



The UNIVERSITY of
OKLAHOMA

HEALTH CAMPUS

BRAND GUIDELINES



THE NEW UNIVERSITY OF OKLAHOMA HEALTH CAMPUS

As Oklahoma's most comprehensive academic health center, the University of Oklahoma Health Campus and OU Health have the opportunity and obligation to lead meaningful change.

Now is the time. Oklahoma ranks 49th in health outcomes, and our communities deserve better. By aligning our efforts, we can improve access to high-quality care, attract top talent, advance groundbreaking research, and build healthier communities right here at home.

Together, we will:

- Strengthen our collective reputation
- Drive innovation in research and care
- Address unmet health needs
- Position OU Health as a national destination for education, research and clinical care



WHY VISUAL IDENTITY MATTERS

A unified visual identity is essential to building recognition, trust, and credibility across our academic health system. Market research shows the public understanding of OU Health and OU Health Sciences (Center) is fragmented—just 56% of consumers know the difference, and only 10% actively prefer an academic health system.

By aligning under one brand and visual system, we make it easier for Oklahomans to understand who we are and the unique value we offer as the state’s academic health leader.

A strong, consistent visual identity will:

- Help consumers quickly recognize the organization through the interlocking OU and associate it with excellence
- Differentiate us from other systems, including community providers
- Present a unified voice across our campus
- Strengthen our reputation and increase brand preference

PREVIOUS EXAMPLES



CURRENT EXAMPLES



LOGO

This brand better connects the academic and research missions of the university and says “health” is ALL of us.

COLOR VARIATIONS

The academic identity may only be reproduced in the official university colors: crimson, white and black.

Do **not** change the color of the logo.

It is permissible to blind emboss or foil stamp the academic identity in silver, gold or metallic red.

SIZES & SAFEZONE

To ensure clear reproduction and legibility, the marks may not be used smaller than .48” or 36 px.

All logos and wordmarks for the University of Oklahoma also have an established safe zone. This zone maintains the logo’s integrity and avoids visual confusion. No other type or graphic element should fall within the minimum safe zones demonstrated to the right.

USE CASE

This brand is the master brand representing the tripartite mission of the university and will be used as the predominant brand in marketing and advertising.



SAFE ZONE

Determined by the width of the right arm of the U

MINIMUM HEIGHT

Print: 0.48”
Digital: 36 px



HEALTH CAMPUS LOGO

University of Oklahoma Health Campus will be the name of the campus. It is used to designate the physical location of the university’s academic health programs. In text, the full name should be spelled out on first reference. Subsequent references to internal stakeholders can be abbreviated to OUHC if context is clear and no confusion is inserted.

COLOR VARIATIONS

The campus identity may only be reproduced in the official university colors: crimson, white and black.

Do not change the color of the logo.

SIZES & SAFEZONE

To ensure clear reproduction and legibility, the marks may not be used smaller than .48” or 36 px.

All logos and wordmarks for the University of Oklahoma also have an established safe zone. This zone maintains the logo’s integrity and avoids visual confusion. No other type or graphic element should fall within the minimum safe zones demonstrated to the right.

USE CASE

Campus logos should be used sparingly and only when necessary to delineate the physical location. Example use cases for the campus logo could include:

- Letterhead and envelopes
- Business cards
- Directional/office signage
- Website headers for the health campus website & tri-campus areas
- Social media for the health campus channels & tri-campus areas



MINIMUM HEIGHT
Print: 0.48”
Digital: 36 px



SAFE ZONE

Determined by the width of the right arm of the U



COLOR PALETTE

Our primary color is Oklahoma Crimson.

Black, white and grays play a strong supporting role as neutrals. Oklahoma Cream is reserved for print only.

Accents may be used minimally alongside our primary color and neutrals. Use cases include charts, graphs and infographics, active states for web, and small details within a composition that create visual interest.

Do not use Oklahoma Cream for digital applications.

Do not use accent colors for headlines.

Do not use Dark Crimson as a replacement for Oklahoma Crimson.

