

UNIVERSITY OF OREGON STYLE GUIDE



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INTRODUCTION

How do you build a brand? One interaction at a time. It's an ongoing process because our brand is a living thing, one we breathe life into with each moment of connection, big and small, that we share with our audiences.

Welcome, fellow steward of the University of Oregon brand. Together we carry the responsibility to protect and cultivate it—to use our collective voice boldly, wisely, and consistently for the good of the communities we serve.

This guide will tell you exactly how to apply our style. It's vital that we all follow it. Like the rivers and forests that sustain us, our brand is a space we all share. We each must strive to leave it better off than we found it.

LOGOS AND MARKS

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

LOGOS AND MARKS

PRIMARY SIGNATURE

The University of Oregon primary signature is the cornerstone of our identity system. It is the most immediately recognizable signifier of the Oregon brand and should be used to represent the university in all of its communications.

The 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.

Download primary signature files at brand.uoregon.edu

PRIMARY SIGNATURE – HORIZONTAL

UNIVERSITY OF OREGON
LOGOUNIVERSITY OF OREGON
WORDMARKUNIVERSITY OF OREGON
PRIMARY SIGNATURE

PRIMARY SIGNATURE – STACKED



UNIVERSITY OF
OREGON

LOGOS AND MARKS

CLEAR SPACE AND MINIMUM SIZE

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

The “O” signatures should never appear smaller than 3/8" (.375") high in print in either horizontal or stacked versions. Signatures should be sized proportionally to meet this minimum standard.

There is no maximum size limit, but use discretion when sizing the signature (e.g., the “O” with the wordmark). It should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark. The “O” logo by itself may be used as a dominant element.

NOTE

Exceptions to the minimum size rule may apply for extremely small applications (such as pens or small-space ads). To inquire about a possible exception, contact uobrand@uoregon.edu.

CLEAR SPACE



MINIMUM CLEAR SPACE = 2X ON ALL SIDES

MINIMUM SIZE



LOGOS AND MARKS

SIGNATURE
COLOR

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

Other permissible color options are shown at right. The signature may never be used in a color combination not shown on this page. Backgrounds shown are for illustration purposes only.

The Identity Block System has been discontinued. Please use section 9.4 for examples of brand in use.

NOTE

* UO Medium Gray signature option is not a part of the base set of signatures, but can be requested for special applications where necessary. Contact uobrand@uoregon.edu to request this option.



UO GREEN AND DARK GRAY



UO GREEN



BLACK



UO MEDIUM GRAY*



UO YELLOW AND WHITE



WHITE



UO YELLOW

LOGOS AND MARKS

INCORRECT
USAGE

In addition to the examples at right, 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”.



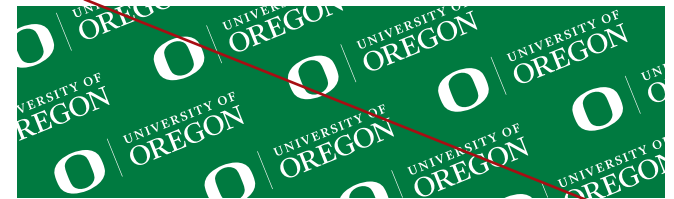
DON'T SET THE LOGO OR SIGNATURE IN UNAPPROVED COLORS.



DON'T SACRIFICE LEGIBILITY.



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



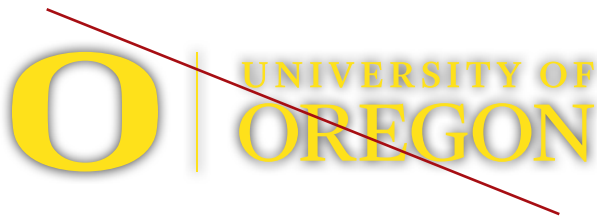
DON'T CREATE A PATTERN WITH THE LOGO OR SIGNATURE.



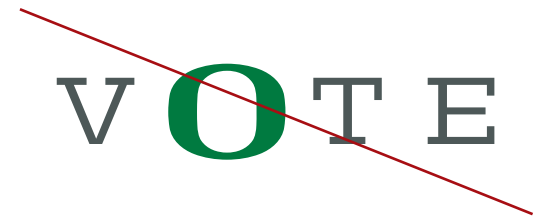
DON'T ALTER THE SIGNATURE ELEMENTS.



DON'T ROTATE THE LOGO OR SIGNATURE.



DON'T APPLY SHADOWS OR EFFECTS TO THE SIGNATURE.



DON'T USE THE “O” AS A TYPOGRAPHIC ELEMENT.

LOGOS AND MARKS

SECONDARY AND DEPARTMENTAL SIGNATURES

Secondary and departmental signatures should be used to represent units within the University of Oregon—colleges, departments, programs, schools, centers, and institutes.

Units may not create their own icons or other unit-centric graphics, nor use any other logo to represent themselves. Such graphics diffuse the power of the UO brand, confuse our public, and undermine our messages.

The clear space and minimum size rules shown in section 1.2 also apply to secondary and departmental signatures.

University style discourages the use of acronyms in brand marks.

NOTE

Do not attempt to create your own secondary or departmental signature. To request a new signature, contact uobrand@uoregon.edu.



Download secondary signature files at brand.uoregon.edu

SECONDARY SIGNATURE – HORIZONTAL

UNIVERSITY OF OREGON
LOGO



UNIVERSITY OF OREGON
WORDMARK



SCHOOL, COLLEGE, DEPARTMENT
OR ADMINISTRATIVE UNIT



UNIVERSITY OF OREGON
SECONDARY SIGNATURE

SECONDARY SIGNATURE – STACKED



UNIVERSITY OF
OREGON

School of Law

INFORMAL SIGNATURES

Informal signatures may be used to represent units within the University of Oregon—colleges, departments, programs, schools, centers, and institutes—in marketing materials where the “O” has sufficient recognition as the UO logo—locally and regionally.

The marks shown here may also be used for merchandise and apparel applications. Base artwork is available to vendors for mark creation, but final artwork must be approved by Brad Hutchins, Director of Brand Activation at 541-346-6083 or email hutchins@uoregon.edu.

NOTE

The clear space and minimum size rules shown in section 1.2 also apply to informal signatures. Do not attempt to create your own informal signature. To request a new signature, contact uobrand@uoregon.edu.

INFORMAL SIGNATURE – HORIZONTAL

UNIVERSITY OF OREGON
LOGO

SCHOOL, COLLEGE, DEPARTMENT,
OR ADMINISTRATIVE UNIT



INFORMAL SIGNATURE – STACKED



LOGOS AND MARKS

THE GREAT SEAL

Use of the university seal is restricted to official university documents (such as diplomas, certificates, and commencement programs) and presidential documents (such as inauguration and event invitations). The seal should not be altered in any way, nor should it be used in any trivializing manner (for instance, screened or cropped).



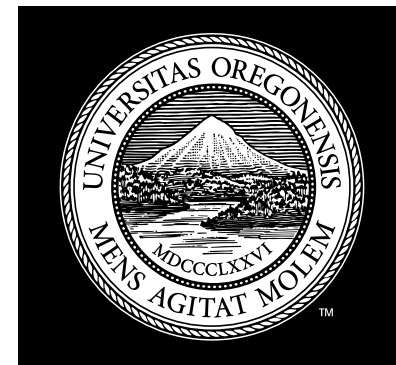
UO GREEN
PMS 356



BLACK



UO DARK GRAY
PMS 445



GREAT SEAL
REVERSE EXAMPLE

LOGOS AND MARKS

MASCOT MARK

The mascot Duck mark may be used in publications as a design element, but not in place of the primary logo or signature.

The mascot mark may only be used in the color variations shown at right. Backgrounds shown are for illustration purposes only.

Do not alter the mascot mark, or use other versions, which are reserved for use exclusively by UO Athletics and on licensed merchandise. Accordingly, cartoon versions or caricatures of our mascot duck will not be approved. In addition, altering the Duck mascot mark to be doing things, or holding or wearing things, is also not allowed. This is necessary to protect the integrity of the Duck image, prevent dilution of that image, and to avoid brand and style confusion. Where possible, use photos of the Duck instead.

Do not refer to The Duck as Puddles.

NOTE

The yellow and white versions of the mascot mark are different than the full-color, black, and green versions—they have been reworked to appear correctly on dark backgrounds. Do not recolor artwork on your own. To request mascot duck marks, contact uobrand@uoregon.edu.



BLACK

UO GREEN
PMS 356REVERSE
UO YELLOW
PMS 107

REVERSE

LOGOS AND MARKS

WEBFOOT
MARK

The webfoot mark may be used in communication materials as a design element, but not in place of the primary logo or signature.

Recommended color variations and sample configurations are shown at right. Do not alter the webfoot mark, or use any other versions.

NOTE

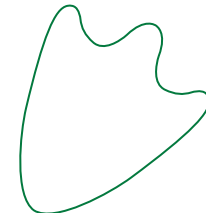
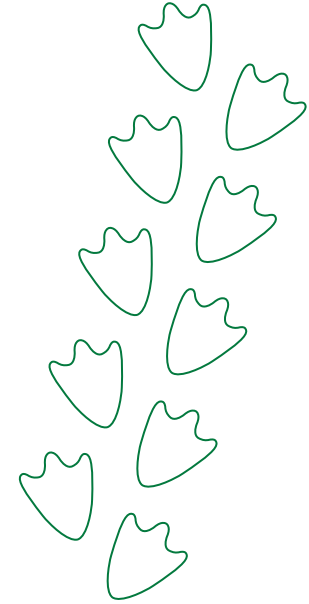
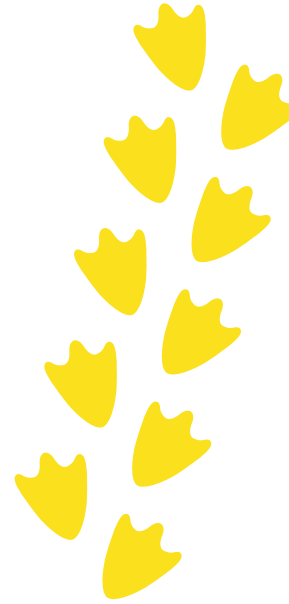
To request webfoot marks, contact uobrand@uoregon.edu.



