



Oklahoma City
UNIVERSITY

ATHLETICS

BRAND GUIDELINES



A memorable and effective identity takes years to build, but it can quickly erode through a failure to protect and accurately implement the elements that define it.

This document will provide you with the basic guidelines for Oklahoma City University Athletics' brand, including how to use the new logos and wordmarks. The elements outlined in this guide highlight the key graphic tools available to represent and express Oklahoma City University Athletics' unified image to the world. Used with care and imagination, these new tools will ensure that the university's image will retain its impact and consistency for years to come.

The key to these brand guide is the system of wordmarks and contrasting color. In order to maintain consistency throughout the system, the new brand guide prohibits the use of any additional iconography, marks or artwork outside of the approved marks outlined in this guide.

Contact Nick Trougakos or Kevin Miller in the Communications & Marketing department with any questions or needs that are not answered by this guide.

PRIMARY LOGO



SECONDARY LOGO



STAR ICON



OCU WORDMARK



STARS WORDMARK



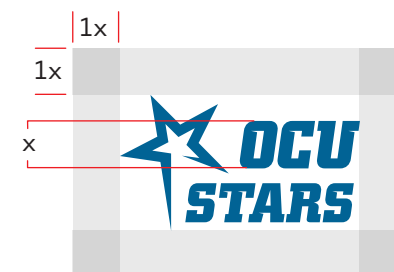
The primary logo for OCU Athletics is comprised of three different design elements and can not be modified in any way or used by separating any of the elements. This is the only logo to be used along with the star icon. Use of old versions of the logo is prohibited.



* ALL logos, wordmarks, and icons should mainly be used in blue or white. Black is restricted to just B/W printed materials when the full color blue can't be used.



The primary logo should not be any smaller than 1.25" in width and must have 1x amount of space surrounding the logo where x is the height of the OCU wordmark.



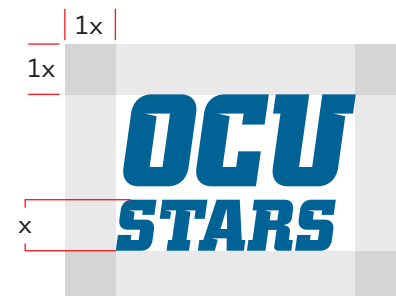
The secondary logo for OCU Athletics is comprised of the OCU wordmark and Stars wordmark. It can not be modified in any way. Use of old versions of the logo is prohibited.

**OCU
STARS**



* ALL logos, wordmarks, and icons should mainly be used in blue or white. Black is restricted to just B/W printed materials when the full color blue can't be used.

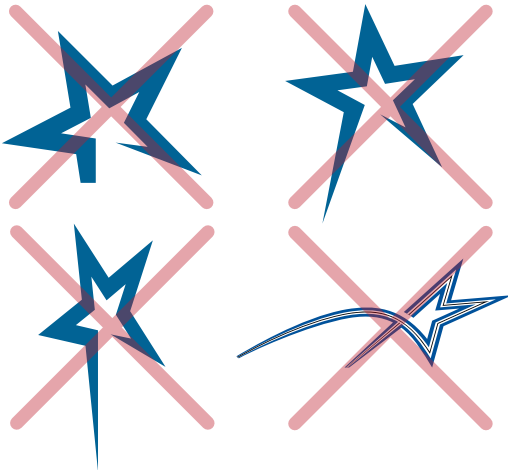
The secondary logo should not be any smaller than 1.25" in width and must have 1x amount of space surrounding the logo where x is the height of the Stars wordmark.



* **OCU
STARS**



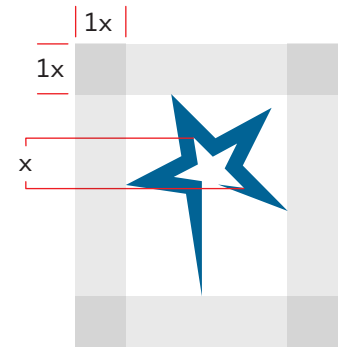
The star icon is the main graphic element representing OCU. It can not be modified in any way. Use of old versions of the star is prohibited.



