

The image shows the Oregon Institute of Technology logo overlaid on a photograph of a university campus. The logo consists of the word "Oregon" in white serif font on a dark blue rectangular background, followed by the word "TECH" in blue sans-serif font on a yellow rectangular background. Below the logo, the text "Oregon Institute of Technology" is written in white sans-serif font. The background photograph shows a paved walkway, green lawns, and several trees with green foliage under a clear blue sky. A large, abstract, metallic sculpture is visible in the lower-left foreground.

Oregon **TECH**

Oregon Institute of Technology

University Brand Guidelines

Marketing/Communications/Public Affairs (MarCoPa)

Updated July 14, 2026

www.oit.edu
Oregon's Polytechnic University

Hello, We're the Oregon Institute of Technology, but you can call us **Oregon Tech.**

Presenting a strong, consistent identity to the public is how Oregon Tech extends its reputation and name recognition. Having a strong brand goes well beyond everyone using the right logo. It impacts our ability to attract students to Oregon Tech's degree programs, attract state, donor, and other funding, and strengthen and enhance the overall value of our reputational capital.

Oregon Tech's reputation — and our branding — needs to start with all of us: faculty, staff, students, trustees, and other internal stakeholders. This guidebook is designed to help all members of the campus community to better understand the institution's core symbols and their appropriate use so we can all be brand ambassadors. Ultimately, this will help each of us better achieve the program and project goals in our areas of responsibility.

University logos and naming guidelines serve as readily identifiable symbols that reinforce the Oregon Tech brand and give a sense of unity to our work, from publications, stationery, websites, merchandise, and other forms of communication, to presentations, grant proposals, donor engagement, and everything else. As a community of purpose we need to use these branding standards with pride and consistency, reinforcing the quality of our university which continues to grow and extend our reputation.

Thank you for being a Brand Ambassador and helping to extend our reputation and recognition.

Sincerely,

MarCoPa

► Abbreviation of Oregon Institute of Technology and Oregon Tech

Background: In 1973, the Oregon Technology Institute (OTI) transitioned to the name Oregon Institute of Technology and began using OIT as its abbreviation. The university was known as OIT for many years after that. Then, in about 2012, the university decided to shift to the use of Oregon Tech and away from OIT to follow the naming standards of other polytechnics (e.g., Cal Tech, Georgia Tech, etc.), and to align with what our athletic teams have used for decades.

Current Usage: To fully move away from the use of OIT, this abbreviation should be avoided in writing and verbally. With the transition to Oregon Tech, continued use of OIT weakens branding efforts, causes brand confusion, and does not advance the university's drive for greater name recognition.

When abbreviating Oregon Institute of Technology verbally or in writing, use Oregon Tech (generally, the standard in a document is to use the full name as first use and then Oregon Tech thereafter). If you absolutely need to use an abbreviation rather than Oregon Tech, please use OT in writing (but not verbally). While this will take some time for university stakeholders to get used to, it's very important that we lead the way with our stakeholders and the public and eliminate the use of OIT. We know this can be difficult when OIT is in our email addresses and URL, but we ask that you work hard to be disciplined about this usage. Consistency will help make us known.

► University Official Taglines

Oregon Tech has two official taglines that may be used for a variety of purposes to help stakeholders understand who we are and what we do.

While use of the tagline is encouraged, as is focus on the position concept it expresses, in many cases its use is optional. These Brand Guidelines have been expanded to include information and examples for use of the tagline in the context of other graphic and textual elements.

Admissions and Student-Focused Tagline

The Oregon Tech tagline, *Hands-on education for real-world achievement*, was developed in 2008 by Jon Lee + Associates Brand Strategy & Development. The tagline process was initiated by a university marketing committee in 2007, included many internally generated taglines, and involved a significant brand research project to develop and test concepts for the university's positioning, messaging, and taglines. The tagline states, simply and directly, the school's distinctive position concept — hands-on/applied learning — and its benefit to Oregon Tech's students.

This tagline should be used primarily in documents and materials for prospective and current students, such as brochures, posters, recruitment letters/emails, advertising, apparel, swag, and other related items. For all other uses, see the organizational tagline below.

Organizational Tagline

The Oregon Tech tagline, *Oregon's Polytechnic University*, was developed in 2019 after Oregon Tech's mission statement was revised and after a 2018 survey by DHM Research on public name recognition and perceptions of the university. There was an acknowledgment that the "hands-on" tagline carried certain connotations that did not work well for audiences including industry, donors, the general public, and others; for example, it led to the perception that we are a vocational college that only offers associate degrees.