UO YELLOW
PMS 107



UO GREEN
PMS 356



LOGOS AND MARKS

AFFILIATE
BRANDS

Preexisting sub brands are rare exceptions to standard logo policy. Exceptions have been granted for units with a preexisting marketing effort built around a nonstandard mark. These marks are subject to their own standards of use; check with the affiliated unit for usage guidelines.

UNIVERSITY OF OREGON ATHLETICS



UNIVERSITY OF OREGON ALUMNI ASSOCIATION



LOGOS AND MARKS

UNIVERSITY
OF OREGON
IN PORTLAND
SIGNATURES

UO Portland primary signatures are used to represent the University of Oregon in Portland

UO Portland secondary signatures should be used to represent units within the University of Oregon in Portland—colleges, departments, programs, schools, centers, and institutes.

UO Portland informal signatures are an option that may be used locally or regionally for marketing materials or on apparel and hard goods.

The clear space and minimum size rules shown in section 1.2 also apply to UO Portland secondary signatures.

NOTE

Do not attempt to create your own UO Portland primary, secondary, or informal signatures. To request a new signature, contact uobrand@uoregon.edu.

UO PORTLAND PRIMARY SIGNATURES



UO PORTLAND SECONDARY SIGNATURES



UO PORTLAND INFORMAL SIGNATURES



LOGOS AND MARKS

UNIVERSITY OF OREGON POLICY ON USE OF SEAL, LOGO, AND RELATED

Policy Number

I.01.03

Reason for Policy

The purpose of this policy is to establish guidelines and regulations for the use of the University Seal, the Oregon Duck, the logo, and other related brand and trademarked information.

Entities Affected by this Policy

All units of the university

Responsible Office

For questions about this policy, please contact the Office of the Secretary at 541-346-3166 or trustees@uoregon.edu.

Website Address for this Policy

<https://policies.uoregon.edu/vol-1-governance/ch-1-governance-board-affairs/use-seal-logo-and-related>

Enactment and Revision History

October 28, 2015 - Amended by the university president (Previously UO Policy 07.00.01.)

POLICY

USE BY EXTERNAL PARTIES

The University of Oregon does not lend, endorse, sponsor, or partner with external parties through the use of its name, logos, campus images, or photos of buildings and grounds in a way that could imply an endorsement or sponsorship of a company, individual, or other entity, its products, charitable contributions, or other business activities unless formal written approval has been granted. The university has existing relationships with charitable organizations, manages sponsorships with businesses through its Department of Intercollegiate Athletics and University Advancement office, and has a formal trademark licensing program managing the use of its trademarks.

REQUIREMENTS OF CONSENT

A waiver to this prohibition may be considered if such endorsement is the subject of an agreement of substantial importance and value to the university, who retains all rights to make such decisions. The external entity proposing a waiver must submit a formal request to the Office of Marketing and Brand Strategy. The decision to grant a waiver and the extent of the same shall be at the discretion of that office, taking into consideration, among other things, the university's marketing and brand management's goals:

To promote and protect the university through implementation of a management system that establishes the means for consistent, favorable, and professional use of the brand and the trademarks and to fulfill the legal obligation to protect the university's image and trademarks.

The University of Oregon prefers to negotiate waivers requests with a minimum of three weeks' advance notice and reserves the right to deny negotiations if the timeliness factor is not observed.

USE BY INTERNAL PARTIES

University of Oregon logos, symbols, and seal may be used by internal parties only for purposes that will promote the goals and purposes of the university.

The Assistant Vice President for Marketing and Brand

Strategy is authorized to approve any published logo that represents the University of Oregon in whole or in part. Responsibility for ensuring that only approved logos appear in publications and in advertisements shall be with the head of the department placing the printing order. The vice president for communications or his/her designee is authorized to grant exceptions to this.

Use of logos or the seal shall follow guidelines established and available at brand.uoregon.edu.

The registrar is authorized to use the university seal on official papers such as diplomas, transcripts, and other official documents of that office. The president has designated the university secretary as the official keeper of the university seal and has delegated to the vice president for communications or his/her designee authority to make any other determinations about use of the university seal and signature marks.

THE OREGON DUCK

The Oregon Duck is copyrighted and licensed to the university under a special agreement. Special care must be taken when using this mark. Use of the costume character is coordinated through the Department of Intercollegiate Athletics. Other uses of the Oregon Duck are managed through the Office of Marketing and Brand Strategy.

ADMINISTRATION

The Office of Marketing and Brand Strategy shall be responsible for implementation and interpretation of the University of Oregon's identifying marks or images by external parties and for negotiating the required contracts. For more information, see the Trademark Licensing policy.

The Office of Marketing and Brand Strategy shall be responsible for implementation and interpretation of the use of the University of Oregon's seal or logo by internal parties.

CHAPTER/VOLUME

Volume I: Governance

Chapter 1: Governance and board affairs

RELATED RESOURCES

brand.uoregon.edu

COLOR

2.1
PRIMARY
BRAND COLORS

2.2
SECONDARY
BRAND COLORS

2.3
USING COLOR

Color is one of the most powerful and recognizable ways we express our brand identity. Rooted in nature and drawn from our environment, our colors help tell the story of who we are. When used correctly, they can enhance our voice, reflect our tone, and help our audience make instant connections.

COLOR

PRIMARY BRAND COLORS

The University of Oregon institutional colors are green and yellow.

These colors should always figure dominantly in your design work.

NOTE

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 do not match Pantone® Color Bridge breakdowns.

To help serve people with impaired vision, some of our web color values have been altered slightly from the print color values. Always use the hex color values listed here to ensure they 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**

COLOR

SECONDARY BRAND COLORS

We developed our secondary color palette to complement our primary colors, drawing hues from our natural environment.

Use these colors sparingly, occasionally, and always in a supporting role to our green and yellow. Never make any of these shades the predominant color for a school, center, institute, or department.

When bringing in secondary colors, take extra care not to create designs that don't reflect the University of Oregon brand—or worse, that appear to represent another institution.

NOTE

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 do not match Pantone® Color Bridge breakdowns.



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



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



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

COLOR

USING COLOR

Using color appropriately is one of the easiest ways to ensure your communications reflect a cohesive UO brand.

Green and yellow are your go-to colors. Choose from our secondary palette when you want to enhance or support the primary colors. It's usually best to stick with just one supporting shade.

Don't forget to build white space into your design. Like the pauses in music, white space builds visual breathing room into your design and can help focus attention on what's important. Always balance color, typography, and graphic elements with plenty of white space.

On the web, ensure you provide sufficient color contrast for text and graphics. Find accessible secondary brand color combinations at communications.uoregon.edu/web-colors

DO

use our primary green and yellow dominantly in all communications.

DO

include plenty of white space.

DO

refer to the ratio below when using color in your designs. It's not an exact science—UO green and yellow don't have to be used in equal proportion, and accent colors are entirely optional—but can help you keep your designs balanced.



UO GREEN AND YELLOW

WHITE SPACE

ACCENT
COLORS***DON'T**

ever change the colors of our protected brand marks, including logos and the mascot mark.

DON'T

use color as the only indicator of importance or functionality on the web. Not everyone sees color the same way. Call out important information by adding an additional visual cue (icon, underline, etc.).

DON'T

use color combinations that appear to represent other institutions.

DO

use accessible color combinations that offer sufficient contrast for all audiences.

DO

use the color builds provided in this guide.

***DON'T**

make secondary colors prominent in your designs.

DON'T

use color combinations that are not accessible or are hard to read, such as white text on a yellow background.

DON'T

alter the color builds provided in this guide, or rely on software programs to convert colors from one format to another.

TYPOGRAPHY

- 3.1
PRIMARY
TYPEFACES
FOR PRINT
- 3.2
PRIMARY
TYPEFACES
FOR WEB
- 3.3
HEADLINES
- 3.4
TEXT STYLES

Our words carry weight, and so does our typography. When used thoughtfully, typography can add visual meaning to the words you choose. We use one primary typeface—United—for nearly all of our materials. Its breadth of styles allow us the flexibility to tailor the typographic style of each piece to its audience while still building brand recognition.

3.1

TYPOGRAPHY

PRIMARY TYPEFACES FOR PRINT

Our primary typeface, United, comes in several styles. We use it for everything from headlines to body copy.

Our accent typeface—Bauer Bodoni black italic—is available for select headlines. It works well when used as a headline, but never as body copy.

Because the variants of United Serif do not include italics, they should be reserved for headline treatments rather than large blocks of text.

Source Sans and Source Serif are utility fonts to be used primarily for business correspondence when United is not available (see section 3.2).

NOTE

The United family includes an additional style—Stencil—that is not part of the UO brand and should not be used.

The university is unable to provide typeface files, and font licensing requirements prevent sharing of files. Find links to purchase licenses for United and Bauer Bodoni at brand.uoregon.edu.

United Sans Condensed

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Semi-Condensed

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Regular

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Semi-Extended

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Extended

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Condensed

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Semi-Condensed

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Regular

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Semi-Extended

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Extended

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

Bauer Bodoni*

Aa
BLACK ITALIC

** Note that while there are many other styles and weights of Bauer Bodoni available, only Black Italic is part of the UO brand. Do not use any other styles.*

TYPOGRAPHY

WEB AND SECONDARY TYPEFACES

All University of Oregon websites share a consistent look and feel—we want our audience to know at a glance that they're visiting a UO website.

