

BRAND

OKLAHOMA STATE UNIVERSITY

GUIDE





The first goal of Oklahoma State University’s strategic marketing and communications plan is to strengthen the visual identity of OSU. Our university is stronger than it has ever been, and we want our materials to reflect that. Extensive research showcased the prominence of our mark and, if used effectively, it is the powerful mark we need to tell a cohesive brand story.

Our work as communicators is important, fast-paced and requires collaboration and a collective effort to engage our audiences. Our brand guide helps to ensure the communication about OSU is accurate and effective to all audiences. These guidelines include graphic elements — the OSU mark, nomenclature, wordmarks, emblems, positioning statement, university seal, color palette and typefaces.

At OSU, we have a strong sense of mission and purpose, and we must reflected it in our reputation and how we are perceived by the world.

Every campus, college, division, department and office is a part of the greater whole and receives the benefit of our OSU brand story. All branding efforts are designed to support that first strategic goal to strengthen the image of the brand and all areas that contribute to our identity.

OSU remains true to its land-grant mission of instruction, research and extension. The America’s Brightest Orange positioning statement is a clear expression of our roots as well as our future.

OSU’s proud tradition of agricultural and mechanical programs remains strong. Our extension program reaches all of Oklahoma and beyond. OSU research helps shape government policy while addressing national and even international problems.

OSU is all about bright minds. Our students are scholars from throughout Oklahoma, the region, the nation and the world, and our faculty members are considered among the nation’s top researchers and educators.

OSU is about building brighter futures by graduating students who are committed to giving back to their communities while thriving intellectually, physically and economically.

OSU is about building the brightest world for all by making a lasting and impactful difference across the globe in engineering, agriculture, business, education, science and the arts.

OSU is all about bright minds, building brighter futures and the brightest world for all.

SINCE
1890



THE COWBOY CODE

We end the day knowing we
gave it everything we had.

We dream as big as the sky.

We know challenges come with
pain, but pain will not win.

We have a passion to do what's
right, even when it's hard.

We stand for what matters,
even if we stand alone.

We finish what we start.

**BEING A COWBOY ISN'T
IN OUR CLOTHES,
IT'S IN OUR CHARACTER.**



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WHO SHOULD USE THESE GUIDELINES?

All academic, research, outreach, student services and administrative units of Oklahoma State University are subject to the brand guide, including units funded through or by the university that are not legally autonomous. Outside agencies or publishers that create print or electronic publications for any OSU units are also required to abide by these guidelines as per the licensing agreement.

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, marks 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.

LEGAL OWNERSHIP STATEMENT

Oklahoma State University asserts ownership over its name, trademarks, slogans, marks, 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 marks.

The mission of the office of trademarks and licensing is to:

- Ensure proper use of those trademarks, marks and other insignia associated with OSU.
- Generate income to support and enhance the scholastic missions of the university.
- 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 marks.

Any college, department, organization or unit of the university purchasing items bearing the university marks must first obtain permission from the trademarks and licensing administrator in the department of brand management. All items must be purchased from a business that has obtained a license to produce the university’s trademarks.

GUIDELINES FOR USE

No unit-based mark/positioning statement may substitute for “America’s Brightest Orange” without prior approval. Departments (academic colleges, centers and institutes) and non-mission critical units (e.g., authorized student groups or motor pool) may have a unit-specific positioning statement if used in balance with the OSU mark or campus wordmarks. In such cases, these specific positioning statements must have the approval of the department of brand management.

Additions or modifications to the positioning statement are prohibited. The positioning statement should not be used with the nomenclature. The university’s positioning statement changes at the discretion of the vice president of enrollment and brand management.

When used, the America’s Brightest Orange graphic must appear with ample, proportional empty space around its edges. Rules or borders around the mark are prohibited. If this requirement isn’t followed, the mark will appear cluttered near competing graphics or images because of varying type sizes and colors.

GRAPHIC STANDARDS OVERSIGHT

OSU’s department of brand management administers the graphic identity for university constituents. The office of trademarks and licensing primarily works with university departments on vendor orders and licensing concerns outside the university.

Both offices jointly are charged with oversight of the university’s graphic standards. All use and policy questions or requests for variances can be directed to either university office.

Oklahoma State University 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.

University marks, verbiage or indicia may not be used to endorse or promote commercial ventures, private promotions, political campaigns or promotion of political causes, or for organizations and programs not directly sponsored by the university. Special considerations for such use may be made by a formal request to the Office of Trademarks and Licensing. The names and marks of Oklahoma State University will not be used in the promotion of alcohol, tobacco, illegal or recreational drug products, profanity, racist, sexist, hateful, demeaning language or sexual acts.

STUDENT ORGANIZATIONS

Recognized and registered student organizations may use the university’s marks, verbiage, or indicia in connection with their mission in furthering the interests of Oklahoma State University, provided items are sourced from an OSU licensed vendor and the use is for the student organizations’ own internal consumption. Intramural sport clubs are allowed usage of OSU marks, verbiage or indicia but “club” must be included in the name, such as: OSU (Enter sport name) Club or (Enter sport name) Club at OSU. Items bearing OSU marks, verbiage or indicia are exempt from royalties if paid for by state funds, subject to the exceptions listed in OSU’s Collegiate Licensing and Trademark Usage Policy No. 1-0203. The standard royalty rate will apply on all items paid for with outside or non-state funded money.

EQUAL EMPLOYMENT OPPORTUNITY (EEO) STATEMENT

Oklahoma State University (OSU) is committed to maintaining a learning environment that is free from discriminatory conduct based on race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age or protected veteran status. OSU does not discriminate on the basis of sex in its educational programs and activities. Examples of sexual misconduct and/or sex discrimination include: sexual violence, sexual harassment, sexual assault, domestic and intimate partner violence, stalking or gender-based discrimination. OSU encourages any student who thinks that he or she may have been a victim of sexual misconduct or sexual discrimination to immediately report the incident to the Title IX Coordinator (campus contacts below). Students may also report incidents of sexual misconduct or sex discrimination to a faculty or staff member, who is then required by federal law (Title IX) to notify the Title IX or deputy Title IX Coordinator. If a reporting student would like to keep the details confidential, the student may speak with staff in the Student Counseling Center (405-744-5472) or with the university’s Victim Advocate (405-564-2129). For more information regarding Title IX violations, go to: [tis2many.okstate.edu](https://www.okstate.edu/tis2many).