The organizational tagline reflects Oregon Tech's unique position as Oregon's only polytechnic and our status as a university offering bachelor's, master's, and doctoral degrees. This tagline may be used on official stationery, including letterhead, envelopes, and business cards. It may also be used in non-student stakeholder communications such as newsletters, collateral, presentation materials by faculty and staff, grant proposals, MOUs, and other official documents.

► University Logos and Taglines

These are the official logos of Oregon Tech. They are the only logos that should represent the university's primary identity. Offices and departments at Oregon Tech should not create their own logos or visual identifiers. This dilutes Oregon Tech's brand, causes consumer confusion, and makes it difficult or impossible to extend our name recognition. As part of the Oregon Tech community, you are responsible for using university identifiers correctly. If you have any questions, please call or contact MarCoPa.

These graphic identifiers are registered trademarks and may not be used by off-campus groups or for business or fundraising purposes without permission from MarCoPa.

Full-Text Institutional Logo

The *full text logo* is the default, primary logo for Oregon Tech and should be used in almost all cases. This is important because it is the university's legal name, and identifies and clarifies that Oregon Tech is a university and the focus of our mission. This logo is available in the blue-yellow color and black-white versions. (See below for other uses and variations.)

Full Text Logo:



Abridged Institutional Logo

Sometimes there is an instance where the logo with the full text name does not work due to space constraints or visual clarity. In that case the *abridged logo* without the full name can be used. This logo is available in the blue-yellow color and black-white versions. If in doubt, please contact MarCoPa. (See below for other uses and variations.)

Abridged Logo:



Institutional Seal

The *institution seal* is reserved for specific official uses. These include academic certifications such as diplomas, official documents, and awards, as well as ceremonial purposes. Generally, the seal should not be used on the same document as the official logo, or contiguous with the official logo so as not to cause branding confusion. This logo is available in the blue-yellow color, all blue, metallic and black-white versions. The seal is not approved for use on other campus materials without express permission from MarCoPa or the President's Office.



All Other Logos

Additional information related to logo specifics can be found in the Oregon Tech Logo Guidance in the Marketing Toolkit in TechWeb.

Which file do I need?

For print, there are two options:

“.eps” – vector-based, high resolution format “.tif” – pixel-based, high resolution format

For Web, there are two options:

“.jpg” – web-based, low-resolution format “.gif” – web-based, low-resolution format

Often “.jpg” files can be saved at a high resolution. However, they are lossy files, which reduce in file size and quality the more they are saved. For best results with a printed format, use either “.eps” or “.tif” formats.

Logos are available for download online in the Marketing Toolkit in TECHweb. Camera-ready and digital copies of the logo are available from the MarCoPa Office.

White background: no outline necessary



Black and white version: black outline, black text



Blue background: yellow outline logo advised with white text



Yellow background: blue outline logo advised with blue text



► Primary Color Palette | BLUE and YELLOW

There are official, defined school colors, and these are the only colors that should be used for logos unless you have express written consent from the Marketing Director or designee. Again, this is important for branding strength and reinforcement. Think of other strong university brands that you are familiar with, and you can see that those schools are also known by their colors.

Blue

Pantone Matching System (PMS) **540**
 CMYK process values: **100, 55, 0, 55**
 RGB values: **0, 55, 103**
 Hexadecimal: **00 37 67**



Yellow

Pantone Matching System (PMS) **122**
 CMYK process values: **0, 17, 80, 0**
 RGB values: **255, 210, 79**
 Hexadecimal: **FF D2 4F**



Black and white are the only other colors to be used with the institution logo. Specific uses of color are described in each section of this guide. Additional accent colors used in the design of publications require approval.

