BRAND GUIDELINES

Oklahoma City
UNIVERSITY

Introduction to the Oklahoma City University Graphic Identity Program

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's Graphic Identity Program, including how to use the primary logotypes. The elements outlined in this guide highlight the key graphic tools available to represent and express Oklahoma City University's unified image to the world. Used with care and imagination, these tools will ensure that the university's image will retain its impact and consistency for years to come.

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

To learn more, go to *okcu.edu/brand*.

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OCU Graphic Identity Program **Elements Overview**

The Oklahoma City University Graphic Identity Program has been designed to convey the unique qualities of Oklahoma City University and is composed of a system of coordinated graphic elements, including:

Star Icon
Formal Wordmark
Informal Wordmark
Primary Vertical Logotype
Secondary Vertical Logotype
Primary Horizontal Logotype

When consistently applied with the university's full name, the elements of the graphic identity work together to create a coherent Oklahoma City University image. Along with the use of official university colors and typefaces in all university print, digital and product applications, these graphic elements create awareness, loyalty and recognition of the Oklahoma City University brand.

OCU Graphic Identity Program **Star Icon**

The icon is one of the primary graphic tools for expressing Oklahoma City University's identity. The icon can be used by itself or in conjunction with the wordmark. Always use approved artwork. Do not attempt to create your own. This will ensure the consistent use of the icon in all applications. The Star Icon can be used with different opacities as an element in designs.
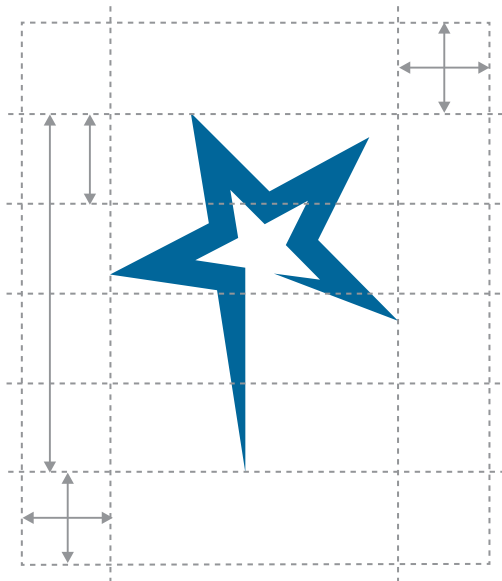
0.5"

Minimum size should be no smaller than
0.5 inches wide

Minimum clearance should be at least
one quarter the height on all sides

The formal wordmark is one of the primary graphic tools used to express Oklahoma City University's identity. Set in Romain, it includes "UNIVERSITY," set in Houschka Pro below. When used alone, the wordmark should be centered. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the wordmark in all applications. The Formal Wordmark should only be used at 100% opacity.

Oklahoma City
U N I V E R S I T Y

Oklahoma City
U N I V E R S I T Y

1"

Minimum size should be no smaller than
1 inch wide

Oklahoma City
U N I V E R S I T Y

Minimum clearance should be at least
half the height on all sides

OCU Graphic Identity Program **Informal Wordmark**

The informal wordmark is one of the primary graphic tools used to express Oklahoma City University's identity, and is set in Houschka Pro all caps. It should be used less often than the formal wordmark. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the wordmark in all applications. The Informal Wordmark should only be used at 100% opacity.

OKLAHOMA CITY UNIVERSITY

OKLAHOMA CITY UNIVERSITY

1.25"

Minimum size should be no smaller than
1.25 inches wide

OKLAHOMA CITY UNIVERSITY

Minimum clearance should be at least
twice the height on all sides

The vertical logotype combines the icon with the wordmark. This version of the logotype is ideal for uses where more vertical space is available. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the logotype in all applications. The Primary Vertical Logo should only be used at 100% opacity.

Minimum clearance should be at least
one quarter the height on all sides

1"

Minimum size should be no smaller than
1 inch wide

The horizontal logotype combines the icon with a left-aligned version of the wordmark. This version of the logotype is ideal for uses where more horizontal space is available. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the logotype in all applications. The Primary Horizontal Logo should only be used at 100% opacity.

