

MAIN LOGO



## COLOR VARIANTS



Hero Gradient



Wicked Red



Wicked Orange



OSU Scarlet Dark 40



OSU Gray



OSU Gray Dark 60

## BADGES / MARKS / ALT LOCKUPS



Octo Initials Mark



Octo Mark



Square Logomark Badge



Vertical Lockups



Unbounded  
Lockup



Faded  
Frame  
Lockup



Oppositional  
Lockup



## BRAND EXAMPLES



## Anthropogenic Climate Change

Many causes of climate change have been suggested: the rise of industry, burning fossil fuels, and damaging natural landscapes are just a few. All three of these instances add to greenhouse gas emissions which contribute to the increase of Earth's temperature at an alarming rate. At the core of these instances are overproduction and overconsumption of goods. Overproduction and overconsumption use Earth's resources in an environmentally detrimental and unsustainable way. The competitive economy that leads to businesses producing products faster, at the cost of environmental health all contribute to climate change. The environmental changes associated with climate change span across the globe, and disproportionately impact vulnerable populations.

**PRIMER**  
**Human Space Exploration**

Human space exploration refers to sending humans beyond low Earth orbit for the purpose of exploring planets and other celestial bodies. These explorations will experience longer communication delays, limited or nonexistent resupply missions, and a minimum of 2.5 years in space. Many new technologies are needed to achieve this goal, it is not easily attainable. Sustainable life support systems need to be developed. All necessary supplies need to be brought. Added to that, the spacecraft itself must take off, so weight limits must be kept in mind. The varying solutions on sustainability, life-sustaining practices, and securing program funding all add to the wickedness of this problem. Due to human space research beginning only in 1961, and the recent return to space exploration with the Artemis missions, this is a relatively new wicked problem where the decisions that are made today could greatly impact the solutions. Some potential example solutions could be:



## COLORS



### Hero Gradient

#ff7000 @100% -- #e50700 @100%

### Wicked Red

#e50700

### Wicked Orange

#fb7000



### OSU Scarlet Dark 40

#70071c

### OSU Gray

#a6b0b6

### OSU Gray Dark 60

#3f4443

## TYPOGRAPHY

# FUTURA PT BOLD

hero font for headings and covers

## FUTURA MEDIUM

for subheadings / use sparingly

### FUTURA BOOK

for labels, captions, notations & meta-information

### Integrated OSU Brand Elements

## Buckeye Serif Bold

for section and page headings

### Buckeye Serif Semi

for highlighted / intro content