The marks of Oklahoma State University are controlled under a licensing program administered by the Collegiate Licensing Company. Any use of these marks will require written approval from the Collegiate Licensing Company.

Office of Marketing & Communications
1801 East 4th Street
918-293-4966
osuit.edu/marketing

Trademarks and Licensing Administration
121 Cordell North
405-744-6238 / fax 405-744-8445
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Last revision, 8/08/2013
Brand identity is an essential element to marketing. The symbol of our identity is our logo, which represents the collective beliefs, values, and experiences associated with Oklahoma State University Institute of Technology.

The logo and associated wordmarks are instantly identifiable and, as such, speak without words. Thus, it is critical that our visual identity is used in a consistent manner.

This guide establishes the rules for the university's logos and official branding components, such as emblems, marks, typography, and colors. Inside, you'll find all you need to know about using the OSU visual identity in all media. Proper and legal use of the logos protects the university's image and distinguishes us from other institutions.

We appreciate your willingness to support, protect and advance the image of OSUIT. If you need additional information regarding the use of the OSUIT identity in media, contact the Office of Marketing & Communications.

Thank you for your assistance,

Shari Erwin
Director of Marketing & Communications
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Strategy, Purpose & Policy

OSUIT’s communications strategy begins with the guidelines in this style guide. The guidelines provide all the information necessary to ensure the accurate and effective presentation of OSUIT to internal and external audiences. The guidelines encompass OSUIT’s family of graphic elements, including the OSUIT logo, nomenclature, wordmarks, emblems, positioning statement, university seal, athletics logos, color palette, recommended typefaces and applications to an extended stationery system, presentation media and the OSUIT website.

Who are the guidelines for?

All academic, research, outreach, student services, authorized student organizations and administrative units of OSUIT funded through or by the university that are not legally autonomous must follow these guidelines. Outside agencies or publishers that create print or electronic publications for any OSU units are also required to abide by these guidelines.

Commercial and promotional uses of the university marks

Oklahoma State University asserts ownership over its name, marks and slogans, and those cannot be used to imply or suggest endorsement of any product or service not provided by the university. The university marks, positioning statement, athletic logos and other marks are registered and protected by law. Individuals and organizations outside the university who wish to use any of the university marks for commercial purposes or for promotional activities must first obtain permission from the Office of Trademarks and Licensing at the OSU-Stillwater University Marketing Department.

Kurtis Mason, Trademarks and Licensing Administration

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Publications: State law and university policy

By state law and regents' policy, all university publications — when purchased from university budget accounts — must include a statement of printing authorization and costs and OSU’s nondiscrimination policy. Generally, university publications are those brochures, booklets, newsletters, posters, magazines, catalogs and pamphlets that bear the university name and are produced for audiences outside the university. They do not include business cards, announcements, letters, memoranda, invitations or other personally signed communications. All university publications must contain the following:
Oklahoma State University, in compliance with the Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other 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. Title IX of the Education Amendments and Oklahoma State University policy prohibit discrimination in the provision or services or benefits offered by the university based on gender. Any person (student, faculty or staff) who believes that discriminatory practices have been engaged in based on gender may discuss his or her concerns and file informal or formal complaints of possible violations of Title IX with OSU's Title IX coordinator: the Director of Affirmative Action, 408 Whitehurst, Oklahoma State University, Stillwater, OK, 74078, (405) 744-5371 or (405) 744-5576 (fax).

Immediately following, the cost statement should appear:

This publication, issued by Oklahoma State University Institute of Technology as authorized by (originating authority), was printed by (printing vendor) at a cost of $(cost of printing only). (Number printed) / (year and month printed).

Or when appropriate:

This publication, issued by Oklahoma State University Institute of Technology as authorized by (originating authority), was printed at no cost to the taxpayers of Oklahoma.

When using TAACCCT grant funding, this statement should be used:

This workforce product was funded by a grant awarded by the U.S. Department of Labor’s Employment and Training Administration. The product was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes are permissible. All other uses require the prior authorization of the copyright owner.
Graphic standards oversight

OSUIT’s Office of Marketing & Communications administers the graphic identity program. All general and policy questions or requests for variances should be directed to the Office of Marketing & Communications. OSUIT Marketing & Communications, OSU University Marketing, Trademarks and Licensing, the purchasing department and university mailing services work together to oversee implementation of the guidelines, provide consulting and ensure compliance.

