

Fisher College of Business Visual Identity Guidelines

Overview

In December 1993, The Ohio State University's Board of Trustees formally designated the university's business college as the Max M. Fisher College of Business.

In becoming the university's first named unit, the Fisher College of Business was presented with the opportunity to create a new graphic identity that is separate from, but complements, the university's.

The Fisher College logo is an important part of the "branding" of the college, but an identity involves more than a logo. Projecting the Fisher College's image involves all forms of communication -

verbal, printed, electronic. It involves the consistent use of visual elements as well as key marketing messages. The goal of the identity program is to help link the Fisher name with quality programs and facilities in the minds of the college's audiences.

The college communications office developed general guidelines in 1994 to address the college's image and identity. The following guidelines are more detailed, explaining the policies now in effect for use of the college's identity and providing guidance for preparing communications materials.

The Official College Name

The official name of the college is the Max M. Fisher College of Business at The Ohio State University. Note that "the" is not part of the title (unlike "The" Ohio State University). If using "the" in front of the name, please use lower-case.

Example:

Students from all 50 states choose the Fisher College of Business.

First reference:

If the logo has **not** been used and the university has **not** been referenced, use the complete name:

the Max M. Fisher College of Business
at The Ohio State University

If the logo **has** been used, use either
the Max M. Fisher College of Business
or
the Fisher College of Business

Second reference:

For second reference, use any of the following as appropriate:

the Fisher College
Fisher College
Fisher
the college

Any publication communicating information about the college should use the words Fisher College of Business at The Ohio State University (or Fisher College of Business, The Ohio State University) on the cover in a clearly readable type size. The logo should also be used on the front or back cover (see "The Fisher Logo" on next page).

For general Ohio State editorial style guidelines, visit www.osu.edu/templates/style_guide.html

The Fisher Logo

The logo is an important part of the college's efforts to create a Fisher identity and should be used on all communications representing the college.

It is not advisable to attempt recreating the logo on computer. Camera-ready and electronic versions of the logo are available from the communications office in Development and External Affairs, 101 Fisher Hall, 292-8150; University Marketing Communications, 1125 Kinnear Road, 292-4272; or Printing Services, 2500 Kenny Road, 292-3450.

Guidelines

To ensure that the Fisher logo is used effectively and consistently, the following guidelines should be followed:

1. The Fisher logo should be used on all print publications, either on the front or back cover/page. (However, the logo does not need to be used as the main graphic element.)
2. No other logo, drawing, or icon representing the college should be used in place of the official Fisher logo.

3. The Fisher logo should not be used in conjunction with the university logo.
5. The logo must be reproduced from authorized reproductions and cannot be redrawn, repropotioned, or modified in any way.
6. The square area defined by the logo should not be printed on top of a photograph, texture design, words, etc. which would interfere with its readability.
7. The official colors of the Fisher logo are PMS 5497 (gray lettering) and PMS 194 (red lines). The logo may also be printed as all red, all gray, or all black. The logo may be reversed out of an ink so that it appears as the color of the paper on which it is printed. The logo may also be foil stamped, screened, engraved, or embossed.
8. Minimum recommended reproduction size of the logo is 1" wide.

Exemptions from the above guidelines should be directed to the director of marketing and communications, 292-8022.

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COLLEGE OF BUSINESS
THE OHIO STATE UNIVERSITY



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Uses of the Logo

The Fisher logo should appear on all college communications, including print materials that represent the teaching, research, or related public service functions of the college, official documents such as

certificates, web pages, print advertising, videos, and television advertising. The Fisher logo also may be used as identification on other college-related items, i.e., sweatshirts, mugs, etc.

Fisher College Colors and Font

The official colors of the logo are red and gray, which translate in printing to PMS 194 (red) and PMS 5497 (gray). Whenever possible, the red should be used as an accent color in communications (for example, in a 2 color piece, the second color should be the PMS 194 red).

The font of the logo is Minion all caps. Minion does not need to be used as the font for text in newsletters, brochures, etc.

On brochures, newsletters, direct mail or other printed marketing communica-

tions, the font Sabon should preferably be used for text and Avenir for heads. If these fonts are not available, Garamond for text and Arial for heads are recommended. Contact the communications office (292-8150) for guidance.

Sabon font
Avenir font

Garamond font
Arial font

To maintain quality of communications and ensure consistent messages, all external print publications should be reviewed by the communications office.

Letterhead and Envelopes

These standardized guidelines have been developed to ensure consistency, quicker visual identity of the college, and simplicity of address information.

Letterhead and envelopes should be designed and purchased directly through Printing Services, 2500 Kenny Road, 292-3450.

