



**OKLAHOMA CITY UNIVERSITY**

**VISUAL IDENTITY  
MANUAL**

## To Oklahoma City University Faculty and Staff:

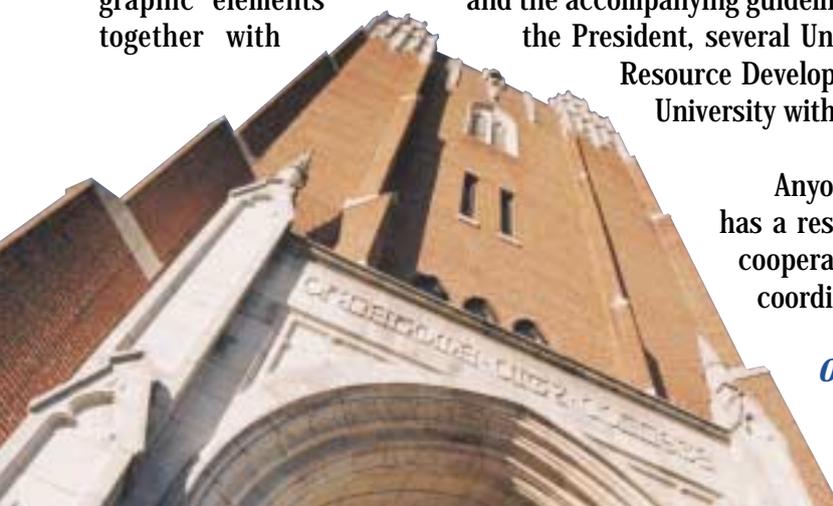
Oklahoma City University is a diverse institution comprised of many separate units. None of these units stands alone; none are complete if considered apart from the larger institution. Helping build recognition and understanding of the University as a whole is a responsibility we all share.

One way to achieve a broader awareness and comprehension of Oklahoma City University and to help distinguish this university from other institutions is through consistent use of a distinct “visual identity.” The appearance of our publications, correspondence, advertising, signs and the symbols we display help shape attitudes about the institution. A consistent presentation of our name so the University is identified quickly and easily is a key element in building a strong visual image.

This manual outlines specific standards for use of the University wordmark, logos and crest for your reference. These graphic elements and the accompanying guidelines were developed through the University Relations office, together with the President, several University marketing committees and the Board of Trustees Resource Development Committee. These standards provide Oklahoma City University with an identifying and unifying symbol and signature.

Anyone who develops materials that represent the University has a responsibility to follow these guidelines. Thank you for your cooperation in this important step toward a consistent and coordinated public identity.

*Oklahoma City University Board of Trustees,  
October 1, 1999*





# **OKLAHOMA CITY UNIVERSITY**

*This manual was approved by the Board of Trustees on October 1, 1999.*

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*For additional copies of this manual or questions regarding proper usage of the University wordmark and logos, contact the Director of University Relations at 521-5818.*

## University Review Process for Materials Intended for External Distribution

In order to ensure coordination of logo usage and visual identity in University marketing, OCU policy requires that all printing or advertising be approved by the Director of University Relations or the Vice President for Institutional Advancement **before** production and distribution. Purchase orders or procurement card receipts for materials intended for off-campus distribution must be accompanied by an OCU Printing/Advertising Review Form signed by the Director of University Relations or the Vice President for Institutional Advancement. Forms are available in the Accounting or University Relations offices. Materials intended for external distribution that do not follow this policy may not be paid for by University funds.

**Prior to printing or advertising placement**, bring a hard copy proof (laser prints are acceptable) and a completed OCU Printing/Advertising Review Form to the University Relations office. Allow two working days for the proofing review process.

The University Relations staff is available to answer questions or provide assistance for your projects. You are encouraged to consult with them prior to beginning a project to avoid unnecessary changes or delays.

