

BRAND MESSAGING/DESIGN CHECKLIST

Messaging and design are key elements of the Oregon State brand — and when used consistently and accurately, strengthen and embolden the materials we create across the university. As you begin a new project, keep the following checklist in mind to ensure the brand is incorporated correctly. Once you have completed a draft, double-check that all of the necessary elements have been incorporated.

BE SURE TO:

- Use the Brand Guidelines to define your audience and select relevant personality traits
- Use core messaging for brand content
- Tie into the OUT THERE tone and voice through bold headlines and strong body copy
 - Highlight the following key themes when possible: access, relevance, impact and quality
- Check for AP style/compare against Oregon State’s editorial style guide on the brand website
- Demonstrate Oregon State’s values of diversity and inclusion in both writing and design — showcase stories and images that celebrate different cultures, abilities and perspectives
- Use the Oregon State University institution logo on your piece
- Include photos that represent the brand style and tell a strong story
- Use our university fonts — Stratum 2, Rufina Stencil and/or Kievit
- Use our university colors in appropriate ratios
- Double-check phone numbers, links and addresses for accuracy
- Correctly use other graphic elements, including icons and patterns
- Add a disability accommodation or accessible format statement (where applicable)

For further clarification on visual and writing guidelines:

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

Need help getting started? Download templates:

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

And get inspired:

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