

# Branding & Graphic Standards Guide

UPDATED OCTOBER 2016

# What is this guide and how do I use it?

This guide will introduce the UCO brand as well as the visual elements of the brand and guide you on how the elements are best used to accomplish consistency in keeping with UCO's brand.

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**The University of  
Central Oklahoma  
is many things to  
many people.**

**We have a long,  
proud history as  
a highly regarded  
institution of  
higher education.**

The values and efforts of a great many people, including faculty, staff, alumni and administrators contribute to providing transformative educational experiences to students so that they may become productive, creative, ethical and engaged citizens and leaders.

In a landscape filled with a growing range of options and alternatives, we cannot overemphasize the benefits of clearly defining our university to the world. Great universities extend and protect their distinctive identities as a pragmatic business imperative and a tangible link between administrations, faculties and students of the past, present and future. This university is committed to a unifying identity, to a strong brand, which is a name we give to the overall perception that the larger world has of the University of Central Oklahoma.

A brand is not simply a mark, logo or symbol. It is a reflection of the relevance and awareness felt by the global community of our university. It denotes a promise we make to people who look to us for leadership and excellence in higher education. It is important that we deliver on this promise, that we tirelessly work to strengthen it, and that we effectively communicate it to the public.

We collectively have spent more than 125 years building one of our state's great public universities, and Oklahoma's only public Metropolitan University. This guide will help us all work together, with a unified voice, in telling our story. Thank you for your support.

*– Charlie Johnson  
Vice President for University Communications*

# What is a brand?

A brand is a collection of perceptions in the minds of consumers about a specific person, place or service. More simply put, as Amazon CEO Jeff Bezos states, “Brand is what people say about you when you are not in the room.”

At Central, our logo, fonts, colors and other symbols are ways we communicate and reinforce our brand. But it’s one’s day-to-day interactions with the Central community that truly solidify the university brand.

That means we are all brand ambassadors, and the Central brand is the concern of the entire university community.

## Central's Brand Strategy

Each element of Central's brand strategy is the result of qualitative and quantitative market research and testing conducted by contracted consultants specializing in higher education marketing with our target audiences. It is not the result of a team of senior university administrators answering the question, "What do we think our audiences want?" The strategy includes a promise, attributes and theme.

### BRAND INTEGRATION MATTERS

The average human attention span in 2015 was measured at 8 seconds. That's one second less than a goldfish. We are exposed to thousands of messages each day. How does Central stand out? Consistency breeds awareness and trust. So, when we are consistent in message, use of our colors and other graphic elements throughout the university, we are building awareness and trust for the Central brand. Brand integration positions Central for success in a competitive marketplace.

### BRAND PROMISE

This statement is a touchstone for all university marketing and communications efforts. It is not a slogan or a tagline.

*The University of Central Oklahoma promises a personal experience for students who want value, connection and the competitive advantage to be confident in their future.*

## BRAND ATTRIBUTES

These are words and phrases that help us articulate the brand promise in our communication efforts.

### ***A Personal Experience***

Personal experience means we focus on the whole student. Through initiatives like Transformative Learning we help students find their path to success.

Our faculty and staff consider students their first priority – a focus recognized by both prospective and current students and parents in our research.

### ***A Creative and Innovative Spirit***

Central is the ideal starting point for creative and innovative students. We develop academic programs to meet the needs of the region. Here, we help students experiment with subjects they are interested in. And we're the first university in the nation to give students a way to show an employer they have the beyond-disciplinary skills to succeed with the Student Transformative Learning Record.

### ***Unmatched Value***

Price is what you pay – value is what you get. Central enjoys a reputation for competitive tuition and strong outcomes. Our value is a clear differentiator. We offer quality at a reasonable cost. Few, of any, regional institutions are able to match this combination of quality and price.

### ***Confident and Ready***

At Central, transformative learning also means preparing our students to be professionals who are ready for whatever comes next. It's the confidence students develop when an entire campus is invested in their success. That investment goes beyond simply preparing students for a successful career. We commit to ensuring as best we can that students graduate as productive, creative, ethical and engaged adults.

### ***Strong Connections***

UCO is defined by – and instills in its students – a strong sense of connection. From their first moments on campus, students can connect to a welcoming community with more than 200 organizations to join, faculty and staff ready to help, and a diverse student body. Plus, no other university is as closely connected to the Oklahoma City metro's growth and development. We connect students to internships and employment, cultural and entertainment offerings and service opportunities just minutes from our main campus. We serve the metro community through innovative collaborations and partnerships and facilities like UCO Downtown, the CHK|Central Boathouse, the UCO Jazz Lab and the ACM@UCO.

