

HAROLD HAMM
HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA

BRAND GUIDELINES

HAROLD HAMM
HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA

THE HAROLD HAMM HEALTH CAMPUS AT THE UNIVERSITY OF OKLAHOMA

In recognition of Harold Hamm's extraordinary generosity and lasting impact, the University of Oklahoma's Health Campus in Oklahoma City is now the Harold Hamm Health Campus at the University of Oklahoma.

As Oklahoma's most comprehensive academic health system, the Harold Hamm Health Campus and OU Health bring together education, research, discovery and clinical care with a shared responsibility to improve health across the state.

The new campus identity recognizes Hamm's historic commitment while strengthening the connection among the university's health academic colleges, research enterprise, campus-wide services and the broader University of Oklahoma brand. Used consistently, the new brand will help audiences recognize the Harold Hamm Health Campus as a place where future health professionals are educated, discoveries are advanced and the future of health in Oklahoma is shaped.



WHY VISUAL IDENTITY MATTERS

A strong visual identity helps audiences quickly understand who we are, how we are connected and what we represent.

Across the Harold Hamm Health Campus, consistency is especially important. Our colleges, programs, and units are part of a larger academic health system, and the way we present them should reinforce that connection rather than create competing identities.

By using a shared visual system, we strengthen recognition of the University of Oklahoma and the Harold Hamm Health Campus while preserving the distinct identity of our academic colleges. This approach also creates greater clarity for students, faculty, staff, partners, and the public.

To maintain that consistency, official logos will be limited to department level and above. Divisions, programs and other units should identify themselves in their signature block and in text rather than through separate logos.

A consistent visual identity will:

- Strengthen recognition of the Harold Hamm Health Campus and its connection to the University of Oklahoma
- Create a clear relationship among colleges, programs and units
- Reduce visual fragmentation across the campus
- Make marketing and communications easier to recognize and understand
- Reinforce the strength of the broader OU brand

PREVIOUS – DISCONTINUE USE NOW

OU Health | College of Medicine
The UNIVERSITY of OKLAHOMA

The UNIVERSITY of OKLAHOMA | HEALTH CAMPUS

OU Health | Department of Developmental Sciences
The UNIVERSITY of OKLAHOMA • COLLEGE of DENTISTRY

The UNIVERSITY of OKLAHOMA
Health Sciences Center
Parking Services

OU Medicine

The UNIVERSITY of OKLAHOMA
Health Sciences Center

OU HSC

The University of Oklahoma
Health Sciences Center

CURRENT – IMPLEMENT NOW

OU HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY of OKLAHOMA

Office of the
Senior Vice President and Provost
The UNIVERSITY of OKLAHOMA • HAROLD HAMM HEALTH CAMPUS

OU Health | College of Medicine
The UNIVERSITY of OKLAHOMA • HAROLD HAMM HEALTH CAMPUS

OU Health | Department of Biostatistics and Epidemiology
The UNIVERSITY of OKLAHOMA • HUDSON COLLEGE of PUBLIC HEALTH
HAROLD HAMM HEALTH CAMPUS

OU Health | Harold Hamm Diabetes Center
The UNIVERSITY of OKLAHOMA

OU Health | Stephenson Cancer Center
The UNIVERSITY of OKLAHOMA

LOGO

The Harold Hamm Health Campus at the University of Oklahoma will be the name of the campus. It is used to designate the physical location of the university's academic health and research programs.

Primary logo should be used in all instances possible. Secondary variants should only be used when required due to space limitations. Any use of the secondary variants requires approval from the Marketing and Communications office.