1.6"

Minimum size should be no smaller than
1.6 inches wide

Minimum clearance should be at
least half the height on all sides

OCU Graphic Identity Program **Secondary Vertical Logo**

The vertical logotype combines the icon with the wordmark. This version of the logotype is ideal for uses where more vertical space is available. Always use approved artwork. Do not under any circumstances attempt to match this letterform with other typefaces, no matter how similar they may appear. This will ensure the consistent use of the logotype in all applications. The Secondary Vertical Logo should only be used at 100% opacity.

Minimum clearance should be at least one quarter the height on all sides

1"

Minimum size should be no smaller than 1 inch wide

Oklahoma City
UNIVERSITY
Petree College of Arts & Sciences

Oklahoma City
UNIVERSITY
Petree College of Arts & Sciences

Oklahoma City
UNIVERSITY
Meinders School of Business

Oklahoma City
UNIVERSITY
Meinders School of Business

Oklahoma City
UNIVERSITY
Bass School of Music

Oklahoma City
UNIVERSITY
Bass School of Music

Oklahoma City
UNIVERSITY
School of Theatre

Oklahoma City
UNIVERSITY
School of Theatre

Oklahoma City
UNIVERSITY
College of Health Professions

Oklahoma City
UNIVERSITY
College of Health Professions

Oklahoma City
UNIVERSITY
School of Visual Arts

Oklahoma City
UNIVERSITY
School of Visual Arts

Oklahoma City
UNIVERSITY
Ann Lacy School of American Dance and Entertainment

Oklahoma City
UNIVERSITY
Ann Lacy School of American Dance and Entertainment

Oklahoma City
UNIVERSITY
Wimberly School of Religion

Oklahoma City
UNIVERSITY
Wimberly School of Religion

Oklahoma City
UNIVERSITY
Kramer School of Nursing

Oklahoma City
UNIVERSITY
Kramer School of Nursing

The star icon, wordmark and logotypes should not be altered in any way, including extending, condensing, outlining; adding borders, special effects or drop shadows; or attaching other words or graphics. The examples on these pages present incorrect usage and alterations of the star icon, wordmark and logotypes. These examples are not inclusive of all incorrect usages. Any usage that deviates from the approved usages found in this guide may be an incorrect usage.

Don't vertically scale the logotype.

Don't horizontally scale the logotype.

Don't resize any of the elements.

Don't resize any of the elements.

Don't rotate or rearrange any of the elements.

Don't left align the wordmark.

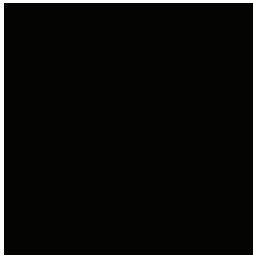Don't add a dropshadow to any of the elements.

Don't use unapproved color combinations.

Don't use unapproved colors.

PRIMARY COLORS
The logo can be in these primary colors ONLY.

RICH BLACK
CMYK: 20-10-10-100
PMS Black 6 C
HEX# 000000

TRUE BLUE
CMYK: 100-60-20-0
PMS 3015 C
HEX# 00669b

WHITE
CMYK: 0-0-0-0
PMS White
HEX# ffffff

SECONDARY COLORS
The logo can be shown on top of the primary & secondary colors only, but not the accent colors.

DARK BLUE
CMYK: 100-75-40-30
PMS 302 C
HEX# 043d5d

CYAN
CMYK: 80-20-0-0
PMS 299 C
HEX# 009edb

LIGHT BLUE
CMYK: 35-0-0-0
PMS 2975 C
HEX# 9ddcf9

ACCENT COLORS
The logo can not be in these accent colors, but these are official accent colors used in design.
The blue colors should be the majority of a design, while these can have minimal presence.