Our web typography includes three key typefaces: United Sans Regular, United Serif Regular (both for headlines), and Source Sans Variable (for body text). If you are unable to license United, we suggest using Source Sans as a replacement font.

Use United Sans Regular and United Serif Regular for headings, subheadings, and header and footer text. Use Source Sans for body copy and where United is not available.

Source Sans and Source Serif are secondary fonts in digital and print when United is not available for use.

NOTE

The University of Oregon has licensed United for limited use on the web. It is not licensed for use across all UO websites. For more information about using United on your website, please contact uobrand@uoregon.edu.

United Sans Regular

Aa Aa Aa Aa
Aa Aa Aa Aa
LIGHT MEDIUM BOLD HEAVY

United Serif Regular

Aa Aa Aa Aa
LIGHT MEDIUM BOLD HEAVY

Source Sans*

Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa
EXTRA LIGHT REGULAR SEMIBOLD BOLD BLACK

Source Serif*

Aa Aa Aa Aa Aa Aa
Aa Aa Aa Aa Aa Aa
EXTRA LIGHT REGULAR SEMIBOLD BOLD BLACK

NOTE

** Source Serif is to be used for business correspondence. Source Sans is also used for business correspondence, but may be used where needed for digital and print applications. Contact uobrand@uoregon.edu for examples of usage.*

TYPOGRAPHY

HEADLINES

Strategic typography can take a great headline to the next level. When you hit upon just the right synergy between type style and tone, your headline can make a bold statement.

The styles shown here are suggestions, not mandates. Just keep in mind that headlines set in United look best in all caps, while Bauer Bodoni should never be set in all caps.

EXAMPLE HEADLINE STYLES

HEADLINE

UNITED SANS SEMI-CONDENSED HEAVY
 SIZE: 60 PT | LEADING: 50 PT
 KERNING: OPTICAL | TRACKING: 0

Headline

UNITED SANS REGULAR BOLD
 SIZE: 60 PT | LEADING: 50 PT
 KERNING: OPTICAL | TRACKING: -10

HEADLINE

UNITED SANS SEMI-EXTENDED MEDIUM
 SIZE: 40 PT | LEADING: 36 PT
 KERNING: OPTICAL | TRACKING: 0

HEADLINE

UNITED ITALIC SEMI-CONDENSED HEAVY
 SIZE: 60 PT | LEADING: 50 PT
 KERNING: METRICS | TRACKING: 0

HEADLINE

UNITED SERIF SEMI-EXTENDED LIGHT
 SIZE: 40 PT | LEADING: 36 PT
 KERNING: OPTICAL | TRACKING: -25

headline

BAUER BODONI BLACK ITALIC
 SIZE: 60 PT | LEADING: 60 PT
 KERNING: OPTICAL | TRACKING: 0

Headline

SOURCE SANS BLACK*
 SIZE: 52 PT | LEADING: 52 PT
 KERNING: OPTICAL | TRACKING: -20

Headline

SOURCE SERIF SEMIBOLD*
 SIZE: 50 PT | LEADING: 50 PT
 KERNING: OPTICAL | TRACKING: -20

* Secondary font, use primarily for business correspondence.

TYPOGRAPHY

TEXT STYLES

When used thoughtfully, typography can be a powerful brand tool that strengthens and supports our message.

When designing with type, consult the suggested styles at right and keep these basics in mind:

- Subheads in United often look best in all caps.
- Avoid United's thinner weights when using small text.
- Limit Bauer Bodoni and United Serif to headlines. For all other text, use United Sans.
- Vary type sizes and weights to create a text hierarchy, which helps guide the reader by visually emphasizing important information.
- Avoid setting text in sizes smaller than 7.5 pt.

EXAMPLE TEXT STYLES

Lorem ipsum dolor sit amet. Soloreperciat la doloriatum a doluptate dolora exera ad ex.

**Axime vellabo ratiorr ovidunt
explab iunto et harum consequam
quiscil itation plibus ipsape corest.**

**Uptaquia ssitaquiae nobitia dolut inulpa
seque cuptass itaerro rrovit restrum
quiscil itation plibus ipsape corest.**

Uptam ipsam repudi ommoles sincimi, secepta cor
autaeribus destrum asped quam, ut vel ipieniment
moditat aut volor reici te expedi antia sequi sanihil
luptati rae mos ad quiati doles nobis.

*Itate vendis que eaquam
quidene sendictus si to
quis sit voluptiur?*

Me nest lanis accumqu ationectia
sequisti ulligendam harcién stinim
iliquo iduciae culloraecto beator
emquisq uibusam dolore exerror.

INTRO TEXT

UNITED SANS REGULAR LIGHT

SIZE: **16 PT** | LEADING: **22 PT**

KERNING: **OPTICAL** | TRACKING: **0**

SUBHEADLINE (H2)

UNITED SANS SEMI-CONDENSED BOLD

SIZE: **18 PT** | LEADING: **21 PT**

KERNING: **OPTICAL** | TRACKING: **-5**

SUBHEADLINE (H3)

UNITED SANS SEMI-CONDENSED BOLD

SIZE: **14 PT** | LEADING: **18 PT**

KERNING: **OPTICAL** | TRACKING: **0**

BODY TEXT

UNITED SANS REGULAR MEDIUM

SIZE: **9.5 PT** | LEADING: **15 PT**

KERNING: **OPTICAL** | TRACKING: **0**

PULL QUOTE

UNITED ITALIC REGULAR BOLD

SIZE: **20 PT** | LEADING: **24 PT**

KERNING: **OPTICAL** | TRACKING: **-5**

CAPTION

UNITED SANS SEMI-CONDENSED BOLD

SIZE: **8.5 PT** | LEADING: **11 PT**

KERNING: **OPTICAL** | TRACKING: **50**

BRAND ELEMENTS

4.1
PATTERNS

4.2
CONTAINERS

4.3
ICONS

4.4
URLs

4.5
STATISTICS

4.6
PROFILES

We're a bold, dynamic brand that likes to make a visual splash. That's why we've developed a series of graphic tools that can enhance our storytelling by connecting words with visuals. When used consistently, they create both visual impact and continuity across a variety of media and materials. But these aren't just decorations. Use them purposefully, in a way that's firmly rooted in our brand positioning, to help amplify different tones.

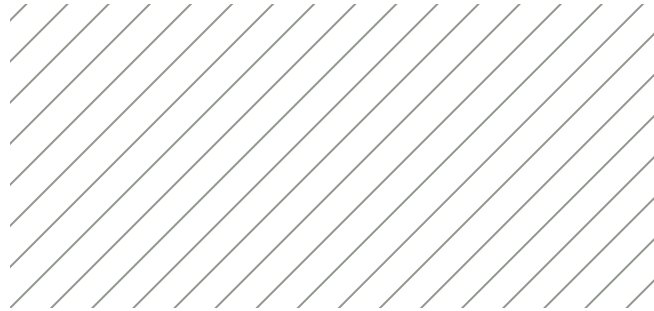
4.1

BRAND ELEMENTS

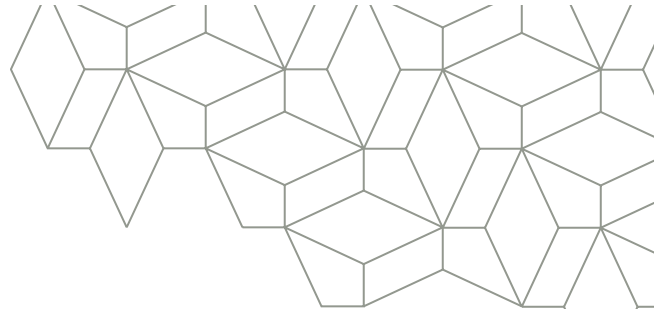
PATTERNS

Inspired by the natural world, our brand patterns can add depth and dimension to our designs. Follow these guidelines to use them for maximum effect:

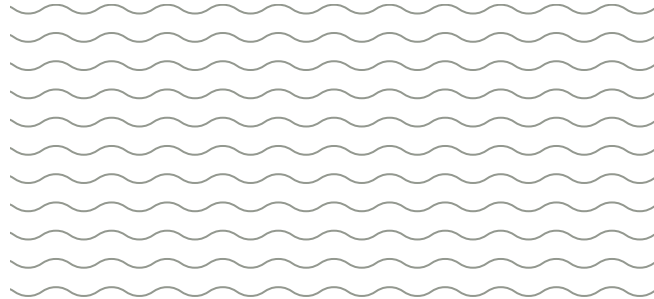
- Use only one pattern at a time. Never overlap patterns.
- Keep the line weights consistent. For most print pieces, lines should be 0.75 pt. For screens, 2 pt often works best. Use your judgment when working with very small or very large sizes.
- Most patterns should be all one color. Any brand color is fine. The confetti pattern is an exception.
- Take care when cropping patterns. Let the natural edges show whenever possible (as shown in prism, molecules, and topo lines examples to the right).
- Patterns work best when used intentionally rather than decoratively.
- Be aware of signature clear space requirement (section 1.2) when using patterns with university marks.



