

# Brand Guidelines

## FONTS

### Main Fonts

Roboto Thin  
Roboto Light  
Roboto Regular  
Roboto Medium  
**Roboto Bold**  
**Roboto Black**

Roboto Slab Thin  
Roboto Slab Light  
Roboto Slab Regular  
**Roboto Slab Bold**

Special Occasions Font | Invites, Formal, Headings, Initials

*Italiano Regular Font*

## COLORS

### Main Colors

C 0  
Y 0  
M 0  
K 90

C 0  
Y 80  
M 95  
K 0

C 25  
Y 87  
M 100  
K 19

### Secondary Colors for Design Elements

C 66  
Y 24  
M 51  
K 52

C 77  
Y 18  
M 24  
K 0

C 76  
Y 83  
M 31  
K 18

C 17  
Y 100  
M 100  
K 7

C 39  
Y 0  
M 100  
K 0

C 34  
Y 7  
M 12  
K 0

C 62  
Y 57  
M 24  
K 3

C 0  
Y 77  
M 61  
K 0

C 0  
Y 17  
M 85  
K 0

C 26  
Y 25  
M 18  
K 0

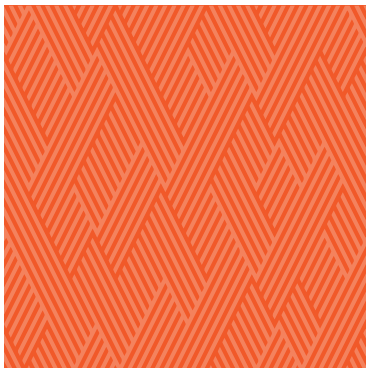
C 44  
Y 50  
M 60  
K 45

C 0  
Y 0  
M 0  
K 0

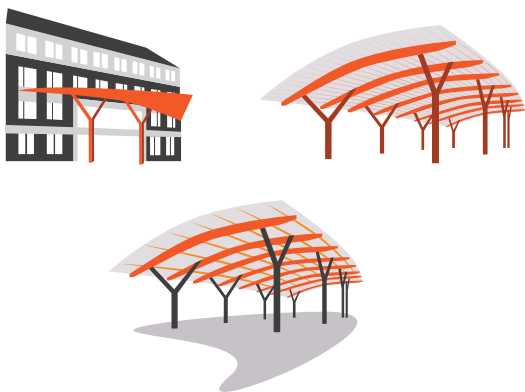
# Brand Guidelines

## PATTERNS

### Main Patterns



### Icons



## RULES

### Fonts

You can use any combination of the fonts for the desired design, however I wouldn't use the Special Occasion Font for huge bodies of text to keep the readability strong. In addition feel free to use italics when needed. All the fonts can be downloaded from [fontsquirel.com](http://fontsquirel.com)

### Colors

You can use any of the given colors, and use any tints or shades of the provided colors. Please use the dark gray we provide over black since the orange and dark gray are our main colors. You can use black as a secondary color *if needed*.

### Patterns

You can use the main patterns if desired, and you can make your own patterns using any of the provided colors. I will provide the .ai files of both. When looking for a pattern online make sure you can image trace the black and white pattern. This is so you can scale up the pattern to any size. Or make your own, have fun with this!

### Photography

The OSU Marketing guidelines that can be found at [oregonstate.edu/brand/general-photography-guidelines](http://oregonstate.edu/brand/general-photography-guidelines) are helpful; keep in mind if taking original photos. If not, you can use other images online, etc.

### Icons

Feel free to use the icons provided or not. You can change the colors of them, or you can design your own! These designs take after the new SEC building and the canopy. The logo also takes after the canopy.

# Brand Guidelines

## LOGO

### Main Logo



### Small Logo



### Arch Logo



### Arch Logo Example



## RULES

### Logo

If the advertisement is for ASOSU and where it is the main focus the logo should be top center preferably. If ASOSU is hosting an event and you are designing the poster the logo is to be displayed in the bottom left corner. In the left corner please have the spacing the same between the left edge to the logo and the bottom edge to the logo (If not using the tag).

When the logo is scaled too small to read the text, please delete the text section. Resulting in using the Small Logo.

The Arch Logo can be used as an accent or decorative element (Look at example).

### Logo Background

The arch replicates the new SEC Building; it communicates that ASOSU covers, protects, and advocates on the behalf of the students. The interweaving represents a movement of guiding students on a path to academic excellence, intellectual, social, cultural, and physical development. The connected "A" and "S" represent the interconnectedness that ASOSU has with the students and how together we can create a better campus and leave a legacy.

### Design Process

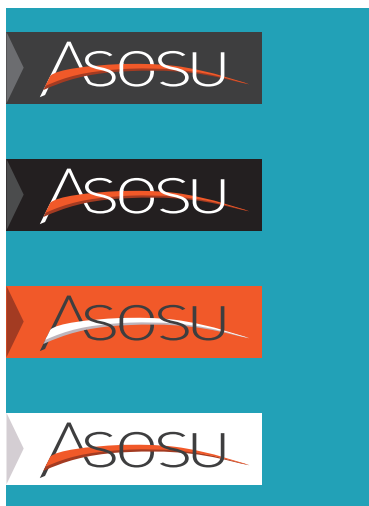
We will collaborate on projects with the MU 204 Designers and pick a direction to go on a design. After designing a rough draft please send us a PDF so we can give feedback. If we want changes to be made we will let you know, and share what we like. After that phase, design another copy and send it our way. We may voice if we would like more changes. We would like to send files through Google drive so we can put up large files easily and collaborate together. To let us know when files are up send us an email.

If the MU 204 Designers are swamped with other projects let us know and we can accommodate and make other arrangements. We are understanding!

# Brand Guidelines

## LOGO

### Logo Tag



## RULES

### Logo Tag

The Logo Tag is designed for backgrounds that are too busy to stand alone on. Please use the tag if the background is too noisy. Use a variety of the tags. Feel to use the good examples below.

Scale the tag size depending the size of print. Keep ratios similar. The width of the tag is 1.3285 in. It is to be placed in the bottom left corner with and without bleed. Keep consistent with the sizing. For an example once you figure out a good size for an 11x17 size, use it as an template for that same size.