GREEN
(mixes shown on left, pantone
on right)
CMYK: 60-0-90-0
PMS 360 C
HEX# 70bf54

LIGHT GREEN
(mixes shown on left, pantone
on right)
CMYK: 35-0-75-0
PMS 367 C
HEX# afd46c

YELLOW
(mixes shown on left, pantone
on right)
CMYK: 0-25-95-0
PMS 123 C
HEX# ffc222

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OCU Graphic Identity Program **Approved Color Combinations**

The examples shown are the approved color combinations for OCU logotypes. The logotype should never appear in more than one color. As a standard, Pantone 301C, black and white (including the approved CMYK and RGB conversions, see page 10) should be used.

White Background
When the logotype is on a white background,
it can appear in blue, or black

Black or Dark Background
When the logotype is on a black or dark background,
it can appear in white.

Although logos on photos are allowed, please make sure that the entire logo has high contrast from the background and is fully legible. Do not place a white logo over a light-colored area of the photo, nor a blue or black logo go over a dark-colored area of the photo.

OCU Graphic Identity Program **Official Sans Serif Typeface**

The designated sans serif typeface for OCU is Houschka Pro. This face can be used in all of its available weights and styles as a display face in other official communications and print collateral. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Houschka Pro, rather than simply pushing the Bold button in a program. This alters the font and is not recommended.

HOUSCHKA THIN & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HOUSCHKA LIGHT & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HOUSCHKA MEDIUM & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HOUSCHKA DEMIBOLD & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HOUSCHKA BOLD & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

HOUSCHKA EXTRA BOLD & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

OCU Graphic Identity Program **Official Serif Typeface**

The designated serif typeface for OCU is Romain. This face can be used in all of its available weights and styles as a display face in other official communications and print collateral. When a heavier weight is desired for various communications, it is important to switch to a heavier version of Romain, rather than simply pushing the Bold button in a program. This alters the font and is not recommended.

ROMAIN LIGHT & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

ROMAIN BOLD & ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

Applications **Email Signature**

Below is an example of the approved email signature for Oklahoma City University. The type spec is Arial, bold, 10 point, and Times New Roman, italic and roman, 10 point. Highlighted elements of these signatures should be set in Arial bold and blue, while the rest of the signature should be set in Times New Roman, black. The title and department are Times New Roman italic, black. The Star Icon, Primary Horizontal Logo and the Secondary OCU logo can be placed at the very bottom of the text in your email signature at a max width of 250px.

Name
Title
Department

Oklahoma City University
Address Line 1
Address Line 2
Oklahoma City, OK 12345
P: 405.xxx.xxxx F: 405.xxx.xxxx
okcu.edu

Name
Title
Department

Oklahoma City University
Address Line 1
Address Line 2
Oklahoma City, OK 12345
P: 405.xxx.xxxx F: 405.xxx.xxxx
okcu.edu

Name
Title
Department

Oklahoma City University
Address Line 1
Address Line 2
Oklahoma City, OK 12345
P: 405.xxx.xxxx F: 405.xxx.xxxx
okcu.edu

Name
Title
Department

Oklahoma City University
Address Line 1
Address Line 2
Oklahoma City, OK 12345
P: 405.xxx.xxxx F: 405.xxx.xxxx
okcu.edu

Stationery **Overview**

The applications shown in this section include approved designs for Oklahoma City University stationery.

All Oklahoma City University colleges, schools and offices should use letterhead, envelopes, business cards, and other related materials in the style shown on the following pages.

No other logos or marks are permitted other than the approved Oklahoma City University or academic unit logotypes.

For questions about stationery orders, please contact the **Communications Office**.

Stationery **University Letterhead**

The layout for Oklahoma City University letterhead is shown here at 70% actual size. This left aligned configuration and placement of logotype and address line should not be changed. These should not be printed digitally.

