

## HALLIE E. FORD CENTER LOGO - HORIZONTAL



## ONE COLOR TRANSPARENT



SCHOOL COLORS	PANTONE COLORS	CMYK	RGB	THREAD COLORS	
BEAVER ORANGE	PANTONE 1665	0 79 100 0	220 68 5	MADEIRA 1078	POLYNEON 1678
PADDLETAIL BLACK	PANTONE BLACK	0 0 0 100	0 0 0	MADEIRA 1000	POLYNEON 1800
BUCKTOOTH WHITE	PANTONE WHITE	0 0 0 0	255 255 255	MADEIRA 1001	POLYNEON 1801

### THE LOGO

The logo is composed of two parts: a crest and a wordmark. The wordmark is a custom letterform and cannot be replicated by typing the letters.

### FULL COLOR

For all full-color reproductions, the crest must be black and placed on a field of white. Whenever possible, the wordmark should be two-color, using combinations of beaver orange, paddletail black and bucktooth white. Colors should provide enough contrast with the background color or image.

### ONE COLOR

When two-color printing is not an option, one-color prints are allowable (e.g., promotional items or black and white copies).

### CONFIGURATIONS

The crest and wordmark may be separated for select applications, such as banners or promotional products, however, both elements must always be seen in the same field of vision.

For more information, visit the logo guidelines page: [communications.oregonstate.edu/brand-guide/visual-identity/logo](https://communications.oregonstate.edu/brand-guide/visual-identity/logo).

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