



ASSOCIATED
STUDENTS
OF THE UNIVERSITY OF OREGON

How we use our logo

- > We use the duck foot hexagon logo + "Associated Students of the University of Oregon" logotype combination at all times to represent our brand.
 - >> In this configuration, the duck foot circle may only be the approved ASUO green or the same color as the "Associated Students of the University of Oregon" letters.
- > When printed in black and white, use the grayscale version of the logo. Do not edit this version of the logo by increasing or decreasing the contrast.
 - >> Do not print the green logo in black in white. It does not look the same, and will come out differently. If you plan on printing the logo black and white use the provided image.
- > Sometimes the duck foot hexagon may be detached, but only when the "Associated Students of the University of Oregon" logotype / duck foot circle combination has already been used in the design. This way, the duck foot circle acts as an accent shape instead of its own logo.



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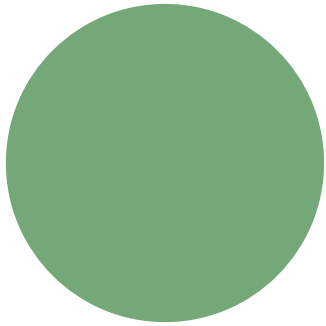


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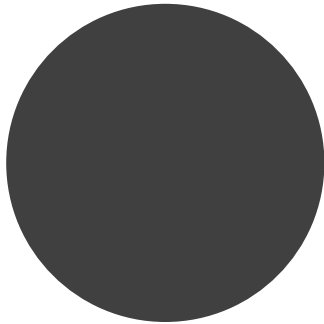
- > Do not add embellishments, drop shadows, or distracting effects behind the logo.
- > Do not alter the colors in any way.
- > Do not use the logo on distracting backgrounds or ones with low contrast.
- > Do not alter the proportions or spacing between the hexagon and the “Associated Students of the University of Oregon”.
- > Do not print the green logo in black and white; use the provided grayscale logo.



Our colors and type



RGB (116, 168, 122)
CMYK (59, 17, 65, 1)
74A87A



RGB (64, 64, 65)
CMYK (68, 61, 59, 46)
404041

Bb

bariol is used in all weights
regular / light / **bold**

> avoid using pure black; use the dark grey specified.