

BRANDING

GUIDELINES

This document should be used to help create and maintain a consistent branding for the ASOSU. For all future marketing efforts that are to be posted or representative of ASOSU please follow these guidelines. All marketing efforts that are in relation to ASOSU are overseen and must be approved by the ASOSU Marketing Coordinator.

Our hope is to maintain a clear ASOSU specific branding that can be carried out and recognized across campus.

If you would like a post to be created/advertised through ASOSU:

- Please follow these guidelines if you are to make your own post.
- If you would like something created, please fill out the necessary information [here](#).
- If you have any questions/concerns, please reach out to asosu.marketing@oregonstate.edu.

Branding Guidelines



Main Fonts

Kievit Offc Regular
Kievit Offc Italic Kievit
Offc Medium *Kievit
Offc Medium Italic*
Kievit Offc Bold
Kievit Offc Bold Italic

Stratum Thin
Stratum Light
Stratum Regular
Stratum Medium
Stratum Bold
Stratum Black

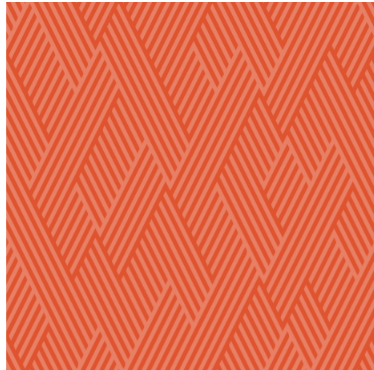
Primary Colors

C 0 M 79 Y 100 K 0	C 0 M 0 Y 0 K 100
C 0 M 0 Y 0 K 0	C 24 M 13 Y 18 K 38

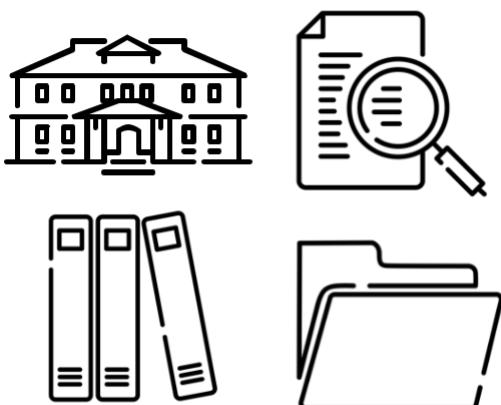
Secondary Colors

C 0 M 79 Y 100 K 0	C 0 M 22 Y 100 K 2	C 0 M 49 Y 98 K 10
C 20 M 0 Y 7 K 0	C 21 M Y 100 K 0	C 100 M 0 Y 28 K 20
C 0 M 79 Y 100 K 0	C 0 M 79 Y 100 K 0	C 0 M 79 Y 100 K 0
C 20 M 0 Y 36 K 0	C 14 M 12 Y 100 K 34	C 71 M 8 Y 100 K 50
C 7 M 14 Y 20 K 22	C 18 M 8 Y 20 K 24	C 16 M 29 Y 38 K 53
C 0 M 43 Y 70 K 0	C 0 M 34 Y 55 K 1	

Main Patterns



Icons



Fonts

You can use any combination of fonts for the design you are creating. The given fonts should be the only fonts being used. All the fonts can be found [here](#).

Colors

You can use any of the provided colors. Please try to maintain a consistent color scheme to support a clear branding presence. Do not use the colors green and yellow together.

Patterns

You can use either of the two patterns provided. When using them, be sure that the backgrounds are not distracting from the given message.

Photography

Any of the images in the OSU Marketing guidelines may be use. Campus imagery is preferred. The photos can be found [here](#).

Icons

OSU provides many icons that you are free to use. Be sure to use icons appropriate to what your message is portraying. The icons can be found [here](#).

Main Logos



Logos with Backgrounds



Logos

All marketing materials must include the ASOSU logo. The logo is preferred to be in the right or left corner, this is to allow room for other logos that may need to be included. The logos can be placed elsewhere on the document, but this must be approved by the marketing coordinator. Official logos can be requested by contacting the marketing coordinator.

The main logos are preferred but the other logos may work better for different designs.

If you have any questions or concerns, please reach out to asosu.marketing@oregonstate.edu