

OKLAHOMA STATE UNIVERSITY-OKLAHOMA CITY

BRAND GUIDE



OKLAHOMA CITY

LOGOS

PRIMARY MARKS



OKLAHOMA CITY



**OKLAHOMA
CITY**

SECONDARY MARKS



OSU-OKC



OSU-OKC



OKLAHOMA STATE UNIVERSITY
OKLAHOMA CITY



OKLAHOMA STATE UNIVERSITY
**OKLAHOMA
CITY**

PISTOL PETE



ACCEPTABLE USE

PRIMARY USE | FULL COLOR



SECONDARY USE | PREFERRED



EXPIRED MARKS



UNACCEPTABLE USE

PRIMARY MARK

The entire logo must be used when configuring. While it may be enlarged or reduced, it should be done proportionally and not distorted in any way when resized. The fundamental principles of good design should be employed in all marketing materials to ensure the highest quality standards. Send questions about the proper use or resizing of logo files to communications@osuokc.edu.

IMPROPER COLOR

The logos, wordmarks and positioning statement should never be reproduced in any color other than the official colors.

ALTERATIONS

The logo, wordmarks and positioning statement should not be altered, stylized, outlined or distorted.

DISTRACTING BACKGROUNDS

The logos, wordmarks and positioning statement should never be reproduced over backgrounds that overpower, distract, clash or have similar color values.

LAYERED

No portion of the logos, wordmarks or positioning statement should be obscured.

IMPROPER COLOR



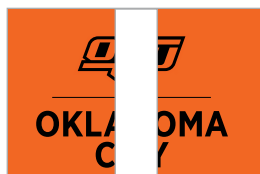
DISTRACTING BACKGROUNDS



ALTERATIONS



LAYERED



COLOR PALETTE

OFFICIAL PRIMARY COLOR PALETTE

OSU-OKC's official colors shown here are Pantone 021 with full-color process, RGB and hexadecimal color builds. Pantone 021 is for all print media and surfaces, including uncoated and matte-coated stock.

Designers must adjust the primary logo to the correct shade of orange according to the material coating and medium in which it will be printed. Use the color formulas listed here.

OFFICIAL SECONDARY COLOR PALETTE

Secondary colors may be used in marketing and social media materials, but should never supercede the primary color palette. Be mindful that these colors are only meant to support Orange and Black.

OSU-OKC's official colors are orange and black. Use the color formulas here for all print and web-related color specification. Please send questions about the color palette to communications@osuokc.edu.

PRIMARY COLORS

ORANGE
PANTONE | 021
CMYK | 0, 75, 100, 0
RGB | 250, 100, 0
HEX | Fe 5c 00

BLACK
CMYK | 0, 0, 0, 100
RGB | 0, 0, 0
HEX | 00 00 00

WHITE
CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
HEX | ff ff ff

SECONDARY COLORS

LIGHT GREY
PANTONE | Cool Gray 2
CMYK | 5, 3, 5, 11
RGB | 208, 208, 206
HEX | dd dd dd
BLACK | 15%

DARK GREY
PANTONE | Cool Gray 10
CMYK | 40, 30, 20, 66
RGB | 99, 102, 106
HEX | 75 75 75
BLACK | 80%

BE MINDFUL

The secondary color palette is only meant to support the Orange and Black. Secondary colors may be used in marketing and social media materials, but should never supercede the primary color palette.


SINGLE-COLOR USE

When reproducing any of Oklahoma State University-Oklahoma City marks in single-color printing, use the single-color configuration to ensure a higher quality end product.


USAGE SPECIFICATIONS

STATIONERY SYSTEM







ENVELOPES

 OKLAHOMA CITY	Department or Division Name Here 900 N. Portland Ave. Oklahoma City, OK 73107
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LETTERHEAD

 OKLAHOMA CITY	Department or Division Name Here 900 N. Portland Ave. Oklahoma City, OK 73107 osuokc.edu
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NAMETAGS

 OKLAHOMA CITY NAME	 OKLAHOMA CITY JOHN SAMPLE SAMPLE DIRECTOR SAMPLE DEPARTMENT
 OKLAHOMA CITY NAME	 OKLAHOMA CITY JOHN SAMPLE SAMPLE TITLE SAMPLE DEPARTMENT
 OKLAHOMA CITY NAME	 OKLAHOMA CITY JOHN SAMPLE SAMPLE TITLE SAMPLE DEPARTMENT

BUSINESS CARDS

 OKLAHOMA STATE UNIVERSITY OKLAHOMA CITY
NAME HERE PROFESSIONAL TITLE Department or College Name
O 405-945-0000 C 405-945-0000 F 405-945-0000 @ 900 N. Portland Ave, Oklahoma City, OK 73107 email@okstate.edu
osuokc.edu

EMAIL SIGNATURE

NAME LASTNAME
PROFESSIONAL TITLE

Department Name | Office Address
O: 000-000-0000 | F: 000-000-0000

 | **OKLAHOMA CITY**

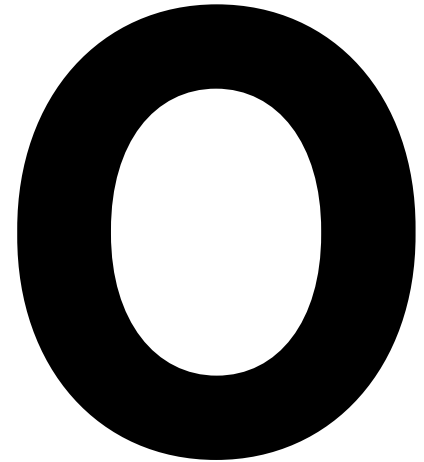
 OKLAHOMA CITY
Student Success. Employee Excellence. Community Relevance.

