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