DIAGONAL LINES



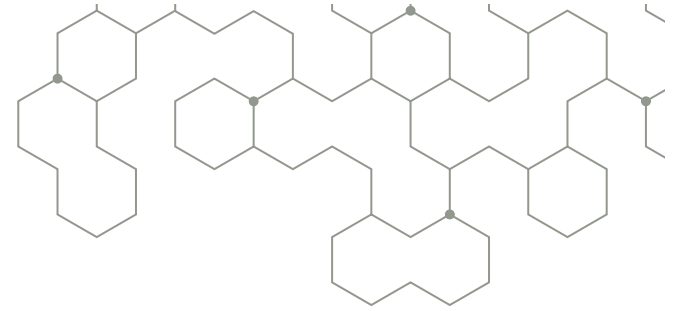
PRISMS



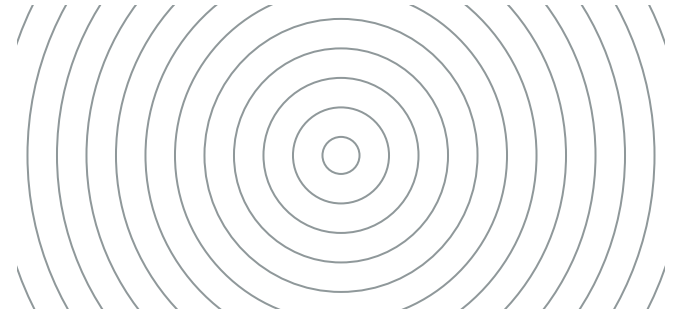
WAVY LINES



DOTS



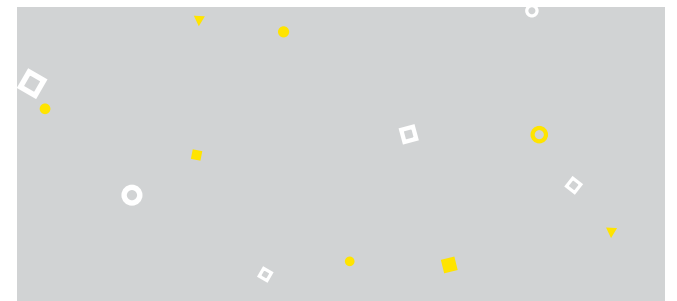
MOLECULES



CONCENTRIC CIRCLES



TOPO LINES



CONFETTI

Download brand patterns at brand.uoregon.edu

BRAND ELEMENTS

CONTAINERS

Our signature container is a box with a beveled corner. You can use it to contain text or a photo. Details like the bevel, which mirrors the angled cuts in the United typeface, help create continuity across our family of materials.

Follow these guidelines when using beveled-corner boxes:

- Only one corner of the box may be beveled, but you can choose any corner. Bevels must always be at a 45° angle.
- Use the beveled-corner treatment sparingly and thoughtfully. Limit use to one box per page for more impact.
- When placing text within a beveled-corner box, use generous inside margins.

NOTE

Standard design software (like the Adobe Creative Suite) includes tools to create the corner bevel. If you are designing in a program that does not offer this feature, do not use beveled-corner boxes.

**HOW TO:**

IN INDESIGN, WITH A FRAME SELECTED, NAVIGATE TO **OBJECT > CORNER OPTIONS**. CHOOSE '**BEVEL**' FOR ONE CORNER ONLY, AND SET THE SIZE TO **0.375"** (ADJUST AS NEEDED FOR SCALE).

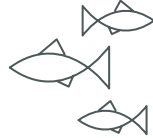
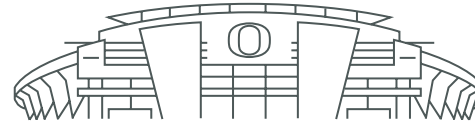
4.3

BRAND ELEMENTS

ICONS

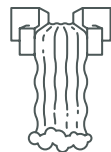
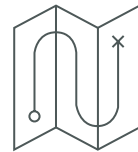
Icons in publications are simple visual symbols that help draw attention to important information. The UO has its own set of 100+ icons. Follow these guidelines when using them:

- Icons are intended to be used at small sizes.
- They can appear in any color from our palette, but all elements within the icon must be the same color.
- Keep their line weight consistent: 0.75 pt in print and 2 pt on screen (at standard sizes).



NOTE

Icons are meant to supplement and support content. They should never be combined with college, department, or program names to form a logo.



Download the full UO icon set at brand.uoregon.edu

4.4

BRAND ELEMENTS

URLs

Using a consistent style for URLs helps our audiences immediately recognize a call to action and find more information online.

Use the URL styles at right as often as possible, and keep these guidelines in mind:

- All URLs set in these styles should link to websites within the uoregon.edu domain.
- All colors used in URL styles must be chosen from our brand palette.
- When using the 2-color small URL style, the outlined box may be a different color than the URL text.
- Do not combine other icons with URLs.
- Do not bevel a corner of the box around the large URL.

SMALL URL STYLES—SINGLE

2-COLOR

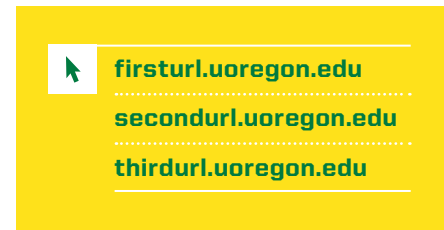


1-COLOR

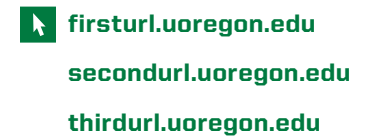


SMALL URL STYLES—MULTIPLE

2-COLOR



1-COLOR



LARGE URL STYLE



BRAND ELEMENTS

STATISTICS

Highlighting statistics, rankings, and other key numbers in a bold style helps us communicate our value without overtly bragging.

Follow these guidelines when using stats in your design:

- Stats should include large numerals above supporting text. Avoid substituting a word for numerals, if possible.
- Abbreviate long numbers as needed—for example, 50K instead of 50,000.
- Both the large numerals and the supporting text should be the same color, chosen from the brand palette.

EXAMPLE STATS

73%

OF UO UNDERGRADUATES
RECEIVE FINANCIAL AID

16:1

STUDENT-TO-TEACHER
RATIO

\$1.7M

RAISED ON
DUCKSGIVE DAY

TIER 1

NATIONAL PUBLIC
RESEARCH UNIVERSITY

220K+

LIVING ALUMNI

325

DEGREE AND
CERTIFICATE
PROGRAMS

UNITED SANS SEMI-CONDENSED HEAVY

SIZE: 45 PT | KERNING: OPTICAL | TRACKING: 0
SPACE AFTER: 0.0693 IN

UNITED SANS SEMI-CONDENSED BOLD

SIZE: 11 PT | LEADING: 13 PT | KERNING: OPTICAL | TRACKING: 20

BRAND ELEMENTS

PROFILES

Our people are the heart of our university and celebrating them is fundamental to our brand.

Use the profile styles at right when it makes sense, and keep these guidelines in mind:

- Portraits should follow UO photography style (see section 6.1). Subjects should be looking at the camera and the only person visible in the frame. Environmental portraits are recommended.
- Size the photo so the face is centered within the frame, with both the top of the head and neck visible.
- Generally, only one profile should be visible at a time. If you need to highlight multiple people, consider a different layout.

EXAMPLE PROFILES

ERICA COOPERSMITH

HOMETOWN: EUGENE, OREGON
MAJORS: BIOLOGY, CHEMISTRY

Let's say you're Erica, and let's say you want to help prevent infections caused by nematodes. After all, it affects a lot of people—a billion people, in fact. The problem? You can't infect someone to study them. The solution? Find a worm that doesn't infect its host.

**ERICA COOPERSMITH**

HOMETOWN: EUGENE, OREGON
MAJORS: BIOLOGY, CHEMISTRY

Let's say you're Erica, and let's say you want to help prevent infections caused by nematodes. After all, it affects a lot of people—a billion people, in fact. The problem? You can't infect someone to study them. The solution? Find a worm that doesn't infect its host.

ERICA COOPERSMITH

HOMETOWN: EUGENE, OREGON
MAJORS: BIOLOGY, CHEMISTRY

Let's say you're Erica, and let's say you want to help prevent infections caused by nematodes. After all, it affects a lot of people—a billion people, in fact. The problem? You can't infect someone to study them. The solution? Find a worm that doesn't infect its host. Species 34 (as it's currently known) fits the bill: it hitches a ride on the wasps that pollinate fig trees—and, what is more important, it doesn't hurt the wasp. So, when Erica signed up for departmental honors, she joined the UO's Phillips Laboratory and dove right in. Her task? Induce the dauer life stage used during phoresis—in other words, trick the worms into thinking they're flying around on a wasp.



5.1
COMMERCIAL
USAGE

5.2
LICENSED RETAIL
APPAREL AND
HARD GOOD MARKS

TRADEMARK LICENSING AND BRAND MANAGEMENT

University schools, colleges, units, departments, programs, centers and institutes, recognized student organizations, club sports, and esports have a responsibility to ensure that any products they purchase that carry the UO brand are produced by officially licensed vendors familiar with the UO brand guidelines.

TRADEMARK LICENSING AND BRAND MANAGEMENT

COMMERCIAL USAGE

All products that carry UO logos and marks must be produced by officially licensed vendors through our licensing agency, Fanatics Licensing Management. Licensed third-party apparel and headwear bearing any university or departmental signature must follow these guidelines.

Please plan for and allow minimum of 10 business days from initial artwork submittal to official design approval.

For specific Brand Management and Trademark Licensing guidelines, please contact Brad Hutchins at hutchins@uoregon.edu for assistance.

 Brand Management and Trademark
Licensing Guidelines
[brand.uoregon.edu-management/
licensing](http://brand.uoregon.edu-management/licensing)

UNIVERSITY UNITS

Products purchased by campus departments, programs, schools, centers, and institutes must adhere to guidelines in section 1.5 (Logos And Marks—Secondary and Departmental Signatures), section 1.6 (Informal Signatures) and 3.1 (Typography—Primary Typefaces for Print). Clear space and minimum size rules shown in section 1.2 apply.

Please contact Tim Jordan at tjordan@uoregon.edu to assist your department with logo creation.

STUDENT ORGANIZATIONS

Officially recognized student organizations can request merchandise and apparel for an event. Word marks and graphics are available with apparel.

The “O” mark is not allowed for use by any organization for marketing, advertisement, or identity purposes. Products are for organization members only.

CLUB SPORTS AND ESPORTS

Officially recognized club sports and esports teams may use the mascot Duck mark (section 1.8) and Handel Gothic D font. The word “club” must be included for any sports also sponsored by the Athletics department.