OSU Institute of Technology prohibits the use of institutional marks with language or depictions that are insensitive or offensive based on race/ethnicity, color, gender, creed, religion, sexual orientation, or national origin.

Legal ownership statement

Oklahoma State University asserts ownership over its name, trademarks, slogans, logos, mascot and any combination that refers to or is associated with OSU. This intellectual property is registered with the United States Patent and Trademark Office and the Office of the Secretary of State of Oklahoma. The Office of Trademarks and Licensing, working with the Office of Legal Counsel, is responsible for the administration and management of OSU’s trademark and logos.

The mission for the Office of Trademarks and Licensing is to 1) ensure proper use of those trademarks, logos and other insignia that have come to be associated with OSU; 2) generate income to support and enhance the scholastic missions of the university and 3) protect the university’s reputation, good name and image by permitting only appropriate uses and assuring that only quality products bear the institution’s name, initials or logos.

Any college, department, organization or unit of the university that purchases items bearing the university logos must first obtain permission from the Trademarks and Licensing administrator in the University Marketing office. All items must be purchased from a business that has obtained a license to produce the university’s trademarks.

Kurtis Mason, Trademarks and Licensing Administration

Email: kurtis.mason@okstate.edu; Phone: 405-744-6238; Fax: 405-744-8445
Institutional Logos and Wordmarks

Primary Logo

The primary logo is the principle graphic signature of OSU Institute of Technology, its remote training sites, divisions and programs. Other university symbols, marks or logos may not be more prominent than the primary logo without approval.

The logos of OSUIT are registered trademarks and cannot be altered. Electronic files of official logos, wordmarks and nomenclatures can be obtained by contacting the Office of Marketing & Communications.

Four-color process version preferred for all applications

NOTE: Logos may be sized appropriately for use. Care should be taken that the proportions are not altered. Also, color changes are not allowed. All logos and marks must be reproduced from official artwork available through the Office of Marketing & Communications or the Trademarks and Licensing office.

The primary and secondary configurations of the logo allow for flexibility of use in different media. Guidelines for correct use of the logos are included herein. The university marks (logos and wordmarks) are registered trademarks and cannot be altered.
Black-and-white screened version preferred for all applications

Primary Logo Color Configuration

- PMS 151
- White (blank)
- Process Black
- PMS Cool Gray 5
- PMS 166

PMS, Pantone Matching System. PANTONE® is a registered trademark of PANTONE Inc.
Primary Logo Screened Value Configuration

- 20% screened value
- 45% screened value
- Black
- White (blank)

Primary Logo Two-Color Configuration

- PMS 166 (60% screen value)
- White (blank)
- Process Black
- Black (30% screen value)
- PMS 166

PMS, Pantone Matching System. PANTONE® is a registered trademark of PANTONE Inc.
Primary Logo One-Color Configuration

The single-color version is appropriate when the screened version is not suitable. Single-color version is designed for small applications of three-quarter inch or less.

Minimum Clear Space Requirements

The area surrounding the logo and signature must be equal to or more than $\frac{1}{2} X$, where $X$ is equal to the total height of the “O” and signature of the logo (see diagram below). The logo must not be placed close to distracting design elements and must not become part of a larger pattern or design element. The only exception is the use of the secondary type in division and campus wordmark configurations.

$X = \text{the height of the “O” in the logo}$

$\frac{1}{2} X$
Logo and Division / Agency Wordmarks

Institute of Technology
Visual Communications

Institute of Technology
Residential Life

Institute of Technology
Orthotic and Prosthetic Technologies

Institute of Technology
School of Culinary Arts

Institute of Technology
Automotive Technologies
Logo and Division/Agency Wordmark Configurations

Institute of Technology
Information Technologies

Depth

1/8 width of logo

Institute of Technology
Information Technologies

Helvetica Light Extended

Approved font for Division/Agency nomenclature is Helvetica Light Extended only.
System Seal

OSU Institute of Technology exclusively uses the system seal for official documents only. The academic emblem is strictly used on the OSU-Stillwater campus.

