

Proper Oregon State University Tag use

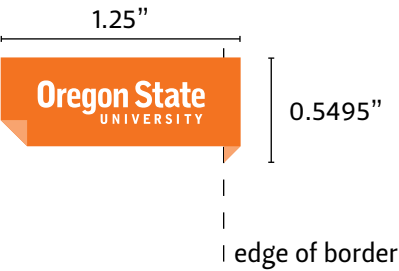
Print – Side Tag

The print templates include the correct logo usage and tag placement, and can be downloaded at communications.oregonstate.edu/brand/downloads.

When creating unique print pieces, and to keep the logo readable, these are the minimum tag sizes:

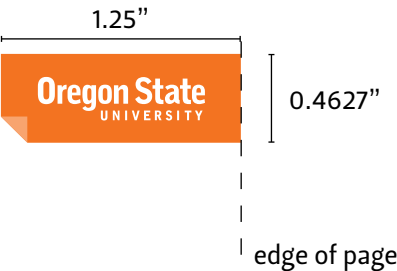
Wrap Tag

Use when the design does not extend past the page.

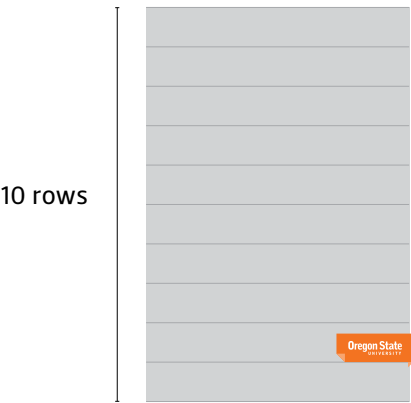


Bleed Tag

Use when the design extends past the page and must be trimmed away.



POSITIONING AND SIZE OF TAG:



The tag must be located in the lower righthand corner.

PLACEMENT – VERTICAL LAYOUT

Dividing the document into 10 rows (inside the margin for those with a border), the tag sits at the bottom of the ninth row.

SIZE

The tag size is proportional to the **height** of the document. The ratio is 0.077.

Example: Multiply a 24-inch tall document by 0.077. The tag height is 1.848 inches.



The minimum tag size is 1.25 inches **wide**.

PLACEMENT – HORIZONTAL LAYOUT

Dividing the document into 10 rows (inside the margin for those with a border), the tag is placed at the top of the ninth row.

SIZE

The tag size is proportional to the **width** of the document. The ratio is 0.222.

Example: Multiply a 24-inch wide document by 0.222. The tag width is 5.328 inches.

Web – Hang Tag

The vertical hang tag is only used when the side tag would not be seen or acknowledged, such as at the bottom of websites or emails. To keep the the logo readable, these are the minimum tag sizes:

Wrap Tag

Use when the design does not extend to the top.



Bleed Tag

Use when the design extends to the top of the page.