Requests for additional usage of marks are at the discretion of Brand Management and Trademark Licensing. University agreements will be adhered to when reviewing requests.

FUNDRAISERS

Requests to purchase licensed products for resale must be approved in advance by Brand Management and Trademark Licensing. These products are royalty bearing and must be sourced through an approved internal product licensee.

PRIMARY COLOR PALETTE

UO green PMS 356 and UO yellow PMS 107
(see section 2 (Color) for all UO color information).

GARMENT COLORS

UO green PMS 356, UO yellow PMS 107, gray, black, and white, or closest to match.

APPAREL RESTRICTIONS

- On department-branded orders under 1,000 units, the manufacturer’s logo or branding cannot appear on the exterior of the garment. Inside the neck label is acceptable. Applies to primary, secondary, departmental, and informal signatures.
- On orders totaling 1,000 units or more, contact Brad Hutchins at hutchins@uoregon.edu for assistance.

UNACCEPTABLE PRODUCTS AND SERVICES

The UO name and marks may not be associated in any way with:

- Tobacco, controlled substances, sexually oriented products, alcohol, religious products, or games of chance.
- Sexually suggestive text or graphics, denigrating language toward any group, items that infringe on other trademark owners, or endorsement of political candidates.
- Products that do not meet minimum standards of quality and/or taste, are judged to be dangerous, or carry high product liability risks.

TRADEMARK LICENSING AND BRAND MANAGEMENT

LICENSED RETAIL APPAREL AND HARD GOOD MARKS

APPROVED VERBIAGE

University of Oregon®

Oregon™

Oregon Ducks®

Ducks™

Oregon Football™

Oregon Basketball™

Quack Attack™

Oregon Baseball™

Hayward Field™

Autzen Stadium™

Mac Court™

Jane Sanders Stadium™

MATT Arena™

PK Park™

Sco Ducks™

Contact Brad Hutchins at
hutchins@uoregon.edu for
the most current Fanatics
Licensing Management guide
on retail apparel.

PRIMARY MARK

For use on hard goods only. The Primary Marks are exclusive to Nike on retail apparel and headwear.



UO MASCOT DUCK MARK

(see section 1.8) Pantone 137 used on Duck bill only.



WEBFOOT MARK



INTERLOCKING UO MARK



WINGED O MARK



SCRIPT WORDMARKS



WORDMARKS

OREGON®

**OREGON
DUCKS**®

DUCKS™

GO DUCKS™

FIGHTING DUCKS™

MIGHTY OREGON™

NOTE: The trademark and registered symbols are an integral part of the logo on all your pieces. When enlarging any of the UO logos for print, product, or banner applications, the circle-R symbol should not be larger than 0.25 inch. This may require a manual adjustment.

- 6.1
STYLE
PHILOSOPHY
- 6.2
STYLE APPROACH
- 6.3
PHOTO STYLE
APPROACH
- 6.4
PHOTOGRAPHY
EDITING GUIDELINES
- 6.5
LOGO AND BRANDED
VIDEO OUTRO
- 6.6
POLICIES AND
PRACTICES

PHOTOGRAPHY AND VIDEOGRAPHY

Photography and videography are the key tools for conveying the University of Oregon brand. They capture the UO experience and connect with people in ways that words can't. Rooted in a sense of place and authenticity, we show—not just tell—our story through imagery that showcases the vibrancy and diversity of our community.

6.1

PHOTOGRAPHY AND VIDEOGRAPHY

STYLE PHILOSOPHY

We use photography and videography to illustrate the characteristics and qualities of our brand. The images used in our marketing initiatives should best represent the UO's incredible setting as well as the rich sense of belonging found within our community.

Video production is a powerful tool we use to support the marketing initiatives of the UO in alignment with the tone and voice of our brand. The visual style and approach can be described as artful, honest, and engaging.

- Natural light is a key element of our photography and videography.
- Act natural: Aim for a mix of candid and camera-aware images.
- Choose unexpected and interesting angles.
- Use dynamic colors and contrast.

For additional information on photo and video services visit communications.uoregon.edu/photo or communications.uoregon.edu/video-services



6.2

PHOTOGRAPHY AND VIDEOGRAPHY

STYLE APPROACH

When capturing images or working with them in creative projects consider these basic principles of approach.

- Use available light as often as possible
- Use artificial light when necessary
- Capture candid moments
- Camera awareness can create intimacy
- Photograph real people in real places

Our approach to video production falls into three primary categories or genres—educational, entertaining, and inspirational. An appropriate amount of overlap will directly influence the success of a video's messaging and audience engagement.



Use available light as often as possible

Successful use of available light, including natural backlighting, reinforces an editorial feel and helps convey the vibrancy of the UO.



Capture candid moments

Subjects should rarely be looking at the camera. This helps reinforce the impression of spontaneity and helps our audience picture themselves in the moment.



Look for interesting and unexpected angles

Surprising camera angles, creative use of depth-of-field and unexpected environments all help to illustrate the unique community and experience at the UO.



Use artificial light when necessary

Artificial lighting is used to complement a scene or highlight focus of photograph. Lighting should never draw attention to itself or be too distracting, presenting the look and feel of a staged scene.



Camera awareness can create intimacy

Images that capture a subject looking into the camera can help provide a level of intimacy between the subject and our audience. Although coaching and direction are often necessary, posing or overly art directing should be avoided.



Photograph real people in real places

Using people from the programs and places you are featuring preserves authenticity and relates the unique personality of the UO. Images should have an editorial feel. Photos should never look staged.

PHOTO STYLE
APPROACH

Natural backdrops and warm lighting

HEADSHOTS

Capture subjects in a warm, natural environment, including lush outdoor settings on campus and warm, bright, and inviting interior spaces. Shooting with a narrow depth-of-field and a telephoto lens helps to compress the background and reduce distractions. Artificial lighting should be used to subtly separate the subject from the background.



Prioritize candid moments as opposed to posed groups

EVENTS

Always work directly with event coordinator to ensure they get the images they need from the event and anticipate any special requests such as award presentations. When possible, shoot with available light and look for candid moments and expressive interactions. Avoid images of people eating, drinking, or talking.



Storytelling settings, engaging expressions

PORTRAITS

These images are different from headshots in that they tell more of a story of the personality of the subject. Select settings that help communicate the subject's interests or area of academic involvement. Typically these photos are shot with a wider lens to accommodate more information about the person relative to their surroundings.



Clean and well-composed documentation of an appearance

SPEAKERS

When possible, shoot a mix of tightly cropped telephoto images of the speaker isolated behind the microphone or podium, as well as wide shots that include the crowd or environment of the event.

PHOTOGRAPHY AND VIDEOGRAPHY

PHOTOGRAPHY EDITING GUIDELINES

As technology has made it easier to remove, add, or move elements in a photograph, it is important to caution that changing content, even slightly, conflicts with the University of Oregon's value of authenticity and jeopardizes the trust of our audience.

The following is the University Communications' policy related to the creation and use of photographs:

- Alteration of a photograph that misleads, confuses, or otherwise misrepresents its accuracy is strictly prohibited.
- Enhancing the technical quality of a photograph is acceptable, but changing the meaning is not.

ACCEPTABLE

- Electronic equivalents of established practices for traditional darkroom printing methods like dodging, burning, toning, and cropping, as long as the content and meaning aren't changed.
- Color and tonal correction to ensure accurate reproduction of the original photograph.
- Technical touch-up of images for the purpose of color-balancing or removal of flaws (such as dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction. Such changes will be considered to be insubstantial.
- Routine cropping is not considered to be an alteration. However, there is a possibility of changing reader perception with creative cropping.
- When cropping, keep the modified version true to the intent of the original photo.

NOT ACCEPTABLE

- Content alteration of any kind: moving, adding, deleting, combining, stretching, shrinking, etc.
- If a caption is needed to explain that the content isn't real, don't use the image.
- Misrepresenting a created scene as a "found" moment.

6.5

PHOTOGRAPHY AND VIDEOGRAPHY

LOGO AND BRANDED VIDEO OUTRO

All videos produced by the University of Oregon must begin and/or end with our logo and wordmark.

For schools, colleges, and departments, use your corresponding horizontal or vertical logo available for download at brand.uoregon.edu. Center a white UO or departmental logo on a black background and hold for at least three seconds.

NOTE

Brand assets including motion graphic templates are available for download at brand.uoregon.edu

PRIMARY SIGNATURE—HORIZONTAL



PHOTOGRAPHY ROOTED IN NATURE



WHEN PLACING THE OUTRO OVER VIDEO FOOTAGE BE MINDFUL OF THE COLOR, CONTRAST, AND MOTION OF THE VIDEO CLIP YOU SELECT SO THAT THE SIGNATURE IS MOST READABLE.

PRIMARY SIGNATURE—STACKED



A STACKED SIGNATURE INCLUDING DEPARTMENT NAME CAN BE USED FOR VIDEOS FOCUSING ON A SPECIFIC PROGRAM, ACADEMIC UNIT, SCHOOL, OR COLLEGE.

PHOTOGRAPHY AND VIDEOGRAPHY

POLICIES AND PRACTICES

CLOSED CAPTIONING

All videos that include speaking must be closed-captioned. At the University of Oregon, we want our video content to be as accessible to as broad an audience as possible. Closed-captioning video content helps those who are hard of hearing or have speech barriers to engage with our content.

- All videos posted to YouTube and Vimeo should be closed captioned
- Include closed captions in videos on social media
- Whenever possible include closed captioning in live video events

For more information about accessibility visit communications.uoregon.edu/accessibility

MODEL RELEASE FORM

A model release form may be necessary for most videography or photography involving people amid UO locations. As a general rule, if video or photography focuses on a single person or a small group, they should complete and sign a model release form. Always have release forms signed for minors. If there is any question as to the legal standing to use the likeness of your subject, have them sign a release form.