***University Relations, Administration Building, Room 105  
Phone 521-5818; Fax 521-5191***





## OKLAHOMA CITY UNIVERSITY VISUAL IDENTITY STANDARDS

The Oklahoma City University visual identity consists of two components: the actual **graphic devices** — a wordmark, crest and logos; and the **standards** that govern the use of these graphic elements. Both are needed to present a consistent visual image of the University.

## Colors

The official colors of Oklahoma City University are **royal blue** and **white**. Black is used as an accent color in some logos. Specific color combinations are approved for each logo or wordmark. Refer to the logo section of this manual for color requirements and separations. Different stocks of paper, such as coated or uncoated, will affect the appearance of colors used. *(See the examples on the back page.)*

- The approved color of blue is Royal Blue (or PANTONE® 287.)
- The approved process color of royal blue is Cyan 100%; Magenta 69%; Yellow 0%; Black 11%.

### ROYAL BLUE

(or PANTONE® 287)



### PROCESS COLOR



*The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.*

*PANTONE® is a registered trademark of Pantone, Inc.*

## Typeface

The official typeface for the Oklahoma City University wordmark is **ITC Century Bold Condensed** with mixed caps. Until recently the typeface was Goudy Bold, mixed caps, horizontally scaled by 53%. The change to ITC Century Bold Condensed was made to maintain the same look by using a font readily available on most PCs and which did not require horizontal scaling. If you are currently using Goudy on your stationery or other publications, it is acceptable to continue using it until time for reprinting. At the time of reprinting, the change to ITC Century Bold Condensed must be made.

### ITC Century Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## Wordmark

The wordmark immediately and unequivocally communicates to an audience that materials are from Oklahoma City University. The wordmark must appear on the front or back of all University publications. If a logo for an OCU college, school, department or program is used, the University wordmark must precede it and the University wordmark must be more prominent in size.

### **The following guidelines must be followed when using the wordmark:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- The wordmark must be in the approved typeface, ITC Century Bold Condensed with mixed caps.
- Colors of the wordmark are limited to royal blue, black or white on royal blue or black. Other printing applications (i.e., foil embossing, etc.) must be approved prior to use. (*See color specifications on page 4.*)
- When used alone, without a logo, the wordmark should be in one line only.
- A protected area of white space is required around the wordmark to maintain visual impact.

**The OCU Wordmark**

**OKLAHOMA CITY UNIVERSITY**

**OKLAHOMA CITY UNIVERSITY**

**OKLAHOMA CITY UNIVERSITY**

**OKLAHOMA CITY UNIVERSITY**

## LOGOS

### Use of the “Gold Star Building” Logo

The “Gold Star Building” logo is the official logo for all formal University stationery, envelopes and business cards and is intended for use with the wordmark in most instances. This logo may be used on all publications when space allows the logo to be printed in detail.

**The following guidelines must be followed when using the “Gold Star Building” logo:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- Colors are limited to royal blue, black or white on royal blue or black. *(See color specifications on page 4.)*
- The “Gold Star Building” logo should not be reproduced smaller than 1” x 1”.
- A protected area of white space is required around the logo to maintain visual impact.

## The “Gold Star Building” Logo



## Use of the “Top of the Tower” Logo

The “Top of the Tower” logo is intended for use with the University wordmark in most instances and should always be proportionate to the wordmark. It should be used when the “Gold Star Building” logo cannot be clearly reproduced due to size, printing quality or layout restrictions. It also may be used in place of the “Gold Star Building” logo on printed brochures, notecards, notepads, invitations, advertisements, etc. It must not replace the “Gold Star Building” logo on official University letterhead, envelopes or business cards.

**The following guidelines must be followed when using the “Top of the Tower” logo:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- Colors are limited to royal blue, black or white on royal blue or black. *(See color specifications on page 4.)*
- The logo may be used with the wordmark in one line or stacked.
- When used by itself, the logo should not be reproduced smaller than 1/4” x 1/4”.
- A protected area of white space is required around the logo to maintain visual impact.