► Secondary Color Palette | SUPPORTING COLORS

Although Oregon Tech incorporates a two-color palette, we understand that in certain instances, other colors need to be used. For those circumstances, we have developed a set of secondary colors that are compatible with our blue and gold university colors. These colors should be used occasionally and sparingly and should *not* become the predominant color for a school, center, program, or department. **Please coordinate with MarCoPa staff on your publications.**

Color Harmonies

Industry and Donor-focused —————> Student-focused



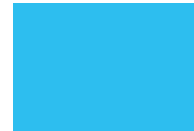
Lavender

Pantone Matching System (PMS): **272**
 CMYK process values: **61, 55, 0, 0**
 RGB values: **116, 116, 193**
 Hexadecimal: **74 74 C1**



Cerulean

Pantone Matching System (PMS): **298**
 CMYK process values: **65, 3, 0, 0**
 RGB values: **65, 182, 230**
 Hexadecimal: **41 B6 E6**



Sea-green

Pantone Matching System (PMS): **335**
 CMYK process values: **100, 0, 67, 23**
 RGB values: **0, 123, 95**
 Hexadecimal: **00 7B 5F**



Cerise

Pantone Matching System (PMS): **213**
 CMYK process values: **0, 95, 9, 0**
 RGB values: **227, 28, 121**
 Hexadecimal: **E3 1C 79**



Peacock

Pantone Matching System (PMS): **315**
 CMYK process values: **100, 0, 17, 44**
 RGB values: **0, 103, 127**
 Hexadecimal: **00 67 7F**



Owl Orange

Pantone Matching System (PMS): **130**
 CMYK process values: **0, 32, 100, 0**
 RGB values: **242, 169, 0**
 Hexadecimal: **F2 A9 00**



Brass

Pantone Matching System (PMS): **118**
 CMYK process values: **0, 26, 100, 31**
 RGB values: **172, 132, 0**
 Hexadecimal: **AC 84 00**



Chartreuse

Pantone Matching System (PMS): **375**
 CMYK process values: **40, 0, 98, 0**
 RGB values: **151, 215, 0**
 Hexadecimal: **97 D7 00**



Burgandy

Pantone Matching System (PMS): **492**
 CMYK process values: **6, 89, 60, 39**
 RGB values: **143, 50, 55**
 Hexadecimal: **8F 32 37**



Ash

PMS: Cool Gray 11 C
 CMYK process values: **63, 52, 44, 33**
 RGB values: **86, 95, 95**
 Hexadecimal: **56 5F 5F**



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of the Franklin Gothic - Book set of characters approved for *title and headline* use.
It may be set in **Demi (bold)**, *Italic*.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of the Franklin Gothic - Demi Condensed set of characters approved for *Wordmark* use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is an example of the Adobe Garamond Pro Regular set of characters approved for *copy* use.
It may also be set in **Bold**, *Italic*, and **Bold Italic**.

► Typeface

The typefaces chosen to complement the Oregon Tech logo are Franklin Gothic and Adobe Garamond Pro.

The consistent use of these fonts is a simple way to establish continuity and present a professional, unified appearance.

Franklin Gothic - Demi Condensed is the only acceptable typeface for use of the words “Oregon Tech,” or “Oregon Institute of Technology,” unless it appears in the content of basic correspondence. If so, it should match the body copy’s current formatting.

The recommended font for letter text on Oregon Tech stationery is Adobe Garamond Pro. Body copy should be set in regular character style. Text may be bolded and italicized as appropriate.

Suggested formats include Adobe Garamond Pro Regular 12 pt. with single spacing or Adobe Garamond Pro Regular 10 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

Sans Serif Alternative

Alternative text separated as a call-out, sidebar, emphasis, or highlighted text is to be set in Franklin Gothic - Book. Text may be bolded and italicized as appropriate.

Suggested formats include Franklin Gothic Book 10 pt. with single spacing or Franklin Gothic Book 8 pt. with 1.5 line spacing; both formats use double spacing between paragraphs.

Titles and other headlines

Franklin Gothic - Demi is the only other acceptable typeface to be used for titles, headlines, subheadlines, or other dominant text.

Suggested formats include Franklin Gothic - Demi, 18 pt. with single spacing. Further bolding, italicizing, and underlining is unnecessary given the contrast between text size and character sets.

Garamond, 12pt



Addressee's name
Organization name
Address line 1
Address line 2
City, State, Zip

Oregon Institute of Technology
Office or department name
3201 Campus Drive
Klamath Falls, OR 97601
Month Date, Year

Lorem Ipsum,

Sed tempus commodo auctor. Aenean mattis felis vel erat suscipit ullamcorper eu adipiscing ante. Nulla facilis. Integer sed facilisis neque. Aliquam viverra, est nec vulputate interdum, ligula diam semper enim, quis sagittis ligula dui sed lectus. Praesent nec nulla eu orci venenatis accumsan. Donec laoreet facilisis urna, nec semper leo porta ut. Maecenas dignissim ultricies mauris, vitae iaculis diam ultricies vel. Phasellus tempus luctus nisi sed dignissim. Donec vitae mauris a odio vulputate phasellus in a est. Vestibulum mattis dignissim tellus, ac lacina tellus posuere sit amet. Suspendisse sed dui eu augue egestas mattis id volutpat quis. Vestibulum vulputate sapien ut arcu malesuada at scelerisque justo elementum. Fusce adipiscing nunc id libero tempus dictum.

