

BRANDING & GRAPHIC STANDARDS GUIDE

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PRESIDENT'S LETTER

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 serving our global community.

Yet, 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 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.

After considerable study, consultation, discussion, and development, we are proud to make available to you the University of Central Oklahoma Graphic Standards Guide. The goal of this guide is to provide a consistent, unifying identity—a visual system we can proudly use to clearly identify our campus, colleges, departments, and other units to the communities we serve.

We collectively have spent more than a century building one of our state's great public universities, and Oklahoma's only public Metropolitan University. Now we have a tool to help the public better recognize the value that the University of Central Oklahoma adds to our state, nation, and world. Thank you for your support.

A handwritten signature in blue ink, appearing to read "Don Betz", with a long horizontal line extending to the left.

Don Betz, Ph.D.
President, University of Central Oklahoma

WHAT IS BRANDING?

A “brand” is an intangible collection of perceptions that exist in the mind of the consumer. A brand is not a logo, a color scheme, a mission statement or cooked up in a cabinet meeting. A brand is not a rulebook, advertising or simple attributes.

A brand is every association and experience, active and intentional. It is how people feel and think about something. In our case, it is how people feel and think about the University of Central Oklahoma. It is the awareness and relevance of our university in the minds of students, faculty, staff and the community at large.

A brand is built not only through effective communications or appealing logos, it is built through the total experience that it offers. Our visual identity is simply a reflection of our brand.

WHAT ARE GRAPHIC STANDARDS?

Consistency is key to successfully conveying the University of Central Oklahoma “brand” to the world. A strong and consistent visual identity helps shape the way key constituents view our university, both now and in the future. That visual identity begins with this University of Central Oklahoma Graphic Standards Guide.

This guide will help the University of Central Oklahoma to avoid confusion in a crowded landscape by helping us to clearly define the university and maintain the consistency necessary for effective communication to the public.

The promise of academic excellence, of providing transformative, life-changing learning experiences to our students, to help them find their place in our community and to become our future leaders, comes alive in a very real and meaningful way when they see the University of Central Oklahoma wordmark, logo, seal and other university “marks.”

WHO IS THIS GUIDE FOR?

This guide has been developed for use by all academic, research, outreach, student services, authorized student organizations and administrative units of the University of Central Oklahoma funded through or by the university that are not legally autonomous. All such units must follow these guidelines. Outside agencies or publishers that create print or electronic publications, or any other materials, for any University of Central Oklahoma units are also required to abide by the guidelines.

The guidelines are to be applied to all uses of the university marks, whether for advertising, signage, stationery, uniforms, vehicles, Web content or the countless other items that carry the University of Central Oklahoma brand to the world.

UNIVERSITY SIGNATURE

The UCO Signature consists of the mark and logotype. They can be used separately, but are most effective when used together in the following configurations.



MARK



2-LINE
VERTICAL



3-LINE
VERTICAL



2-LINE
HORIZONTAL



3-LINE
HORIZONTAL



BRONCHO LOGO

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.



UCO SEAL

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.



EXPIRED LOGOS

The logos shown below are expired / retired / archived logos and are not to be used in any way, shape or form as a way of officially representing UCO.



PERSONALIZED LOGOS

The UCO logo is available in personalized versions for your college / department / office in the various configurations shown below as well as black-and-white versions. Contact University Relations for assistance. 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. Exceptions may be made in rare, special cases with the consultation and approval of University Relations (see “Special Logo Cases” page 13).

FOR EXTERNAL USE



FOR INTERNAL USE



STUDENT ORGANIZATION LOGOS

Some student organizations may create or use logos that are not associated with the official UCO logos, marks and graphic standards. Examples of these organizations include:

- Campus chapters of regional, national or international organizations that have their own logo and graphic standards; and
- Student-created organizations promoting specific interests or activities that are not extensions of official university operations (like an official office, department or function of the university) or that do not represent the university in an official capacity.