**OKLAHOMA CITY UNIVERSITY**



**OKLAHOMA CITY UNIVERSITY**



**OKLAHOMA CITY UNIVERSITY**



**OKLAHOMA CITY UNIVERSITY**

## Use of the University Crest

The official crest of the University should not be used in the same way as other logos and wordmarks. It is reserved for special publications such as commencement programs, diplomas, invitations, etc. It may sometimes be incorporated as a design element on publications. Prior to using the official crest on any printed materials, contact the Director of University Relations for approval.

**The following guidelines must be followed when using the University crest:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- The crest may be reproduced in blue, black, gold or silver. It may be embossed and/or tinted.  
*(See color specifications on page 4.)*
- A protected area of white space is required around the logo to maintain visual impact.



## Use of the “Stars” Logo

The “Stars” logo is the official athletic logo of Oklahoma City University. The “Stars” logo does not replace the wordmark, “Gold Star Building” logo or “Top of the Tower” logo on University publications or stationery other than athletic publications. It is intended for use specifically on athletic uniforms, publications and stationery and for other “spirit-raising” materials. The “Stars” logo may be incorporated as a design element in publications.

### **The following guidelines must be followed when using the “Stars” logo:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- The “Stars” logo may only be reproduced in royal blue and white with black as an accent color. It may be reproduced in reverse white on royal blue, black or gray. All reproductions of the “Stars” logo must adhere to the color guides on page 4 and the color separations on the following pages. Contact the University Relations office for separations on disk or for further assistance.
- The “Stars” logo typeface is Frutiger Bold for the words “Oklahoma City University” and Frutiger Bold Italic for “OCU.” No substitutions should be made in the typeface on the logo.
- Except on athletic uniforms, the “Stars” logo should always be accompanied by the words “Oklahoma City University.” On athletic uniforms, “Oklahoma City University” or “OCU” may appear on a different location on the uniform from the “Stars” logo if necessary due to space limitations.
- Prior to using the “Stars” logo, contact the University Relations office for approval.
- A protected area of white space is required around the logo to maintain visual impact.

