# TABLE OF CONTENTS

- Brand Consistency ...................................................... 3
- Color ........................................................................ 4-5
- Logo .......................................................................... 6
- Logo Variations .......................................................... 7
- Graphic Element ......................................................... 8
- Color Variations .......................................................... 9-10
- Reversed / Photography .............................................. 11
- Scaling ....................................................................... 12
- Isolation Space ............................................................ 13
- Exception ..................................................................... 14
- Improper Usage .......................................................... 15
- Fonts .......................................................................... 16-17
- Licensing ..................................................................... 18
BRAND CONSISTENCY

The University of Oklahoma is known and recognized throughout the United States and the world. Therefore, it is critical that the visual elements and the brand that represent the institution and its image do so consistently and with integrity. Institutions nationally have begun recognizing the importance of image and brand consistency, implementing cohesive standards to protect their images, enhancing the value of their names and building a foundation for successful branding.

Successful branding occurs when an entity presents itself consistently over time, creating an emotional connection with desired audiences. A proliferation of independent, decentralized identities and symbols creates confusion in the minds of audiences whose support we seek: students, prospective students, parents, alumni and supporters. Although logos and symbols are not the sole elements of an institutional “brand,” they are its visual representation and extension. When that visual representation is disconnected or inconsistent, it follows that the perception of the institution also can become disconnected or inconsistent.
COLOR

Color is one of the most important elements of The University of Oklahoma and the OU College of Arts and Sciences identity system. Oklahoma crimson and Oklahoma cream are the official colors for all of the OU logos. If these colors are not available, the logos should be printed in all black or all white.

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PRINT AND ON-SCREEN EQUIVALENT

**OKLAHOMA CRIMSON**

PANTONE® 201

PROCESS: 0C, 100M, 65Y, 34K

RGB: 169R 5G 51B

HEX: #841617

**BLACK**

PANTONE® PROCESS BLACK

PROCESS: 0C, 0M, 0Y, 100K

RGB: 0R 0G 0B

HEX #191919

**OKLAHOMA CREAM**

PANTONE® 468

PROCESS: 6C, 8M, 23Y, 0K

RGB: 253R 249G 216B

HEX #FDF9D8

Digital logos are provided in the following color breakdowns for specific applications:

- **Spot**: for use in print applications where special inks are used (e.g., logo printing on ad specialty items).
- **CMYK**: for use in most four-color print applications (e.g., advertisements in color print publications).
- **RGB**: for use in digital applications (e.g., Word documents, digital presentations).
- **Black and white**: for use when color cannot be applied (e.g., newspapers, fax documents).
- **HEX**: for use on websites and in e-marketing.

Note: Colors to the left reflect process CMYK values.
COLOR

In addition to the primary colors, the OU identity system uses black and white as important support colors. White and black help add contrast to Oklahoma crimson and Oklahoma cream. Black and white are the default colors to use for OU logos when the official colors are not available. In addition, alternative complementary support colors are available for use on the Web.

WEB COMPLEMENTARY COLORS:

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIGHT GREEN</td>
<td>#74AD68</td>
</tr>
<tr>
<td>DARK GREEN</td>
<td>#3E6A34</td>
</tr>
<tr>
<td>LIGHT BLUE</td>
<td>#298AC4</td>
</tr>
<tr>
<td>DARK BLUE</td>
<td>#254467</td>
</tr>
<tr>
<td>LIGHT GREY</td>
<td>#CCCCCC</td>
</tr>
<tr>
<td>DARK GREY</td>
<td>#999999</td>
</tr>
<tr>
<td>LIGHT RED</td>
<td>#971D20</td>
</tr>
<tr>
<td>DARK RED</td>
<td>#660000</td>
</tr>
<tr>
<td>LIGHT TAN</td>
<td>#E4E0C3</td>
</tr>
<tr>
<td>DARK TAN</td>
<td>#807662</td>
</tr>
</tbody>
</table>
LOGO

Departments and academic marks utilize the interlocking OU logo, OU word mark, and department or area name. Versions are available for both Web and print media. The academic identity utilizes the Garamond font for its support text.
LOGO VARIATIONS

The University of Oklahoma College of Arts and Sciences has three variations available to help ensure compatibility with different layouts. The academic identity must be used in one of these three layout variations.

