

The InventOR logo is a signature consisting of two components: the logomark - lightbulb & Oregon's map and a logotype. The components should appear together and never be altered, modified or redrawn.

These elements together form a cohesive mark that provides immediate recognition. The logo is the official mark of InventOR and should appear on all internal and external communications.

The horizontal signature is the preferred format for most applications. An alternate simplify configuration may also be used if size or space considerations make it a better choice.



Logotype

Minimum size

Minimum size refers to the smallest width advisable for the primary InventOR logo. The minimum size for the vertical logo is 0.8 inches. For electronic applications, the minimum size for the vertical logo is 69 pixels.



0.8 inches

Clear space

Provide a minimum clear space around logo equal to the height of the stylized "I" in the logomark.



Primary colourway

This is the first choice when applying our brand mark, and should be used in any instance where the mark appears over a light coloured background or image area.

Reversed colourway

This colourway, where we use a combination of white and InventOR gold, should only ever be applied over the InventOR Blue or dark background. This colourway should never be used over an image, or any light colour.

Reversed monochrome colourway

This colourway should be used when the mark appears over a dark colour, or color printing is limited.

Primary Colorway



Reversed colorway



Monochrome colorways



Colour is an important medium, and a powerful but flexible tool in our brand toolkit.

InventOR uses a primary palette composed of two colours. InventOR Blue & Gold are symbolic of our pioneering attitude. They are bold, memorable and striking.

Colours appear differently depending on if they're view on screen or printed. When printed, the type of ink and paper can also affect the appearance. To ensure our colour appear as consistent as possible we have carefully selected the individual codes for RGB & CMYK to match the Pantone inks. It is important to use these breakdowns, rather than using software conversions.

PSU Center for Entrepreneurship
Brand Family
InventOR Color Palette

InventOR Blue

CMYK: 90.70.45.40
RGB: 15.58.80
Pantone: 2189 C
Hex: #0F3A50

InventOR Gold

CMYK: 0.20.100.0
RGB: 225.203.5
Pantone: 114 C
Hex: #FFCB05

PSU Center for Entrepreneurship
Secondary Color Palette

Gray

CMYK: 0.0.15.60
RGB: 129.129.116
Hex: #818174

CMYK: 65.100.11.0
RGB: 122.43.132
Hex: #7A2B84

CMYK: 0.93.51.0
RGB: 235.54.94
Hex: EB365E

CMYK: 92.100.33.28
RGB: 52.32.88
Hex: 342058

Sansation is the preferred typeface and should be used for all documents, presentations and marketing materials.

The full Sansation font family may be used, but in most circumstances the six fonts listed to the right should accommodate most design requirements.

Never add drop shadow or other effects to the text.

Sansation Light

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y
 Z a b c d e f g h i j k l m n o
 p q r s t u v w x y z 1 2 3 4
 5 6 7 8 9 0 ! ? @ # \$ % & *
 [] { } () , .

Sansation Light Italic

*A B C D E F G H I J K L M
 N O P Q R S T U V W X Y
 Z a b c d e f g h i j k l m n o
 p q r s t u v w x y z 1 2 3 4
 5 6 7 8 9 0 ! ? @ # \$ % & *
 [] { } () , .*

Sansation Regular

A B C D E F G H I J K L M
 N O P Q R S T U V W X Y
 Z a b c d e f g h i j k l m n o
 p q r s t u v w x y z 1 2 3 4
 5 6 7 8 9 0 ! ? @ # \$ % & *
 [] { } () , .

Sansation Italic

*A B C D E F G H I J K L M
 N O P Q R S T U V W X Y
 Z a b c d e f g h i j k l m n o
 p q r s t u v w x y z 1 2 3 4
 5 6 7 8 9 0 ! ? @ # \$ % & *
 [] { } () , .*

Sansation Bold

**A B C D E F G H I J K L M
 N O P Q R S T U V W X Y
 Z a b c d e f g h i j k l m n o
 p q r s t u v w x y z 1 2 3 4 5
 6 7 8 9 0 ! ? @ # \$ % & * []
 { } () , .**

Sansation Bold Italic

***A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z a
 b c d e f g h i j k l m n o p q
 r s t u v w x y z 1 2 3 4 5 6
 7 8 9 0 ! ? @ # \$ % & * []
 { } () , .***