



## University of Oregon 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 Signatures

THESE ARE THE PRIMARY UO MARKS.

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



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

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



PANTONE 3435:  
FILENAME: UOSignature-3435.eps

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



BLACK:  
FILENAME: UOSignature-BLK.eps



PANTONE 107  
FILENAME: UOSignature-107.eps

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



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



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

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

## IDENTITY BLOCK SIGNATURE (part of the identity block system)



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

FOUR-COLOR PROCESS 3435 + 107  
UOSignature-BAR-3435-107-4c.eps



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

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

## BLOCK SIGNATURE



PANTONE 3435  
FILENAME: UOSignature-BAR-3435.eps

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



BLACK BAR  
FILENAME: UOSignature-BAR-BLK.eps



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

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



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

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

# University of Oregon Stacked Signatures

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



BLACK:  
FILENAME: UOSignature-STK-BLK.eps



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



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



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



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

## IDENTITY BLOCK SIGNATURE (part of the identity block system)



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



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

## BLOCK SIGNATURE (Stand-alone logos)



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



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



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



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

# University of Oregon Elements

## INDIVIDUAL COMPONENTS FOR USE WITH THE IDENTITY BLOCK SYSTEM

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### CONVENTIONAL LOGO (not used as part of the identity block system)



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



PANTONE 107  
FILENAME: UOLOGO-107.eps  
FOUR-COLOR PROCESS 107  
FILENAME: UOLOGO-107-4C.eps

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BLACK  
FILENAME: UOLOGO-BLK.eps



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

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### IDENTITY BLOCK SIGNATURE (part of the identity block system)



BLACK + WHITE  
FILENAME: UOLOGOBLOCK-BLK.eps



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

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



PANTONE 3435 + 107  
FILENAME: UOLOGOBLOCK-3435-107.eps  
FOUR-COLOR PROCESS 3435 + 107  
FILENAME: UOLOGOBLOCK-3435-1074C.eps

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



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

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BLACK  
FILENAME: UOWORDMARK-BLK.eps



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

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



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

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



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