

BRAND MESSAGING AND DESIGN CHECKLIST FOR PRINT PROJECTS

Pointed messaging and inspiring design are two essential elements of the Oregon State brand. When used consistently and appropriately in tandem, they strengthen the materials we create — ensuring everything we produce for the university resonates and reflects who we are.

Every time you begin a new project, review this checklist. It will keep you on track!

In your content:

- Define your audience and select the personality traits most relevant to that segment
- Review our core messaging to ensure you are hitting the right notes in your content
- Tie in elements of the “OUT THERE” voice through bold headlines and body copy
- Highlight the following themes where possible: access, relevance, impact, quality
- Check your copy against AP Style and our editorial style guide
- Ask yourself: have I demonstrated Oregon State’s values of diversity and inclusion?

In your design:

- Use Oregon State University’s institutional logo somewhere on your piece
- Include bold photography that represents our brand style and tells a strong story
- Make sure you’ve used only university fonts: Stratum 2, Georgia, Kievit
- Use our university colors in appropriate ratios — let orange and black shine!
- Double check phone numbers, addresses and links for accuracy and simplicity
- Ensure all other graphic elements, like icons and patterns, are used properly
- Add a disability accommodation or accessible format statement where applicable
- Ask yourself: have I demonstrated Oregon State’s values of diversity and inclusion?

Review brand guidelines:

communications.oregonstate.edu/brand-guide/using-brand

Download templates:

communications.oregonstate.edu/brand-guide/using-brand/downloads

Get inspired:

communications.oregonstate.edu/brand-guide/using-brand/inspiration