PRIMARY

Oklahoma Crimson

#841617 PANTONE® 201

0c 100m 65y 44k

Thread Colors:

Madeira 1181

RA 2267

Polyneon 1982

NEUTRALS

Black

#000000

0c 0m 0y 100k

Dark Gray

#323232

0c 0m 0y 90k

Light Gray

#f0f0f0

0c 0m 0y 5k

White

#ffffff

0c 0m 0y 0k

Oklahoma Cream*

PANTONE® 468

6c 8m 23y 0k

*FOR PRINT ONLY

ACCENTS

Dark Crimson

#4e0002

PANTONE® 4102

5c 100m 50y 74k

Sky

#bcdceb

PANTONE® 290

25c 1m 0y 0k

Leaf

#8ca57d

PANTONE® 4206

44c 11m 50y 6k

Stone

#beb4a5

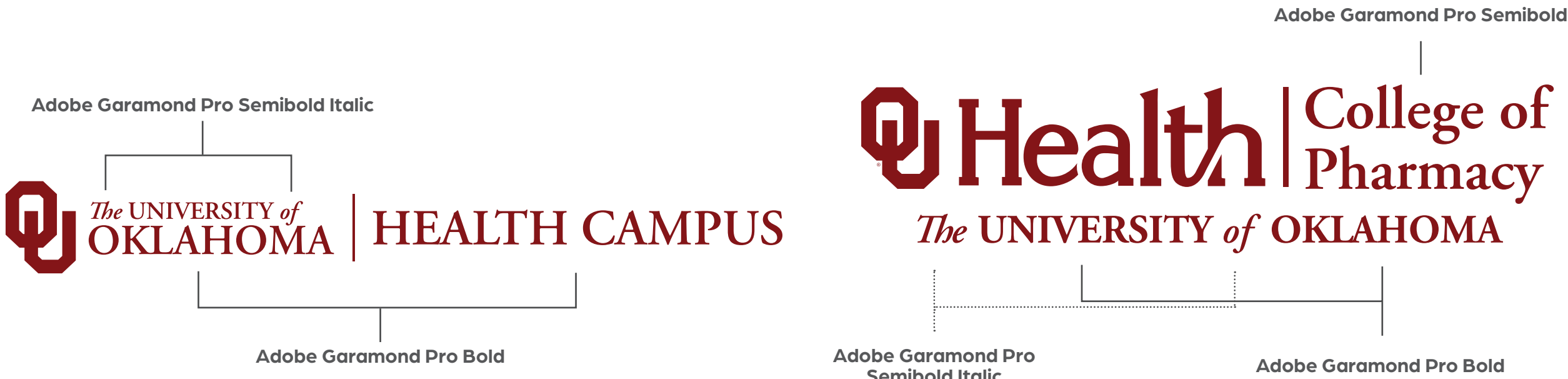
PANTONE® 4267

20c 24m 27y 1k

LOGO TYPEFACES

Adobe Garamond Pro is the font family used in the OU Health and Health Campus wordmarks (see examples). The OU Health wordmark is custom typography and cannot be edited.

LOGOS



TYPEFACES

Our four typefaces add texture and variety to our visual system. The weights and styles have been purposefully selected to create contrast that allows the four typefaces to work in harmony.

MONGOOSE is a condensed sans serif that lends a bold, strong voice to headlines. It should always be used in all-caps.

ARBORIA is geometric and architectural with humanistic touches that lend a friendly quality. It's highly legible at both large and small sizes.

OBVIOUSLY WIDE provides contrast to the narrow and square proportions of Mongoose and Arboria. It is always treated with an outline to provide a textural effect in sub-heads or supplementary text.

FREIGHT is a modern serif typeface evolved from more traditional styles. Use it tracked-out in all-caps to create an elegant sub-head treatment, or as body copy

HEADLINES

MONGOOSE BOLD
ARBORIA BLACK

**SUB-HEADS &
TEXTURAL COPY**

OBVIOUSLY WIDE SEMIBOLD
FREIGHT TEXT PRO BOLD
ARBORIA BLACK

TYPEFACES CONTINUED

Arboria and Freight may be utilized for body copy.

Together, with multiple weights and italic versions, they provide the flexibility needed to create hierarchy within a body of text, differentiating between captions, callouts and details.