Access the digital consent form at uoregon.edu/release

Printable versions can be accessed at communications.uoregon.edu/model-release-forms

CAMPUS DRONE POLICY

The operation of unmanned aircraft systems (UAS), also known as drones, has become increasingly popular for a growing number of educational, commercial, and safety purposes.

Anyone wishing to operate a UAS or model aircraft on UO property or at a UO-sponsored event is required to obtain approval from Safety and Risk Services prior to operation, and submit a completed UAS flight request form to riskmanagement@uoregon.edu at least 14 days in advance of the requested flight date.

Visit safety.uoregon.edu/drones-campus to learn about the process and download the UAS flight request form.

View current approved drone flights at map.uoregon.edu/drone-flights

COMMERCIAL FILMING

Video and photography activities should not negatively impact students or the learning environment. Permission is required for commercial filming or photography. Brand Management and Trademark Licensing is responsible for securing a contract for commercial filming activities that occur on campus.

Learn more by visiting: communications.uoregon.edu/video-services/film-and-video-production-guidelines

SOCIAL MEDIA

7.1
CHANNELS

7.2
STRATEGY

7.3
GRAPHICS

7.4
SOCIAL
MEDIA ICONS

Social media is where we tell our story in real time. It extends the reach of our news and storytelling platforms, allowing us to distribute timely information to the broadest possible audience. And it's the field of engagement where our brand meets our audience, where members and prospective members of the UO community can come together, explore passions, share experiences, ask questions, and put new discoveries into action.

SOCIAL MEDIA

CHANNELS

We know our audience doesn't live on just one platform. When posting on social media, we always keep in mind the interplay between different platforms and related sites. We view the whole of these channels as our media ecosphere.

The university's social media handle, @UOregon, has a presence on several prominent platforms. These will change as the social media landscape evolves. Each channel has its own rules of engagement, functions, formats, and communities. Understanding these nuances is essential to maintaining a consistent voice across channels.



FACEBOOK

Facebook is our record keeper and center of gravity. It echoes and amplifies our story and brand values. It also serves as a valuable repository for information—from photos to campus tour videos to event information—while helping us keep up with what students are doing. This is where we post news, cover campus events, link to curated stories from other channels and encourage the formation of new social groups. It's also where we showcase reviews, ratings and news from third-party sources. Facebook should redirect to around.uoregon.edu, oregonquarterly.com, and related sites.



INSTAGRAM

Instagram speaks to audiences through image-heavy content. It allows us to show our story rather than tell it. It is a feeling, not an explanation. Instagram will be a key channel for crowdsourcing content that gives prospective students a feel for what it is like to be a UO student. It is a window through which prospective students see what is going on and a yearbook for alumni who miss life as a Duck.

We also use Instagram stories to capture campus scenes and relay content from our subaccounts.

Instagram Stories consist of 3-5 slides that hook the viewer with the first frame and end with a call to action. This content is more ephemeral and separate from the traditional Instagram feed.



TWITTER

Twitter happens in real time. It happens in classrooms, in the residence halls, in the library, and in Autzen Stadium. It is the epitome of the “now” space. This is a primary platform for interaction—where students (prospective and current) can ask questions and get answers from peers or faculty. It's also a safe, open place to have a conversation. Twitter links to timely and relevant resources.

YOUTUBE



YouTube is a video-sharing platform where users can watch, like, share, comment, and upload their own videos. The University of Oregon can be defined by its community. We create videos that promote the UO's remarkable research, outstanding student experience, and incredible campus community. We strive to tell a complete story through a combination of in-depth, documentary-style stories that dive deep into topics, and fun, first-person features that celebrate what it means to be a Duck.



LINKEDIN

LinkedIn is where alumni, students, faculty, and staff connect and network, where we build a sense of community among Ducks both near and far. It is where we highlight research by our faculty and share professional development resources that alumni can apply to their careers. We promote events featuring faculty and alumni sharing their expertise. We aim to bring Ducks back to campus in a virtual sense, ultimately building pride in our university and UO community.

USING SOCIAL MEDIA BRAND ASSETS

Just as the UO promotes its image through protection of its brand, so do social media platforms. Respect brand standards for the use of social media icons, badges, and logos. Altering them violates the intellectual property of these brands and may also dilute users' recognition of known icons. For example, never change the signature Facebook badge color to green and yellow or replace the Twitter bird with a duck.

Below are links to guidelines and asset downloads for popular social media brands.

- **Facebook:** en.facebookbrand.com/facebookapp/
- **Instagram:** en.instagram-brand.com
- **Twitter:** about.twitter.com/en/who-we-are/brand-toolkit
- **LinkedIn:** brand.linkedin.com/downloads

SOCIAL MEDIA STRATEGY

Our social media strategy is to focus first and foremost on content that is not only engaging but supports the university's goals of student recruitment, retention, and development. Our accounts also foster relationships with secondary audiences and influencers (families, donors, alumni, faculty, staff, media, academic units, etc.) and amplify content from other branded subchannels.

Social media posts should feel like a dinner party or picnic, not a speech. Although we filter our content through the strategic lens of excellence, access, experience, and diversity, we are careful to converse with audiences rather than tell them how they should think or feel. We aim to strike a balance between maintaining consistency with our brand tone words and taking bold, calculated risks.

For expanded guidelines, including tips for posting, contact Lesli Larson, Director of Content Strategy, at 541-346-1946 or email llarson@uoregon.edu

GUIDELINES AND BEST PRACTICES

The University of Oregon encourages its units to explore social media and decide whether running a social media property is right for them. Social media can be a great way to connect and engage with important audiences, including prospective and current students, staff, and faculty, alumni, and fans. But starting a social media account requires regular supervision, care, and maintenance.

The minimum requirements for launching a UO subaccount include:

- At least one dedicated professional staff member (not a student worker) has social media as part of their job description or daily job duties.
- Social media is part of the unit's strategic communication plan.
- The unit maintains active social media accounts that post at least three times a week.
- Social media is used to meet institutional priorities (recruitment, retention, enrollment, diversity, and presidential initiatives).
- The unit has a demonstrable need for social media to help manage media mentions, crisis communications, and advertising.

GETTING STARTED

Before you get started with any social media platform, we ask that you do the following:

PLAN Why do you want to create a social media account? What is your strategic purpose? What audience are you trying to engage? Which social media property is right for your unit? It's better to use one platform well than to stretch yourself thin across multiple sites.

ASSIGN RESPONSIBILITY Make sure at least one faculty or staff member from your unit has login credentials to each account. A UO faculty or staff member must have administrative privileges to all accounts and is responsible for controlling permissions and security. Use discretion in giving administrative permissions to students. Update passwords quarterly.

DEVELOP YOUR BIO Clearly identify your unit's relationship to the University of Oregon in the bio or "about" section.

SET A SCHEDULE When and how often will you post? If you can't maintain a regular schedule—posting at least once per week and more often on Twitter—then you might need to rethink whether social media is right for your unit.

IDENTIFY VISUAL ASSETS Who will create the content for your posts? Visual media is vital for a healthy social presence, and producing quality photos, videos, and graphics can be time-consuming.

MONITOR COMMENTS Who will be responsible for monitoring the account and engaging with your followers? Social media is a two-way street, and it's critical that someone is reviewing comments and responding as needed.

SOCIAL MEDIA

GRAPHICS

For special marketing and awareness campaigns, use branded graphics to make your content stand out on your social media feeds. Consider how to repurpose existing graphic design assets into social media graphics.

If you need specific guidance, contact uobrand@uoregon.edu.

SIZES

It is crucial to resize your design for each specific social media platform; otherwise your text or visuals may get cropped or display incorrectly. One helpful tool is the “Always Up-To-Date Social Media Sizes Cheat Sheet” produced by Sprout Social (sproutsocial.com/insights/social-media-image-sizes-guide).

LOGO

Reinforce UO branding through the use of the “O” logo. Although it shouldn’t be the main component of your social graphic, when possible, include the logo to reinforce the post’s connection to the UO. In this way, the image can be shared broadly while maintaining its connection back to the institution.

EXAMPLES IN USE



BRANDING

Follow UO branding guidelines as outlined in the in UO Style Guide when designing your graphics.

TEXT AND LEGIBILITY

Social media and readability go hand in hand. Short, clear messages are the key to both. Short, concise messaging set in easy-to-read text will get your messaging across. Avoid overly designed type treatments or the use of multiple fonts, if possible.

PHOTOGRAPHY

Refer to section 6 (Photography and Videography guidelines).



SOCIAL MEDIA

SOCIAL
MEDIA ICONS

In creating a social media icon for your department or unit, follow the UO Brand and Style Guide.

If you need specific guidance, contact uobrand@uoregon.edu.

NOTE

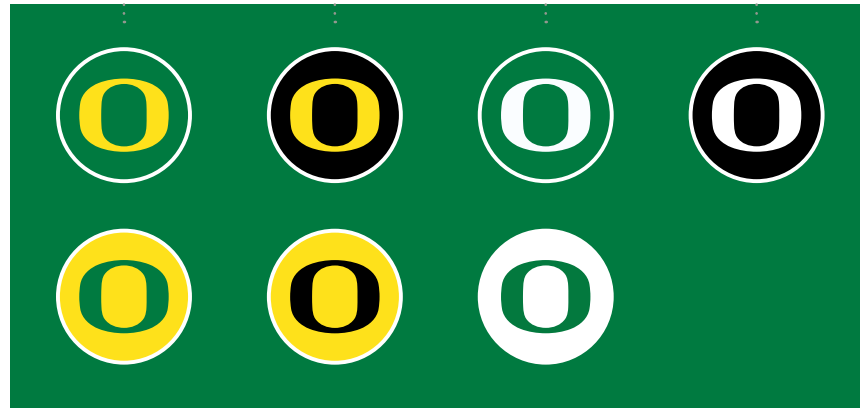
The yellow "O" on green background is used for the main University of Oregon accounts managed by University Communications.