Office of xxxxxxxx
2501 N. Blackwelder Ave. Oklahoma City, OK 73106 | T: 405.208.xxxx| F: 405.208.xxxx
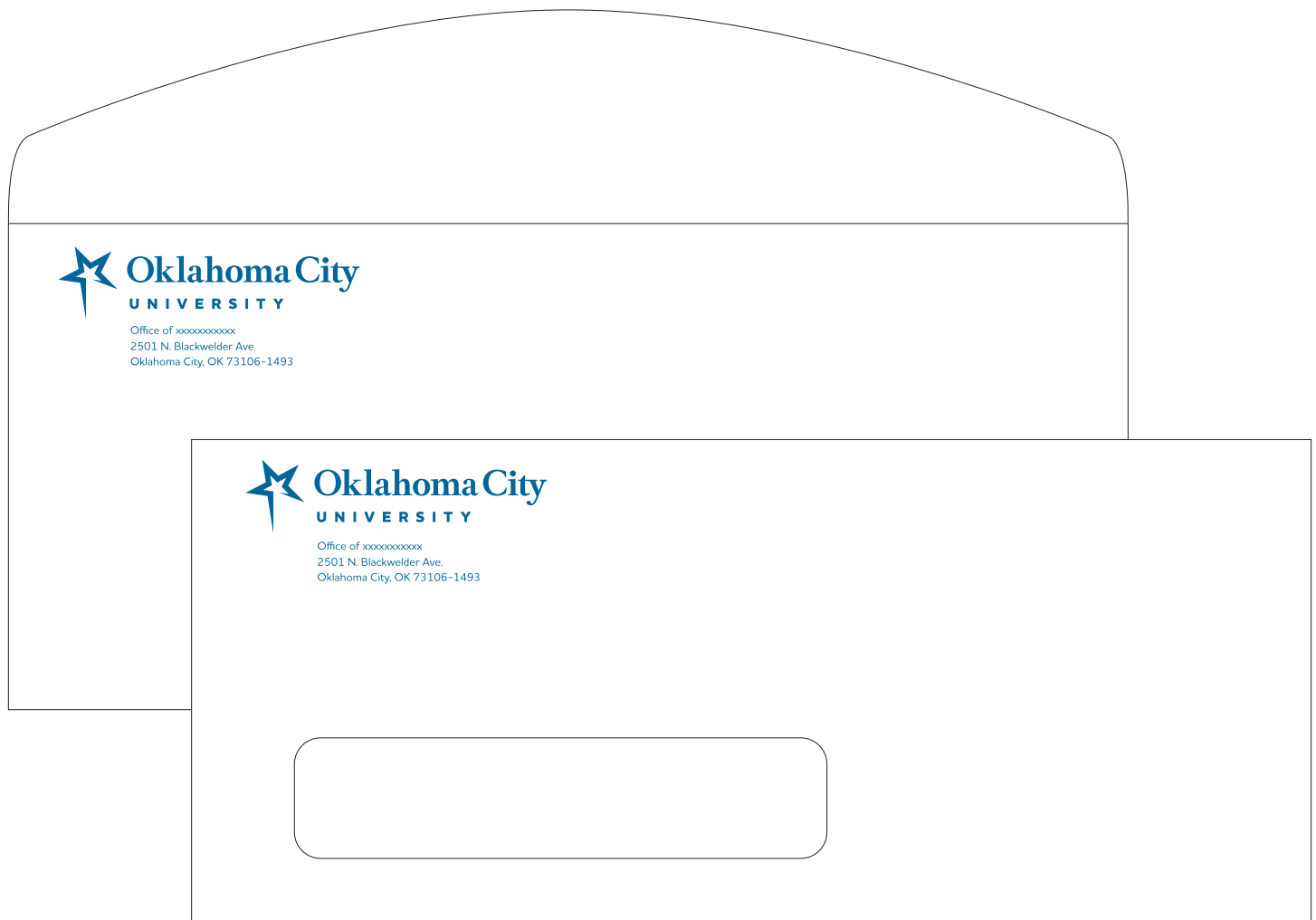www.okcu.edu/xxxxxxx | xxxxxxxx@okcu.edu

Stationery **Formatted University Letterhead**

Letter formatting specifics and alignment are shown below. Margins should not be changed. The recommended standard for formatted letters is rag right. Romain or Times Roman used at 9.5 point on 11 points leading is preferred, but the single-spaced setting in Microsoft Word is also acceptable. Pre-printed stationery, which can be ordered, should be used for any mailed or physical correspondence.