BODY COPY

Arboria Bold
Arboria Bold Italic
Arboria Medium
Arboria Medium Italic
Arboria Book
Arboria Book Italic

Aa

Freight Text Pro Black
Freight Text Pro Black Italic
Freight Text Pro Semibold
Freight Text Pro Semibold Italic
Freight Text Pro Book
Freight Text Pro Book Italic

Aa

TYPEFACES IN USE

- 1. Freight and Arboria are paired to create contrast in this heading. The all-caps, tracked-out treatment keeps the words legible and refined at a small size.
- 2. Mongoose Bold is our primary headline font, paired with Arboria Black to add emphasis to important words (“one”).
- 3. Freight and Arboria again work together to create emphasis within a sub-head.
- 4. Mongoose may be used as a drop cap. Freight Text Pro Medium creates a paragraph with texture and style, leaded generously for an airy quality.
- 5. Reducing the type size and changing the typeface to Arboria Bold creates secondary text that is clearly differentiated yet harmonious.
- 6. Play with rotation to create a textural moment within the composition. The type is outlined so as not to compete with the primary headline and body copy.

1. MANY PASSIONS **ONE PURPOSE**

2. **THERE’S ONLY ONE**

3. Lorem ipsum **dolar** vador.

4. **F**icia volupta sam, untem latem se sunturibus aut quis
vollorepudis erernam explatum eos estibustrume sus este
nobis molore ni ut andi occaece aquibusdae volupta quos
sae el ius nustota testem nosamet ut prerum as reribus sequat
mosantioris rentisqui dolorestorro dolum eosandi taturem sae.
Bus none poreribus earumqui duci as nonsequi tem lam sendem
aut ilic te nem res quo testios re coriaerferum nam, il ilit que
cus ullitint, ute volorum.

5. Ficia volupta sam, untem latem se
sunturibus aut quis vollorepudis
erernam explatum eos estibustrume
sus este nobis molore ni ut andi
occaece aquibusdae volupta quos
sae el ius nustota testem nosamet
ut prerum as voluptur reribus sequat
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dolum eosandi taturem sae.

6. **NOIATION
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COLOR BACKGROUNDS

Always ensure there is ample contrast between the logo and the background color.

Do not apply effects to the logo (stroke, drop shadow, outer glow, etc.)



PHOTO BACKGROUNDS

When using the logo on photo backgrounds, keep the following in mind.

Do not

- Obscure the focal point of a photograph
- Place logos on distracting, cluttered backgrounds
- Darken or lighten the photograph noticeably or unnaturally (a crimson overlay treatment may be used to create the contrast needed)
- Apply effects to the logo (stroke, drop shadow, outer glow, etc.)



Only use the crimson logo on light photo backgrounds that provide clear contrast (for example, snowy fields, blue skies or light walls).



The white logo may be paired with darker photos.

UNIVERSITY SEAL

The University Seal is primarily used for official university purposes. Examples of uses pertaining to University of Oklahoma Health Campus could include:

- Diplomas
- Legal documents
- Certificates for university programs
- Billing for university patients
- Paychecks
- Staff & faculty handbooks
- Regents policies
- OU benefits/HR materials
- University patient policies
- Letterhead and envelopes
- Business cards
- Contracts

All uses of the Seal outside of the above mentioned items require permission from the OU Marketing and Communications office prior to use.

CRIMSON



BLACK



ACADEMIC & DEPARTMENT MARKS

Academic visual identity reflects the strength of the OU brand while connecting the college back to health. College logos should never be stacked, and the name of the College should always be side-by-side with OU Health to ensure parity.

College logos can be used in many ways to promote the college with key audiences.

- Website
 - Social media
 - Letterhead and envelopes
 - Marketing publications
- Paid advertising
 - Event materials and signage
 - Promotional Items