Duis dui mauris, rutrum ac hendrerit semper. Nulla augue lectus, dapibus vel cursus sed, nunc nunc. Aliquam nec turpis turpis. Phasellus eget vulputate id nibh. Vivamus nec lorem vel tunc porta suscipit feugiat, libero dolor magna in risus mattis tincidunt. Nunc

Donec nibh tortor, porta vitae variat, sagittis dapibus vel cursus sed, nunc nunc. Aliquam nec turpis turpis. Phasellus eget vulputate id nibh. Vivamus nec lorem vel tunc porta suscipit feugiat, libero dolor magna in risus mattis tincidunt. Nunc

Closing,

Your name
Job title, Office or department

Oregon's Polytechnic University
27500 SW Parkway Ave. Wilsonville, OR 97070 | 503.821.1250 | www.oit.edu/portland-metro

Oregon TECH

Oregon Institute of Technology
3201 Campus Drive
Klamath Falls, OR 97601

Oregon TECH

Oregon Institute of Technology

Full Name
Job Title
Department

e-mail@oit.edu

541.885.0000 (office)
541.885.0000 (cell)
541.885.0000 (fax)

3201 Campus Drive
Klamath Falls, OR 97601

www.oit.edu
Oregon's Regional University

Name, accreditations

Job title

Oregon Institute of Technology

3201 Campus Drive, Klamath Falls, OR 97601

e-mail@oit.edu | 541.885.0000 (office) | 541.885.0000 (fax)

www.oit.edu

Stationery

Letterhead and Envelopes

Departments and offices on campus are urged to use the official institution stationery for correspondence. We encourage offices to use the general Oregon Tech letterhead, which does not specify office or department. Your department will be specified in the content of your letter, and on the outside of the mailing envelope. If you believe you have a compelling need that requires specialized stationery, please contact MarCoPa to discuss your request and the design criteria.

Electronic Templates

Templates for Oregon Tech letterhead are available for use on your computer. These formats enable you to print stationery directly from your computer or to send it electronically. Links to the templates are available in TECHweb.

Business Cards

Business cards serve to relay contact information. Extensive lists of accreditations, certifications, professional organizations, or other logos and graphic identifiers not directly related to Oregon Tech are not permitted.

Ordering

When you run out of cards or stationery, send a request for new cards to your department's administrative assistant, who can order them through the Document Resource Center online ordering form.

Digital Signatures:

E-mail from your oit.edu account is digital stationery, and therefore should remain consistent with the graphic identity of the institution. Your e-mail signature serves the exact same purpose as business cards, and should include basic contact information. Please follow the guidelines when setting up your signature to reflect our professional appearance.

Extending the web address to one, relevant page in the oit.edu domain (example: www.oit.edu/admissions) is permitted. Promoting a link outside of Oregon Tech is *not* appropriate.

Adding other phone numbers, such as a cell phone, is permitted.

Due to font restrictions with digital correspondence, please use Aptos as a default typeface, in a dark blue color.

Additional logos increase file size and are not recommended.

► Artificial Intelligence (AI) Use Guidelines

Artificial intelligence continues to evolve, and Oregon Tech MarCoPa recognizes that the ways these tools are used will continue to change. MarCoPa will continue to evaluate emerging technologies and update these guidelines as industry standards, legal considerations, and university needs evolve.

MarCoPa views artificial intelligence as a tool that can improve efficiency, support creativity, and assist with early concept development. It does not replace the expertise, judgment, creativity, or relationships that define the Oregon Tech brand. AI should never be used to manipulate or alter registered trademarks, images, and logos of Oregon Tech.

Appropriate Uses of Artificial Intelligence

At this time, MarCoPa supports the use of artificial intelligence to:

- Brainstorm ideas and concepts.
- Develop outlines and draft messaging.
- Organize information.
- Generate preliminary design concepts or visual mockups.
- Create concept illustrations that help communicate an idea before final design.
- Assist with research and workflow efficiency.

Artificial intelligence should be viewed as a starting point rather than a finished product.