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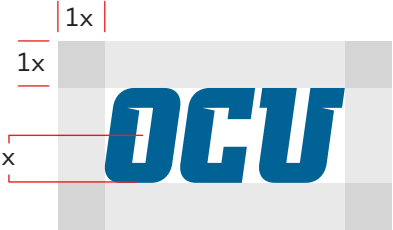
The star icon should not be any smaller than 1.25" in width and must have 1x amount of space surrounding the logo where x is the height of the interior star shape as shown.



The OCU wordmark can not be modified in any way. Use of old versions of the OCU wordmark is prohibited.



The OCU wordmark should not be any smaller than 1.25" in width and must have 1x amount of space surrounding the logo where x is half of the height of the wordmark itself.



* ALL logos, wordmarks, and icons should mainly be used in blue or white. Black is restricted to just B/W printed materials when the full color blue can't be used.



The Stars wordmark can not be modified in any way. Use of old versions of the Stars wordmark is prohibited.

STARS



- * ALL logos, wordmarks, and icons should mainly be used in blue or white. Black is restricted to just B/W printed materials when the full color blue can't be used.

*

STARS

STARS

STARS

The Stars wordmark should not be any smaller than 1.25" in width and must have 1x amount of space surrounding the logo where x is the height from the base of the wordmark to the top of the notch.



Each individual sport has its own wordmark.
There are very specific details in each wordmark
and can not be replicated or modified in any way.

ATHLETICS

BASEBALL

MEN'S BASKETBALL

WOMEN'S BASKETBALL

COMPETITIVE CHEER

CROSS COUNTRY

COMPETITIVE DANCE

MEN'S GOLF

WOMEN'S GOLF

ROWING

MEN'S SOCCER

WOMEN'S SOCCER

SOFTBALL

STUNT

TRACK & FIELD

WOMEN'S VOLLEYBALL

MEN'S WRESTLING

WOMEN'S WRESTLING

SECONDARY LOGO & SPORT WORDMARKS

The secondary logo can be used with each individual sport wordmark. They can not be modified in any way. Only the color combinations seen here are to be used.

**OCU
STARS**
ATHLETICS

**OCU
STARS**
BASEBALL

**OCU
STARS**
COMPETITIVE CHEER

**OCU
STARS**
CROSS COUNTRY

**OCU
STARS**
MEN'S BASKETBALL

**OCU
STARS**
WOMEN'S BASKETBALL

**OCU
STARS**
COMPETITIVE DANCE

**OCU
STARS**
MEN'S GOLF

**OCU
STARS**
WOMEN'S GOLF

**OCU
STARS**
MEN'S SOCCER

**OCU
STARS**
WOMEN'S SOCCER

**OCU
STARS**
ROWING

**OCU
STARS**
SOFTBALL

**OCU
STARS**
STUNT

**OCU
STARS**
TRACK & FIELD

**OCU
STARS**
WOMEN'S VOLLEYBALL

**OCU
STARS**
MEN'S WRESTLING

**OCU
STARS**
WOMEN'S WRESTLING

The OCU wordmark can be used with each individual sport wordmark. They can not be modified in any way. Only the color combinations seen here are to be used.

OCU
ATHLETICS

OCU
BASEBALL

OCU
COMPETITIVE CHEER

OCU
CROSS COUNTRY

OCU
MEN'S BASKETBALL

OCU
WOMEN'S BASKETBALL

OCU
COMPETITIVE DANCE

OCU
MEN'S GOLF

OCU
WOMEN'S GOLF

OCU
MEN'S SOCCER

OCU
WOMEN'S SOCCER

OCU
ROWING

OCU
SOFTBALL

OCU
STUNT

OCU
TRACK & FIELD

OCU
WOMEN'S VOLLEYBALL

OCU
MEN'S WRESTLING

OCU
WOMEN'S WRESTLING

Specialty wordmark need approval of application through the Communications and Marketing department.

OKLAHOMA CITY UNIVERSITY

HOME OF CHAMPIONS

GO STARS!