1.5" 0.75"

0.75" 0.75"

Oklahoma City
U N I V E R S I T Y

2.25" 2.25"

Date

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65" 3.65"

Salutations

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum erat dui, mattis ac molestie vitae, convallis aliquet lorem. In id enim quis mi condimentum lobortis id sit amet justo. Sed justo tortor, suscipit quis convallis a, porta sit amet sapien. Nullam convallis ornare ligula, nec mollis diam adipiscing a. Ut dictum purus id nisi mollis facilisis. Nulla placerat sagittis orci a elementum. Nunc a malesuada enim. Aenean placerat feugiat nulla non cursus. Pellentesque gravida pellentesque tristique. Cras non est tortor, in hendrerit leo. Donec vulputate sagittis orci, nec tempus nisi aliquet sed. Etiam in odio eget mauris ultrices egestas.

Duis vitae accumsan justo. Integer bibendum libero nec dolor convallis non rhoncus nisl adipiscing. Suspendisse potenti. In aliquam varius gravida. Donec quam eros, pulvinar vel pharetra sed, consectetur fringilla magna. Integer adipiscing, ligula non ultrices mollis, leo nibh dignissim dui, et interdum velit lectus eget sapien. Praesent feugiat erat eget eros suscipit nec lacinia mauris sollicitudin. Phasellus sed rutrum nibh. Morbi id turpis lorem.

Duis purus ipsum, fringilla vitae blandit et, consequat porta tellus. Integer rutrum faucibus leo id suscipit. Sed hendrerit neque at ligula varius vehicula. Morbi euismod risus sed quam tempus ultrices. Sed elementum ullamcorper ligula a sodales. Curabitur dictum lacus turpis, ac pellentesque massa. Phasellus magna orci, malesuada vel fermentum ac, ultricies in nunc. In ultrices risus vitae augue aliquet id laoreet elit vehicula. Proin at lectus sit amet metus suscipit dictum aliquet in augue. In eget ligula tellus, quis facilisis elit. Cras sodales tincidunt purus, id interdum tellus imperdiet id. Aliquam erat volutpat. Nullam semper blandit dolor, ut iaculis lectus laoreet sit amet. Nullam eleifend feugiat ante in sodales. In accumsan eros quis lorem mattis convallis.

Closing,

Signatory Name
Title

Office of xxxxxxxx
2501 N. Blackwelder Ave. Oklahoma City, OK 73106 | T: 405.208.xxxx| F: 405.208.xxxx
www.okcu.edu/xxxxxxx |xxxxxxxx@okcu.edu

0.5" 0.5"

Stationery **University #10 Envelope and #10 Window Envelope**

The layout for the Oklahoma City University #10 envelope and #10 window envelope is shown here at 70% actual size. The #10 envelope should be used when sending correspondence on formal letterhead and the #10 window envelope should be used when sending invoices and correspondence not on formal letterhead. The basic typographic configuration and logotype placement should not be changed. These should not be printed digitally.
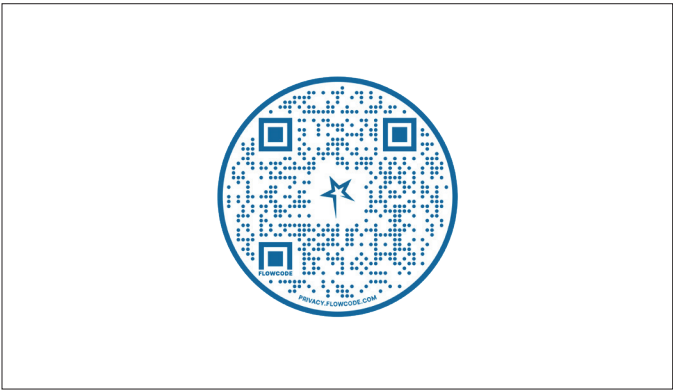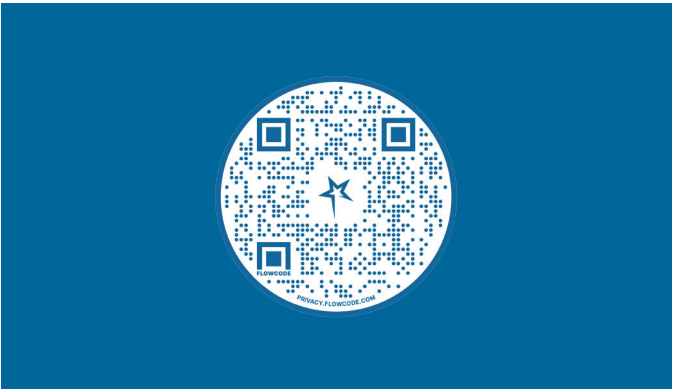
Stationery **University Business Card**

