Layout Guidance
Putting it Together

In their purest form, campaign application layouts, such as advertisements, will typically contain a Believe It Lockup, an OSU Foundation Logo, a short message, and an image.

Shown here is a correct way to combine these elements.

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Additional Layout Examples: Crest Lockups

Campaign application layouts will typically contain a Believe It lockup, an OSU foundation lockup, a short message, and an image.

Alternatively, layouts may contain a Believe It Crest Lockup, OSU Foundation mentioned in text, a short message, and an image. Shown here is a correct way to combine these elements.

Lorem ipsum um qui reperio um dem autem face ror iberatur sunt et lam et.

Oregon State University
Foundation
Additional Layout Examples: Crest Lockups

Please note: When using the Believe It Crest Lockup do not use the OSU Foundation Logo in addition. This avoids the repeating of the crest.

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Using the Believe It Lockup with the OSU Foundation Logo

Shown here are correct examples of how to pair elements in primary facing material:

1. Believe it Crest Lockup + OSU Foundation in text, a short message, and an image.
2. Believe It Lockup + Crest + OSU Foundation in text, a short message, and an image.
3. Believe It lockup + OSU Foundation Logo, a short message, and an image.
Adding Companion Logos

Shown here is how to treat layouts that need companion logos of additional entities.

The primary (front) facing materials will typically contain the Believe It Lockup, OSU Foundation logo, the additional entity listed in text, a short message and an image.

The secondary (back) facing layout should include the companion logo.
Word Templates: Examples

One way to customize the Believe It campaign is by adding a sentence above the lockup. These sentences should always end in a period.

These templates should be created with care and respect paid to the guidelines outlined in this document.

Harnessing wave energy.

Honors College student Esther Vega ’22 helped prep second grade parents for remote school during Covid-19 crisis.

Believe it.
The Campaign for Oregon State University

Believe it.
The Campaign for Oregon State University
Word Templates: Spacing and Sizing

A guide has been created to facilitate the creation of word templates. To use it, a word or sentence should be typed into the given space. If the sentence is longer, it can be broken into two or three lines.

The proportions, alignment, and spacing of this template have been carefully considered to keep campaign graphics as consistent as possible. The template should not be altered.

Avoid using a sentence with more than three lines.
Word Template Examples

Shown here is an example of how a word template can be used in a layout.
Additional Word Template Examples

Shown here are examples of how a word template can be used in various layouts.

Believe it.
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Sustainable farming.

Healthier oceans.

Honors College student Esther Vega ’22 helped prep second grade parents for remote school during Covid-19 crisis.