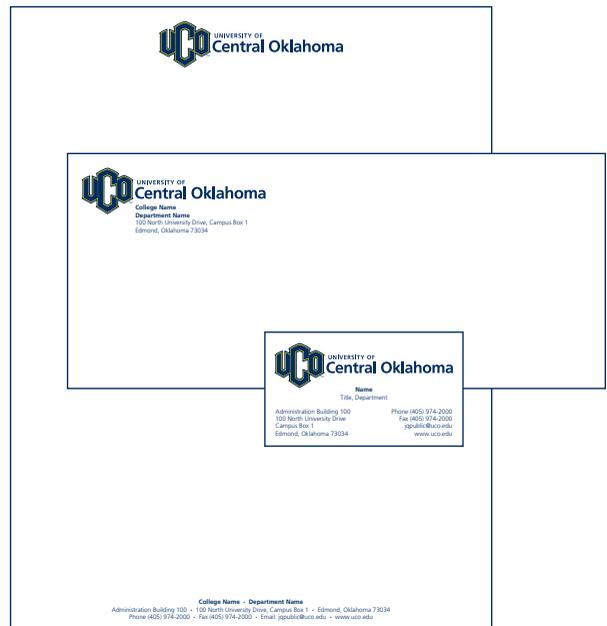
These organizations are not eligible to use the university's official logos or marks as a part of their own logo/branding. Organizations that wish to use official UCO logos or marks for any purpose must send a request through UCO University Relations and/or its licensing partner. Please note that UCO University Relations' services do not extend to logo creation/branding support for these organizations.

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.

Please contact University Relations with questions before completing your project.

STATIONERY PACKAGE

The official UCO Stationery Package is available from UCO PrintCentral, 974-2301. Letterhead, business cards and envelopes are available only in the configuration shown at right; standard UCO logo at the top, personalized with your information in relevant areas. Please note that UCO Stationery Packages, general or personalized, are only to be used for official university colleges, departments and offices, as well as official university licensees.



TYPOGRAPHY / FONTS

Typography / fonts that are recognized as official UCO fonts are the families of Frutiger and Adobe Garamond. Examples are shown below. These fonts are only recommended, not required, as they are not available for free. They must be purchased through an official font vendor.

Adobe Garamond

Adobe Garamond Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

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

Frutiger

Frutiger Italic

Frutiger Bold

Frutiger Bold Italic

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

If you do not have these fonts available, we recommend you use the following serif fonts in place of Adobe Garamond, and sans-serif fonts in place of Frutiger.

SIMILAR SERIF FONTS

Palatino

Georgia

Times

SIMILAR SANS-SERIF FONTS

Segoe UI

Tahoma

Trebuchet

OFFICIAL WEB-FRIENDLY FONTS

When producing copy to be displayed online, the acceptable fonts are:

Arial

Tahoma

Verdana

OFFICIAL COLORS FOR PRINT USE

The official UCO 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.

In cases where the UCO signature is not used in the two-color version, it can only be reproduced in one-color versions of PMS 282, PMS 116, black, or white.

SECONDARY COLORS FOR PRINT USE

A secondary color palette has been developed to complement the official UCO colors. Secondary colors should be used in a minority role in addition to the official blue and yellow, not to replace them.

