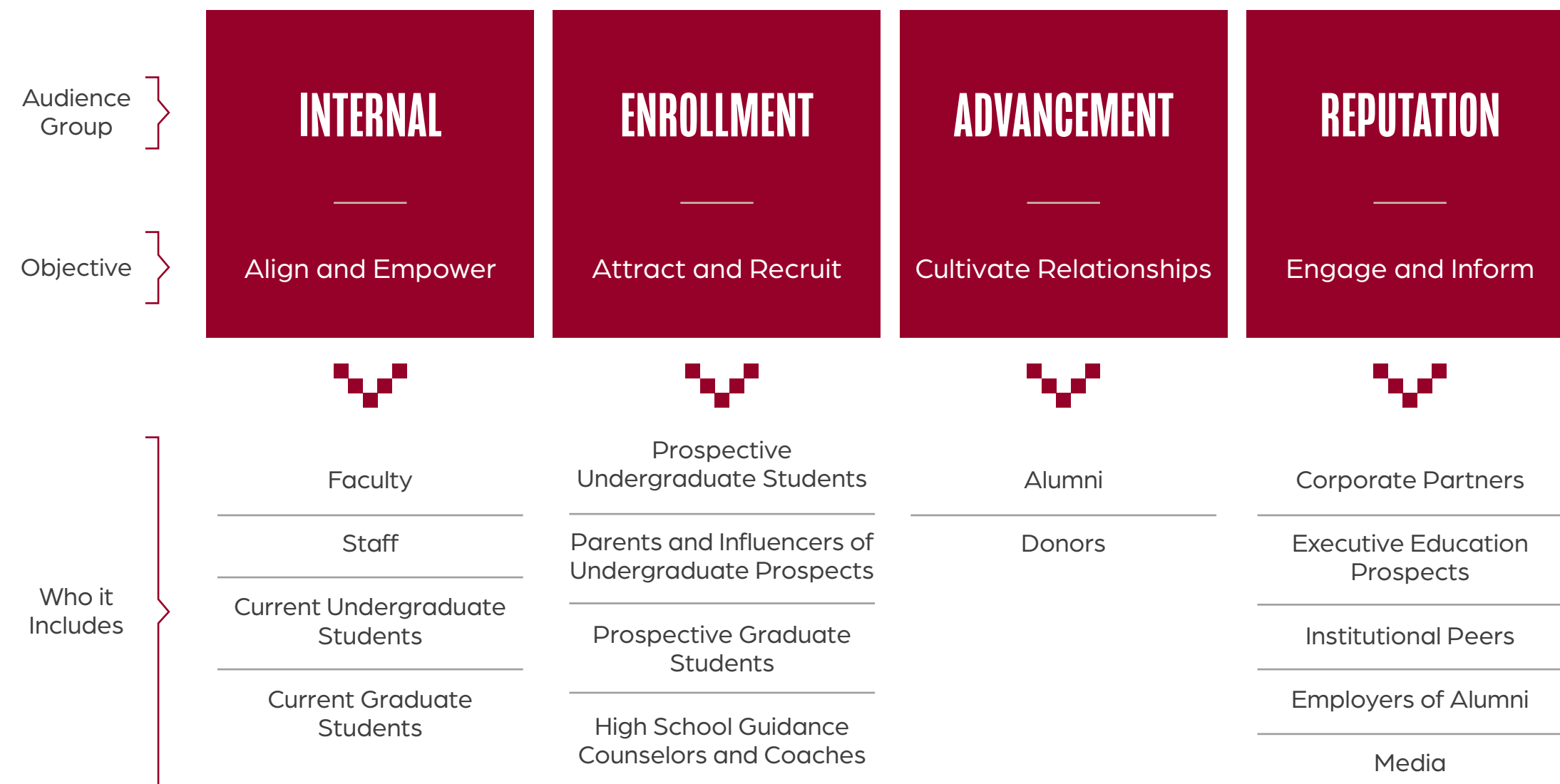