If a department wants to add an image to those already in the logo, please submit it for review. Departments that want to use the college’s image should use this format. Departments that have a logo as of July 1, 2015, will have their logos grandfathered in.
GRAPHIC ELEMENT

“Interconnected”

The graphic element has two rings symbolizing arts and sciences. They are circle, representing the perfect form in art and are also shown in ellipses, symbolizing electrons and the atom. The four dots represent our four divisions (natural/physical sciences, social sciences, humanities, and professional programs).

In addition to the logo, the graphic element can be used by itself in marketing tools as a graphic design treatment. When used with the other logo elements, under no circumstances should it be altered from the three logo variations.

The graphic element should never be used alone with the interlocking OU.
COLOR VARIATIONS

The OU College of Arts and Sciences logo can be reproduced using Oklahoma crimson, Oklahoma cream, black, white, or the process color equivalents. It is greatly preferred that the Oklahoma crimson version be used whenever possible. If this is not possible, the logo should be reproduced in all black or in all white. **Never use the logo in Oklahoma cream on a white background.**
COLOR VARIATIONS

The logo should be used in all white whenever placed on a dark background. When using the white identity on dark backgrounds, the background must be darker than at least the value of a 50 percent black.

The logo may also be used in Oklahoma crimson on light-colored backgrounds. When using the Oklahoma crimson identity on light backgrounds, the background must be lighter than the value of a 50 percent black. *Never use the logo in white on an Oklahoma cream background.*
REVERSED / PHOTOGRAPHY

Always use the white logo on an Oklahoma crimson or black background when applying the logo to photography that is complicated or lacking high contrast. If the photography is high in contrast, reversed white is acceptable. On lighter backgrounds, such as skies with simple backgrounds, Oklahoma crimson or black is acceptable.
SCALING

Each of The University of Oklahoma College of Arts and Sciences logos have a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown on this page. The logos should be used at these minimum sizes only when necessary. It is preferred that they be used larger than shown on this page. In certain circumstances, such as ad specialties, the logo may need to be scaled below approved sizes; the college can approve these options on a case-by-case basis.
ISOLATION SPACE

Each of The University of Oklahoma College of Arts and Sciences logos has an established area of isolation. This safe zone is intended to maintain the logo’s integrity and avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the minimum safe zones, as demonstrated here.

TABLE OF CONTENTS
Brand Consistency
Color
Logo
Logo Variations
Tagline
Graphic Element
Color Variations
Reversed / Photography
Scaling
Isolation Space
Exception
Improper Usage
Fonts
Licensing
EXCEPTION

In some instances, such as when space is limited, or when scale and legibility are issues, it is recommended you use only the College of Arts and Sciences type treatment and the graphic element. The exception allows the removal of the word mark and free placement of icons to allow for printing or other embellishment of the product.

In certain circumstances, such as ad specialties, the logo may need to be scaled below approved sizes; the college can approve these options on a case-by-case basis.

Potential instances include ad specialties, such as pens, cups and clothing with monogramming.
IMPROPER USAGE

So that The University of Oklahoma and the College of Arts and Sciences can maintain the design integrity of their brands and maximize each logo’s effectiveness, it is mandatory that all logos be applied as indicated in this manual without modification.

The logos are not to be altered in any way. Shown here are unacceptable uses of OU logos. Before using the logo in an improper way, check with the college for approval. The college can approve usage on a case-by-case basis.