System seal, color and black-and-white versions

PLEASE NOTE:
To prevent confusion, the difference between the academic emblem and the system seal are indicated here. The system seal is for official documents only.

NOTE: OSU Institute of Technology prohibits the use of institutional marks with language or depictions that are insensitive or offensive based on race, ethnicity, color, gender, creed, religion, sexual orientation or national origin.
Stationery

The preferred layouts for university letterhead, envelope, business card (front and back), and mailing label uses are shown below.
Official Color Palette

OSU’s official colors shown here are Pantone 166 and 151 with full-color process, RGB and hexadecimal color builds. Pantone 166 is for printing on coated white paper stock. Pantone O21 is for all other media and surfaces, including uncoated and matte-coated stock. O21’s advantage over Pantone 166 is in its consistency and intense color while Pantone 166 can look brown in some applications.

However, designers should note that the CMYK build for O21 doesn’t work well in Adobe products. Use the formula listed below. Also, designers must adjust the primary logo to the correct shade of orange according to the material and coating on which it will be printed.

<table>
<thead>
<tr>
<th>SPOT COLOR</th>
<th>Pantone 166c</th>
<th>Pantone Orange o21u</th>
<th>Pantone 151c</th>
<th>Pantone Cool Gray 5c</th>
<th>Pantone Process Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOUR-COLOR PROCESS</td>
<td>C 0%</td>
<td>C 0%</td>
<td>C 0%</td>
<td>C 0%</td>
<td>C 0%</td>
</tr>
<tr>
<td></td>
<td>M 64%</td>
<td>M 65%</td>
<td>M 48%</td>
<td>M 0%</td>
<td>M 0%</td>
</tr>
<tr>
<td></td>
<td>Y 100%</td>
<td>Y 90%</td>
<td>Y 95%</td>
<td>Y 0%</td>
<td>Y 0%</td>
</tr>
<tr>
<td></td>
<td>K 0%</td>
<td>K 0%</td>
<td>K 0%</td>
<td>K 30%</td>
<td>K 100%</td>
</tr>
<tr>
<td>RGB COLOR</td>
<td>R 255</td>
<td>R 255</td>
<td>R 190</td>
<td>R 0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>G 124</td>
<td>G 153</td>
<td>G 190</td>
<td>G 0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>B 25</td>
<td>B 0</td>
<td>B 190</td>
<td>B 0</td>
<td></td>
</tr>
<tr>
<td>HEXADECIMAL</td>
<td>FF7300</td>
<td>FF9900</td>
<td>BEBEBE</td>
<td>000000</td>
<td></td>
</tr>
</tbody>
</table>
Logos — Unacceptable Use Examples

Improper Color
The logos, wordmarks and positioning statement should never be reproduced in any non-official colors.

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

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

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

Gradients
Gradients should be used sparingly and only in a few mediums under certain circumstances. Use of gradients must be approved by the Office of Marketing & Communications.
Expired Logos, Wordmarks and Seal

Do not use the logo, seal or nomenclature pictured below. Please retire and update any logos or wordmarks that contain any of these elements.
Typography

Typography carries just as much importance to a successful identity system as the institutional marks. It should reflect the image of the organizations it represents. Through consistent use, the typography can identify the university independently of the wordmarks or logos.

To this end, University Marketing in Stillwater has developed the GoPokes font. Along with this custom font, the font families of Sabon and Helvetica Extended remain in OSUIT’s approved font palette. Their compatibility with the university’s logos and wordmarks gives them great utility. Their consistent use will establish a continuity of appearance that supports the proliferation of the OSUIT brand. Although units are encouraged to purchase the font families of Sabon and Helvetica Extended.

The GoPokes font is a custom font created by the OSU Marketing office. The font was designed to complement the OSUIT logo and wordmarks. The font comes in caps and small-caps versions, numerals and standard punctuations. It is for display purposes only and should not be used for body copy. Kerning pairs are minimal. Anyone using this font should anticipate manually adjusting the letter spacing for an even look. The font is property of Oklahoma State University and is available to all OSU units. Entities outside of OSU must obtain a usage license from the Office of Trademarks and Licensing.