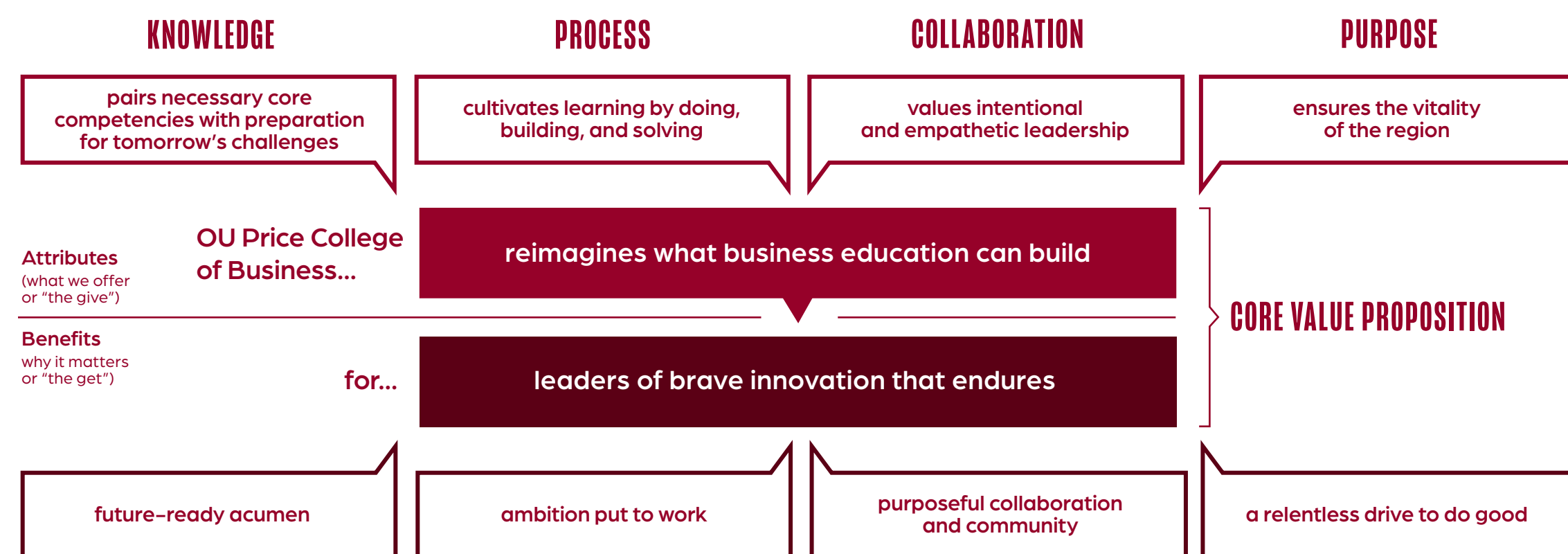


# PRICE COLLEGE OF BUSINESS BRAND AT-A-GLANCE

## AUDIENCES



## MESSAGING MAP



## PERSONALITY TRAITS

### RATIONAL

**BRAVE** We're not afraid of hard work and the perseverance it takes to do things right, better, or first.

**RELENTLESS** We are certain in our conviction, sincere in our approach, and relentless in our pursuit of expanding opportunities.

**INTENTIONAL** We recognize the profound privilege we have to impact others and the world. So we approach everything with the utmost intentionality and purpose: never careless, never reckless.

### EMOTIONAL

**EMPOWERING** There's a sense of belonging here, where each person is genuinely valued and supported for who they are and the perspective they bring.

**CURIOUS** We don't rest on our laurels — we question, challenge, and explore at every opportunity. We seek to always know more, do more, and be more.

## OUR NARRATIVE

In business, past performance is no guarantee of future success. The University of Oklahoma's Price College of Business, however, proudly proves otherwise.

With a century-plus track record of meeting the future head on, Price thrives out of a drive to innovate. And with one foot in today and another in tomorrow, we proceed.

We nail the fundamentals with a forward lean. We build bona fides by learning through doing.

We've proven the good that comes from building community, always doing what's right by—and best for—Oklahoma, the region, and beyond.

These principles have kept Price at the leading edge and on the cusp, reimagining what business can do, and building. Relentlessly ready for what's ahead, and confident and competent enough to seed and seize it.

Success proven. Real world proven. With a tested reputation for being more than future ready. More than future proof.

At the Price College of Business, **WE'RE FUTURE PROVEN.**

## HOW WE REFER TO OURSELVES IN COMMUNICATIONS

### FIRST MENTION

Use the full articulation of our college name, as well as that of our parent institution:

**University of Oklahoma  
Michael F. Price College  
of Business**

### SUBSEQUENT MENTIONS

Depending on the length and flow of a piece, from the second mention on you may use any of the following:

**OU Price College of Business  
Price College of Business  
Price College  
Price**

### PLEASE NOTE

DO NOT refer to the Price College of Business as **Price Business School** or **Price School of Business**.

Abbreviations such as **PCOB** or **PCB** are NOT acceptable for use in brand communications.

# PRICE COLLEGE OF BUSINESS BRAND AT-A-GLANCE

## IDENTITY

### PRIMARY LOGO

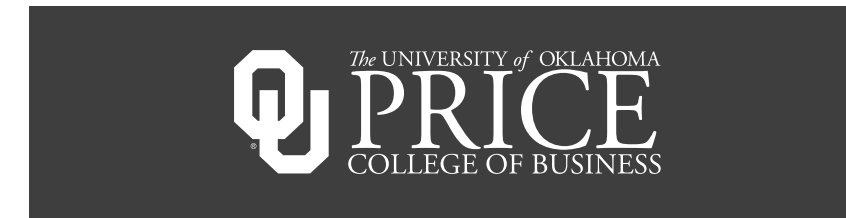


### SECONDARY LOGO

White and Light Backgrounds



Photographic and Dark Backgrounds



Black (Only when print colors are limited)



## TYPOGRAPHY

# MONGOOSE

Use this condensed sans serif for headlines and titled callouts in all caps – not in body copy.

# MEDIUM BOLD

# ARBORIA

Use at both large and small sizes – in all-caps and sentence-case applications.

Book Medium Bold Black  
*Book Italic Medium Italic Bold Italic Black Italic*

# Freight Text Pro

Use this serif typeface for subheads or for body copy.

Light Book Medium SemiBold Bold Black  
*Light Italic Book Italic Medium Italic SemiBold Italic Bold Italic Black Italic*

## PHOTOGRAPHY

### PORTRAITS



### COMMUNITY AND ACADEMICS



### ENVIRONMENTS



## COLOR PALETTE

<b>Oklahoma Crimson</b> PANTONE® 201 0c 100m 65y 44k #841617	<b>Dark Crimson</b> PANTONE® 4102 5c 100m 50y 74k #4E0002	<b>Sky</b> PANTONE® 290 25c 1m 0y 0k #BCDCEB	<b>Leaf</b> PANTONE® 4206 44c 11m 50y 6k #8CA57D	<b>Stone</b> PANTONE® 4267 20c 24m 27y 1k #BEB4A5	<b>Black</b> 0c 0m 0y 100k #000000	<b>Dark Gray</b> 0c 0m 0y 90k #323232	<b>Light Gray</b> 0c 0m 0y 5k #F0F0F0	<b>White</b> 0c 0m 0y 0k #FFFFFF	<b>Oklahoma Cream</b> PANTONE® 468 6c 8m 23y 0k PRINT ONLY
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\* Do not use Oklahoma Cream for digital applications. Do not use accent colors for headlines. Do not use Dark Crimson as a replacement for Oklahoma Crimson.

## ICONOGRAPHY

### LINE DESIGN

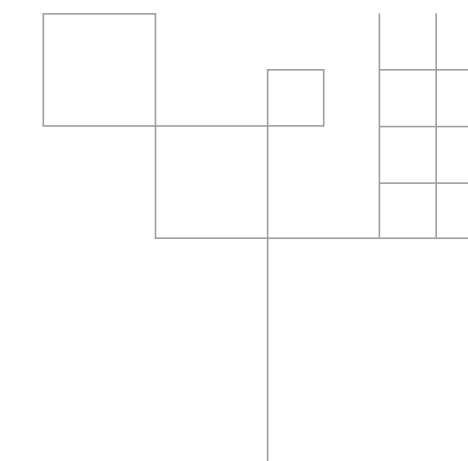


### BLOCK DESIGN

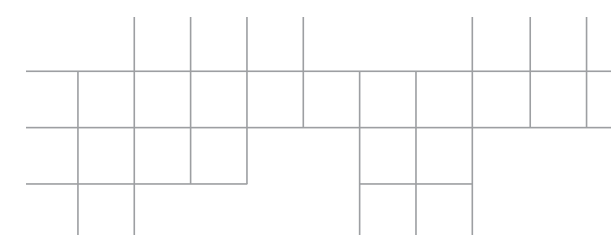


## GRAPHIC ELEMENTS

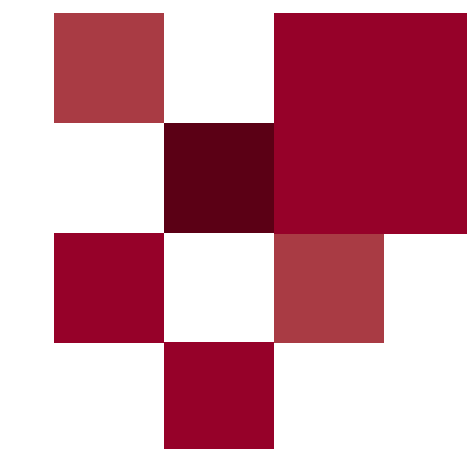
### SCALING GRID



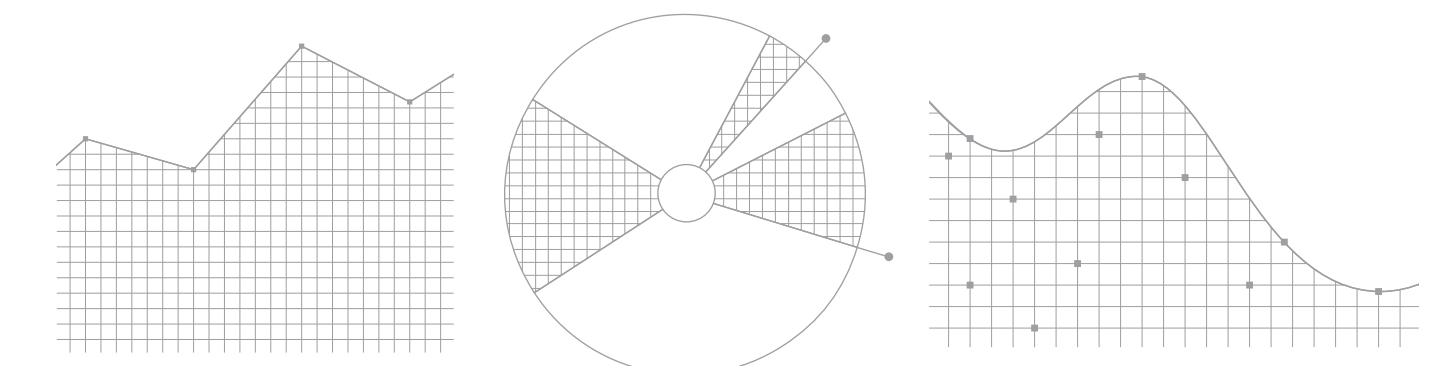
### UNIFORM GRID ACCENTS



### PATTERN BLOCKING



### STORY CHARTS



### TEXT BLOCKING