GREEN/YELLOW

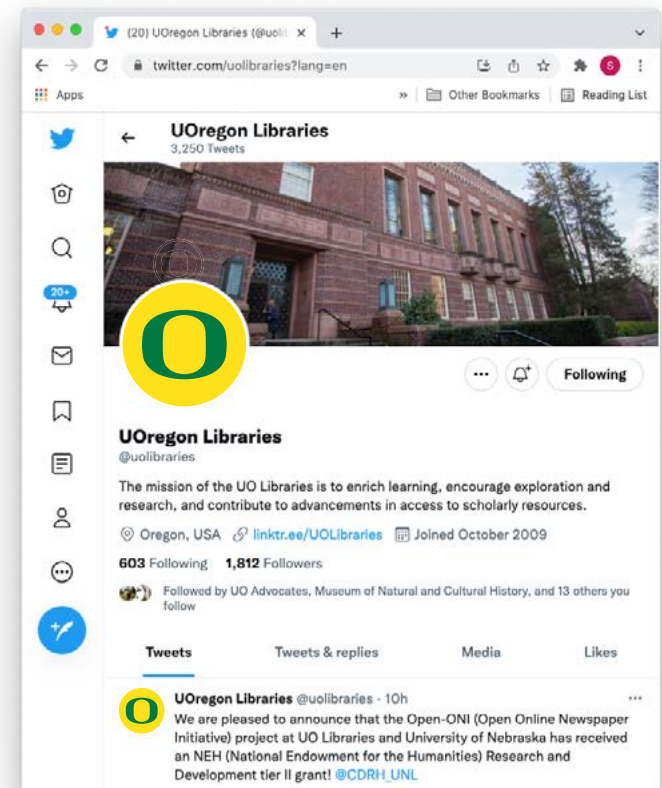
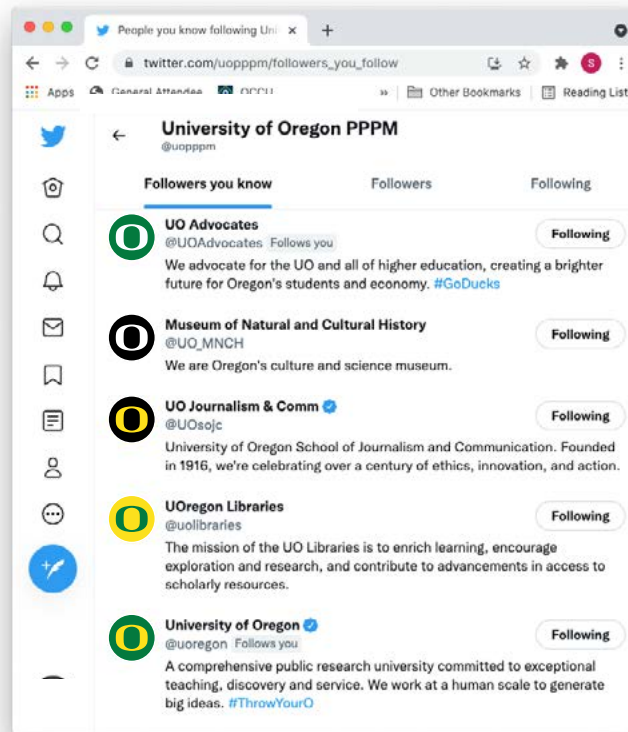
BLACK/YELLOW

GREEN/WHITE

BLACK/WHITE



EXAMPLES IN USE



WEBSITES

8.1
REQUIRED
WEB ELEMENTS

8.2
ACCESSIBILITY
ON THE WEB

Our web presence is the university's digital front door. It is often the first—and sometimes the only—exposure people will get to the UO brand. We are committed to an inclusive and welcoming user-centered approach that provides maximum utility for our various audiences while maintaining a consistent experience across all University of Oregon websites.

For best practices and resources, visit digital.uoregon.edu

8.1

WEBSITES

REQUIRED WEB ELEMENTS

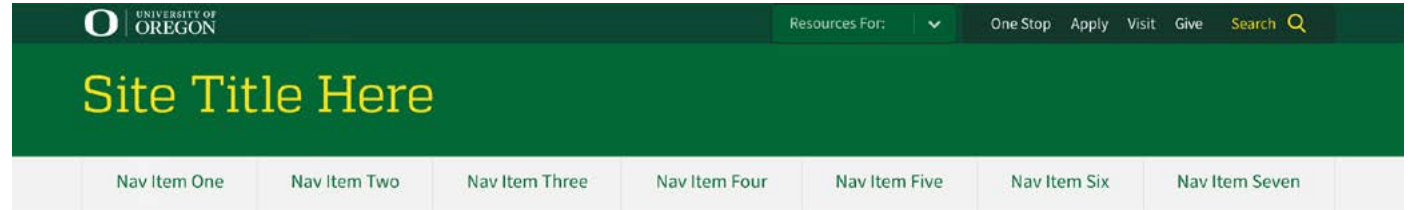
The UO header and footer—the consistent, branded information at the top and bottom of our websites—are required on all officially identified UO office, unit, department, division, school, and college sites using the uoregon.edu domain.

The header and footer provide a standard navigation to audience-oriented content and specific content for external audiences. The links and graphics are fixed and cannot be altered or adapted.

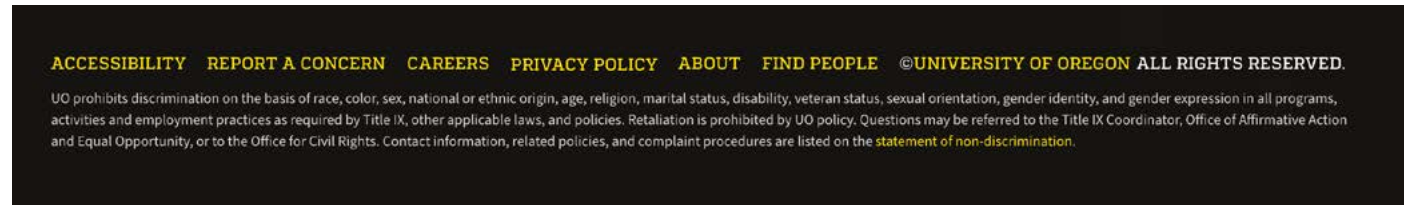
Visit <https://digital.uoregon.edu/website-requirements> for the latest details and resources.



UO HEADER BAR (REQUIRED)



HEADER EXAMPLE (OPTIONAL)



FOOTER EXAMPLE (REQUIRED)

WEBSITES

ACCESSIBILITY ON THE WEB

We have a philosophical commitment—and a legal obligation—to provide accessible websites that comply with federal and state requirements.

Section 508 of the Rehabilitation Act of 1973 requires the university to make all websites accessible to people with visual, hearing, mobility, speech, cognitive, and neural disabilities. The university uses WCAG 2.0 (Level AA) as its web accessibility standard.

Learn more about accessibility requirements at digitalaccessibility.uoregon.edu

WEB ACCESSIBILITY GUIDELINES

- Include clear and concise alternative or “alt” text attributes for all relevant images and graphics on your site.
- Caption all videos. For all audio files, link to a text transcript.
- Ensure that your website does not contain any element that flashes more than three times per second.
- Use concise, descriptive text in links.
- Use correct heading structure.
- Do not rely on only color or direction to convey meaning.
- Provide sufficient color contrast for text and graphics.

9.1
STATIONERY

9.2
SIGNAGE

9.3
EQUAL
OPPORTUNITY
STATEMENT

9.4
PRACTICAL
EXAMPLES

APPLYING THE BRAND

Our colors, typography, photography, graphic elements, and voice come together to create a strong, unique image for the University of Oregon. Using our brand tools consistently ensures that we are presenting ourselves in a consistent and cohesive way, no matter the medium. This section includes practical applications of the brand that should be used to guide your work. When in doubt, opt for clarity, sincerity, and simplicity.