The layout for the Oklahoma City University business card is shown here at actual size. The size, placement and configuration of wordmark, icon and typography should not be changed. These should not be printed digitally.

DEPARTMENT

FIRST NAME LAST NAME
Title
email-address@okcu.edu
405.555.555
okcu.edu

Two-color front, two-sided university business card
using icon and wordmark.

OPTION 1: One-color back, QR code
in either white or blue backgrounds

Inspired by a culture of creativity, Oklahoma City University fosters
an immersive, personalized experience that welcomes and prepares
students to pursue boundless opportunities.

OPTION 2: One-color back, formal wordmark
with mission statement in either white or blue backgrounds

Stationery **Academic Unit Letterhead**

The layout for Oklahoma City University academic unit letterhead is shown here at 70% actual size. This left aligned configuration and placement of logotype and address line should not be changed. These should not be printed digitally.

Oklahoma City
U N I V E R S I T Y
Petree College of Arts & Sciences

Office of xxxxxxxx
2501 N. Blackwelder Ave. Oklahoma City, OK 73106 | T: 405.208.xxxx| F: 405.208.xxxx
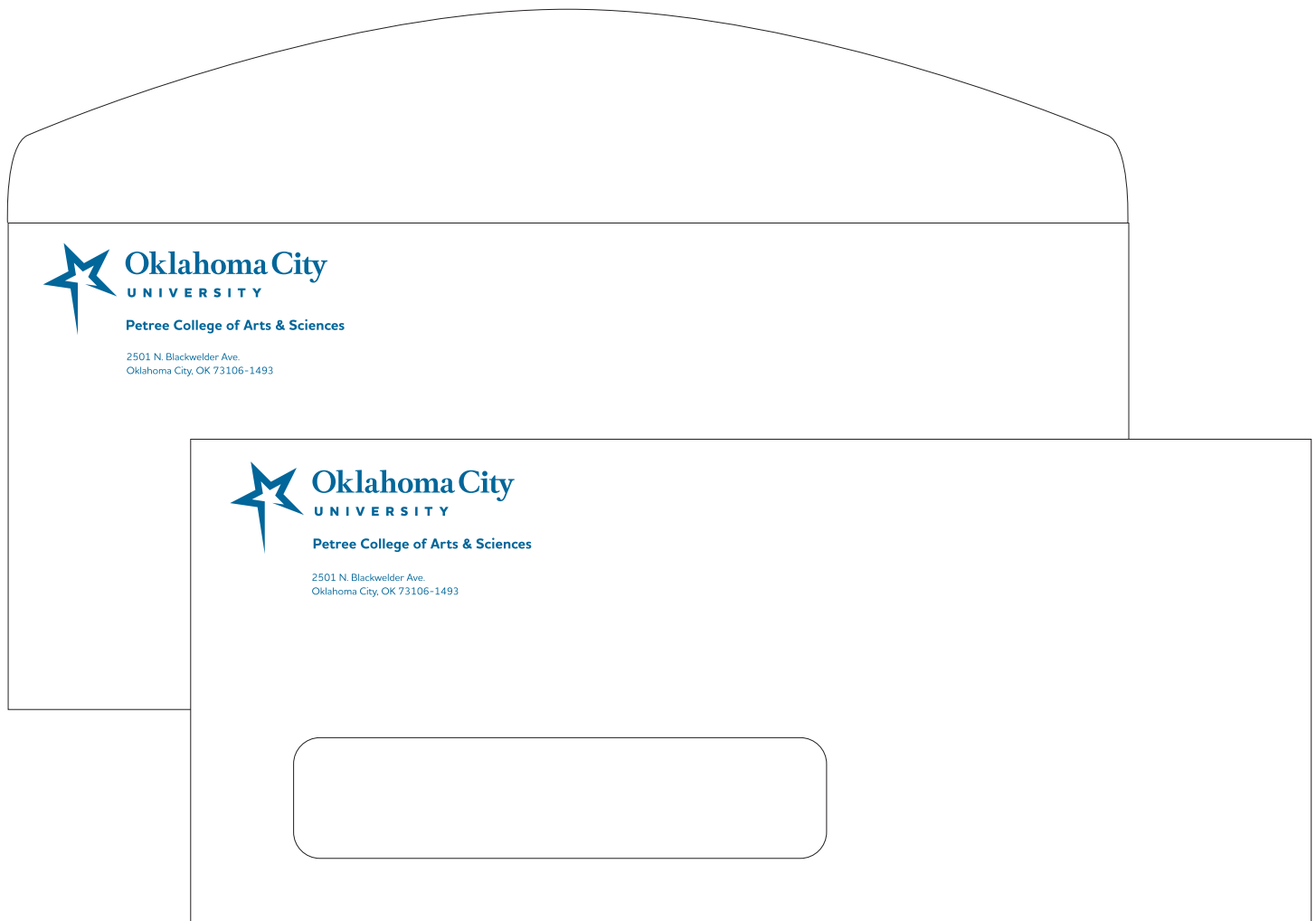**www.okcu.edu/xxxxxxx | xxxxxxxx@okcu.edu**