USE CASE

The Harold Hamm Health Campus logo should be utilized across all academic and research programs on the Oklahoma City campus. Example use cases include:

- Campus-level marketing and communications, including admissions and recruitment and foundation
- Letterhead and envelopes
- Business cards
- Campus wayfinding/directional/office signage
- Website headers
- Social media
- Event materials and signage
- Promotional items
- Research publications

PRIMARY LOGO

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA

SECONDARY VARIANTS

The UNIVERSITY *of* OKLAHOMA | HAROLD HAMM HEALTH CAMPUS

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA
CRIMSON

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA
WHITE

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA
BLACK

MINIMUM HEIGHT
Print: 0.50″
Digital: 36 px

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA

SAFE ZONE
Determined by the width of the right arm of the U

HAROLD HAMM HEALTH CAMPUS
The UNIVERSITY *of* OKLAHOMA

LOGO

The University of Oklahoma wordmark under OU Health signals that the University is the foundation, and all of us are part of improving the healthcare of our state, region and nation.

The University of Oklahoma wordmark under OU Health signals that the University is the foundation, connecting the clinical mission to the academic and research missions of the university, and says “health” is all of us.

USE CASE

This brand will be used as the predominate brand in patient marketing, branding and communications.









MINIMUM HEIGHT
Print: 0.48″
Digital: 36 px



SAFE ZONE
Determined by the width of the right arm of the U



NEVER DONE.
NEVER OUTDONE.

One of the key typographic elements that defines this campaign is the structure of the “Never Done. Never Outdone.” tag. All campaign elements must contain the tag structured in accordance with the guidelines laid out here. To maintain letter spacing/weight consistency, please use the provided EPS files instead of typing out the tag separately for each instance of use.

STACK FOR VERTICAL LAYOUTS / SPACE RESTRICTED AREAS



SINGLE LINE FOR HORIZONTAL LAYOUTS



DESIGN ELEMENTS

FOCUS FRAME

The Focus Frame is a thin white outline set about a half inch (print) inside the page edge. It creates structure and draws attention inward while giving photography added depth.

Using the subject's head, hand, or held object to intentionally break through the frame is encouraged. This enhances the ad's dimensionality and energy. The frame should always remain clean, white, and consistent, serving as a subtle but defining element of the campaign.

The Focus Frame does not have a fixed stroke weight; it should scale with the size of the creative. For larger formats (print, out-of-home), match the stroke thickness to the "Never Done." portion of the campaign tagline. For smaller formats (social, web), match the thickness to the "Never Outdone." portion. In all cases, aim for a thin, refined border and use your best judgment to maintain an elegant look.

BRAND BLOCK

The Brand Block is a rectangular element that houses the OU Health logo and the campaign line "Never Done. Never Outdone." It is always rendered in Oklahoma Crimson to create a bold, recognizable anchor within the composition.

When used together, the Brand Block intentionally overlaps the Focus Frame, creating a dynamic focal point and consistency across applications.

Photographic elements may overlap the Brand Block to enhance depth, provided the logo maintains proper clear space, the tagline remains fully legible, and the block's rectangular form is still clearly defined.

When left- or right-aligning the Brand Block, match its margin from the Focus Frame to the same distance the Focus Frame maintains from the page edge.

The Brand Block may be placed at the top, bottom, or sides of a layout, but it must always extend off the page edge. It should never appear to float within the design.









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.)

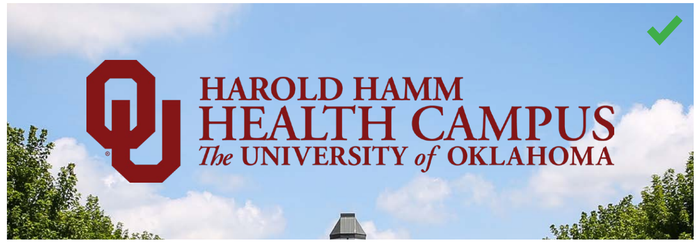


PHOTO BACKGROUNDS

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.

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

UNIVERSITY SEAL

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

- Diplomas
- Legal documents
- Certificates for university programs
- Billing for patients
- Paychecks
- Staff & faculty handbooks
- Regents and administrative policies
- Benefits/HR materials
- Patient policies
- Contracts

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

College seals **should not** be used.

CRIMSON



BLACK



ACADEMIC & UNIT IDENTIFICATION

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.