“OCU Stars” Logo



### “Stars” Logo on White



**OKLAHOMA CITY UNIVERSITY**



**OKLAHOMA CITY UNIVERSITY**

PANTONE 287  
or BLACK



**OKLAHOMA CITY UNIVERSITY**

LOWER TYPE  
ALWAYS  
PRINTS BLACK

WHITE or  
PANTONE 287



WHITE or  
PANTONE 287

BLACK or  
WHITE



BLACK or  
WHITE

## “Stars” Logo Reversed



WHITE

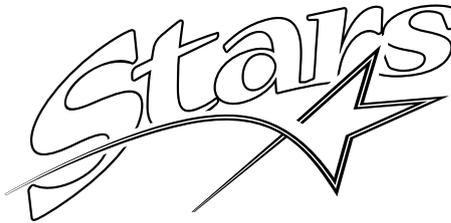


OKLAHOMA CITY UNIVERSITY

WHITE



BLACK



PANTONE 287



BLACK



PANTONE 287

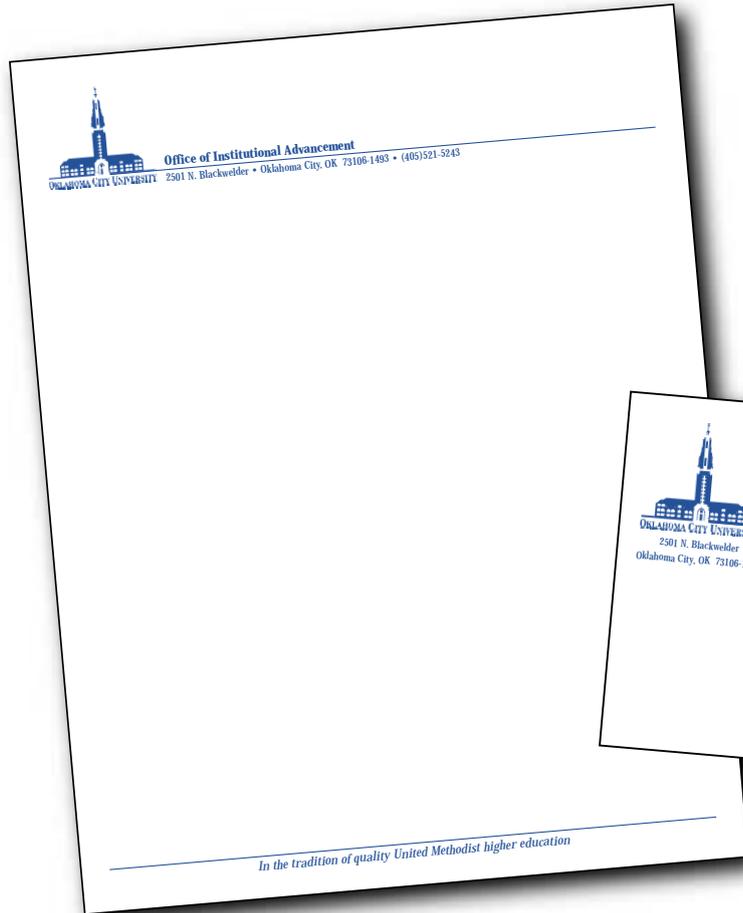


## Stationery

University stationery sends a powerful visual message about the writer and the institution. Because it is universally used, stationery is an important foundation of a visual identity program and must adhere to identity guidelines. The Office of University Relations can provide vendor guideline sheets for wordmark and logo usage and templates for official stationery. A consistent visual identity is provided by the wordmark and “Gold Star Building” logo on all official letterhead and envelopes.

### **The following guidelines must be followed on all official stationery:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- All information on letterhead stationery must be set using ITC Century Book Condensed and ITC Century Book Condensed Italic. This includes names, addresses, phone numbers, etc.
- A mailing address and phone number are required on letterhead. The official address of most Oklahoma City University units is 2501 N. Blackwelder, Oklahoma City, Oklahoma (or abbreviated to OK) 73106-1493.
- The wordmark and the “Gold Star Building” logo must be printed in royal blue following the color guidelines on page 4.
- The wordmark and “Gold Star Building” logo must be the main identifying elements on official stationery. If the name or logo for an OCU college, school, department or program is used on stationery, the University wordmark must precede it and the University wordmark must be more prominent in size.
- Templates for official letterhead and envelopes are available from University Relations.



## Business Cards

University business cards send a powerful visual message about the institution. Because they are universally used, business cards are an important foundation of a visual identity program and must adhere to identity guidelines. The Office of University Relations can provide vendor guideline sheets for wordmark and logo usage and templates for official business cards. A consistent visual identity is provided by the wordmark and “Gold Star Building” logo on all official business cards.



**The following guidelines must be followed on all official business cards:**

- No second-generation reproductions are to be used. Contact University Relations for a disk or hard copy.
- All information on business cards must be set using ITC Century Book Condensed and ITC Century Book Condensed Italic. This includes names, addresses, phone numbers, etc.
- A mailing address and phone number are required on business cards. The official address of most Oklahoma City University units is 2501 N. Blackwelder, Oklahoma City, Oklahoma (or abbreviated to OK) 73106-1493.
- The wordmark and the “Gold Star Building” logo must be printed in royal blue following the color guidelines on page 4. The card itself should be uncoated white card stock.
- The wordmark and “Gold Star Building” logo must be the main identifying elements on business cards.

- If the name or logo for an OCU college, school, department or program is also used on the card, the University logo and wordmark must be used in the approved location and in the appropriate manner. Any additional stamp or certification should appear in the top right corner of the card.
- Several options are approved to accommodate the amount of information on cards with extensive titles and/or unit names.
- Templates for official business cards are available from University Relations.