FONTS

Gotham Narrow is the primary sans serif typeface for Oklahoma State University-Oklahoma City.

The Gotham Narrow font family is a versatile typeface with a variety of weights that can be used in several applications. In fact, you're looking at Gotham Narrow right now, as it's the typeface used throughout this Branding Guide.

Gotham Narrow should be used where readability is most important with bodies of text, like press releases and media guides. The Book weight of Gotham Narrow is the preferred option for text bodies, with the medium, bold, black and ultra weights available when additional emphasis is required. The light, extra light and thin weights should only be used when the text is large enough to maintain legibility.



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Gotham Narrow Thin

Gotham Narrow Thin Italic

Gotham Narrow Extra Light

Gotham Narrow Extra Light Italic

Gotham Narrow Light

Gotham Narrow Light Italic

Gotham Narrow Book

Gotham Narrow Light Italic

Gotham Narrow Medium

Gotham Narrow Light Italic

Gotham Narrow Bold

Gotham Narrow Light Italic

Gotham Narrow Black

Gotham Narrow Black Italic

Gotham Narrow Ultra

Gotham Narrow Ultra Italic

BEST USES

Headers
Subheads
Body copy

ALTERNATE TYPEFACE

Gotham Narrow is considered the primary typeface of OSU-OKC. In the event that Gotham Narrow is unavailable to you, use one of these alternative typefaces:

Roboto

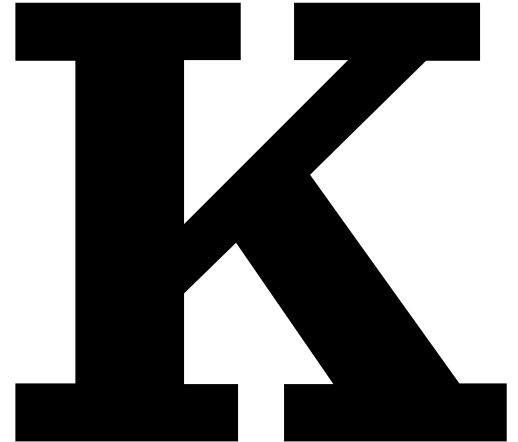
Available through Google Fonts

FONTS

Sentinel is the official serif typeface for Oklahoma State University-Oklahoma City.

The Sentinel font family contains a range of weights that make it ideal for both text and display.

Sentinel Book is the preferred body copy in longer publications, like magazines and newsletters. The available alternate weights should be used when emphasis is required, including headlines, subheads and quotes.



Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Sentinel Light

Sentinel Light Italic

Sentinel Book

Sentinel Book Italic

Sentinel Medium

Sentinel Medium Italic

Sentinel Semibold

Sentinel Semibold Italic

Sentinel Bold

Sentinel Bold Italic

Sentinel Black

Sentinel Black Italic

BEST USES

Headers
Subheads
Body copy
Display text

ALTERNATE TYPEFACE

Sentinel is considered the primary serif typeface of OSU-OKC. In the event that Sentinel is unavailable to you, use one of these alternative typefaces:

Clarendon URW Extra Narrow

Available through Adobe Typekit

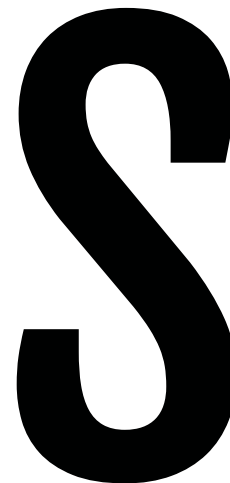
Frank Ruhl Libre

Available through Google Fonts

FONTS

Fjalla is a secondary typeface for Oklahoma State University-Oklahoma City.

Fjalla should not be used for text or body copy purposes as it hinders legibility. In contrast to Gotham Narrow, Fjalla calls attention to its content with taller, narrower proportions than our primary typeface using only one weight.

A large, bold, black letter 'S' is displayed on the right side of the page. The letter is tall and narrow, with a thick stroke and a slight curve at the top and bottom.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv

Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Fjalla Regular

BEST USES

Headers
Subheads
Display text

TYPEFACE DETAILS

Fjalla Regular can be downloaded from Google Fonts.

FONTS

Parkside is the casual script typeface for Oklahoma State University-Oklahoma City.

The Parkside font family from Adobe Fonts contains a variety of weights that can be used in several applications. As with any script typeface, Parkside should **never** be used in an all-caps scenario.



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ParksideHairline

ParksideThin

ParksideLight

ParksideRegular

ParksideBold

ParksideBlack

BEST USES

Headers
Display text

ALTERNATE TYPEFACE

Parkside can be activated through Adobe Typekit.

QUESTIONS? CONTACT US.

**OSU-OKC
MARKETING & COMMUNICATIONS
DEPARTMENT**

okc.news@okstate.edu