College logos cannot be used for business cards. All business cards may only carry the university seal, Harold Hamm Health Campus logo or the overall University of Oklahoma Health co-branded logo. See page 11 for business card guidance.

Units that are specific to the Harold Hamm Health Campus may request a logo for their use. Example use cases could include:

- Website
- Social media
- Letterhead and envelopes
- Unit-specific signage
- Presentations
- Internal unit-hosted events
- Uniform/Department apparel

Unit logos are not to be used for any marketing or advertising purposes and must brand up to the Harold Hamm Health Campus or the University of Oklahoma logo.

All logos must be requested through the Marketing and Communications office by your college or unit's assigned Account Executive. Centers will only be granted logos with Provost Office approval.

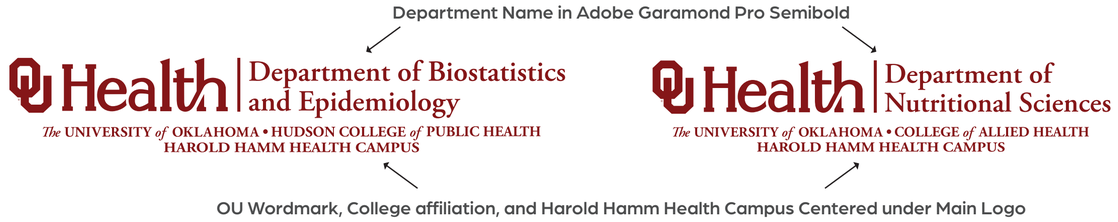
COLLEGE LOGOS



UNIVERSITY DEPARTMENT LOGOS



ACADEMIC DEPARTMENT LOGOS



OU HEALTH LOCATION LOGOS



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.

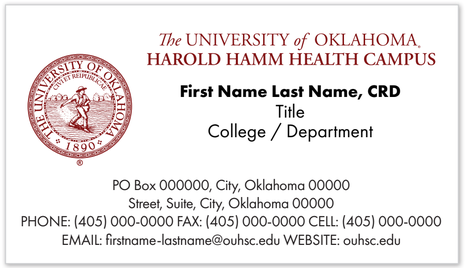
University employees may choose between using the existing University of Oklahoma Seedsower seal, the OU Health co-branded logo, or the Harold Hamm Health Campus logo for their business cards.

College logos or departmental logos are not permitted on business cards. Individuals may add their college and/or department in text, under their name and title.

For letterhead, colleges may use their official wordmark, the Harold Hamm Health Campus logo, or they may opt for the Seedsower seal version.

BUSINESS CARDS





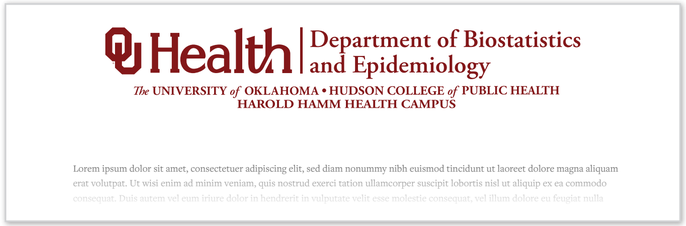


LETTERHEADS









EMAIL SIGNATURES

SIGNATURE SETTINGS:

1. Name, bolded in crimson font (color #841617) and 11 pt. font size
2. Everything below name in black and 9 pt font size
3. Font and email fonts should be Aptos
4. All hyperlinks should be recolored to crimson (#841617)
5. Non-university affiliations discouraged and at supervisor discretion.
6. Unique or individualized quotes are prohibited.
7. Images and logos are prohibited due to accessibility.
8. Order must follow the templates below for each applicable line.