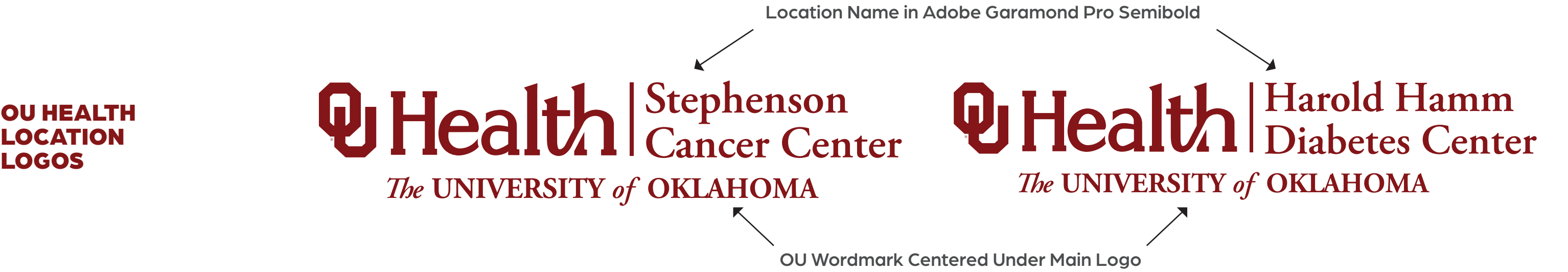
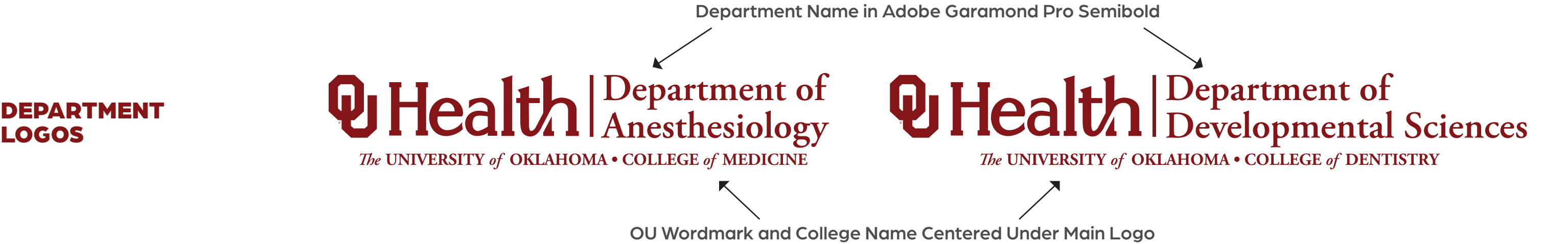
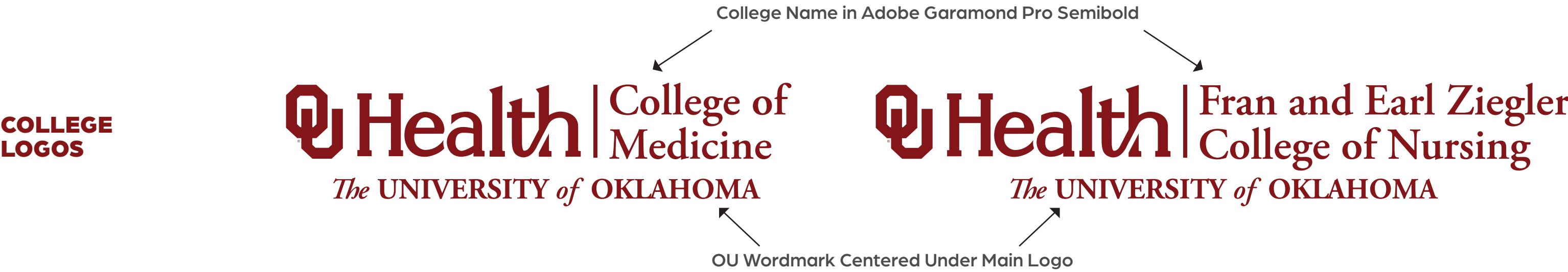
College logos cannot be used for business cards. All business cards may only carry the university seal or the overall University of Oklahoma Health co-branded logo.

Departments and units may request a logo for their use. Example use cases could include:

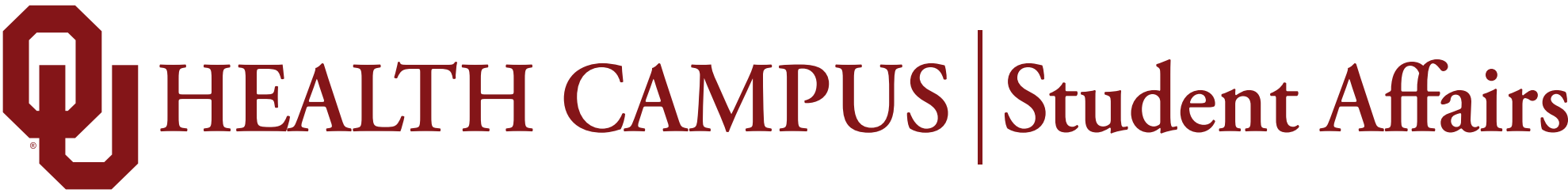
- Letterhead and envelopes
 - Directional/office signage
 - Research Posters
- Presentations
 - Department-hosted events and conferences

Departmental logos are not to be used for any marketing or advertising purposes and must brand up to the college or University of Oklahoma Health co-branded logo.

