Nationally and internationally, the public identifies The University of Oklahoma and the excellence it has come to represent through the University’s name and the graphic representations of identity. OU’s recognition has created a great value in the University’s name and symbols, resulting in public trust and confidence in the University and economic rewards that benefit the University and its faculty, staff and students. The Department of Trademark Licensing promises to protect and promote OU’s reputation in the classroom and on the field by ensuring proper usage of its marks.

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### OU CLUB TEMPLATE LOGOS

- **SCHOONER MARK**
- **COLORS**

**NOTE:** Bottom of “U” must be a horizontal line. Interlocking OU can never be used on its own.

### WORD MARKS

- **OKLAHOMA**
- **SOONERS**
- **BOOMER SOONER**

### HELMET MARK

### SCHOONER MARK

### VERBIAGE

- The University of Oklahoma®
- Oklahoma Sooners®
- Oklahoma®
- OU®
- Boomer Sooner®
- Sooner™
- Boomer™

- Lloyd Noble Center™
- Gaylord Family-Oklahoma Memorial Stadium™
- Sooner Magic®
- Owen Field™
- Sooners®

### COLORS

**OFFICIAL COLORS: CRIMSON AND CREAM**

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