

Formal • Subdued

Audience: Academic Leadership, Board of Trustees, Administration, Donors

	1	2	3	4
Dominant				
Secondary				
Accent				

Formal • Rich

Audience: Academic Leadership, Donors, Faculty, Staff, Alumni

	1	2	3	4
Dominant				
Secondary				
Accent				

Example



Example



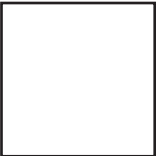

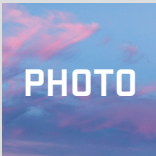
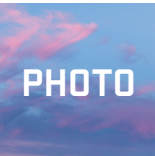







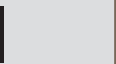








	Headline	Subhead	Body
Font	Stratum Black	Kievit Office Bold	Kievit Office

	Headline	Subhead	Body
Font	Georgia Regular (outlined)	Stratum2 Bold	Kievit Office

Formal • Vibrant

Audience: Alumni, Current Students, Prospective Students, Faculty, Staff







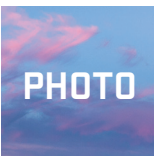
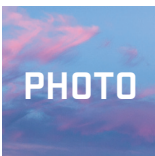
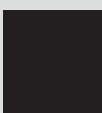











	1	2	3	4
Dominant				
				
Secondary				
Accent	 	 	 	 

Example



Vibrant • Playful

Audience: Current Students, Faculty, Staff, Extension Participants

	1	2	3	4
Dominant				
				
Secondary				
Accent	 	 	 	 

Example



	Headline	Subhead	Body
Font	Stratum2 Bold	Georgia Bold	Kievit Office

	Headline	Subhead	Body
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Vibrant • Approachable

Audience: Current Students, Faculty, Staff, Alumni

	1	2	3	4
Dominant				
Secondary				
Accent				

Example

College of Liberal Arts

SO YOU THINK YOU CAN'T DRAW? LET'S TRY

A drawing class for all levels, encouraging beginners to dive right in.

Body: Longer description Quibus et praecata si le pelloriam elidit nos dos nem fugiam rem exerceat latis sequi parum deliquit et lam et molit ut et que fit exili, con pro venenitorae latetusa dunt.

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Website Link

MONDAY, APRIL 24
7 P.M.
THE LASELLS STEWART CENTER

Oregon State University

Accommodations for disabilities may be made by contacting 541.737.XXXX or email@oregonstate.edu.

Approachable • Spirited

Audience: Alumni, Prospective Students, Current Students; Beaver Fans, Donors

	1	2	3	4
Dominant				
Secondary				
Accent				

Example

TRAVELING WITH THE BEAVS? WE'LL SEE YOU OUT THERE.

Join us for Beaver Nation's official pregame.

2017 AWAY GAME TAILGATER SCHEDULE

Sept. 16	Washington State (RSVP by Sept. 12)
Oct. 7	USC (RSVP by Oct. 3)
Nov. 4	Cal (RSVP by Oct. 30)
Nov. 11	Arizona (RSVP by Nov. 7)

COST:

\$20 OSUAA members
\$30 nonmembers
\$15 youth (ages 12-18)
Free for children under 12

Oregon State University

osualum.com/football • 877-OSTATER

	Headline	Subhead	Body
Font	Stratum2 Bold	Georgia Regular	Kievit Office

	Headline	Subhead	Body
Font	Stratum2 Bold	Georgia Regular	Kievit Office

Approachable • Subdued

Audience: Alumni, Academic Leadership, Prospective Students, Industry Partners

	1	2	3	4
Dominant				
Secondary				
Accent				

Example



Subdued • Corporate

Audience: Federal Agencies, Legislators, Industry Partners

	1	2	3	4
Dominant				
Secondary				
Accent				

Example



	Headline	Subhead	Body
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