All logos must be requested through the Marketing and Communications office through your college or unit’s assigned Account Executive. Logos will not be created for any divisions or other areas within a department. Centers will only be granted logos with Provost Office approval.



UNIVERSITY ONLY DEPARTMENTS



BUSINESS CARDS & LETTERHEADS

Business cards and letterhead play a powerful role in presenting a unified, professional image—reinforcing our shared identity and ensuring consistency across every corner of the organization.

University employees may choose between using the existing University of Oklahoma Seedsower seal, the University of Oklahoma Health Campus logo or the OU Health co-branded logo for their business cards; however, college or department logos are not permitted on business cards.

For letterhead, colleges and departments may use versions that include their official college or department logos, or they may opt for the Seedsower seal version paired with The University of Oklahoma Health Campus wordmark.

Note: The Seedsower seal version of the letterhead is preferred for formal notices, offer letters, legal communications, and notices to patients under university-owned and operated clinics, or any other instance where use of the OU Health logo could create confusion.

BUSINESS CARDS



The UNIVERSITY of
OKLAHOMA

HEALTH CAMPUS

First Name Last Name, CRD

Title

Department

PO Box 000000, City, Oklahoma 00000
Street, Suite, City, Oklahoma 00000
PHONE: (405) 000-0000 FAX: (405) 000-0000 CELL: (405) 000-0000
EMAIL: firstname-lastname@ouhsc.edu WEBSITE: ouhsc.edu



The UNIVERSITY of OKLAHOMA,
HEALTH CAMPUS

First Name Last Name, CRD

Title

Department

PO Box 000000, City, Oklahoma 00000
Street, Suite, City, Oklahoma 00000
PHONE: (405) 000-0000 FAX: (405) 000-0000 CELL: (405) 000-0000
EMAIL: firstname-lastname@ouhsc.edu WEBSITE: ouhsc.edu

LETTERHEADS



The UNIVERSITY of OKLAHOMA, HEALTH CAMPUS

College of Allied Health



College of
Allied Health

The UNIVERSITY of OKLAHOMA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla



The UNIVERSITY of
OKLAHOMA

HEALTH CAMPUS

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla

WHITE COATS & SCRUBS

Branding for white coats, scrubs, or any other clinical apparel/ uniform should reflect the OU Health logo with the college affiliation. This pairing reinforces the unified identity of our academic and clinical enterprises.

Examples:

OU Health | College of Medicine
The UNIVERSITY of OKLAHOMA

OU Health | Fran and Earl Ziegler College of Nursing
The UNIVERSITY of OKLAHOMA

OU Health | College of Dentistry
The UNIVERSITY of OKLAHOMA



TITLE USAGE

To ensure clarity and consistency, titles should reflect the individual’s primary role and the audience being addressed. Below are recommended guidelines and examples:

TRI-CAMPUS OR SHARED SERVICES ROLES

For individuals who support more than one OU campus, it is acceptable to brand up to the broader university or align with OU Health, depending on context and audience.

Examples:

- Kate Stanton, AVP of Student Affairs, University of Oklahoma Health Campus
- Kate Stanton, AVP of Student Affairs, University of Oklahoma

Choose “University of Oklahoma” when referring to systemwide support roles. Use “University of Oklahoma Health Campus” when the work is primarily health focused.

DUPLICATIVE DEPARTMENTS OR RISK OF CONFUSION

When roles or department exists within both OU Health and the uUniversity, and there’s potential for confusion, brand to the master department or parent organization to clarify.

Examples:

- Paula Williams, Deputy General Counsel, University of Oklahoma Health Campus
- Paula Williams, Deputy General Counsel, University of Oklahoma

Use “University of Oklahoma” if the role primarily serves the university and may be confused with similarly named role or department within the clinical enterprise.

EMPLOYMENT & DUAL APPOINTMENTS (ACADEMIC & CLINICAL)

For individuals with academic/research, and clinical appointments, use two distinct titles—each with the appropriate organizational affiliation.

