



University of Oregon
Secondary Signatures
and Elements

A KEY TO THE VARIOUS SIGNATURE AND ELEMENT FILES
THAT MAKE UP THE UNIVERSITY OF OREGON BRANDING SYSTEM

University of Oregon Horizontal Secondary Wordmarks

THESE ARE THE PRIMARY UO MARKS (NOTE: the first part of filename changes to reflect the name of each school, college, or unit).

CONVENTIONAL SIGNATURE (signature not used as part of the identity block system)



PANTONE 3435 + COOL GRAY 11:
FILENAME: IntlAffairs-3435-CGY11.eps

FOUR-COLOR PROCESS 3435 + COOL GRAY 11:
FILENAME: IntlAffairs-3435-CGY11-4C.eps



PANTONE 3435:
FILENAME: IntlAffairs-3435.eps

FOUR-COLOR PROCESS 3435:
FILENAME: IntlAffairs-3435-4C.eps



BLACK:
FILENAME: IntlAffairs-BLK.eps



PANTONE 107
FILENAME: IntlAffairs-107.eps

FOUR-COLOR PROCESS 107
FILENAME: IntlAffairs-107-4C.eps



WHITE
FILENAME: IntlAffairs-WHT.eps
(gray background for illustration purposes only)



PANTONE 107 + WHITE
FILENAME: IntlAffairs-107-WHT.eps

FOUR-COLOR PROCESS 107 + WHITE
FILENAME: IntlAffairs-107-WHT-4C.eps
(gray background for illustration purposes only)

IDENTITY BLOCK SIGNATURE (part of the identity block system)



PANTONE 3435 + 107
FILENAME: IntlAffairs-BAR-3435-107.eps

FOUR-COLOR PROCESS 3435 + 107
FILENAME: IntlAffairs-BAR-3435-107-4c.eps



PANTONE 107 + BLACK
FILENAME: IntlAffairs-BAR-107-BLK.eps

FOUR-COLOR PROCESS BLACK + 107
FILENAME: IntlAffairs-BAR-107-BLK-4c.eps

BLOCK SIGNATURE (Stand-alone logos)



PANTONE 3435
FILENAME: IntlAffairs-BAR-3435.eps

FOUR-COLOR PROCESS 3435
FILENAME: IntlAffairs-BAR-3435-4c.eps



BLACK BAR
FILENAME: IntlAffairs-BAR-BLK.eps



PANTONE 107 + 3435
FILENAME: IntlAffairs-BAR-107-3435-WHT.eps

FOUR-COLOR PROCESS 3435
FILENAME: IntlAffairs-BAR-107-3435-WHT-4c.eps



PANTONE BLACK + 107
FILENAME: IntlAffairs-BAR-107-BLK-WHT.eps

FOUR-COLOR PROCESS BLACK + 107
FILENAME: IntlAffairs-BAR-107-BLK-WHT-4c.eps

University of Oregon Stacked Secondary Wordmarks

FOR USE WHEN SPACE OR APPLICATION SIZE DOESN'T ALLOW FOR USE OF THE HORIZONTAL SIGNATURE

CONVENTIONAL SIGNATURE (signature not used as part of the identity block system)



PANTONE 3435 + COOL GRAY 11:
FILENAME: IntlAffairs-STK-3435-CGY11.eps

FOUR-COLOR PROCESS 3435 + COOL GRAY 11:
FILENAME: IntlAffairs-STK-3435-CGY11-4C.eps



BLACK:
FILENAME: IntlAffairs-STK-BLK.eps



PANTONE 3435:
FILENAME: IntlAffairs-STK-3435.eps

FOUR-COLOR PROCESS 3435:
FILENAME: IntlAffairs-STK-3435-4C.eps



PANTONE 107
IntlAffairs-STK-107.eps

FOUR-COLOR PROCESS 107
FILENAME: IntlAffairs-STK-107-4C.eps



WHITE
FILENAME: IntlAffairs-STK-WHT.eps
(gray background for illustration purposes only)



PANTONE 107 + WHITE
FILENAME: IntlAffairs-STK-107-WHT.eps

FOUR-COLOR PROCESS 107 + WHITE
FILENAME: IntlAffairs-STK-107-WHT-4C.eps
(gray background for illustration purposes only)

IDENTITY BLOCK SIGNATURE (part of the identity block system)



PANTONE 3435 + 107
FILENAME: IntlAffairs-STK-BAR-3435-107.eps

FOUR-COLOR PROCESS 3435 + 107
FILENAME: IntlAffairs-STK-BAR-3435-107-4c.eps



PANTONE 107 + BLACK
FILENAME: IntlAffairs-STK-BAR--107-WHT-BLK.eps

FOUR-COLOR PROCESS 107 + BLACK
FILENAME: IntlAffairs-STK-BAR--107-WHT-BLK-4c.eps

BLOCK SIGNATURE (Stand-alone logos)



BLACK BAR
FILENAME: IntlAffairs-STK-BAR-BLK.eps



PANTONE 3435
FILENAME: IntlAffairs-STK-BAR-3435.eps

FOUR-COLOR PROCESS 3435
FILENAME: IntlAffairs-STK-BAR-3435-4c.eps



BLACK + PANTONE 107
FILENAME: IntlAffairs-STK-BAR-107-BLK-WHT.eps

FOUR-COLOR PROCESS BLACK + PANTONE 107
FILENAME: IntlAffairs-STK-BAR-107-BLK-WHT-4C.eps



PANTONE 107 + 3435
FILENAME: IntlAffairs-BAR-107-3435-WHT.eps

FOUR-COLOR PROCESS 107 + 3435
FILENAME: IntlAffairs-BAR-107-3435-WHT-4c.eps

University of Oregon Secondary Signature Elements

INDIVIDUAL COMPONENTS FOR USE WITH THE IDENTITY BLOCK SYSTEM

**Office of
International Affairs**

BLACK
FILENAME: IntIAffairs-TXT-BLK.eps

**Office of
International Affairs**

BLACK + PANTONE 107
FILENAME: IntIAffairs-TXT-BLK-107.eps
FOUR-COLOR PROCESS BLACK + 107
FILENAME: IntIAffairs-TXT-BLK-107-4C.eps

**Office of
International Affairs**

PANTONE 3435
FILENAME: IntIAffairs-TXT-3435.eps
FOUR-COLOR PROCESS 3435
FILENAME: IntIAffairs-TXT-3435-4C.eps

**Office of
International Affairs**

PANTONE 3435 + 107
FILENAME: IntIAffairs-TXT-3435-107.eps
FOUR-COLOR PROCESS 3435 + 107
FILENAME: IntIAffairs-TXT-3435-107-4C.eps

**Office of
International Affairs**

PANTONE 107 + 3435
FILENAME: IntIAffairs-TXT-107-3435.eps
FOUR-COLOR PROCESS 3435
FILENAME: IntIAffairs-TXT-107-3435-4C.eps

**Office of
International Affairs**

PANTONE 107 + BLACK
FILENAME: IntIAffairs-TXT-107-BLK.eps
FOUR-COLOR PROCESS 3435
FILENAME: IntIAffairs-TXT-107-BLK-4C.eps