Connection continues after graduation. A Central degree provides graduates a broad network of alumni across the state and nation.

## BRAND THEME

This is our tagline/slogan, and is a unifying element of our strategy.

### **Connect to Central**

Our brand comes together through connection. This tagline allows our audiences to actively engage with the university, while keeping Central, well, central to these actions.

Connect to Central also provides creative latitude that builds on the brand while addressing specific areas of the UCO experience. One can connect to friendships, connect to community, connect to success....to innovation...to possibilities...to confidence...creativity...and more.

Connect to Central is as flexible as it is meaningful to what we do each day at the university. The connections students make here – and the opportunities they provide – are at the heart of the Central experience.

### **Internal vs. External Communications**

These brand standards apply to all university communications and marketing activities.

In today's highly connected world there is little distinction between internal and external communications. So, even if a publication, video or other marketing piece is intended for internal audiences, it could very easily be shared externally. Additionally, our internal audiences are also important to the success of our brand. Consistent brand

communication on campus breeds consistent brand communication off campus. In other words, no – you can't make the logo orange for that one flier that will only be up for a week.

## **Review and Approval of Communications and Marketing Activities**

Any communications or marketing piece representing the university must be reviewed and approved by University Communications prior to printing and/or distribution. This includes, but is not limited to, print and digital publications, advertising (including the contract) signage and videos.

This review is to ensure brand integration and consistency. It is not an attempt to control all content. Each piece is subject to changes to ensure brand standards are met and the university is represented with integrity.

Items that are not reviewed or approved may be required to be reprinted or removed from distribution. Please allow at least one week prior to printing/publication/distribution deadlines for review.

Submit an item for review at [brandreview@uco.edu](mailto:brandreview@uco.edu).

# The official logo

is shown in its various orientations – any variation other than what is shown is not allowed.

When using on backgrounds other than white, these are suggested options for logo color.

Altering the logo in any way, such as changing the color, changing the font, stretching/skewing the logo, placing on distracting or overpowering backgrounds is not allowed.

If you have any concerns about how to use the logo, please contact University Communications.



2-LINE VERTICAL



3-LINE VERTICAL



3-LINE HORIZONTAL



MARK



2-LINE HORIZONTAL

ACCEPTABLE COLOR LOGO USAGE ON VARIOUS BACKGROUNDS





The **Broncho Logo** is the official Athletics and campus spirit symbol for UCO. Its intended use is primarily for promotion of UCO Broncho Athletics, but can also be used in a “school spirit” manner.

The **UCO Seal** is used primarily by the Office of the President on select official university documents, such as diplomas, transcripts, certificates and other formal or ceremonial documents.



## Personalized Official Logos

The UCO logo is available in personalized versions of the official logo for your college / department / office. Please note that personalized logos are provided only for official university colleges, departments, and offices, as well as official university licensees.

University colleges, departments, offices and other official university entities are not permitted to create unique, independent logos or marks.

## Special Logo Cases

In very limited cases, a unique logo may be developed for fundraising campaigns, milestone anniversary celebrations, offices / departments that have strong external presence, etc. These logos will be designed to utilize the UCO brand as closely as possible. Consult University Communications for consideration and approval of special logos or marks.

## Licensed Trademark

The UCO logos are licensed trademarks of the university. Those seeking to reproduce the logos on promotional items, including apparel, must do so through a vendor licensed through our partners at Learfield Licensing. Items printed and distributed by

non-licensed vendors are in violation of trademark and copyright laws. For licensing, contact Tayler Sandberg at Learfield Licensing (tsandberg@learfieldlicensing.com, 317-669-0811). Limited or one-time use without licensing may be granted for non-profit or community partners. To apply for limited or one-time use, contact University Communications.

## **University Apparel**

Apparel featuring the UCO logo must follow the usage procedures detailed in this guide. The UCO logo can only appear on blue, navy, yellow, white, black or grey apparel. In special cases, this restriction can be waived on an individually approved basis. Please note that other apparel representing the university without the UCO logo should reflect the university brand and instill institutional pride through use of the school colors.

## **How to Get Official Logos**

Official UCO logos and powerpoint backgrounds are available by contacting University Communications and requesting them. Multiple formats are available, including jpeg, eps, pdf, and transparent png.

## Student Organization Logos

Student organizations that serve as an extension of official university operations or represent the university in an official capacity are subject to the logo use and graphic/branding standards outlined in this guide and may not create and use independent marks and logos. Examples include (but are not limited to) the UCO Student Government Association, Student Ambassadors, and leadership councils.