Immediately following the EEOC statement, a cost statement that is required by Oklahoma statute should appear in all university publications:

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



FOR INFORMATION REGARDING LICENSING OF OKLAHOMA STATE UNIVERSITY LOGOS, CONTACT:

TRADEMARKS AND LICENSING

P | 405.744.6238 E | licensing@okstate.edu

VISUAL IDENTITY

The land-grant mission of Oklahoma State University leads OSU to seek various avenues for improving the lives of all.

These avenues are as diverse as the people OSU touches and their economic activities, educational pursuits and cultural expressions.

OSU has a significant commercial interest in play as its alumni, students, friends and fans seek to express their orange passion by using products and wearing apparel that bear the OSU brand. A portion of every purchase price for OSU-branded goods returns to the university to fund scholarships and other worthy programs. Emblems, marks and graphics are occasionally developed to support and widen these markets.

These marks remain the property of the university and are essential to its overall success. Continuous and consistent application of them is essential.

The proper administration of all the marks require them to be organized in such a way as to honor their integrity but still proudly present their OSU sponsorship and connection. The marks of Oklahoma State University are sorted into two categories: primary and secondary. Brief descriptions follow with a table of approved marks to reference as examples.

The primary mark is the principal graphic signature of Oklahoma State University, its campuses, extension services and units. Other university symbols, marks or marks may not be more prominent than the primary mark without approval. The overarching purpose is to maintain continuity and consistency in the application of the primary mark on all materials that originate from OSU. The primary mark should never be excluded for a subsidiary mark.

Marks should be sized appropriately for use. Care should be taken that the proportions are not altered and the colors do not differ from the designated color mixes. All marks and marks must be reproduced from official artwork available through the department of brand management or the trademarks and licensing office.

All communications materials published by Oklahoma State University, whether for internal or external audiences, should prominently display an approved nomenclature or mark. This includes stationery, brochures, invitations, direct mail, postcards, flyers, booklets, catalogs, case statements, posters, billboards, banners and other environmental graphics, advertising, websites, video, DVD and PowerPoint presentations.

The full-color, two-color, one-color and small variations of the mark allow for flexibility of use in different media. Guidelines for correct use of the marks are included herein. The university marks (marks and wordmarks) are registered trademarks and cannot be altered.

Electronic files of official marks, wordmarks and nomenclatures can be obtained by contacting the trademarks and licensing administrator.

Subsidiary marks are either an established unit mark or distinctive because of the market served and/or the audience reached. New subsidiary marks require the approval of the vice president of enrollment and brand management.

The overarching goal is to maintain continuity and consistency in the application of the primary mark on all materials that originate from OSU. Only the primary mark is suitable for all applications and can be universally applied. The primary mark is the principal graphic signature of Oklahoma State University, its campuses, extension services and units.

The goal is that Oklahoma State University be uniformly recognized as the origin of the education, research and extension activities it sponsors by the various audiences it serves.

For information regarding subsidiary marks contact the department of brand management.

LOGO USAGE GUIDELINES

When reproducing The Brand or any other mark in single-color printing, use the single-color configuration to ensure a higher quality end product.

Secondary marks may not be used on university stationery, envelopes, business cards or mailing labels unless approved by trademarks and licensing.

PRIMARY MARK | THE BRAND



SECONDARY MARKS | PISTOL PETE • ACADEMIC SEAL • UNIVERSITY NOMENCLATURE



SECONDARY MARKS | OSU INSTITUTIONS

	OKLAHOMA STATE UNIVERSITY TULSA
	OKLAHOMA STATE UNIVERSITY OKLAHOMA CITY
	OKLAHOMA STATE UNIVERSITY CENTER FOR HEALTH SCIENCES
	OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY
	OKLAHOMA STATE UNIVERSITY MEDICINE

PRIMARY MARK

When we talk about **THE BRAND** at Oklahoma State, we refer to both the OSU Brand mark that we proudly wear — and what makes us proud to wear it.

While branding can start with marks, school colors and uniforms, it extends to the greater image that we want to portray Oklahoma State at home, across the country and around the world.

The OSU Brand was originally introduced in the 1970s and was meant to evoke the western heritage of Oklahoma and the “Cowboys” name by mimicking the design of a traditional cattle brand.

The brand made its first appearance on a football helmet in 1973 and has remained there ever since, although it has undergone some design changes over the decades.

While the brand has been in constant use in OSU Athletics for almost 50 years now, it hasn’t always been the mark for Athletics.

During that time, the Brand was joined by the Block O-State, Pistol Pete and the interlocking OS as marks that all represented OSU, but their use was consistently inconsistent. Fans and alumni could see any of these marks representing OSU from uniforms to merchandise to sportscasts on television.

OSU’s marks underwent a redesign in 2001 and the updated OSU Brand increasingly became the focal point of Athletics branding from that point forward.

In 2019, the Brand was updated and adopted across all campuses, colleges, departments and units. Now, we have one Brand for all.



PRIMARY USE | FULL COLOR

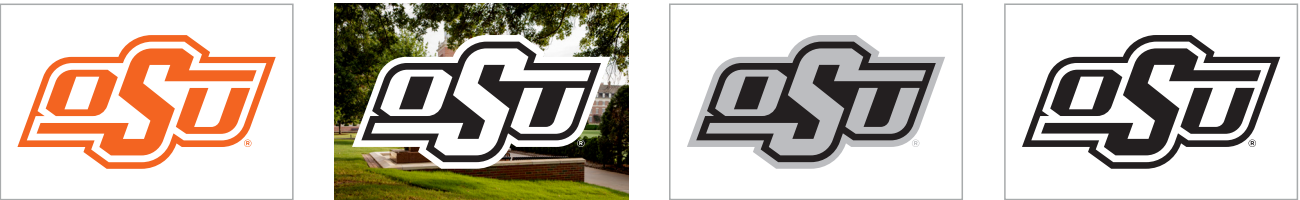


When design projects require the use of an orange background, the secondary one-color white mark should be used.

SECONDARY USE | PREFERRED



SECONDARY USE | LIMITED



When design projects require the use of the OSU mark and black ink only, the gray scale version of the primary mark is preferable.

PRIMARY MARK

The entire mark must be used when designing. 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 mark files to brandosu@okstate.edu.

IMPROPER COLOR

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

DISTRACTING BACKGROUNDS

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

ALTERATIONS

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

LAYERED

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

IMPROPER COLOR



DISTRACTING BACKGROUNDS



ALTERATIONS



LAYERED



WORDMARKS

NOMENCLATURE

The primary mark is preferred for all applications. The positioning statement “America’s Brightest Orange” should not be used with the nomenclature. The nomenclature of Oklahoma State University is a registered trademark and cannot be altered. Electronic files of official marks, wordmarks and nomenclatures are available from the trademarks and licensing administration.



SEAL

ACADEMIC EMBLEM

The design visually restates OSU’s dedication to the land-grant university mission. The emblem’s focal point is the land-grant triangle, which represents the three core components of OSU’s mission of scholarship, instruction and service. The 1890 marks the year OSU was established. The academic emblem is intended only for scholarly uses, research and faculty communication.

It is not to be used for any other purpose, such as recruiting students. It is a trademark and cannot be altered. Its standard color and black-and-white configurations allow for flexibility of use in different media.

The primary mark remains the preferred mark for all university units, events or activities and is suitable for all circumstances.



PISTOL PETE

Pistol Pete is a registered trademark of Oklahoma State University and cannot be altered without approval by the trademarks and licensing administrator. OSU 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.

Pistol Pete can be used to represent the university on all materials where a “spirit” symbol is appropriate. In other applications, Pistol Pete should not replace the primary OSU mark. Pistol Pete must always face to his right.



USAGE SPECIFICATIONS

WORDMARKS

The primary mark is preferred for all applications.

Electronic files of official logos, wordmarks and nomenclatures are available from the trademarks and licensing administration.

COLLEGES and DEPARTMENTS



COLLEGE OF
LOREM IPSUM LOREM



DEPARTMENT OF
LOREM IPSUM LOREM

OSU INSTITUTIONS and EXTENSION OFFICES



OKLAHOMA STATE UNIVERSITY
INSTITUTION NAME



NAME OF COUNTY
EXTENSION

MONOGRAMS | FOR APPAREL and PROMOTIONAL MATERIALS



Monograms are simplified wordmarks for promotional uses with limited graphic space.



MONOGRAM

MARGINS AND SPACING

A certain amount of breathing room from the edge of a page/document should be allowed, as well as from other text and design elements on the page.



MINIMUM PRINT SIZE | 0.375"

MINIMUM SIZE SPECIFICATIONS

The Brand should not be resized smaller than 0.375" in any print format to ensure legibility.

For use on apparel and merchandise — especially regarding embroidery — we recommend that the Brand not be resized below 0.75" to maintain the mark's integrity on the finished product.



MINIMUM APPAREL SIZE | 0.75"

MARGINS

As a rule, the Brand and Pistol Pete — in any of their variations — should not be placed within one-half the width or one-half the height of the mark from the side edges or the top or bottom edge of a page.

Other text and design elements on the same page as the Brand — in any of its variations — should not be placed within a distance less than the height from the inside of the S-stroke to the exterior edge of the mark. This padding is referred to as the exclusion zone.



EXCLUSION ZONE | MINIMUM

CO-BRANDING

OSU has licensing and trademark agreements in place to properly commercialize the brand. Campaigns, initiatives, signage, promotional materials or other media that require co-branding with companies or outside entities must be coordinated through the office of trademarks & licensing. University campuses, colleges and departments need approval before placing unauthorized third-party marks or branding on institutional property or programs.



OSU EXTENSION
4-H YOUTH DEVELOPMENT



STATIONERY SYSTEM

Stationery provides an official representation of OSU whenever a business card, letter or envelope is sent or received on behalf of the university. A unified look and feel reinforces our image and connection to the end user.

All stationery items for OSU are created and printed by our official vendors. The stationery items are color-matched to OSU’s brand standards and include all potential identification and contact information.

OSU community members should follow our guidelines and refrain from adding to or changing the main elements of stationery design. OSU faculty and staff may customize the backs of their business cards or the fronts of greeting cards.

Stationery may be ordered through approved vendors on OK Corral.

LETTERHEADS | ALL INSTITUTIONS



DEPARTMENT OF
LOREM IPSUM LOREM IPSUM
LOREM IPSUM
College Name

Office Address
Stillwater, OK 74078
O | Office Phone Number
F | Office Fax Number
url.goes.here.edu

ENVELOPES | ALL INSTITUTIONS



Department, College,
Division or Office Name
Office Address
Stillwater, OK 74078

BUSINESS CARDS | STILLWATER CAMPUS



NAME HERE
PROFESSIONAL TITLE (REQUIRED)
Department name (Not required)
College name (Not required)

O | Office # required
C | Cell # not required
F | Fax # (or office location/address) not required
email.is.required@okstate.edu

URLrequired.edu (specific dept. url n/a, use okstate.edu)



NAME HERE
PROFESSIONAL TITLE (REQUIRED)
Department name (Not required)
College name (Not required)

O | Office # required
C | Cell # not required
F | Fax # (or office location/address) not required
email.is.required@okstate.edu

URLrequired.edu (specific dept. url n/a, use okstate.edu)

BUSINESS CARDS | AFFILIATE CAMPUSES & INSTITUTIONS



OKLAHOMA STATE UNIVERSITY
INSTITUTION NAME

NAME HERE
PROFESSIONAL TITLE (REQUIRED)
Department or College Name (Not required)

O | Office # required
C | Cell # not required
F | Fax # not required
email.is.required@okstate.edu

URLrequired.edu (specific dept. url n/a, use health.okstate.edu)



OKLAHOMA STATE UNIVERSITY
INSTITUTION NAME

NAME HERE
PROFESSIONAL TITLE (REQUIRED)
Department or College Name (Not required)

O | Office # required
C | Cell # not required
F | Fax # not required
email.is.required@okstate.edu

URLrequired.edu (specific dept. url n/a, use health.okstate.edu)

Stationery with the academic seal is for limited use for administration and faculty only.

LETTERHEADS | ADMINISTRATIVE USE



DEPARTMENT OF
LOREM IPSUM LOREM IPSUM
LOREM IPSUM
College Name

Office Address
Stillwater, OK 74078
O | Office Phone Number
F | Office Fax Number
url.goes.here.edu

BUSINESS CARDS | ADMINISTRATIVE USE



NAME HERE
PROFESSIONAL TITLE (REQUIRED)
Department name (Not required)
College name (Not required)

O | Office # required
C | Cell # not required
F | Fax # (or office location) not required
email.is.required@okstate.edu

deptURLrequired.edu (specific dept. url n/a, use okstate.edu)

USAGE SPECIFICATIONS

EMAIL SIGNATURES

Because email is the primary mode of communication both internally and externally, it is critical that a consistent email signature be used by all entities across the university. Email signatures for a specific office or division may be requested from brand management at brand.okstate.edu.

SIGNATURE | ALL INSTITUTIONS



NAME
PROFESSIONAL TITLE

Department Name Goes Here • Office Address (not req.)
O | Office.Phone.Number • F | Fax (not req.) • email@okstate.edu



NAME
PROFESSIONAL TITLE

Department Name Goes Here • Office Address (not req.)
O | Office.Phone.Number • F | Fax (not req.) • email@okstate.edu



NAMETAGS

Check with Brand Management at brand.okstate.edu to order nametags through an approved vendor.

There are three configurations available in the color schemes displayed to the right.



NAME
LAST NAME

PROFESSIONAL TITLE

Department / Division / Unit Name

NAME
LAST NAME

PROFESSIONAL TITLE



Department / Division / Unit Name



NAME

PROFESSIONAL TITLE

Department / Division / Unit Name

THREE DESIGNS
IN THREE COLOR
SCHEMES

POWERPOINT TEMPLATES

Consistency in how we make presentations as a university contributes to our brand equity. Download OSU-branded PowerPoints at brand.okstate.edu.

EXAMPLE | SECTION OPENING PAGE



PRESENTATION TITLE

SUBJECT MATTER OR PRESENTER

SECTION TITLE

SECTION SUBHEAD

Body copy goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum



COLOR PALETTE

OFFICIAL PRIMARY COLOR PALETTE

OSU's official color shown here is Pantone 021 with four-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 mark to the correct shade of orange according to the material coating and medium in which it will be printed.

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.

Use the color formulas here for all print and web-related color specification. Send questions about the color palette to brandosu@okstate.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 GRAY
PANTONE | Cool Gray 2
CMYK | 5, 3, 5, 11
RGB | 208, 208, 206
HEX | dd dd dd
BLACK | 15%

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

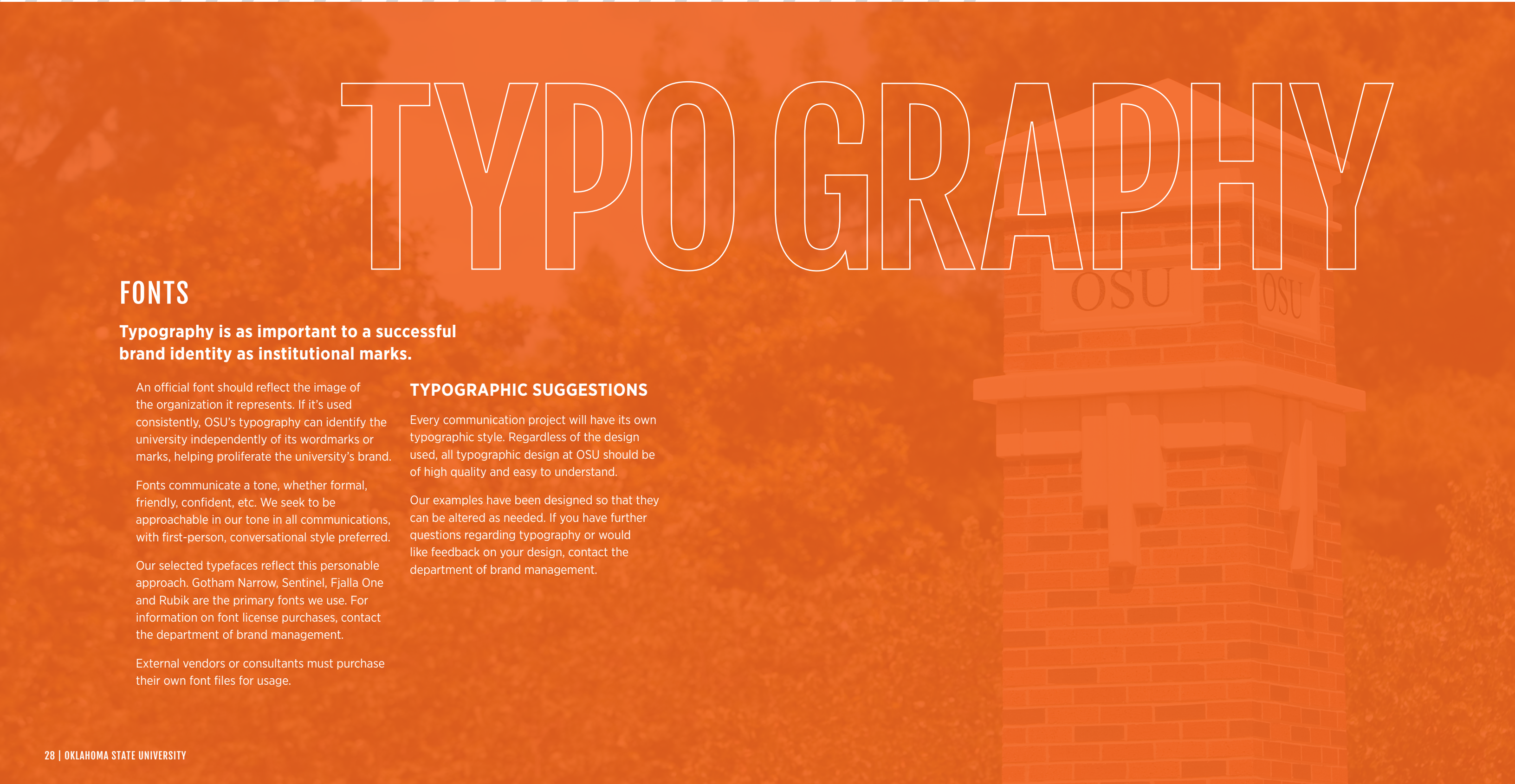
SINGLE-COLOR USE
When reproducing any of Oklahoma State University's marks in single-color printing, use the single-color configuration to ensure a higher quality end product.

ORANGE
POWER





TYPGRAPHY



FONTS

Typography is as important to a successful brand identity as institutional marks.

An official font should reflect the image of the organization it represents. If it's used consistently, OSU's typography can identify the university independently of its wordmarks or marks, helping proliferate the university's brand.

Fonts communicate a tone, whether formal, friendly, confident, etc. We seek to be approachable in our tone in all communications, with first-person, conversational style preferred.

Our selected typefaces reflect this personable approach. Gotham Narrow, Sentinel, Fjalla One and Rubik are the primary fonts we use. For information on font license purchases, contact the department of brand management.

External vendors or consultants must purchase their own font files for usage.

TYPOGRAPHIC SUGGESTIONS

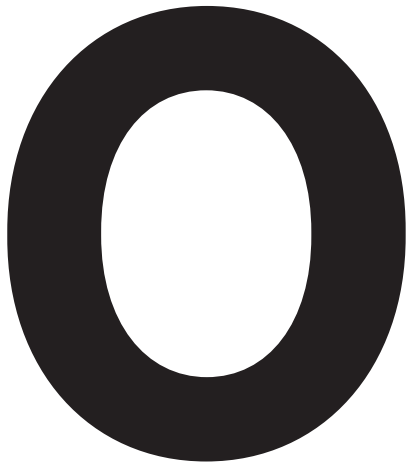
Every communication project will have its own typographic style. Regardless of the design used, all typographic design at OSU should be of high quality and easy to understand.

Our examples have been designed so that they can be altered as needed. If you have further questions regarding typography or would like feedback on your design, contact the department of brand management.

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

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 Brand 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 Light

Gotham Narrow Light Italic

Gotham Narrow Book

Gotham Narrow Book Italic

Gotham Narrow Medium

Gotham Narrow Medium Italic

Gotham Narrow Bold

Gotham Narrow Bold Italic

BEST USES

Headers
Subheads
Body copy

ALTERNATE TYPEFACE

Gotham Narrow is considered the primary typeface of OSU. In the event that Gotham Narrow is unavailable to you, use this alternative typeface:

Roboto

Available through Google Fonts

Sentinel is the official serif typeface for Oklahoma State University.

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 for OSU. 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

Fjalla One is a secondary typeface for Oklahoma State University.

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

Fjalla One was chosen for its compressed letterforms that subtly harken back to traditional Western typefaces, while remaining modern and steering clear of kitsch. It is intended for use at large sizes to lend impact to messaging and headings, rather than for body text.

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 One Regular

BEST USES

- Headers
- Subheads
- Display text

TYPEFACE DETAILS

Fjalla Regular is the primary web sans serif typeface for OSU. It can be downloaded from Google Fonts.



Rubik is a secondary typeface for Oklahoma State University.

The Rubik font family contains a range of weights that make it ideal for both subheads and body copy. Rubik can be used both digitally and in print.

Rubik is a sans serif typeface with slightly rounded corners that works well for lengthy blocks of text. Its modern humanist letterforms, variety of weights and readability at smaller sizes provide both a conceptual and practical counterbalance to Fjalla One.

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

Rubik Light

Rubik Light Italic

Rubik Regular

Rubik Italic

Rubik Medium

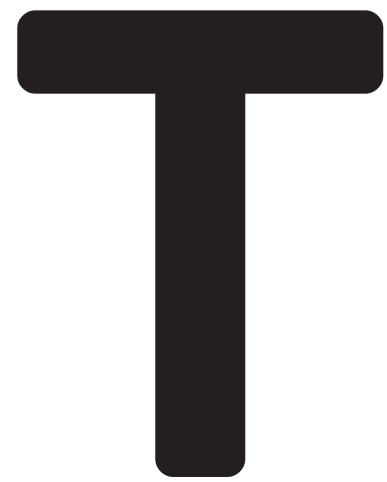
Rubik Medium Italic

Rubik Bold

Rubik Bold Italic

Rubik Black

Rubik Black Italic



BEST USES

- Subheads
- Body copy
- Display text

TYPEFACE DETAILS

Rubik is a secondary sans serif option for OSU. It can be downloaded from Google Fonts.

Bickham Script Pro is the formal script typeface for Oklahoma State University.

The Bickham Script Pro font family available from Adobe Fonts contains a variety of weights that can be used in several applications. As with any script typeface, Bickham Script Pro should **never** be used in an all-caps scenario. Due to the delicate design on this script, we recommend it not be used at a point size smaller than 18.

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

Bickham Script Regular
Bickham Script Semibold
Bickham Script Bold



BEST USES
Headers
Display text

ALTERNATE TYPEFACE
In the event that Bickham Script Pro is unavailable to you, use the following alternative typeface:

Pinyon
Available through Google Fonts

Parkside is the casual script typeface for Oklahoma State University.

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

Parkside Hairline
Parkside Thin
Parkside Light
Parkside Regular
Parkside Bold
Parkside Black



BEST USES
Headers
Display text

ALTERNATE TYPEFACE
Parkside can be activated through Adobe Typekit.



OUR IMAGE

IMAGE GUIDELINES

GRAPHICS

FILE RESOLUTION REQUIREMENTS

Printed images use a minimum of 300 dpi (dots per inch) for a high quality print. Do not copy or use a logo from the web for printed documents because they are not optimized for print.

Video for mobile device viewing and social media in particular should feel genuine, energetic and natural while remaining steady (not shaky), well lit with a focus on quality audio. Diversity should be included in our visual materials whenever appropriate.

STUDENT CLUB LOGOS AND EVENT THEME GRAPHICS

Student club marks and theme graphics should not use any of the OSU graphic assets described in this style guide as part of their communications. In essence, student club marks and/or event graphics cannot use the university’s seal, wordmark or logotype as elements in their mark. OSU reserves the right to deny the usage of any graphics that do not comply with the instructions above.

For questions prior to the development of any graphics, consult the department of brand management.

VIDEO

The use of color, typography and rules governing the use of the OSU brand must also be applied to promotional videography.

MARK TREATMENT

Videos produced internally or by third-party vendors must present the mark according to the guidelines outlined in this manual. Any special treatments that deconstruct the mark or change the color are not permitted.

All videos on behalf of OSU are an important part of the university’s image, and all aspects of video creation should adhere to the best video practices available. A standardized name key (lower third) can be acquired from brand management. Otherwise, graphical/visual elements should follow the font/color styles listed in this document.



PHOTOGRAPHY

Photographs are an important way of telling the OSU story across all communications materials, from the web to video to print.

Official OSU photography is available for use by members of the OSU community. For access to our photo gallery, please contact brandosu@okstate.edu.

MODEL RELEASE FORM

While enrolled at OSU, a student acknowledges that OSU, without compensation, may use the student’s image, likeness and other representation in any video, photograph, recording or digital file taken, recorded or obtained while attending or participating in any OSU-sponsored activity or event.

If a student needs to be recorded (visually or audio) or photographed and the situation does not comply with the specifications above, a model release form must be completed. Contact the photography team at 405-744-9078 if you need a release form.

OUR VOICE

AMPLIFYING THE BRAND

When a communication about OSU is “on brand,” it represents the university’s brand promise authentically and accurately.

As a land-grant institution, our core values include access, scholarship, service through extension and research that contributes to the greater good of society. Our passion comes through in the stories we tell — and they should be told in an approachable, informal and conversational style.

A university’s brand voice works similarly to an individual’s. Its tone changes according to the situation — lighthearted for an event announcement, to-the-point in a campus safety policy — but the voice is the personality that remains consistent.

Use this brand and messaging guide to inform the institutional voice in your writing (what to say), and use the following to craft your tone depending on the context (how to say it).

When you’re writing about a person in a feature story, news announcement, bio or individual profile, use third-person voice (“he” or “she”). If you decide to use first-person voice singular (“I”), make sure it’s obvious that it’s a direct quote.

Use contractions for common phrases, “we don’t” or “you’ll” or “it’s.” It may seem informal coming from an organization, but this small change makes text seem much more personal, and has become a common practice in web writing.

Information buried in long, difficult text slows the reader down and can give them the wrong impression of the university or your department. Research shows that readers and even experts prefer plain, simple language to formal academic-style text, especially on the web.

EDITORIAL STYLE

OSU follows The Associated Press style with only a few exceptions. Buying the most recent edition of *The Associated Press Stylebook* or signing up at apstylebook.com can prevent spills down the most slippery of stylistic slopes.

EXCEPTIONS TO AP STYLE

ACADEMIC DEGREES

Use an apostrophe in bachelor’s and master’s degrees. Doctorate or Ph.D. are the preferred terms when noting a degree held. Associate degree doesn’t need an apostrophe because it’s singular and not possessive.

Exception to AP style: OSU can use Dr. in the first reference of any individual who holds a true doctorate of any kind — M.D., DVM, Ph.D., Ed.D., etc. Do not continue the use of Dr. in subsequent references.

ADVISOR OR ADVISER?

Advisor is a word you hear quite a bit around a university – and we use it often in marketing/communications pieces, too. And while we typically tow the party line when it comes to AP style around here, we are making an exception for this word, given that their professional association prefers the spelling to be “advisor.” Let’s all get on the same page, so to speak. It’s advisor at OSU, not adviser.

AMPERSAND

In order to maintain consistency across all campus entities, OSU editorial guidelines require the use of the word “and” rather than the ampersand symbol (&) in the titles of colleges, departments, divisions, etc., as well as in all editorial copy.

CAPITALIZATION

Following AP style, OSU **does not** capitalize academic departments and campus offices unless they contain a proper noun or unless they are part of the official name.

The department of history; the purchasing department; the department of English; the Oklahoma State University Department of Chemistry; the office of the president; the university; Oklahoma State University.

Capitalize formal titles (those that indicate authority, usually governmental) used before a name. Lowercase titles that are set off by commas, titles not used with a name and titles that refer to occupation.

The club president, Eaton, brandished the gavel.

With great diplomacy, President Joe Eaton cultivated a relationship between OSU and other countries.

The president cultivated a relationship between OSU and other countries.

Students enjoyed professor Eaton’s class.

AP views the term professor as an occupation and therefore lowercase before a name.

AP style does call for the capitalization of Professor Emeritus as a conferred title before a name. In compliance with that guideline, Regents Professor should also be capitalized as a conferred title before a name:

Regents Professor Frank Eaton, Professor Emeritus Frank Eaton. (Note: It is not disrespectful to lowercase titles. Plus names are easier to read without them.)

The full names of endowed chairs are also capitalized on first reference:

The V. Brown Monnett Chair in Petroleum Geology, the Bryan Close Professor in Human Development and Family Science, the Hannah D. Adkins Endowed Chair for Political Science and Government Information.

COMMAS

OSU follows AP style, which mandates no comma before the “and” in a simple series. “This, that and the other thing” is correct, but “this, that, and that other thing” is not.

Use a comma before the concluding conjunction in a series, however, not if an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast.

Also use a comma before “and” if you’re linking what could be two full, separate sentences: He did this, and she did that. But: He did this and she that.

DASH (—) VS. HYPHEN (-)

Long dashes are typed with a space before and after — just like that. Hyphens are used to consolidate things, so to speak, and so, there are no spaces: 2-4 p.m., for example. Hyphens are used to connect two or more words into a single concept. Dashes are used to indicate an interruption, especially in transcribed speech.



MODIFIERS

Place descriptive words and phrases close to the word described to avoid confusion.

Eaton ran after the bus dragging the bag on the pavement (incorrect if Eaton is dragging the bag; correct if the bus is dragging the bag).

Eaton walked to the bus on the cellphone (incorrect).

Talking on the cellphone, Eaton walked to the bus (correct).

Please note in construction like this:

Talking on the cellphone, Eaton walked to the bus (correct).

That the subject (Eaton) is doing what is described. This type of construction is not correct:

After considering many applicants, Eaton got the job. (Eaton didn’t consider the applicants — he was an applicant.)

PASSIVE CONSTRUCTION

Active sentence structure places the subject in the subject position. Passive voice lengthens and confuses the sentence by using phrases to move the subject after the verb.

Passive: Eaton was appointed director by the committee.

Active: The committee appointed Eaton director.

Passive: The Eaton study was awarded a \$1 million grant from the National Science Foundation.

Active: The National Science Foundation awarded the Eaton study a \$1 million grant.

POSSESSIVES

For instances not dealt with below, consult the AP Stylebook entry on “possessives.”

Plural nouns not ending in s, add ’s: the alumni’s contributions, women’s rights.

Plural nouns ending in s, add only an apostrophe: the churches’ needs, the girls’ toys, states’ rights.

Nouns plural in form but singular in meaning, add only an apostrophe: mathematics’ rules, measles’ effects. Apply the same principle when a plural word occurs in the formal name of a singular entity: General Motors’ profits, the United States’ wealth.

Nouns the same in singular and plural are treated the same as plurals, even if the meaning is singular: one corps’ location, the two deer’s tracks, the lone moose’s antlers.

Singular nouns not ending in s, add ’s: the church’s needs, the girl’s toys, the horse’s food, the ship’s route, the VIP’s seat.

Singular common nouns ending in s, add ’s: the hostess’s invitation, the hostess’s seat; the witness’s answer, the witness’s story.

Singular proper names ending in s, use only an apostrophe: Achilles’ heel, Agnes’ book, Ceres’ rites, Descartes’ theories, Dickens’ novels, Euripides’ dramas, Hercules’ labors, Jesus’ life, Jules’ seat, Kansas’ schools.

PRONOUNS

Pronoun reference problems occur when the pronoun doesn’t agree in number with the noun it references.

The department listed a job opening in their accounting office (incorrect: the department is singular).

The department listed a job opening in its accounting office (correct).

STATE NAMES

When writing a state name, OSU will spell out the state name per AP style. Remaining consistent with AP style, a state name appearing alone in text should be spelled out. Cities that don’t need a state name in a dateline (ex. Oklahoma City, Dallas, Los Angeles, New Orleans, etc. — see “datelines entry” in the AP Stylebook) don’t need a state name in the body of a story, chart, photo caption, etc. Oklahoma cities that don’t need Oklahoma: Oklahoma City, Tulsa and Stillwater. Miami, Oklahoma, needs Oklahoma in all references.

TITLES

OSU uses both italics and quotation marks, depending on the works we are referencing. Titles of books, magazines, albums, movies, television shows, paintings, boats, airplanes and other large stand-alone works go in italic. Titles of smaller works such as poems, song titles, articles and chapters go in quotation marks.

The song “Your Favorite Song” is on *The Best Album of All Time*.

The professor wrote the article called “Getting Ahead in Academia” that ran in the *Chronicle of Higher Education*.

UNIVERSITY

University is always lower case on second reference when it stands alone.

Parking on Oklahoma State University’s campus can be challenging. But the university is working on it.

WEB

OSU continues to follow AP in the use of “web,” “internet,” “homepage,” “website,” “online” and “email” and in the capitalization of “World Wide Web.”

The best advice after “Consult AP”

Reread your writing aloud. If it’s bad, it’ll sound stilted and artificial. When you finish, if you can, put it aside for a day, then read back through it. Root out words you don’t need, such as redundancies and hyperbole, and delete them.

Resources to help besides AP

Brand management editors are available to help. Don’t hesitate to call 405-744-6262 or go to brand.okstate.edu for instructions on submitting copy for editorial review. Not everyone is — or should be — a wordsmith.

TIPS FOR SUCCESS

- One space between sentences.** We know your typing teacher told you two, but for the purposes of layout, one is enough.
- One thought per paragraph.** Longer paragraphs appear to take up entire columns when dropped into a layout.
- Numbers one through nine are spelled out.** At 10, they turn into numerals.
- When you use “that,” read the sentence again and imagine it without it.** Chances are that you don’t need it.
- Don’t be afraid to use contractions.** Again, we’re not formal. Contractions help your writing sound conversational, i.e. it makes your “voice” actually sound like one. Marketing writing isn’t academic writing, after all.
- Space and attention are limited, so get right to it.** And remember the Five W’s — Who, What, When, Where and Why. The first sentence, the “lede,” should tell your reader exactly what to expect from the story without history.
- End-of-the-sentence punctuation and commas go inside quotation marks.**
- Use commas respectfully — they really aren’t the punctuation for every situation.** Sentences do not require several sprinkled about for effect.
- When you start chaining together prepositional phrases at the end of sentences, make sure you really need them.**
- Use the ellipsis and dash sparingly.** Ellipsis (...) indicates omitted words. The dash (—) indicates an abrupt change or sets off a phrase in a sentence already overpopulated with commas.





SOCIAL MEDIA

Digital communications are an important extension of the OSU Brand. Telling our story and informing and engaging our followers is reflective of our culture.

The department of brand management has many resources for departments wishing to leverage social media, including weekly campaign content, monthly webinars, quarterly trainings and more. To review our guidelines, register a new social account and join our email list, visit social.okstate.edu.



OSU policy governs how individuals or departments can represent the university on social media. The “Appropriate Use Policy — 3-0601” states in section 4.09:

DIGITAL MEDIA DEFINED

This section applies to any faculty, employee or associate involved in creating, contributing to or distributing university-related information via digital media communication channels often referred to as social media platforms. The term digital media refers to any communications facilitated by technology. This can include online channels, phone/app-based communications and more.

PROFESSIONAL AND PERSONAL USE

The university utilizes social media technologies to enhance more direct communications with its faculty, staff, students, alumni and prospective students.

University employees who use social media should use caution when using their personal social media accounts for business purposes. Specifically:

- a. Individuals should not use their personal account to act or be perceived as acting as representatives of a university, college, school division, etc. unless given the expressed authority to do so by Brand Management. This will help prevent the perception that published personal content is an expression of an official university position. See OSU Policy 1-0103, Use of University Name, for more information.

- b. Individuals should never share proprietary or confidential information or comment on anything related to legal matters without the appropriate approval.
- c. Content shared via social media platforms must also adhere to OSU and OSU A&M policies and procedures as well as state and federal regulations, including though not limited to, FERPA, HIPAA, PCI DSS and NCAA limitations.

REGISTERING DIGITAL MEDIA ACCOUNTS

Any person who would like to register a digital media account on behalf of an OSU organization, department or college must request access to the official registration form and work with the Department of Brand Management to ensure accounts are set up properly. All registered digital media accounts also must adhere to the Digital Media Policy above and University Social Media Guidelines. The guidelines can be found at social.okstate.edu.

For questions concerning the use of OSU trademarks, including the OSU mark, visit trademarks.okstate.edu.

Brand assets for university social media accounts, including avatar templates, cover images and more, can be found at brand.okstate.edu.

AVATARS

AVATAR GUIDELINES

All social media accounts that represent an Oklahoma State University department must abide by the following guidelines:

- Utilize the new OSU mark on all institutional social media accounts.
- Include the name of the department below the mark.
- All avatars should be consistent with OSU's brand standards and style guidelines outlined at social.okstate.edu.
- Use the same avatar across all social media platforms.

IMAGES

IMAGE GUIDELINES

Visit social.okstate.edu for the latest image guidelines for all social media platforms.



AVATAR SAMPLE TEMPLATE

BIOS AN DESCRIPTIONS

BIO AND DESCRIPTION GUIDELINES

Aside from your social media avatar and account name, your bio is the next most important feature of your profile. A bio is your introduction to prospective followers and previews the type of content viewers should expect. Bios should be concise but include information on your mission, accomplishments and highlights. We recommend including one bio link to the university.

Your Facebook “About” Section should include the OSU official mission statement and a short bio limited to 155 characters. Facebook removed certain page sections including Mission, Company Overview, Biography, Affiliation and Personal Interests as of August 2019. Migrate all relevant information to your “About” and “Story” sections. The contact information field should offer information to contact the university or your department.

Twitter bios must be 160 characters or less. Use relevant tags and hashtags specific to your department or industry. Examples of hashtags can be #GoPokes, #okstate, #AmericasBrightestOrange and #LoyalandTrue.

Official university hashtags can be found at social.okstate.edu.

Instagram bios must be 150 words or less. Utilize relevant emojis and hashtags, and drive traffic with a link to the university homepage.

Your LinkedIn company page can be 200 characters min and 1,500 max and should include information on what your department does, provides and stands for. Include information in the company details section, including a link to your department’s homepage, location and specialties. List awards, accolades and key services.

WEB PRESENCE



Why OSU?

Academics & Research

OSU is a nationally ranked research university – in the classroom and on the field.

- Top 50 Public Universities in America (Niche.com, 2018).
- Most Truman Scholars (for graduate study in public service) in Oklahoma.
- Honors curriculum listed top 10 in the nation (Willingham, 2016).

→ [Academics Facts & Rankings](#)

Affordability

As a land-grant institution, we believe access to education is an essential part of our mission.

- Top 100 Best College Values (Kiplinger, 2017).
- No. 76 (out of 4,000+) Best Public Schools for Scholarships (GoodCell, 2016).
- Over 50% of OSU students graduate with zero student loan debt.

→ [Affordability Facts & Rankings](#)

Quality of Life

We invest in the well-being of our students, faculty, staff and community.

- Largest comprehensive university student union in the world.
- Largest comprehensive university student union in the world.
- Students routinely log thousands of volunteer hours each year.
- Located in America's friendliest college town.

→ [Quality of Life Facts & Rankings](#)



The department of brand management employs professional web developers and designers whose focus is on elevating the user experience of OSU’s primary websites, templates and resources. For campus units looking to update or start a website project for your college or department, the brand management team offers a host of resources including:

- Oversight of OSU’s web presence
- Web strategy and support
- CMS training and support
- Updating and maintaining university templates
- Troubleshooting CMS issues

ACCESSIBILITY
Imagine having a disability that limits your sight, hearing or mobility. The internet and computers have opened up a whole new world to the millions of people in this situation. Computers can read aloud text that appears on a screen. They provide a way for people with hearing and speech impairments to communicate easily — and computers understand and implement voice commands for individuals with limited mobility.

Accessible web pages have been constructed to be usable by anyone — even if they are using assistive technology to access the web page. Examples of assistive technology are screen readers, screen magnifiers, voice recognition software, alternative keyboards, and Braille displays. OSU’s web templates are designed with these needs in mind.

To learn more about the web services in brand management, visit brand.okstate.edu/services/web.

ADVERTISING AND AUDIENCE TARGETING

Whether print or digital, paid advertising remains a key strategy for communicating messages about OSU to our target audiences.

Brand management is responsible for the strategy and creative execution of a number of advertising contracts on behalf of the university and partners with campus departments to maximize contracts for the best costs possible for all OSU advertisers.

To initiate an advertising project, contact the director of marketing and student communication at erin.petrota@okstate.edu or 405-744-3144.



EXPIRED MARKS

 **Do not use these marks or nomenclatures.** Please retire and update any marks or wordmarks that contain any of these elements.



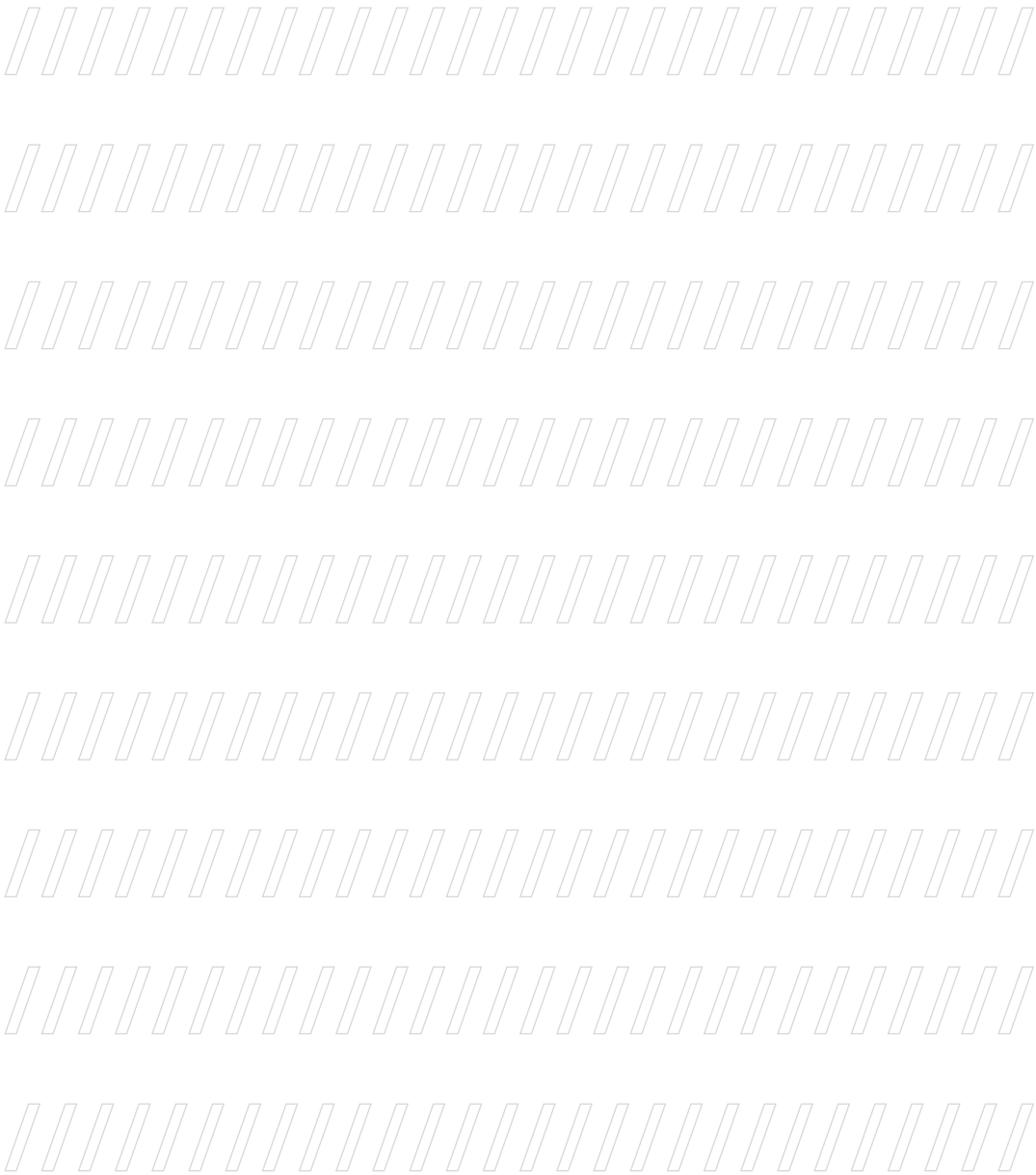
QUESTIONS? CONTACT US.

DEPARTMENT OF BRAND MANAGEMENT

307 Whitehurst
Stillwater, OK 74078

P | 405-744-6262
F | 405-744-8445
brand.okstate.edu

Office hours are 8 a.m. to 5 p.m., Monday through Friday.





DEPARTMENT OF
BRAND MANAGEMENT