<table>
<thead>
<tr>
<th>Never add unauthorized text to any logo.</th>
<th>Never rotate any logo.</th>
<th>Never re-proportion any part of the logos without approval.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never skew or distort the logos.</td>
<td>Never place any logos without a holding shape on an overly complex background without approval.</td>
<td>Never put the logos in a unique shape.</td>
</tr>
<tr>
<td>Never use any logo on a background with insufficient contrast.</td>
<td>Never use any logo in Oklahoma cream on a background with insufficient contrast.</td>
<td>Never change the typeface in any logo.</td>
</tr>
<tr>
<td>Never add a drop shadow to the logos without approval.</td>
<td>Never change the colors of the logo outside of the approved color palette without approval.</td>
<td></td>
</tr>
</tbody>
</table>
FONTS

The University of Oklahoma College of Arts and Sciences visual identity includes a primary font that complements its logos. Garamond is the typeface used for OU’s academic logos. This font should be used liberally in all of OU’s materials to create a consistent image for the university.

This is not the only font allowed, but its use is strongly suggested. Any font that is clean and classic in design can be compatible with the OU image. Two suggestions below are Avant Garde and Droid Sans. Both are consistent with the OU identity and are quite adaptable fonts.

PRINT:

GARAMOND: Primary Serif Font

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅÉÎ
abcdefghijklmnopqrstuvwxyz®àåéîøü
&1234567890($£.,!?)

ADOBE CASLON: Alternative Serif Font

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅÉÎ
abcdefghijklmnopqrstuvwxyz®àåéîøü
&1234567890($£.,!?)

HELVETICA: Primary Sans-Serif Font

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅÉÎ
abcdefghijklmnopqrstuvwxyz®àåéîøü
&1234567890($£.,!?)

ITC FRANKLIN GOTHIC: Alternative Serif Font

ABCDEFGHIJKLMNOPQRSTUVWXYZÀÅÉÎ
abcdefghijklmnopqrstuvwxyz®àåéîøü
&1234567890($£.,!?)
TABLE OF CONTENTS
Brand Consistency
Color
Logo
Logo Variations
Tagline
Graphic Element
Color Variations
Reversed / Photography
Scaling
Isolation Space
Exception
Improper Usage
Fonts
Licensing

GARAMOND: Primary Serif Font
ABCDEFGHJKLMNOPQRSTUVWXYZÀÉÍ
abcdefghijklmnopqrstuvwxyz®àéï
&1234567890($£,.!?)

GEORGIA: Alternative Serif Font
ABCDEFGHIJKLMNOPQRSTUVWXYZÀÉÍ
abcdefghijklmnopqrstuvwxyz®àéï
&1234567890($£,.!?)

ARIAL: Primary Sans-Serif Font
ABCDEFGHIJKLMNOPQRSTUVWXYZÀÉÍ
abcdefghijklmnopqrstuvwxyz®àéï
&1234567890($£,.!?)

AVANT GARDE: Alternative Sans-Serif Font
ABCDEFGHIJKLMNOPQRSTUVWXYZÀÉÍ
abcdefghijklmnopqrstuvwxyz®àéï
&1234567890($£,.!?)

OPEN SANS: Alternative Sans-Serif Font
ABCDEFGHIJKLMNOPQRSTUVWXYZÀÉÍ
abcdefghijklmnopqrstuvwxyz®àéï
&1234567890($£,.!?)

DROID SANS: Alternative Sans-Serif Font
ABCDEFGHIJKLMNOPQRSTUVWXYZÀÉÍ
abcdefghijklmnopqrstuvwxyz®àéï
&1234567890($£,.!?)
LICENSING

The University of Oklahoma’s licensing department is a resource for anyone who wants to place one of OU’s trademarked logos on T-shirts, hats, mugs, blankets, etc.

If you have questions, please consult the rules and regulations before using any of OU’s logos in this manner.

Common licensing questions include:

• How do I obtain permission to use an OU identity?
• How much does it cost to get a license?
• Where can I produce official OU merchandise?
• How do I acquire digital logo files?
• Can I get a one-time license?

QUESTIONS?

CONTACT:
The University of Oklahoma
Office of Trademark Licensing
180 W. Brooks St.
Norman, OK 73019

oulicensing@ou.edu
soonersports.com/licensing

Any product bearing The University of Oklahoma marks must be produced only by licensees.

Printed materials covered under the policies of The University of Oklahoma’s Licensing Department, such as brochures, pamphlets, stationery, note cards and banners, do not require licensing, but they do require the approval of the Licensing Department.