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All other student organizations are allowed to create their own logo/branding with approval from University Communications, and are not eligible to use the university's official logos or marks as a part of their own logo/branding. Organizations that wish to use official UCO logos or marks for other purposes must send a request through University Communications. Please note that University Communications' services do not extend to logo creation/branding support for these organizations.

## Stationery Package

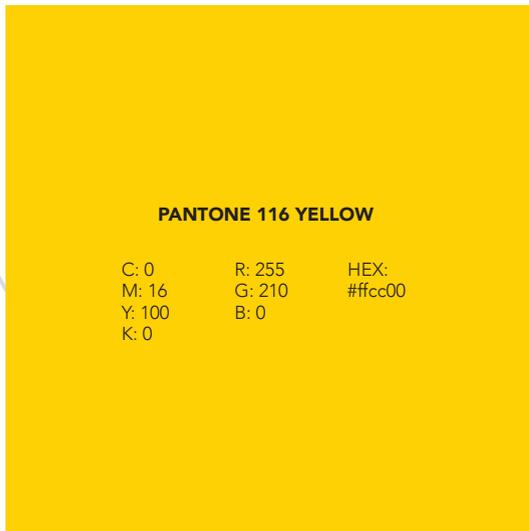
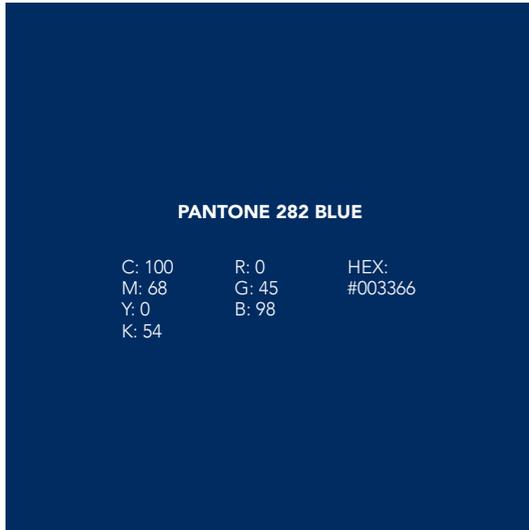
The official UCO Stationery Package is available from R.K. Black Office, 974-2301, NUC 154. Please note that UCO Stationery Packages, general or personalized, are only to be used for official university colleges, departments and offices.

# Official colors

are Pantone 282 blue and Pantone 116 yellow. Pantone Matching System (PMS) is a standardized color reproduction system used in a variety of industries. Color values for print and web applications are also shown.

The official colors are complemented by a selection of secondary colors. Secondary colors should be used only in a minority role in addition to the official colors, not to replace them. Any use of colors other than those shown is prohibited, unless prior approval has been discussed.

## OFFICIAL COLORS



## SECONDARY COLORS



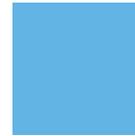
**PANTONE 300**

|       |        |         |
|-------|--------|---------|
| C: 99 | R: 0   | HEX:    |
| M: 50 | G: 94  | #0066cc |
| Y: 0  | B: 184 |         |
| K: 0  |        |         |



**PANTONE 299**

|       |        |         |
|-------|--------|---------|
| C: 86 | R: 0   | HEX:    |
| M: 8  | G: 163 | #0099cc |
| Y: 0  | B: 224 |         |
| K: 0  |        |         |



**PANTONE 2975**

|       |        |         |
|-------|--------|---------|
| C: 34 | R: 153 | HEX:    |
| M: 0  | G: 214 | #99ccff |
| Y: 5  | B: 234 |         |
| K: 0  |        |         |



**PANTONE 117**

|        |        |         |
|--------|--------|---------|
| C: 6   | R: 201 | HEX:    |
| M: 27  | G: 151 | #cc9900 |
| Y: 100 | B: 0   |         |
| K: 12  |        |         |



**PANTONE 128**

|       |        |         |
|-------|--------|---------|
| C: 0  | R: 243 | HEX:    |
| M: 7  | G: 213 | #ffcc66 |
| Y: 75 | B: 78  |         |
| K: 0  |        |         |



**PANTONE 1205**

|       |        |         |
|-------|--------|---------|
| C: 0  | R: 248 | HEX:    |
| M: 3  | G: 224 | #ffcc99 |
| Y: 43 | B: 142 |         |
| K: 0  |        |         |

# Official fonts

are *Avenir* and *Adobe Garamond*.

These fonts are not available for free and if you do not have them available to you, acceptable substitutes are shown and are available on various free font websites.

