

LOGO GUIDELINES

The OEN logo is the centerpiece of the brand.

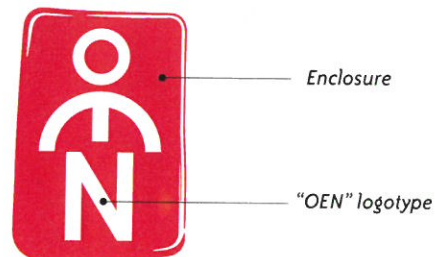
Use these guidelines for proper color, placement and sizing of the logo.

Our logo is a valuable asset, and we always reproduce it with care.

Section 1

ELEMENTS

The OEN logo is an enclosed logotype.



Color Usage

The OEN logo should always be reproduced in the correct color.

OPTION 1



Pantone: PMS 485
CMYK: 100% Magenta, 100% Yellow
RGB HEX: #ff3333

OPTION 2



100% Black
RGB HEX: #000000

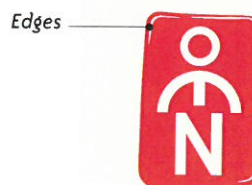
Backgrounds

The OEN logo can be used over backgrounds. The logotype should always be white, unless placing the logo over a light or neutral colored background. The rough "edges" of the logo enclosure should be transparent.

NOTE:

Use discernment in making background choices. Be careful to ensure the background provides sufficient contrast for the logo to be sharp and legible.

OPTION 1



OPTION 2



OPTION 3



Section 2

SPACING AND SIZING

Use the proper clear space and sizing to ensure maximum emphasis and legibility.

Clear Space

Use the “O” in the logotype to measure appropriate clear space between the logo and other layout elements.



Minimal Size

Never make the OEN logo smaller than .075" measuring from the top to bottom.



Typesetting “Oregon Entrepreneurs Network”

The OEN logo is designed to stand alone with no accompanying type or organization identification. However, at times it may be appropriate to typeset the name “Oregon Entrepreneurs Network” in the layout.

EXAMPLE

Using the business papers as an example, typeset OREGON ENTREPRENEURS NETWORK in the font Bailey Sans all caps in the upper right hand or left hand corner of the layout.



OREGON
ENTREPRENEURS
NETWORK

NOTE:

Do not typeset OREGON ENTREPRENEURS NETWORK in a “Lock-up” with the logo.
(See Section 3 *Incorrect Use*)

Section 3

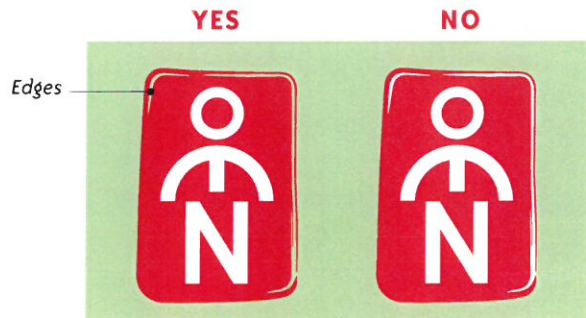
INCORRECT USE

Here are some examples of incorrect use of the OEN logo.

- Do not use these or other treatments that weaken the consistency of the brand identity.
- Do not redraw or modify the logo in any way.
- Use artwork exactly as provided by OEN.



Insufficient background contrast.



Unlike the logotype, the “edges” of the enclosure should never be filled-in white when used on a color or photographic background. (See Section 1 Backgrounds)



Do not typeset OREGON ENTREPRENEURS NETWORK in a “Lock-up” with the logo.



Do not modify the logo proportions (squeeze or stretch). Do not use the logo in any color other than the approved red or black. (See Section 1 Color Usage)