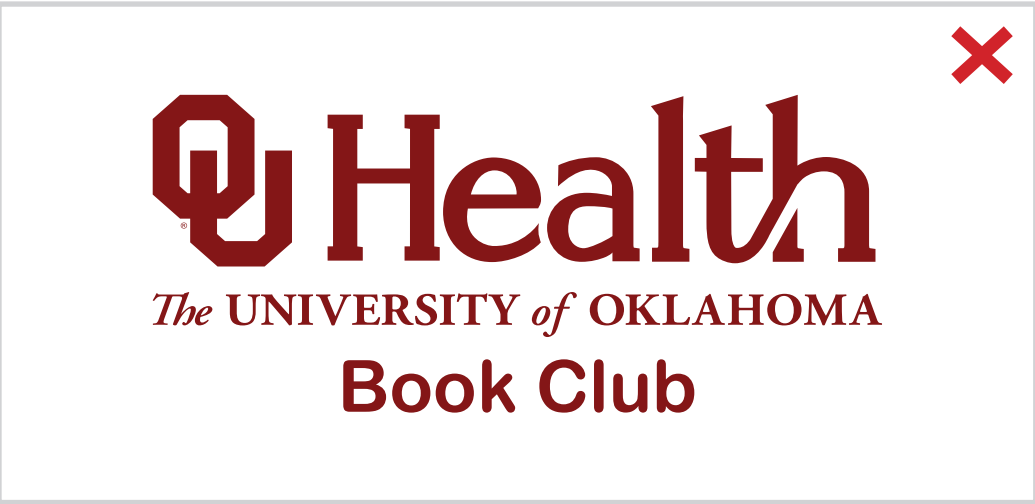
Examples:

- Dr. Barish Edil, Surgical Oncologist, OU Health
- Dr. Barish Edil, Chair of the Department of Surgery, University of Oklahoma College of Medicine

This clearly distinguishes between the clinical role (OU Health) and academic/research responsibilities (University of Oklahoma College of Medicine).

VIOLATIONS

The university logos cannot be modified in any way. These manipulations and interpretations dilute the integrity of our graphic identity and are expressly prohibited.



Never add your own text to or over the logo.



Never rotate the logo. The bottom of the "U" should always be a horizontal line.



Never reproportion any logo.



Never skew or distort any logo.



Never change the color of the logo.



Never alter the fonts of the logo or wordmark.



Never put the logo in a unique shape (star, trapezoid, etc.).



Never apply effects to the logo (stroke, drop shadow, outer glow, etc.)

LICENSING & APPROVALS

Any product bearing the University of Oklahoma marks must be approved by OU Licensing and produced by an approved licensee.

Printed materials such as brochures, pamphlets, stationery, note cards, banners, etc., do not require licensing, but must follow licensing guidelines.

Any printed material that will be sold must be approved by licensing.

PRINT GUIDELINES

All print and publication pieces, including but not limited to newsletters, magazines, brochures, and recruitment materials, should include:

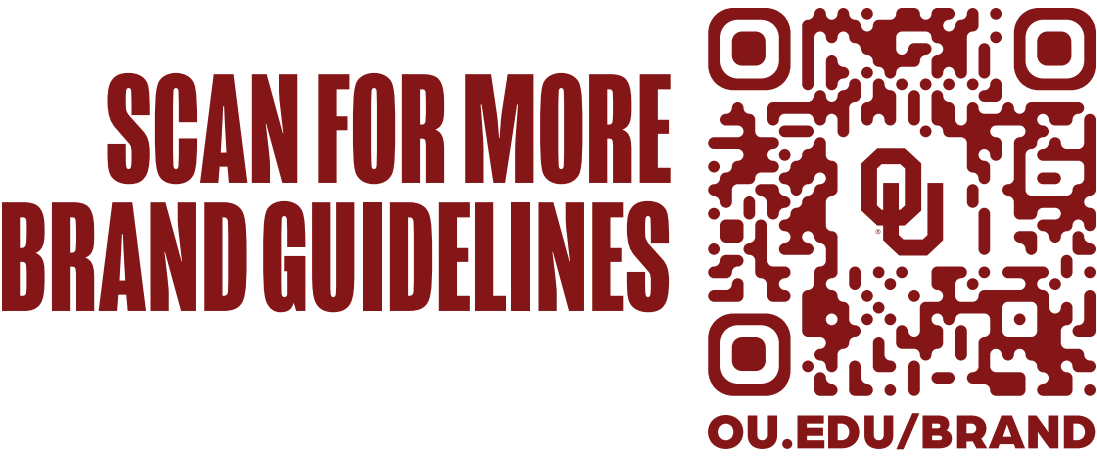
- The Equal Opportunity Statement in its full or abbreviated form
- Cost Disclosure Statement (only in reports, books or booklets produced for members of the public)
- Accommodations Statement (event publicity)

Marketing and Communications offers graphic design services for college and university-level publications, including magazines, brochures, recruitment materials, etc. Reach out to your college’s or unit’s assigned Account Executive to get started.