Optional items to include at the discretion of the supervisor:

- Postnominal letters (academic credentials. For example, a Master of Education would be M. Ed.)
- Name pronunciation and option to hear the pronunciation. This must be linked as “hear my name.”
- Official University social media handles ONLY, no personal social handles, no icons
- Fax number (all numbers should be formatted 000-000-0000)
- Hyperlink to relevant webpage. This should be official university websites only. If you would like to include information about involvement in external societies, books, or publishing, please include a link to your university CV/Resume/Biography webpage. Best web accessibility practices recommend using descriptive link text in place of the full URL. Example: Price College LinkedIn vs https://www.linkedin.com/school/university-of-oklahoma---price-college-of-business/
- Tribal affiliation
- Action Items with the language below and hyper linked
  - Schedule a Meeting
  - Schedule a Campus Visit
  - Apply at (Website)
  - Apply for a scholarship at ou.edu/cash
- Confidentiality Notice as determined by department or supervisor.

TEMPLATE

First Name [optional middle name, initial, or hyphenated] Last Name
Name Pronunciation/”Hear my Name” (if applicable)
Title | Department or College
2nd Title | Department or College (if applicable)
The University of Oklahoma or The University of Oklahoma Health Campus or The University of Oklahoma Tulsa
123 Main Street, Suite X | City, State XXXXX (if applicable)
405-123-4567 (if applicable) | ou.edu/brand (relevant website)
@uofoklahoma | www.facebook.com/uofoklahoma
Call to action (ie, schedule a meeting, schedule tour)

EXAMPLE

Sally Jones, MD, FACS, FAANS
Executive Dean | College of Medicine
Harry Wilkins, MD, Professor | Department of Neurosurgery
Harold Hamm Health Campus at the University of Oklahoma
P: 405-325-1701 | C: 405- 325-1701

WHITE COATS & PROMOTIONAL ITEMS

Branding for white coats should reflect the college logo with Harold Hamm Health Campus designation. This pairing reinforces the unified identity of our academic and clinical enterprises. Displaying both logos together demonstrate the partnership between education and patient care—showing parity between the academic and clinical missions that define our academic health system.

Promotional logos should only be used in instances where size restraints make the primary logo impossible to print/embroider. All use of promotional logos must be approved by Marketing and Communications.

PRIMARY LOGO EXAMPLE

OU Health | College of Medicine
The UNIVERSITY *of* OKLAHOMA · HAROLD HAMM HEALTH CAMPUS

OU Facilities Management
The UNIVERSITY *of* OKLAHOMA · HAROLD HAMM HEALTH CAMPUS

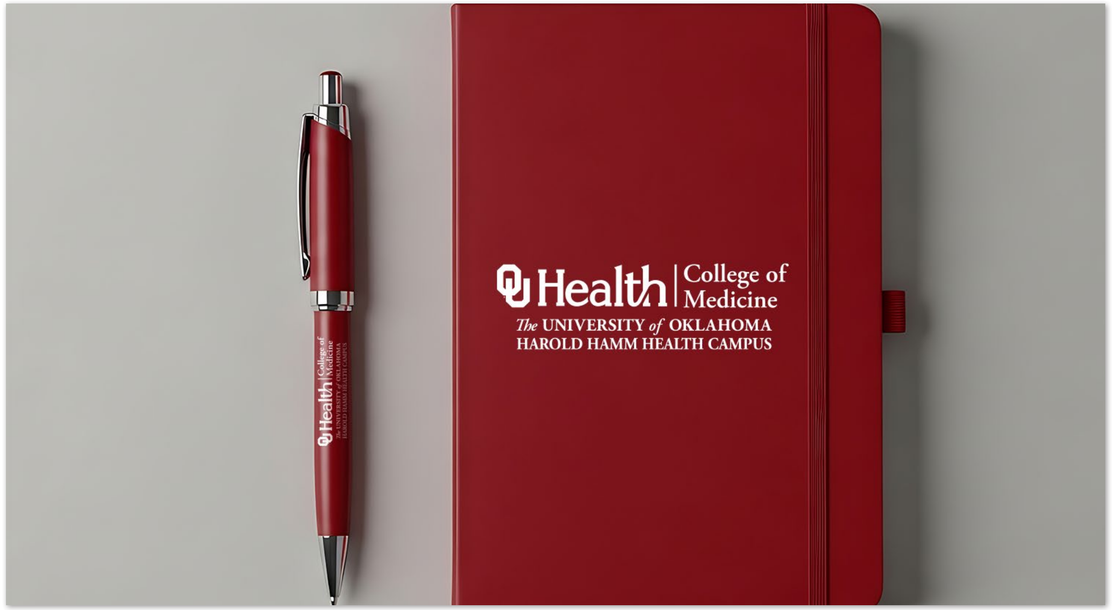
PROMOTIONAL LOGO EXAMPLE

OU Health | College of Medicine
The UNIVERSITY *of* OKLAHOMA
HAROLD HAMM HEALTH CAMPUS