Guidelines

1. The official letterhead is printed on Starwhite Vicksburg paper, natural color, smooth finish.
2. Letterhead and envelopes should be printed in two colors, PMS 194 (red) and PMS 5497 (gray). The typeface is Minion all caps, to match the logo.
3. The college letterhead may not contain the name of individuals, except in the case of chairs and designated professors.
4. The position of the logo and address information must appear in the locations shown on the following examples.
5. Information at the upper center of the letterhead only may include:
 - the name of the unit for which the letterhead is being printed
 - room number and name of building
 - building street address
 - city, state, and zip
 - telephone number with area code
 - e-mail address
 - web address
6. With the exception of the phone, e-mail and web addresses, the same information should appear on the envelope.
7. No other symbols or devices should appear on the letterhead.
8. The return address information should be set in ten point Minion as shown.
9. The department and budget account number for postage should be printed under the envelope return address.
10. Letterhead and envelopes are permitted only for officially recognized offices, departments, centers, chairs and professorships, and organizations.

Requests for exemptions to any of the above restrictions should be submitted to the director of marketing and communications, 292-8022.

FISHER

COLLEGE OF BUSINESS

THE OHIO STATE UNIVERSITY

TITLE (IF APPROPRIATE)
PROGRAM/DEPARTMENT/OFFICE

FISHER

COLLEGE OF BUSINESS

THE OHIO STATE UNIVERSITY

TITLE (IF APPROPRIATE)
PROGRAM/DEPARTMENT/OFFICE

101 FISHER HALL
2100 NEIL AVENUE
COLUMBUS, OH 43210-1144

TELEPHONE: 614-292-2181
FAX: 614-292-8010

#10 envelope

FISHER

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THE OHIO STATE UNIVERSITY

PROGRAM/DEPARTMENT/OFFICE

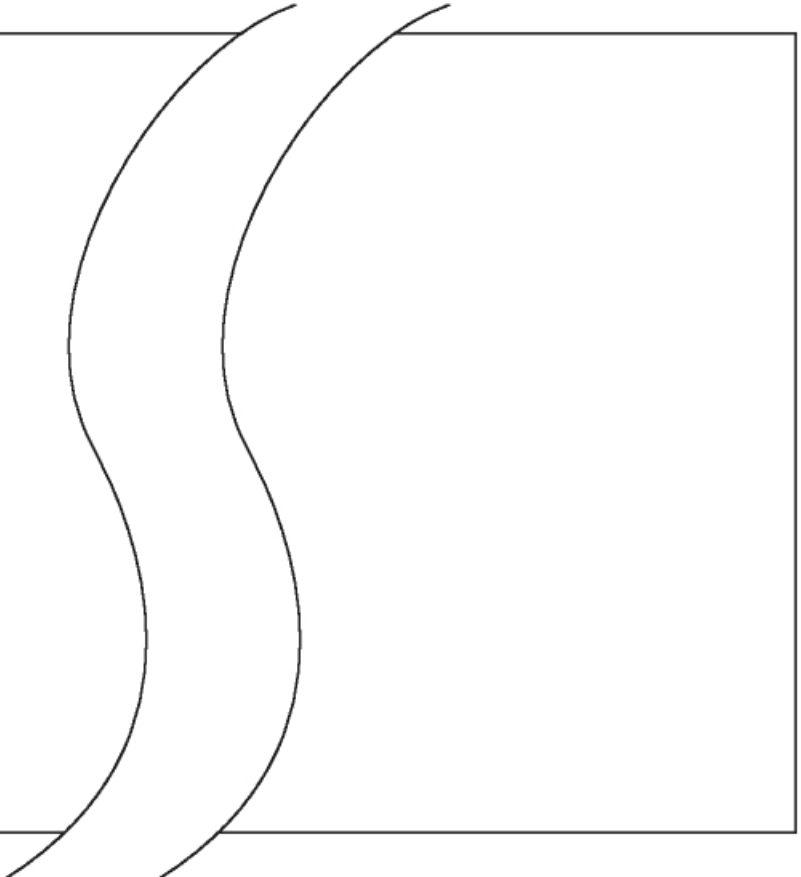
101 FISHER HALL

2100 NEIL AVENUE

COLUMBUS, OH 43210-1144

1000-201006-361

Address Service Requested



Business Cards

All college business cards should be designed and printed by Printing Services using the standard format illustrated below. You may order by phone at 292-3450 or on-line at www.busops.ohio-state.edu/printing.

<p>FISHER COLLEGE OF BUSINESS THE OHIO STATE UNIVERSITY</p>	<p>NAME TITLE (IF APPROPRIATE) PROGRAM/DEPARTMENT/ OFFICE (IF NECESSARY)</p>
<p>101C FISHER HALL • 2100 NEIL AVENUE COLUMBUS, OH 43210-1144 • TELEPHONE: 614-292-2181 FAX: 614-292-8010 • E-MAIL: example.1@osu.edu http://www.cob.ohio-state.edu</p>	