ATHLETICS

The OCU Athletics Color options are very simplistic. Our main color is our “TRUE BLUE” along with black and white. The website, emails, printed materials, uniforms, etc. should follow these color mixes where applicable.

CMYK: 100-60-20-0
 RGB: 0-100-155
 HEX# 00669b



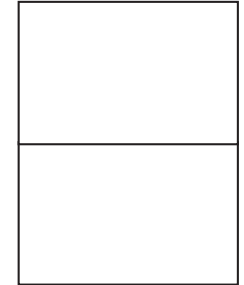
TRUE BLUE
 PMS-3015 C

CMYK: 20-10-10-100
 RGB: 0-0-0
 HEX# 000000



BLACK
 PMS Black 6 C

CMYK: 0-0-0-0
 RGB: 255-255-255
 HEX# FFFFFFFF



WHITE
 PMS 000C

The OCU Athletics wordmarks are uniquely designed starting with the font **Square Slabserif 711 Bold BT**. The use of this base font for design/typography purposes is not encouraged.

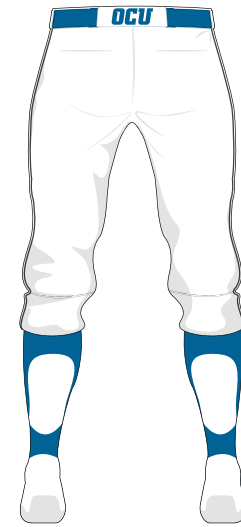
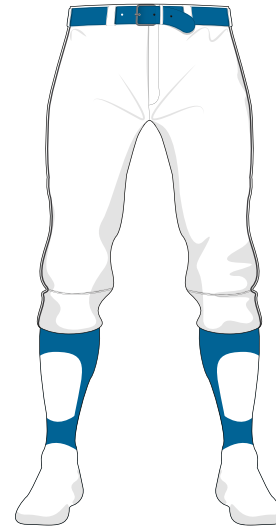
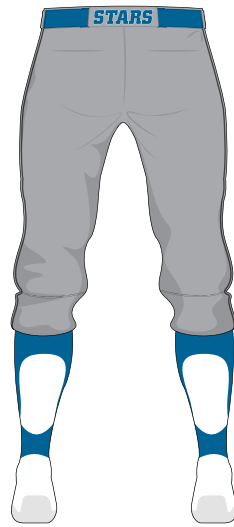
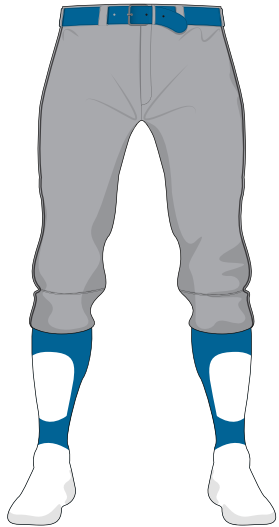
Oklahoma City University’s official sans serif typeface is **Houschka Pro**, and the official serif typeface is **Romain**. Please contact the Communications and Marketing department with any questions.

SQUARE SLABSERIF 711 BOLD BT

Houschka Pro Light
Houschka Pro Light Italic
 Houschka Pro Medium
Houschka Pro Medium Italic
Houschka Pro DemiBold
Houschka Pro DemiBold Italic
Houschka Pro Bold
Houschka Pro Bold Italic
Houschka Pro Extra Bold
Houschka Pro Extra Bold Italic

Romain Text Regular
Romain Text Regular Italic
Romain Text Bold
Romain Text Bold Italic
 Romain Headline Regular
Romain Headline Regular Italic
Romain Headline Bold
Romain Headline Bold Italic
Romain Headline Black
Romain Headline Black Italic

These examples of application are for illustrative purposes only.



These examples of application are for illustrative purposes only.





FEEL FREE TO REACH OUT!

If you have any questions or concerns please reach out to Kevin Miller or Nick Trougakos in the Communications & Marketing department.

Kevin Miller

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Nick Trougakos

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THANK YOU!

GO STARS!