OU Facilities Management
The UNIVERSITY *of* OKLAHOMA
HAROLD HAMM HEALTH CAMPUS









EDITORIAL USAGE

On first reference in public-facing communications, use **Harold Hamm Health Campus at the University of Oklahoma.** After the full name has been established, use **OU Harold Hamm Health Campus. Health Campus** may be used as a shortened reference when the meaning is clear.

The abbreviation HHHC may be used for internal operational purposes, including working documents, schedules, file naming or other space-constrained internal applications. It should not be used as the primary public-facing name in marketing, advertising, headlines, signage, donor communications or web and social media identities.

- **Official name / first external reference** - Harold Hamm Health Campus at the University of Oklahoma
- **Preferred subsequent reference** - OU Harold Hamm Health Campus
- **After the campus has already been clearly identified** - the Health Campus
- **University affiliation in titles/directories** - Harold Hamm Health Campus, University of Oklahoma
- **Physical location** - “on the OU Harold Hamm Health Campus in Oklahoma City”
- **Event/location phrasing** - “at the OU Harold Hamm Health Campus”

DO NOT continue using OUHC, OU Health Campus, OUHSC or OU Health Sciences as those references reflect the previous campus name and may also create confusion with the separate OU Health identity.

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:

CAMPUS SPECIFIC ROLES

For individuals who serve only the Harold Hamm Health Campus, the campus name should be included as part of their title.

Examples:

- Senior Vice President and Provost, University of Oklahoma Harold Hamm Health Campus

This clearly distinguishes the campus which this role serves.

DUAL APPOINTMENTS (ACADEMIC & CLINICAL)

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

Examples:

- Surgical Oncologist, OU Health
- Chair of the Department of Surgery, University of Oklahoma College of Medicine

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

TRI-CAMPUS OR SHARED SERVICES ROLES

For individuals who support more than one campus, it is preferred to brand up to the broader university.

Examples:

- AVP of Student Affairs, University of Oklahoma
- Deputy General Counsel, University of Oklahoma

Choose **“University of Oklahoma”** when referring to systemwide support roles. Use **“Harold Hamm Health Campus”** when referring to location of where offices or services may take place.

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 brand guidelines.

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

PRINT GUIDELINES

All print pieces should be sent to pubsreview@ou.edu for review by OU Marketing and Communications.

This includes newsletters, magazines, brochures, recruitment materials, posters, etc.

Publications 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, marketing materials, etc. Reach out to your college 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 in compliance with Board of Regents 1.1.2.2 Purchasing Advertising Policy.

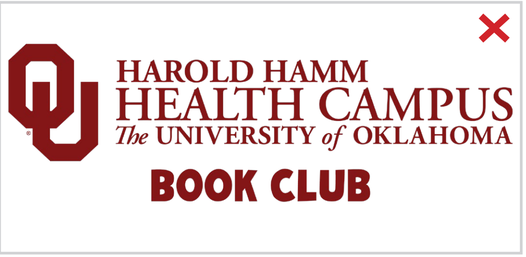
All creative work for any paid advertising must also be reviewed prior to placement. This ensures adherence to the brand as well as adherence to all regulatory requirements for the University. Approval can be obtained by working with the college or unit's assigned Account Executive. Please obtain approval from Marketing and Communications prior to IRB approval.

SCAN FOR MORE BRAND GUIDELINES

OU.EDU/BRAND

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.)

APPLYING THE BRAND

PRINT







DIGITAL