PANTONE 282 BLUE

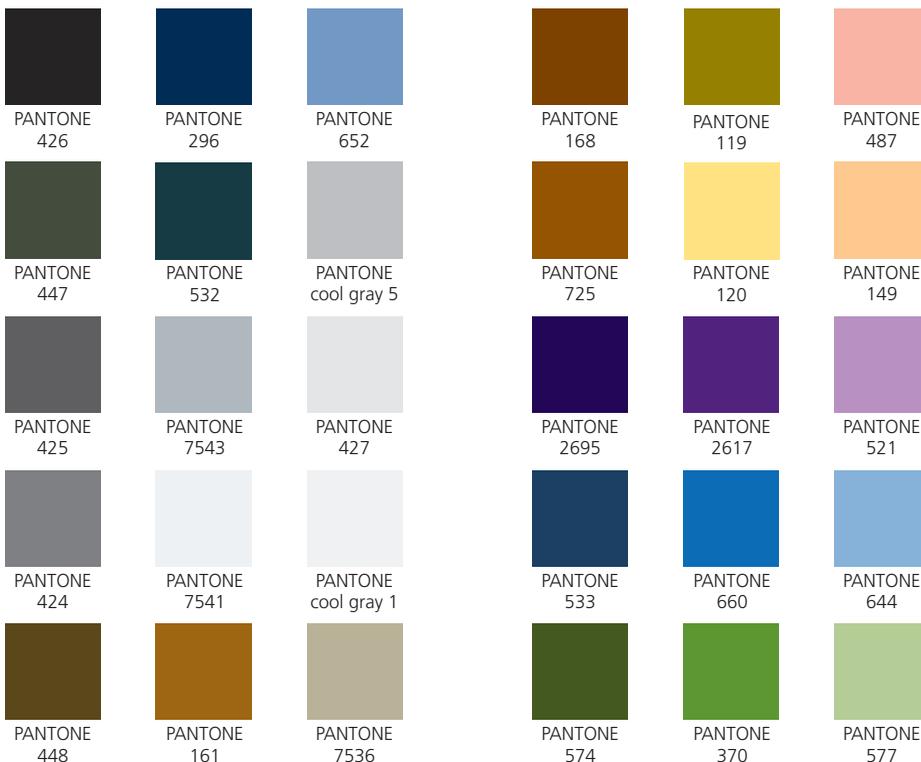
COLOR FORMULAS

C: 100 R: 0
M: 68 G: 45
Y: 0 B: 98
K: 54

PANTONE 116 YELLOW

COLOR FORMULAS

C: 0 R: 255
M: 16 G: 210
Y: 100 B: 0
K: 0

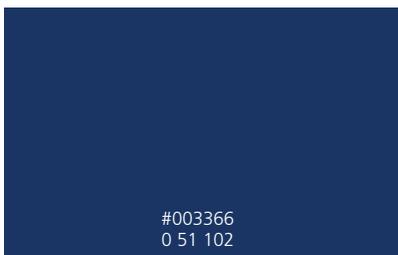


OFFICIAL COLORS FOR WEBSITE USE

UCO official colors use varies slightly when viewed over a computer monitor. Because different browsers and monitors render colors uniquely, a standard has been designed so that the UCO colors are represented as accurately as possible, consistently. The standard UCO colors may be specified based on an RGB or hexadecimal value.

SECONDARY COLORS FOR WEBSITE USE

A secondary color palette has been developed to complement the official UCO colors when published online. Secondary colors should be used in a minority role in addition to the official blue and yellow, not to replace them. Hex value is the number on top, RGB value is below it.



#13181D
19 24 29



#001933
0 25 51



#6E8BA8
110 139 168



#6B220D
107 34 13



#7F6600
127 102 0



#EBA28C
235 162 140



#30353A
48 53 58



#27303A
39 48 58



#B0B4B9
176 180 185



#7C4403
124 68 3



#FFE26E
255 226 110



#FCC482
252 196 130



#54575A
84 87 90



#A8AEB5
168 174 181



#D3D6DA
211 214 218



#1C0133
28 1 51



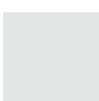
#390367
57 3 103



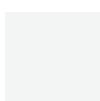
#9C81B3
156 129 179



#727272
114 114 114



#E4E4E4
228 228 228



#F1F1F1
241 241 241



#183959
24 57 89



#3073B2
48 115 178



#97B9D8
151 185 216



#301D07
48 29 7



#603B0F
96 59 15



#AF9D87
175 157 135



#22460A
34 70 10



#458D14
69 141 20



#A2C689
162 198 137

UCO SIGNATURE RULES

The horizontal and vertical configurations, as well as the color guidelines for the UCO signature, are intended to meet most design needs. *Shown on this page are some examples of incorrect usage.* If there are any questions of proper usage, please contact University Relations.



The UCO mark must be used in its entirety, not just portions of it.



