



Logo Guidelines

Marketing/Communications/Public Affairs (MarCoPa)

www.oit.edu

Oregon's Polytechnic University

Logo guidelines

The Oregon Tech brand is known for excellence in STEM-H degree programs in Oregon and beyond. The logo system that represents the brand was designed to create a cohesive visual experience for all university divisions, departments, and programs. Oregon Tech's primary visual brand is represented by a blue and yellow block logo. Many Oregon Tech logos are registered trademarks.

Everyone in the Oregon Tech community has a responsibility to use university logos and identifiers correctly to maintain integrity of the Oregon Tech logo system. To ensure Oregon Tech's brand remains strong and protected, Marketing, Communications, and Public Affairs (MarCoPa) recommends the guidelines below for logo development.

Please contact the Director of Marketing or the Executive Director of MarCoPa if you have questions.

University

Oregon Tech university logos are standard block logos and are the official logos of Oregon Tech. They are the only logos that should be used to represent the university entity. A university logo can be used as a standalone representation of the university or in conjunction with another logo for cobranding.

Because the logo system is the common thread throughout Oregon Tech's communications, it is important to maintain consistent and thoughtful usage. Consistency reinforces Oregon Tech's name and reputation for excellence. The block logos may not be manipulated in any way.

Several versions of the university logo are available on the [Marketing Toolkit](#).

*Depending on the project, different versions of logos are used for various application purposes. For example, if a department wants a logo imprinted on a swag item with a dark background, there is a specific version of the logo that needs to be used (with the text set to white and a yellow border).

If you want to use a logo for an application on something that it has not been used on before (like swag or a dark background, etc.), please submit a [Marketing Request](#) to get the appropriate version of the logo supplied for that application.

Examples:



Research and training centers

Research and training centers that are partnered with external organizations, agencies, or groups, and that receive funding from external sources are permitted to create their own logos or visual identifiers. Unique logos for research and training centers represent a multifaceted effort. Do not incorporate the university block logo or Oregon Tech Owl representations into research and training center logos without consent from MarCoPa.

A unique logo that does not incorporate the university block logo should be used in conjunction with an Oregon Tech university logo and follow co-branding guidelines in the brand guide found here: <https://www.oit.edu/marketing/university-brand-guidelines>

MarCoPa can help design unique logos for research and training centers or can assist in consulting with an external firm to develop research and training center logos.

Examples: Oregon Manufacturing Center Research & Development and the Behavior Improvement Group Applied Behavioral Analysis Clinic.



University Departments and Offices

Offices and departments are housed directly within the Oregon Tech brand. To avoid diluting the Oregon Tech brand, causing confusion, and making extending name recognition difficult, offices and departments should not be set apart from Oregon Tech by unique logos or visual identifiers.

To ensure university departments are strongly identified as a part of Oregon Tech, university offices and departments should utilize standardized university logos that include the Oregon Tech block logo and the department or office title positioned below the block logo. Department and office logos will be created within the Oregon Tech brand and can be requested by submitting a Marketing Request on the [Marketing Toolkit](#).

Examples:



Events

Unique university events that are partnered with external organizations, agencies, or groups, and/or are advertised outside the university are permitted to create their own logos or visual identifiers. These logos or visual identifiers should adhere to Oregon Tech brand guidelines.

MarCoPa can help design unique logos for events or can assist in consulting with an external firm to develop event logos.

Examples:



Academic programs

Oregon Tech's academic programs are foundational for the university's brand reputation of excellence in STEM-H education and are housed directly within the Oregon Tech brand. To avoid disconnecting academic programs from the university and diluting the Oregon Tech brand, causing confusion, and making extending name recognition difficult, academic programs should not be set apart from Oregon Tech by unique logos or visual identifiers.

To ensure university programs are strongly identified as a part of Oregon Tech, academic programs should utilize standardized university logos that include the Oregon Tech block logo and the program name positioned below the block logo. Academic logos will be created within the Oregon Tech brand and can be requested by submitting a Marketing Request on the [Marketing Toolkit](#).

Examples:



Students groups and activities

Student groups can have unique logos but are encouraged to submit designs to MarCoPa for brand review. Student group and activity logos should incorporate the group or activity name into the design and adhere to group or activity brand guidelines.

Student organizations are not official university entities and should not incorporate the Oregon Tech block logo, or Oregon Tech owl representations, into student group or activity logos, without permission from MarCoPa. Student organizations are encouraged to create brand identities unique to their mission by incorporating Oregon Tech brand guidelines, such as color scheme.

Students who would like to submit a draft logo for review or to speak with a consultant for design can email marketing@oit.edu.

Examples:

