

# Brand Guidelines

Updated January 2021



## Our Primary Logo

The OU-Tulsa logo is at the heart of the OU-Tulsa brand. It consists of the shared interlocking OU, the word *Tulsa*, and underlined with the words *Schusterman Center*. The three elements of the OU-Tulsa logo should not be separated or altered without first obtaining consent from OU-Tulsa Marketing & Communications.

As it is the most immediately recognizable signifier of the university, it should be used to represent OU-Tulsa in all communications.












## Size & Spacing

To ensure clear reproduction and legibility, all aspects of the OU-Tulsa logo should be easily legible at a comfortable distance and never displayed at a height smaller than 150 pixels.

To maintain logo cohesion and reduce visual clutter, the logo should always maintain a minimum distance from other logos and objects. A good rule of thumb is to ensure the logo is spaced roughly the width of the letters in the interlocking OU, as shown in the graphic to the left.



## Incorrect Logo Usage

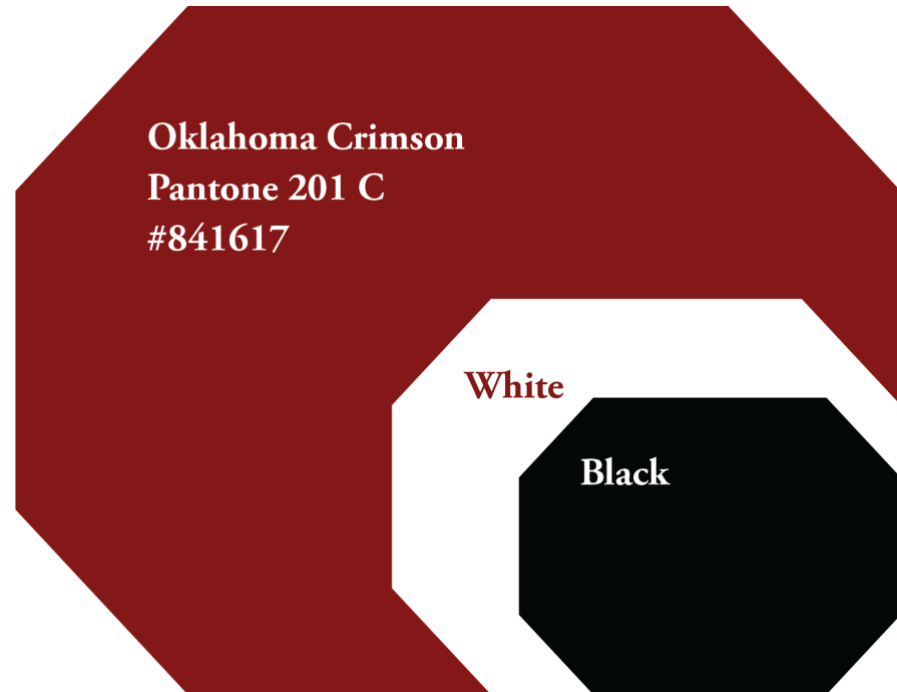
<p>DO NOT REMOVE SCHUSTERMAN CENTER</p> 	<p>DO NOT RESIZE LOGO ELEMENTS</p> 	<p>DO NOT ROTATE LOGO</p> 	<p>DO NOT DECONSTRUCT LOGO</p> 
<p>DO NOT STACK LOGO ELEMENTS</p> 	<p>DO NOT RECOLOR LOGO</p> 	<p>DO NOT SKEW OR TRANSFORM THE LOGO</p> 	<p>DO NOT USE LOGO WHEN TYPESETTING</p> <p>CALL TO SCHEDULE YOUR</p>  <p>VISIT FOR THE FALL SEMESTER!</p>
<p>DO NOT USE OUT-OF-DATE, UNAPPROVED, OR HOMEMADE LOGOS</p> 			

## Color Palette

Color is a powerful and important part of the OU-Tulsa brand. As part of Oklahoma's flagship university, the iconic Oklahoma Crimson is the go-to color for communication and branding.

It is critical that the correct shade of red is used in official university communications: for print purposes, Pantone 201 C should be used; for digital purposes, hex color #841617 is appropriate.

Both white and black are approved as secondary colors, but great care should be used to ensure the OU-Tulsa logo maintains legibility and contrast.



## **Nomenclature**

Whenever referring to OU-Tulsa in text, it should be done so as shown in this document: *OU* in all caps, followed immediately by a dash, which is followed immediately by the word *Tulsa* in sentence case. In certain rare cases, it is appropriate to use *The University of Oklahoma-Tulsa* or *OU-Tulsa Schusterman Center*. No other nomenclature or abbreviation should be used under any circumstances.

## **Typography**

Consistent typography, like a consistent brand, is of the utmost important. The following institutional fonts were chosen for their professionalism, legibility, and functionality. For more information on obtaining one of these typefaces, please contact OU-Tulsa Marketing & Communications.

Franklin Gothic ATF (Regular)

Amazingly few discotheques provide jukeboxes.

Franklin Gothic ATF (Bold)

**Amazingly few discotheques provide jukeboxes.**

Futura (Medium)

Amazingly few discotheques provide jukeboxes.

Futura (Bold)

**Amazingly few discotheques provide jukeboxes.**

Adobe Garamond Pro (Regular)

Amazingly few discotheques provide jukeboxes.

Adobe Garamond Pro (Bold)

**Amazingly few discotheques provide jukeboxes.**