The UCO signature should not be stretched, skewed, or altered disproportionately.



The UCO signature should not be reproduced in any non-official colors.



The UCO logotype should not be configured with a font that is not official.



The UCO signature components should not be separated and repositioned.



Any part of the UCO signature should not be used to create a decorative pattern.



The UCO signature should not be reproduced over backgrounds that are overpowering or distracting.

MINIMUM SAFE AREA FOR SIGNATURE

Minimum clearances and heights are required of the UCO signature in order to preserve the clarity of the brand.

Minimum clear space around the logo is 1/4"



Minimum height of the UCO signature is 3/8"



POWERPOINT TEMPLATES

PowerPoint template backgrounds and footers are available in the configurations shown below. Contact University Relations for assistance.



SPECIAL LOGO CASES

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

TRADEMARK

The UCO signature and logos are licensed trademarks of the university. Those seeking to reproduce the signature or logos on promotional items, including apparel, must do so through a vendor licensed through our partners at Strategic Marketing Associates (SMA). Items printed and distributed by non-licensed vendors are in violation of trademark and copyright laws. Limited or one-time use without licensing may be granted for non-profit or community partners. To inquire about licensing, contact Jared Harding at SMA (jharding@smaworks.com, 317-669-0806.) To apply for limited or one-time use, contact University Relations at 405-974-2307.

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. This includes, but is not limited to, T-shirts, polo shirts, button-up shirts, sweatshirts, jackets, pullovers, shorts, pants, hats, scarves, etc.

Since the logo is trademarked, any organization or company outside of the university that wishes to use the UCO logo on any piece of merchandise, including apparel, must enter into a licensing or logo-use agreement with the university.

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 OBTAIN LOGOS

Official UCO logos are available by emailing or calling University Relations and requesting them (univrel@uco.edu, 405-974-2307.) Multiple formats are available, including jpeg, eps, pdf, and transparent gif.

USE OF VIDEO PRODUCED BY UNIVERSITY RELATIONS

Video is a powerful, highly effective tool used by the University of Central Oklahoma to help convey our name, symbols and message to a variety of audiences. Each video produced through the Office of University Relations has a specific goal and is targeted to a specific audience. Thus, it is essential that use of that video is restricted to its intended use to maintain its integrity and effectiveness.

Any and all video produced by the Office of University Relations is solely owned by the University of Central Oklahoma, with oversight of the use of that video to be conducted by the UCO Office of University Relations. Any proposed use, public or private, of any video produced by the Office of University Relations must be approved by the Office of University Relations.

Requests for the use of video will be reviewed by the Operations Manager of Video Services and forwarded to the Executive Director of University Relations for final approval/disapproval.

All requests for use of video produced by the Office of University Relations must be submitted in writing to:

Sam Ferguson
Operations Manager, University Video Services
University Relations
sferguson@uco.edu

PHOTOGRAPHIC STANDARDS

Professionalism and quality should be reflected in every way we tell the University of Central Oklahoma story – and that includes the photographs seen in our publications, on our Web site and with our press releases.

While many individuals or offices own their own digital cameras, often it is difficult to replicate the quality photography captured by a professional with years of training and experience. University Relations offers professional, quality photography through our Photographic Services office. Our services include new in-studio or on location shoots, as well as access to our archived UCO photography.

We encourage all UCO entities to utilize Photographic Services for their photography needs to help maintain the quality and integrity of the UCO brand.

Contact our Photographic Services office at (405) 974-2305.

In compliance with Title VI and Title VII of The Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of The Education Amendments of 1972, Sections 503 and 504 of The Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, The Family and Medical Leave Act of 1993, The Civil Rights Act of 1991, and other Federal Laws and Regulations, the University of Central Oklahoma does not discriminate on the basis of race, color, national origin, sex, age, religion, handicap, disability, 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. Students with disabilities who wish special accommodations should make their requests to the Coordinator of Disability Support Services at 974-2516.



UNIVERSITY OF CENTRAL OKLAHOMA

University Relations

Administration 201

(405) 974-2307

www.uco.edu/ur