PAID ADVERTISING

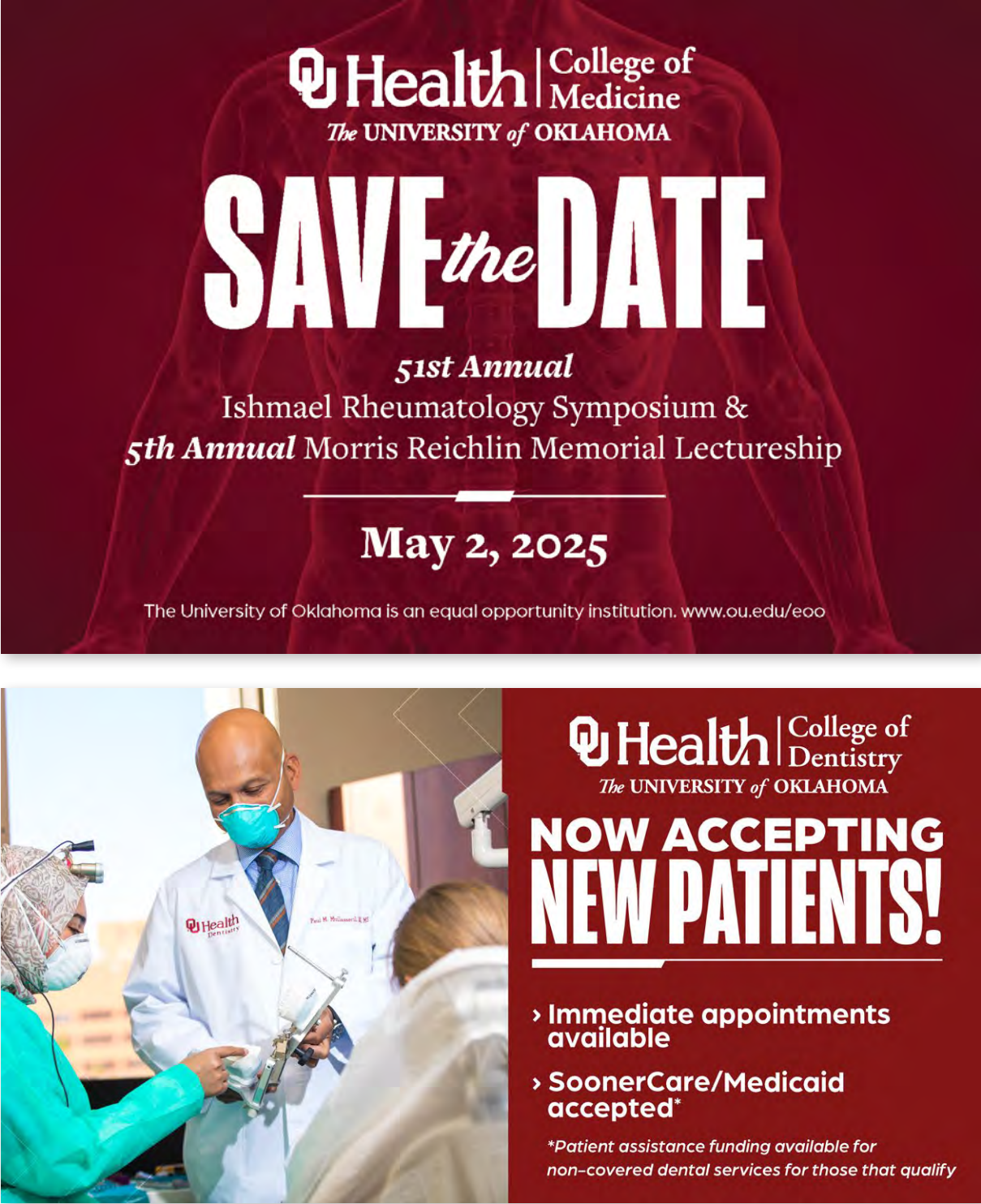
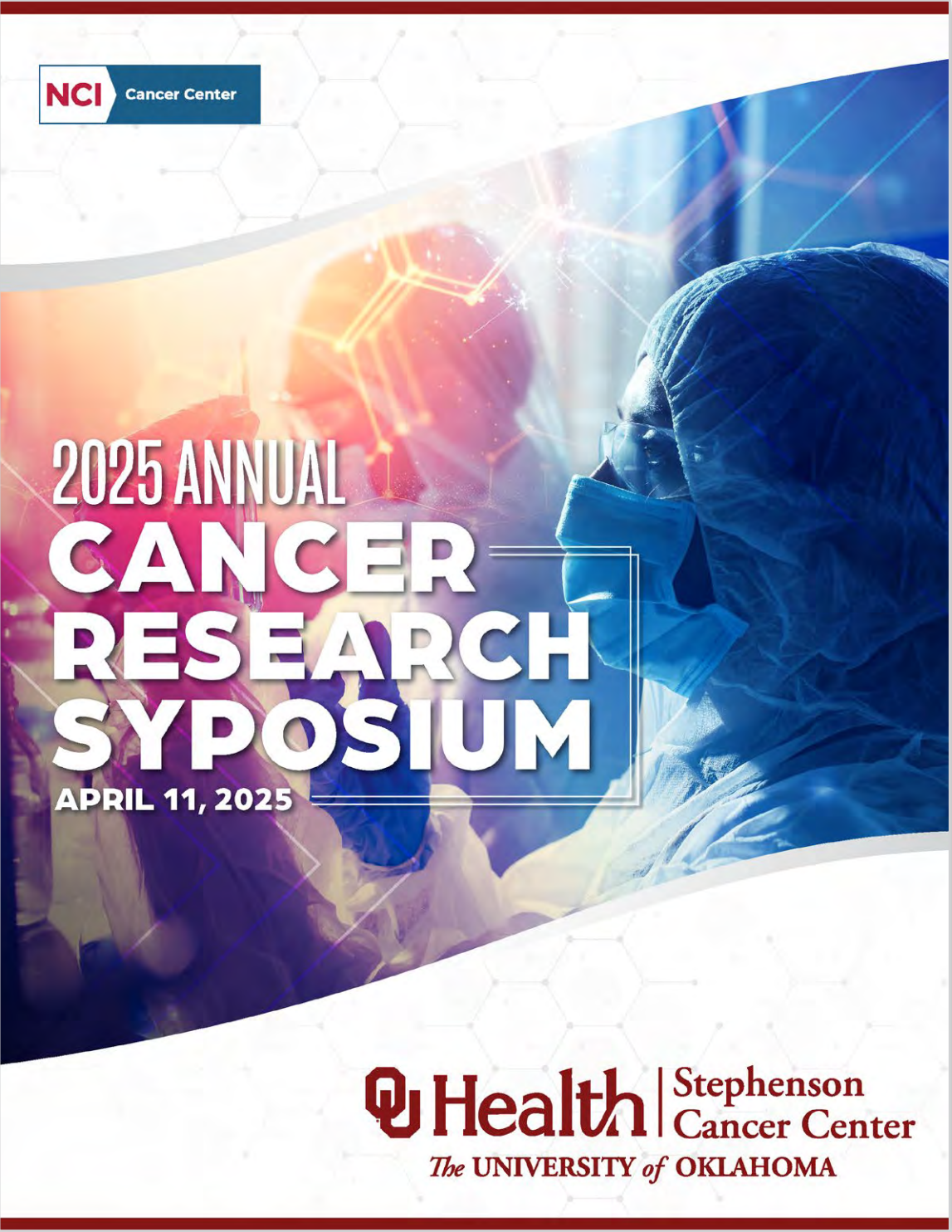
All paid advertising and sponsorships must be approved by Marketing & Communications prior to contracting or placement. Purchasing will not approve payment without approval. This is required not only to ensure appropriate placement, contracting and promotion of the university, but also to comply with Board of Regents 1.1.2.2 Purchasing Advertising Policy.

All creative work for any paid advertising must also be reviewed prior to placement. This ensures adherence to the brand as well as adherence to all regulatory requirements for the University. Approval can be obtained by working with the college’s or unit’s assigned Account Executive. This not only ensures appropriate placement, contracting, and promotion of the University, but also is required per the Board of Regents 1.1.2.2 Purchasing Advertising Policy.



APPLYING THE BRAND

PRINT



DIGITAL