# Avenir

*Avenir Italic*

**Avenir Black**

***Avenir Black Italic***

1234567890!@#\$%^&\*()

SIMILAR FONTS TO AVENIR

Raleway

Montserrat

Lato

# Adobe Garamond

*Adobe Garamond Italic*

**Adobe Garamond Bold**

***Adobe Garamond Bold Italic***

1234567890!@#\$%^&\*()

SIMILAR FONTS TO ADOBE GARAMOND

Crimson Text

Minion

Palatino

# Putting all the pieces together.

When you are creating for your area and want to utilize UCO branding, a good place to start is with the colors, fonts, and graphics.

What is shown at right are some examples that currently represent the university and may provide some inspiration.

There are multiple ways to express UCO's message, and are not limited to what you see here.

Whether working with internal or external audiences, the message should be the same when it comes to branding the materials.

# connect to Central

UNIVERSITY OF CENTRAL OKLAHOMA • www.uco.edu

# connect to Central

UNIVERSITY OF CENTRAL OKLAHOMA  
(405) 974-2000 • www.uco.edu

**The Value of Higher Education  
It supports the Oklahoma economy**

**Multiple Benefits**  
Higher education provides a pathway to economic growth and job creation. It is the foundation of a strong economy and a key driver of innovation and productivity. Higher education also provides a pathway to a better life and a brighter future. It is the key to a more prosperous and equitable society.

**Oklahoma needs to be a part of the solution for America**  
Higher education is the key to a more prosperous and equitable society. It is the foundation of a strong economy and a key driver of innovation and productivity. Higher education also provides a pathway to a better life and a brighter future. It is the key to a more prosperous and equitable society.

**Higher Education in Oklahoma is a Bargain**  
Higher education in Oklahoma is a bargain. It provides a pathway to a better life and a brighter future. It is the key to a more prosperous and equitable society. Higher education also provides a pathway to economic growth and job creation. It is the foundation of a strong economy and a key driver of innovation and productivity.

UNIVERSITY OF CENTRAL OKLAHOMA

**CONNECT TO CENTRAL**

confidence

**UCO**  
UNIVERSITY OF  
Central  
Oklahoma

connect to  
**Confidence**  
at Central

**UCO** UNIVERSITY OF CENTRAL OKLAHOMA  
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**UCO** UNIVERSITY OF CENTRAL OKLAHOMA  
Housing & Dining

**2016 - 2017  
Calendar**

**UCO** UNIVERSITY OF CENTRAL OKLAHOMA

**STUDENT AFFAIRS  
ANNUAL REPORT  
2014-2015**

**Veteran  
Orientation**

**Mon-Tues, August 29-30, 2016  
9am - 4pm**  
Nigh University Center, Ballroom B

Representatives from the following organizations will be in attendance:  
Lone Survivor Foundation  
OKC VA Hospital CIV/OEF  
Oklahoma Department of Veteran Affairs  
Warriors for Freedom  
Folds of Honor Scholarship Foundation  
Honoring America's Warriors  
Central Veterans  
SSS SALUTE  
Wounded Warrior Project  
and much more.

**VETERAN SUPPORT SERVICES**

connect to  
**Culture**

UCO connects the Edmond community to live theater, dance concerts, art and design exhibits, live jazz and orchestral concerts, summer arts camps and more.

Learn how you can Connect to Culture at Central at [uco.edu/cfad/events](http://uco.edu/cfad/events).

**UCO** UNIVERSITY OF CENTRAL OKLAHOMA  
(405) 974-2000 • www.uco.edu

## Additional Standards for Video and Photos

Video and photography are highly effective tools used by the university to help tell the Central story and increase the strength of our brand. As such, it is important to maintain standards for their use.

- In addition to design, writing and public relations, University Communications provides professional video production and photographic services at little to no cost for university departments. It is preferred that university departments utilize these services to ensure other standards are met.
- UCO Photographic Services should take any photos for release to media or for official publications unless there are extenuating circumstances that prevent it. This not only ensures image quality, but also places the images in the official university archives and maintains the copyright for use of the images by the university.
- Per brand policy, any videos or photos created outside of University Communications must be approved prior to use and/or distribution. If a department contracts with an outside vendor, the vendor agreement must also be reviewed and approved by University Communications.

To learn more about professional video and photographic services offered by University Communications, visit [uco.edu/UCOMM](http://uco.edu/UCOMM).



*connect to*

# **University Communications**

405-974-2307

[ucomm@uco.edu](mailto:ucomm@uco.edu)

[uco.edu/ucomm](http://uco.edu/ucomm)