



REVERSE  **TRANSFER**
DEGREE



PRIMARY LOGO

Minimum print size: 1.5" wide. Please allow a minimum clear space of .25" on all sides of the logo from all other text or graphics. Minimum screen size: 200 px wide.



Primary logo in blue can be used on a white or light background.



Primary logo in black can be used on a white or light background.



Primary logo in white can be used on a dark or photo background.

SECONDARY LOGO

Minimum print size: 1.75" wide. Please allow a minimum clear space of .25" on all sides of the logo from all other text or graphics. Minimum screen size: 220 px wide.



Secondary logo in white with blue or black shape can be used on a white or light background.



Secondary logo in blue or black with white shape can be used on a dark or photo background.

CAP ICON

Minimum print size: .25" wide. Minimum screen size: 50 px wide. Cap icons can be used as a design element in places where the full logo does not appear.



Cap icon in blue can be used on a white or light background.



Cap icon in black can be used on a white or light background.

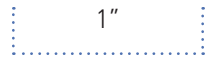
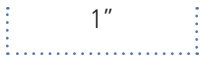


Cap icon in white can be used on a dark or photo background.



PRIMARY LOGO SIZE RELATION

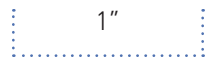
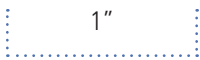
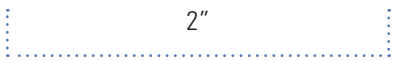
Minimum size: 1.5" wide



The Reverse Transfer logo should have a width at least twice that of the OUS, CCWD and all other college or university logos. If the school logo is vertical or square, the height should not exceed 200% of the height of the Reverse Transfer logo. See below.

SECONDARY LOGO SIZE RELATION

Minimum size: 1.75" wide



The Reverse Transfer logo should have a width at least twice that of the OUS, CCWD and all other college or university logos. If the school logo is vertical or square, the height should not exceed 200% of the height of the Reverse Transfer logo. See below.





The primary typeface used for Reverse Transfer is Univers Condensed. Arial Narrow or Arial may be used when this typeface is not available.

HEADINGS

Universe 47 Bold Condensed / 30 pt / auto leading

THIS IS A HEADING. IT CAN SPAN MULTIPLE LINES.

SUBHEAD 1

Universe 47 Light Condensed / 30 pt / auto leading / 25 tracking

THIS IS A SUBHEAD. IT CAN ALSO SPAN MULTIPLE LINES.

SUBHEAD 2

Universe 47 Light Condensed / 18 pt / auto leading

This is another subhead. It may be a single line or an introductory paragraph.

BODY

Universe 47 Light Condensed / 10 pt / 14 pt leading

Lorem ipsum dolor sit amet, an nam doming cotidieque, eu sea hinc impedit, qui sonet Lorem ipsum dolor sit amet, an nam doming cotidieque, eu sea hinc impedit, qui sonet oblique mandamus ei. Ea prompta tacimates nominati vel, et mei ferri tritani consequat. Eum intellegebat deterruisset ei, nam atqui movet dictas te, cibo ullum eam cu. Eam ei pericula patrioque, semper eirmod sanctus eos cu, vis dicunt alterum singulis id. No meis feugiat eam, nam nullam impetus eu. Nisl vero consequuntur eu pri. Cibo maiorum qui eu.

Et persecuti vituperata percipitur has. Ubique verear ut sit, exerci habemus ex sed. Te malorum noluisse voluptaria sed, est an utroque constituam, sed ut autem invidunt. Ut eam modo debitis splendide, cu pro diam vocibus.mandamus ei.

CALLOUT

Universe 47 Light Condensed, varying type sizes
 Smaller type: 11 pt / auto leading
 Larger type: 20 pt / leading same as point size

Larger type is approximately twice the size of the smaller type and can be given a different color for extra emphasis.

ADD A **VALUABLE** DEGREE TO YOUR RESUME



PRIMARY COLORS

Reflex Blue and Black are used in the Reverse Transfer logo as well as the OUS logo.



PMS REFLEX BLUE
C:100 M:94 Y:14 K:12
R:39 G:50 B:123
HEX: 27327B



BLACK
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: 000000

SECONDARY COLORS

These colors can be used in varying combinations with the exception of blue and yellow.



LIGHT BLUE
C:75 M:55 Y:5 K:0
R:80 G:114 B:176
HEX: 5072B0



LIGHT PURPLE
C:70 M:70 Y:30 K:10
R:96 G:87 B:124
HEX: 60577C



RED
C:0 M:100 Y:90 K:0
R:237 G:27 B:47
HEX: ED1B2F



YELLOW
C:15 M:30 Y:100 K:0
R:220 G:175 B:39
HEX: DCAF27



GRAY
C:0 M:0 Y:0 K:50
R:147 G:149 B:152
HEX: 939598

COLOR COMBINATIONS

These are some of the possible color combinations. Two to four colors can be used together with the exception of blue and yellow.





MARGINS

.5" on all sides

HEADINGS

Universe 47 Bold Condensed / 30 pt / auto leading

SUBHEAD 1

Universe 47 Light Condensed / 30 pt / auto leading / 25 tracking

SUBHEAD 2

Universe 47 Light Condensed / 18 pt / auto leading

CALLOUT

Universe 47 Light Condensed / varying type sizes

BODY

Universe 47 Light Condensed / 10 pt / 14 pt leading



**TRANSFERRING BEFORE
YOU GET YOUR DEGREE?**

REVERSE IT!

Get your Associate's Degree while attending any Oregon University System campus.

UP YOUR JOB QUALIFICATIONS &
EARNING POWER

GET THE
CREDENTIAL
YOU DESERVE

ADD A **VALUABLE**
DEGREE TO YOUR RESUME

After you transfer, see the university Registrar about applying your new university credits to earn your Associate's Degree through Reverse Transfer. It's a free and simple process to get this degree as soon as you reach the credits needed.

The Oregon Reverse Transfer Degree

A collaboration between Oregon's Community Colleges and the Oregon University System. Supported by a grant from the Lumina Foundation.

ous.edu/reversetransfer
reversetransfer@ous.edu



COLLEGE OR UNIVERSITY LOGO

ALTERNATE HEADING STYLE



**TRANSFERRING BEFORE
YOU GET YOUR DEGREE?**

A special slant can be added to headings on pieces such as flyers and posters. The text above has a Rotation Angle of 4 degrees and Shear X Angle of 10 degrees.