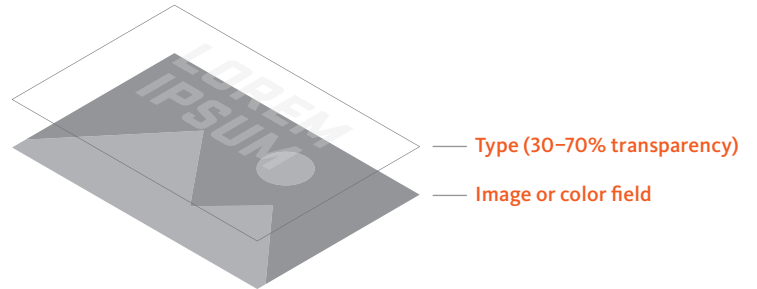## TYPE AND IMAGE

The Oregon State University brand has a variety of typographic tools that create a unique look and make us instantly recognizable. When they're used consistently, these type treatments create continuity among families of materials.

Type (30–70% transparency)

Image or color field

Note:
Only black or white typography can be used when creating these treatments, as they result in tints or shades of values. Tints or shades of our color palette are not permitted.

LOREM IPSUM

TYPE AND IMAGE

A more complex type treatment is to place the image into an outlined type layer and apply an effect to change how the layers interact. Depending on the hues and brightness of an image, a range of different transparency effects can be used. The type layer should be roughly 15 to 50 percent opacity to ensure that the type feels integrated into the image.

Note:
Only black or white typography can be used when creating these treatments, as they result in tints or shades of values. Tints or shades of our color palette are not permitted.

ALL USERS | INTERMEDIATE USERS | EXPERTS

Image inside outlined type
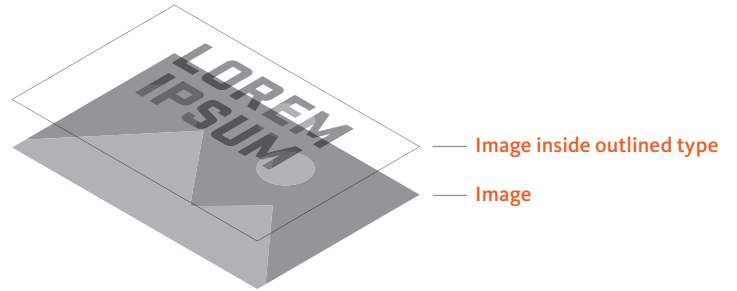
Image

TYPE AND IMAGE

The most complex type treatment integrates type into the image with the foreground element of a photograph sitting in front of the typography. This creates a dynamic and engaging effect. Interactions between type and image can vary in complexity, but this technique should only be undertaken by a user who is fluent in Photoshop.

Note:
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— Image foreground
— Type
— Image background