9.1

APPLYING THE BRAND

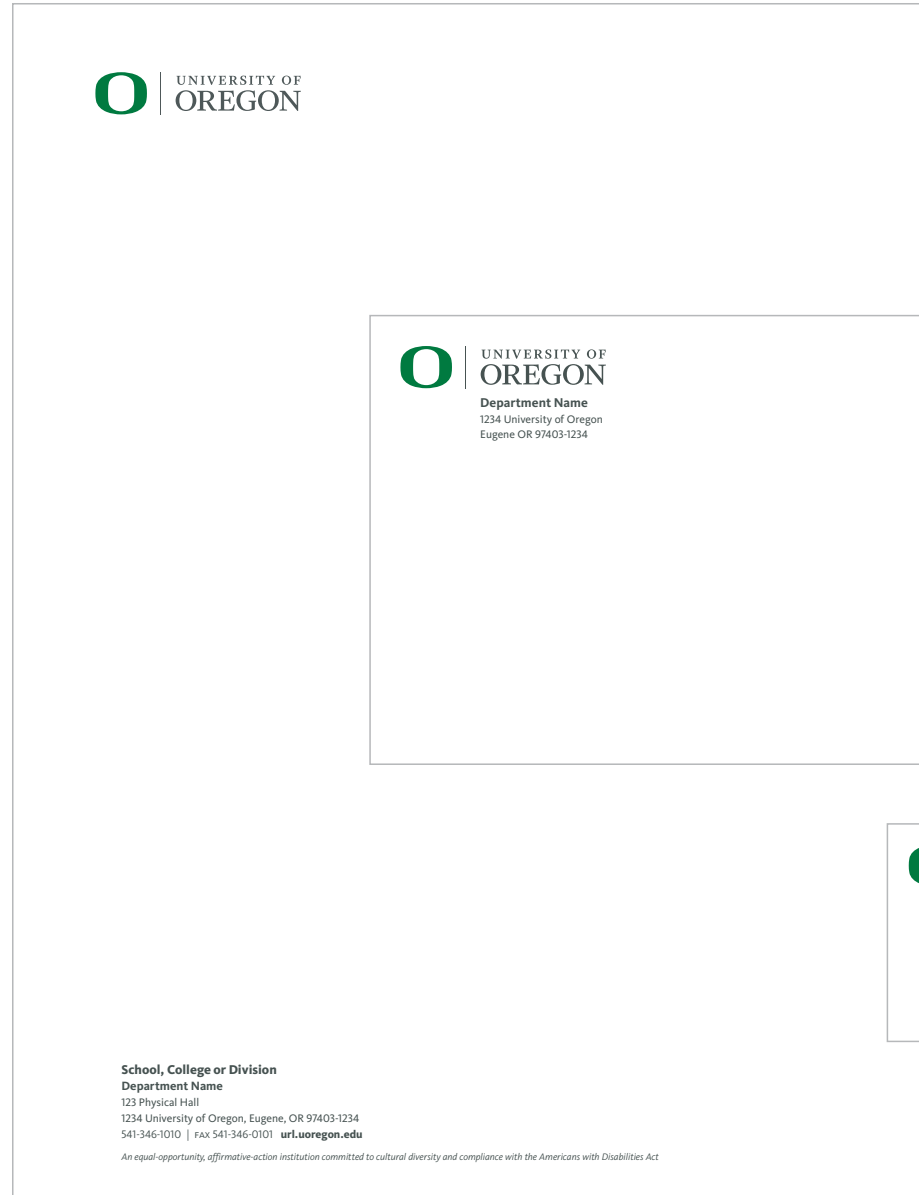
STATIONERY

The UO stationery system extends our brand into personal communications. Stationery use is exclusively for school, college, and administrative unit business across all campuses.

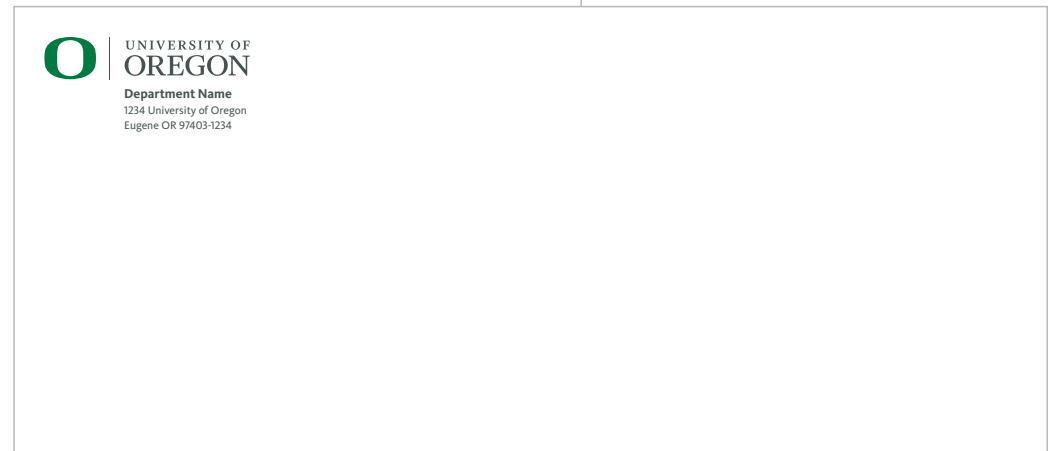
Official stationery—including printed and digital letterhead, envelopes, business cards, and some specialty correspondence—is available to order from UO Print Services.

 print.uoregon.edu

LETTERHEAD—8.5" X 11"



ENVELOPE—9.5" X 4.125"



BUSINESS CARD—3.5" X 2"

APPLYING THE BRAND

SIGNAGE

The purpose of signage on campus is to ensure safety, provide direction, and provide information about campus departments and events. Signage on campus will be limited, with the understanding that some signage is essential to support the university mission.

For more information on campus signage visit Campus Planning and Facilities Management (CPFM) on the web and reference the Campus Outdoor Sign Plan.

cpfm.uoregon.edu/signage-0

EXTERIOR POST-AND-PANEL SIGN EXAMPLE



TRANSPORTATION SIGNAGE



Primarily used for parking lot entrance signs and vehicular traffic signs



To be used for all parking signs not requiring the two-tone, higher-visibility design



To be used for all reserved parking spaces, loading zone areas, and service vehicle parking spaces where a higher-visibility sign is needed

APPLYING THE BRAND**EQUAL
OPPORTUNITY
STATEMENT**

UO policy recommends that university materials include a statement on equal opportunity—and requires its inclusion in publications and advertisements used for recruitment of students and employees. Text should be set in 7 pt United Sans Regular with 1 pt leading.

FULL STATEMENT

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request. Accommodations for people with disabilities will be provided if requested in advance.

SHORTER STATEMENT

FOR UNIVERSITY STATIONERY AND POSITION ANNOUNCEMENTS

An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act

MINIMAL STATEMENT

FOR NEWSPAPER AND JOURNAL POSITION ADVERTISEMENTS AND OTHER PRINTED MATERIALS WHERE SPACE IS VERY TIGHT

EO/AA/ADA institution committed to cultural diversity

9.4

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

The following examples demonstrate how to use our logos, colors, typefaces, brand elements, and photography to bring the Oregon brand to life.

EXAMPLE VIEWBOOK SPREAD



BEVELED-CORNER BOX

COLORS USED:

SMALL URL

ICON

STATS

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE VIEWBOOK SPREAD

PHOTOGRAPHY ROOTED IN NATURE



THE PACIFIC NORTHWEST

THE STATE OF OREGON HAS:



48%

OF THE STATE COVERED IN FOREST



115

THOUSAND MILES OF RIVERS



363

MILES OF SCENIC COASTLINE



24

MOUNTAIN PEAKS OVER 9,200 FEET



Where we are has a lot to say about who we are

This is our ecosystem. We're immersed in nature. It inspires. It informs our decisions and our innovation. The first recycling bills were drafted here. No surprise—sustainability is in our DNA. So is good coffee and fresh, locally grown food. Active isn't an afterthought, either. We don't work out at the end of the day. We jog in the morning, bike to school, and roll along 19th Avenue to meet friends. We ski down mountains, float down rivers, and play along the beaches on the weekends. We wouldn't have it any other way. This is where you come to explore, lean into life, be anything you want. This is where freedom roams free, individuality is respected, and collaboration is pervasive.

- 📍 Oregon Coast, 65 miles from campus (top left)
- 📍 Spencer Butte, 6 miles from campus (top right)
- 📍 Three Sisters Mountains, 78 miles from campus (bottom left)
- 📍 Salt Creek Falls, 63 miles from campus (bottom right)

STATS

ICONS

COLORS USED:

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE VIEWBOOK SPREAD

COLORFUL, IN-THE-MOMENT PHOTOGRAPHY

BEVELED-CORNER BOX

STATS

FIND YOUR FIT

Ducks love to move—on the field, on the court, in the water, on the slopes.

We don't just play a few sports; we play practically every sport playable, at every skill level. From dodgeball to bocce ball, swimming to soccer—here, anyone can get a team up and running and have a good time. For those who want to break a sweat without competing, our state-of-the-art Student Recreation Center offers everything from rock climbing to yoga. In the stands, we love to cheer on other Ducks, whether they're playing one of our 18 Division I sports on the national stage or trying their hand at an intramural inner-tube water polo tournament. It's not just about winning—it's about being part of a team.

87%
OF UO STUDENTS PARTICIPATE IN PE AND REC PROGRAMS

33
DIVISION I NATIONAL CHAMPIONSHIPS

rec.uoregon.edu
clubsports.uoregon.edu
goducks.com

A club sports athlete competes in a soccer match on the Student Rec Center turf field.

COLORS USED:

PATTERN

MULTIPLE URLs

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE PRINT AD

COLORS USED: 



--- PATTERN

--- BEVELED-CORNER BOX

9.4

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE PRINT AD

COLORS USED: 




PUSHING FRONTIERS


At the University of Oregon's Phil and Penny Knight Campus for Accelerating Scientific Impact, our passion-fueled curiosity drives discovery where basic science meets engineering, where molecular engineering combines with biology, where technologies shape the future of medicine.

We're pushing the frontiers of science in bioengineering, biomaterials, technologies for precision medicine, prediction of complex biological systems, and synthetic biology. We're layering in big data, predictive analytics, artificial intelligence, and machine learning.

We're cultivating a new generation of scientists, undaunted by traditional disciplines and focused on improving the human condition. We're bringing together brilliant minds to imagine solutions for today's problems and tomorrow's industries. Because changing the world with science requires a team effort.

Together, we are redefining possibility.

 accelerate.uoregon.edu

 UNIVERSITY OF OREGON

EDAA/ADA institution committed to cultural diversity. © 2019 University of Oregon

..... BEVELED-CORNER BOX

..... URL

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE PRINT AD

COLORS USED: 



CANDID, IN-THE-MOMENT, SENSE-OF-PLACE PHOTOGRAPHY

EXAMPLE ROLL UP BANNER

COLORS USED: 



PATTERN

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE FLYER

COLORS USED:

ICONS

STATS

PATTERN

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE SOCIAL MEDIA GRAPHICS

COLORS USED: 



9.4

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE FOLDER AND INSERTS

COLORS USED: [Yellow swatch] [Black swatch] [White swatch]



COLORS USED: [Yellow swatch] [Black swatch] [White swatch] [Green swatch]



9.4

APPLYING THE BRAND

EXAMPLES OF BRAND IN USE

EXAMPLE WEB ADS

COLORS USED: 