## Other Stationery

Standard forms of memo pads, large envelopes, mailing labels, business and courtesy notecards, etc., should be printed in the approved colors and should utilize the wordmark and logos according to the standards outlined in this manual. Contact University Relations if you have questions or need assistance.

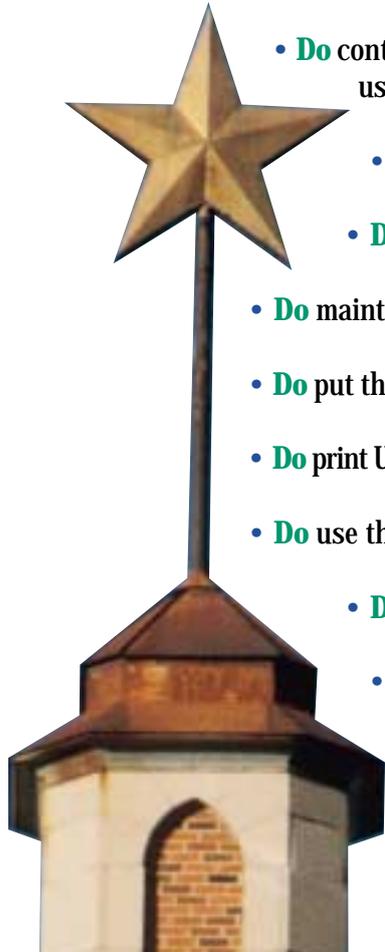
## EEOC Statement

The EEOC statement should appear on all publications or advertisements for external distribution which are intended for admissions, recruitment or employment with the University:

**Oklahoma City University, in compliance with federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to, admissions, employment, financial aid and educational services.**

**The Vice President for Administrative Services, located in Room 402 of the Administration Building, telephone (405) 521-5029, serves as the University's affirmative action officer and coordinates the University's compliance with Title VI, Title VII, Title IX, Section 504-Title II, the ADA and the ADEA.**

## Publication Do's and Don'ts



- **Do** contact University Relations for assistance or whenever you have a question about the appropriate use of the visual identity marks of the University.
- **Do** include the University wordmark or wordmark/logo on the front of all publications.
- **Do** use the wordmark or logo appropriate to your material's purpose.
- **Do** maintain the integrity of the University wordmark and logos.
- **Do** put the University name and/or logo prominently on all publications, ads, videos, films and Web sites.
- **Do** print University wordmarks in their approved colors and configurations and at least their minimum sizes.
- **Do** use the University typeface.
- **Do** use Oklahoma City University on first reference, not OCU.
- **Do** follow the guidelines for combining the University wordmark with other logos.
- **Do** use the EEOC statement on publications or advertisements for external distribution which pertain to admissions, recruitment or employment.



- **Don't** hesitate to contact University Relations for assistance or whenever you have questions about appropriate use of the visual identity marks of the University.
- **Don't** create individual logos for academic or administrative units.
- **Don't** place two logos adjacent to each other.
- **Don't** use the crest with any other logos.
- **Don't** separate University marks and logos into their components.
- **Don't** combine University logos with other elements.
- **Don't** stretch, skew or alter the proportions of University marks and logos.
- **Don't** crowd or overprint University marks.
- **Don't** screen or ghost (print at a percentage) the University wordmark or any logo without approval from University Relations, Administration Building, Room 105; Phone 521-5818; Fax 521-5191.



# OKLAHOMA CITY UNIVERSITY

Coated Enamel Stock/Pantone® 287 Blue



# OKLAHOMA CITY UNIVERSITY

Coated Enamel Stock/4-Color Process Printing



# OKLAHOMA CITY UNIVERSITY

Uncoated Stock/Pantone® 287 Blue



# OKLAHOMA CITY UNIVERSITY

Uncoated Stock/4-Color Process Printing



**OKLAHOMA CITY UNIVERSITY**

2501 N. Blackwelder  
Oklahoma City, Oklahoma 73106-1493  
[www.okcu.edu](http://www.okcu.edu)