Stationery **Formatted Academic Unit Letterhead**

Letter formatting specifics and alignment are shown below. Margins should not be changed. The recommended standard for formatted letters is rag right. Romain or Times Roman used at 9.5 point on 11 points leading is preferred, but the single-spaced setting in Microsoft Word is also acceptable. Pre-printed stationery, which can be ordered, should be used for any mailed or physical correspondence.

1.5" 0.75"

0.75" 0.75"

Oklahoma City
U N I V E R S I T Y

Petree College of Arts & Sciences

2.25" 2.25"

Date

Addresse's Name
Street Address Line 1
Street Address Line 2
City, State, Zip

3.65" 3.65"

Salutations

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum erat dui, mattis ac molestie vitae, convallis aliquet lorem. In id enim quis mi condimentum lobortis id sit amet justo. Sed justo tortor, suscipit quis convallis a, porta sit amet sapien. Nullam convallis ornare ligula, nec mollis diam adipiscing a. Ut dictum purus id nisi mollis facilisis. Nulla placerat sagittis orci a elementum. Nunc a malesuada enim. Aenean placerat feugiat nulla non cursus. Pellentesque gravida pellentesque tristique. Cras non est tortor, in hendrerit leo. Donec vulputate sagittis orci, nec tempus nisi aliquet sed. Etiam in odio eget mauris ultrices egestas.

Duis vitae accumsan justo. Integer bibendum libero nec dolor convallis non rhoncus nisl adipiscing. Suspendisse potenti. In aliquam varius gravida. Donec quam eros, pulvinar vel pharetra sed, consectetur fringilla magna. Integer adipiscing, ligula non ultrices mollis, leo nibh dignissim dui, et interdum velit lectus eget sapien. Praesent feugiat erat eget eros suscipit nec lacinia mauris sollicitudin. Phasellus sed rutrum nibh. Morbi id turpis lorem.

Duis purus ipsum, fringilla vitae blandit et, consequat porta tellus. Integer rutrum faucibus leo id suscipit. Sed hendrerit neque at ligula varius vehicula. Morbi euismod risus sed quam tempus ultrices. Sed elementum ullamcorper ligula a sodales. Curabitur dictum lacus turpis, ac pellentesque massa. Phasellus magna orci, malesuada vel fermentum ac, ultricies in nunc. In ultrices risus vitae augue aliquet id laoreet elit vehicula. Proin at lectus sit amet metus suscipit dictum aliquet in augue. In eget ligula tellus, quis facilisis elit. Cras sodales tincidunt purus, id interdum tellus imperdiet id. Aliquam erat volutpat. Nullam semper blandit dolor, ut iaculis lectus laoreet sit amet. Nullam eleifend feugiat ante in sodales. In accumsan eros quis lorem mattis convallis.

