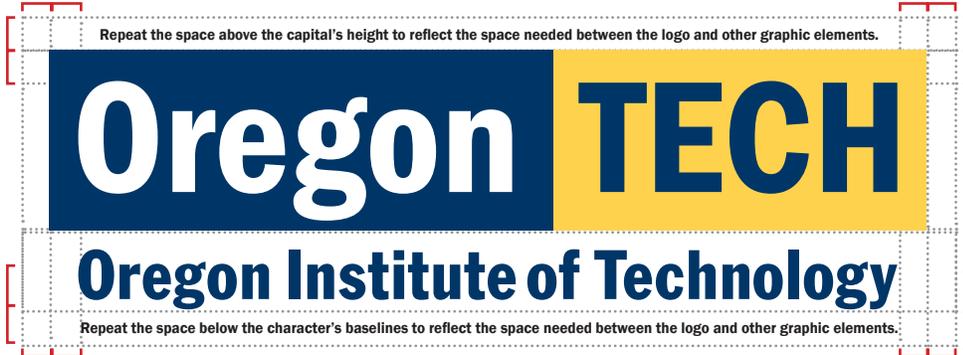
- “.jpg” – web-based, low-resolution format
- “.gif” – web-based, low-resolution format

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 in TECHweb. Camera-ready and digital copies of the logo are available from the MarCoPa Office.

Space

The illustrations below detail the buffer space requirement to be considered when using the university'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.

► Primary Color Palette | BLUE and GOLD

There are official, defined school colors and these are the only colors that should be used for logos unless you have express written consent from the Marketing Director or designee. Again, this is important for branding strength and reinforcement. Think of other strong university brands that you are familiar with, and you can see that those schools are also known by their 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.

► Secondary Color Palette | SUPPORTING COLORS

Although Oregon Tech incorporates a two-color palette, we understand that in certain instances, other colors need to be used. For those circumstances, we have developed a set of secondary colors that are compatible with our blue and gold university colors. These colors should be used occasionally and sparingly and should *not* become the predominant color for a school, center, institute or department. **Please coordinate with MarCoPa staff on your publications.**

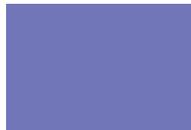
Color Harmonies

Industry and Donor-focused
→
 Student-focused



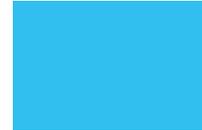
Lavender

Pantone Matching System (PMS): **272**
 CMYK process values: **61, 55, 0, 0**
 RGB values: **116, 116, 193**
 Hexadecimal: **74 74 C1**



Cerulean

Pantone Matching System (PMS): **298**
 CMYK process values: **65, 3, 0, 0**
 RGB values: **65, 182, 230**
 Hexadecimal: **41 B6 E6**



Sea-green

Pantone Matching System (PMS): **335**
 CMYK process values: **100, 0, 67, 23**
 RGB values: **0, 123, 95**
 Hexadecimal: **00 7B 5F**



Cerise

Pantone Matching System (PMS): **213**
 CMYK process values: **0, 95, 9, 0**
 RGB values: **227, 28, 121**
 Hexadecimal: **E3 1C 79**



Peacock

Pantone Matching System (PMS): **315**
 CMYK process values: **100, 0, 17, 44**
 RGB values: **0, 103, 127**
 Hexadecimal: **00 67 7F**



Owl Orange

Pantone Matching System (PMS): **130**
 CMYK process values: **0, 32, 100, 0**
 RGB values: **242, 169, 0**
 Hexadecimal: **F2 A9 00**



Brass

Pantone Matching System (PMS): **118**
 CMYK process values: **0, 26, 100, 31**
 RGB values: **172, 132, 0**
 Hexadecimal: **AC 84 00**



Chartreuse

Pantone Matching System (PMS): **375**
 CMYK process values: **40, 0, 98, 0**
 RGB values: **151, 215, 0**
 Hexadecimal: **97 D7 00**



Burgandy

Pantone Matching System (PMS): **492**
 CMYK process values: **6, 89, 60, 39**
 RGB values: **143, 50, 55**
 Hexadecimal: **8F 32 37**



Ash

PMS: Cool Gray 11 C
 CMYK process values: **63, 52, 44, 33**
 RGB values: **86, 95, 95**
 Hexadecimal: **56 5F 5F**



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**.

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 Adobe Garamond Pro Regular set of characters approved for **copy** use.
It may also be set in **Bold, Italic, and Bold Italic**.

► **Typeface**

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

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 Adobe Garamond Pro. Body copy should be set in regular character style. Text may be bolded and italicized as appropriate.

Suggested formats include Adobe Garamond Pro Regular 12 pt. with single spacing or Adobe Garamond Pro Regular 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.



► 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 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 in TECHweb.

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 stationery, 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 stationery, 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 MarCoPa, start by accessing the Marketing Request form in 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 MarCoPa 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 MarCoPa 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 MarCoPa at (503) 821-1255.

Outdated Material

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



The Taglines

See page 3 for when to use one of the two Oregon Tech taglines. The tagline may be used whenever the Oregon Tech logo is present. Using the tagline without the logo in general proximity is generally 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

www.oit.edu

Franklin Gothic Book Italic - 12 pt — *Hands-on education for real-world achievement.*

Find Your Spot

Marketing Campaign Graphics

“Find your Spot” is a short-term creative marketing campaign theme for recruitment purposes.

We want prospective students to find their spot and become Oregon Tech students, therefore “Find your Spot” is an important part of current marketing campaign messaging. Examples of flexible use in messaging to the audience include:

- Find your Spot as an Owl scholar-athlete
- Find your Spot as your best investment
- Find your Spot as an insider
- Find your Spot and apply!

When should I use this graphic?

Probably not at all, unless you’re recruiting for Oregon Tech (i.e. Admissions Office), in which case MarCoPa will develop the promotional recruitment materials. **Remember, this campaign is to be used for recruitment and marketing purposes only.**

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 <i>Portland-Metro</i> without adding <i>campus</i>
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...	