Human Review Is Required

The Oregon Tech brand is built on authentic stories, real experiences, and meaningful human connections. While artificial intelligence-generated content is not prohibited, MarCoPa prioritizes human expertise throughout the creative process. All artificial intelligence-generated content should be reviewed, evaluated, refined, and humanized by MarCoPa staff before publication.

Each employee within MarCoPa provides expertise that artificial intelligence cannot replace, including:

- Writers who ensure accuracy, voice, and storytelling.
- Graphic designers who maintain brand identity and creativity.
- Web developers who ensure functionality, usability, and accessibility.
- Advertising coordinators who develop strategic campaigns.
- Social media specialists who understand audience engagement and platform expectations.
- Videographers who capture authentic Oregon Tech experiences.

Artificial intelligence may assist in the creative process, but it should never replace professional judgment or institutional knowledge. Content that does not meet Oregon Tech brand standards should be reevaluated by MarCoPa.

Continuous Evaluation

Because artificial intelligence technologies continue to evolve, these guidelines will be reviewed and updated as needed. MarCoPa will continue to evaluate new tools and practices while maintaining Oregon Tech's commitment to authenticity, accuracy, creativity, accessibility, and responsible stewardship of the university's brand.

► External Communications

Materials intended for external audiences represent the Oregon Tech brand and reputation. Final marketing, advertising, communications, publications, websites, social media content, photography, graphics, videos, presentations, and other public-facing materials should include review and approval by MarCoPa.

At this time, MarCoPa has limited staff to support all external communications and will help guide staff and faculty in producing content, especially communications, to establish a sustainable process managed by individual departments.

► Photography and Visual Authenticity

Authenticity is a defining characteristic of the Oregon Tech brand. Marketing materials should feature real Oregon Tech students, faculty, staff, alumni, facilities, laboratories, classrooms, equipment, research, and campus experiences whenever possible.

Only photographs captured of Oregon Tech students, employees, facilities, equipment, events, or activities are authorized for use in official marketing materials unless an exception is approved by MarCoPa.

Stock photography should not be used in university marketing materials unless specifically approved by MarCoPa. Authentic imagery strengthens trust, accurately represents the Oregon Tech experience, and reinforces the university's identity.

Artificial intelligence-generated imagery should not replace authentic photography when representing Oregon Tech people, programs, facilities, or campus life. Artificial intelligence-generated visuals may be considered for conceptual illustrations, backgrounds, or other limited applications when approved by MarCoPa and when they do not depict actual Oregon Tech experiences.

Have a Marketing Request?

To request assistance from MarCoPa, start by accessing the Marketing Request form in TECHweb.

Your contact information will be automatically updated on the form. Please be prepared to provide the following:

1. The type of project you are working on (brochures, news release, poster, etc).
2. The date you would like to receive the finished product.
3. Which Index code will be charged for the project costs.
4. Person who will ultimately sign off on the project (as well as the Budget Authority for the Index code, if these are not the same person).

After you complete the request form, you will be contacted by someone from MarCoPa to gather more details about your project. Some additional questions could include:

1. Who is the intended audience of your project?
2. What kind of specifications will your project have? (weight of paper, color or black/white ink, total quantity needed, etc)
3. Will you also need mailing services?

At this point, your project will be assigned to the MarCoPa staff member who can best address your needs, and you will be notified when a proof is available for approval. At any point in the process, or even if you have general questions, contact MarCoPa.

Outdated Material

Please remove, discard, or recycle any materials that use the old logos. They are no longer used.



The Taglines

See page 3 for when to use one of the two Oregon Tech taglines. The tagline may be used whenever the Oregon Tech logo is present. Using the tagline without the logo in general proximity is generally not allowed. In general, the tagline should have less visual “impact” than the logo.

The tagline is a companion element to the logo in representing the school, and is not intended to stand alone. While the tagline is

an important element of the Oregon Tech brand and message, it is not required in all cases. The size and placement are not regulated, but the messages is to act as a final message or closing at the bottom of a publication or letter. It is recommended to be paired with the institution’s website, www.oit.edu

Specifications

The Oregon Tech tagline must be set in Franklin Gothic Book Italics (or Oblique). The website must be significantly larger, set in Garamond.

Garamond - 36 pt

Franklin Gothic Book Italic - 12 pt

www.oit.edu

Hands-on education for real-world achievement.

Revision Date 7/14/2026 – AI Generated Content Information Added