Closing,

Signatory Name
Title

Office of xxxxxxxx
2501 N. Blackwelder Ave. Oklahoma City, OK 73106 | T: 405.208.xxxx| F: 405.208.xxxx
www.okcu.edu/xxxxxxx | xxxxxxxx@okcu.edu

0.5" 0.5"

Stationery **Academic Unit #10 Envelope and #10 Window Envelope**

The layout for the Oklahoma City University academic unit #10 envelope and #10 window envelope are shown here at 70% actual size. The #10 envelope should be used when sending correspondence on formal letterhead and the #10 window envelope should be used when sending invoices and correspondence not on formal letterhead. The basic typographic configuration and logotype placement should not be changed. These should not be printed digitally.

Oklahoma City
U N I V E R S I T Y

Petree College of Arts & Sciences

2501 N. Blackwelder Ave.
Oklahoma City, OK 73106-1493

Oklahoma City
U N I V E R S I T Y

Petree College of Arts & Sciences

2501 N. Blackwelder Ave.
Oklahoma City, OK 73106-1493

Stationery **Academic Unit Business Card**

The layout for the Oklahoma City University business card is shown here at actual size. The size, placement and configuration of wordmark, icon and typography should not be changed. These should not be printed digitally.

Two-color front, two-sided university business card using icon and wordmark.
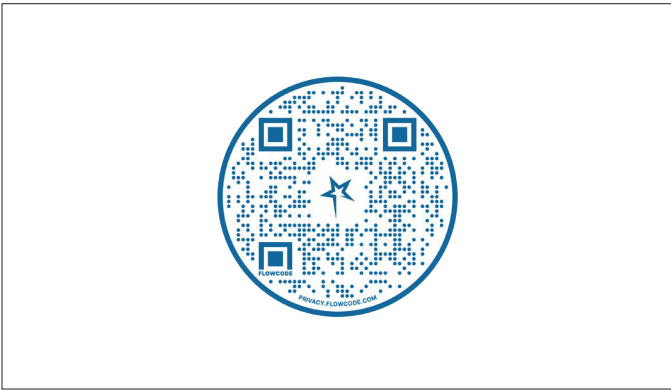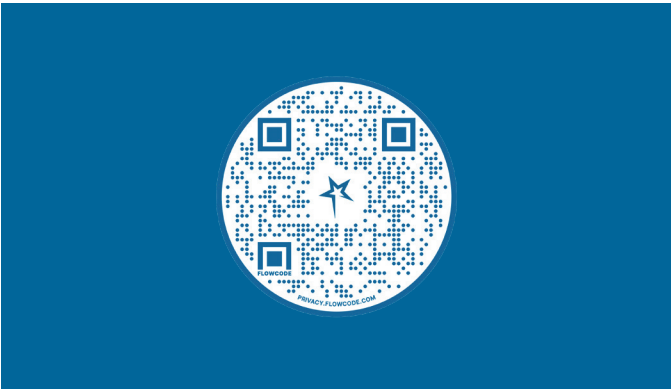
OPTION 1: One-color back, QR code
in either white or blue backgrounds

OPTION 2: One-color back, formal wordmark
with mission statement in either white or blue backgrounds

Crest **Overview**

The university crest should not be used as the university logo. It is reserved for special publications like commencement programs, diplomas, invitations, and certificates. It may sometimes be incorporated as a design element on publications. All use of the crest must be approved by the Creative Director. The quality restrictions for use of the university crest are the same as for use of the university logo. The range of colors in which the university crest may be printed also includes gold and silver.

Oklahoma City University **Crest Logo**

The two versions below are the only approved versions for the university crest. The crest has the same quality and color restrictions as the university logo. The Crest Logo should only be used at 100% opacity.

Oklahoma City University **Starsky Logo**

This is the only approved version of Starsky and can't be altered in any way.