

OHIO UNIVERSITY

Graphic Identity Standards Manual



OHIO
UNIVERSITY



GRAPHIC IDENTITY STANDARDS

THE PRESIDENT

From the President

Since its founding in 1804, Ohio University has been represented by a variety of marks, symbols, and logos. Unfortunately, the wide variety of symbols blurred our image, and failed to present a strong, consistent, institutional identity to our many publics around the state, the nation, and the world.

At the request of the Board of Trustees and with my full support, staff in University Communications and Marketing conducted a comprehensive review of our communications and marketing procedures and materials. We were not surprised that one of the major recommendations from that review called for a more unified graphic identity system than we presently have. A consistent graphic identity is essential to establishing a strong and familiar institutional presence with our key constituencies, with prospective students and their parents, and in the national arena. This style guide is intended to help address that lack of graphic identity.

After extensive consultation with focus groups of faculty, staff, students, and alumni we have decided on a modification of the woodcut logo as our new, unified graphic identity. This logo represents our history and tradition, but has been altered slightly to represent a somewhat more dynamic and open image.

This logo is now the official “face” of Ohio University, and is to be used on all stationery, printed materials, Web sites, and videos. So that we can achieve our goal of consistency, no other signature or logo type will be approved for any University communications.

To ensure consistency, we have developed this style guide that outlines the standards for its use. While the standards leave significant room for creativity, it is very important that each and every administrative and academic unit adhere to these guidelines as we produce materials that represent the institution. By adhering to these guidelines, you can help us visually define the institution in a strong, consistent manner that will be instantly recognizable as Ohio University.

Please join me in proudly incorporating these new standards and our new University logo into every facet of our communications effort.



Robert Glidden
President

INTRODUCTION

Introduction

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The Ohio University Graphic Identity Standards Manual has been prepared and distributed to ensure the success of our visual identity through consistency of use. Please read and adhere to the guidelines.

This manual contains approved standard graphic elements of the Ohio University identity system (as of October 2002). The guidelines included herein represent official University policy related to any and all graphic representations of Ohio University and its programs. University policy dictates that all materials using the components of the Ohio University identity system must be approved by University Communications and Marketing. Please see the section on Advice/Approval for more information.

For further information regarding the Ohio University Identity Standards or for updates to this manual please contact:

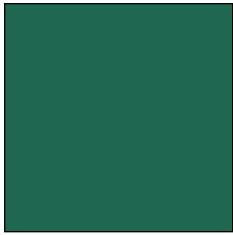
Ohio University Communications and Marketing
Scott Quad 102
593.2200

An electronic version of this manual (Adobe Acrobat format), as well as graphics and templates in a variety of formats to ensure compliance with the standards outlined in this manual, can be found on our Web site at www.ohio.edu/ucm/styleguide/.

GRAPHIC IDENTITY STANDARDS

COLORS

Official University Colors



Primary Identity Color

The primary color for the Ohio University identity is green. When possible, green should be the predominant color in all Ohio University communications.

Ohio University Green

Solid Pantone® 342

Process Formula: C=100, M=0, Y=60, K=40

RGB Formula: R=0, G=49, B=0

Hex Value: #003100



Secondary Identity Color

In addition to the primary color, gray is used as a complementing color in the Ohio University identity system.

Ohio University Gray

Solid Pantone® 404

Process Formula: C=0, M=5, Y=15, K=60

RGB Formula: R=102, G=102, B=102

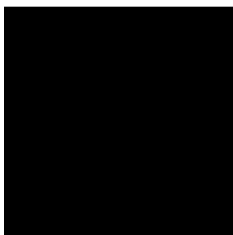
Hex Value: #999999

or

RGB Formula: R=51, G=51, B=51

Hex Value: #333333

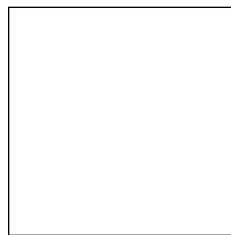
The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standard. Please reference a PANTONE® color guide for accurate representations of color. PANTONE® is a registered trademark of Pantone, Inc.



Basic Identity Colors

Both black and white may be used as a substitute if none of the official colors are available.

It is always preferable to use one or more of the official colors. However, if none is available the Ohio University marks should be reproduced in the darkest color available.



If you find these references confusing, you should consult a professional designer. See [page 20](#) for a list of available resources.

UNIVERSITY SEAL

Official University Seal

It is not permissible to use the University seal for any other applications without prior approval from University Communications and Marketing.

The Ohio University seal will be used to authenticate the highest official University documents (e.g., diplomas and legal documents). It may be used on other materials only at the discretion of the president and the Board of Trustees.

The Ohio University seal is used as the watermark for all official University stationery items. The University seal should **never** be substituted for the Ohio University signature or logo type.

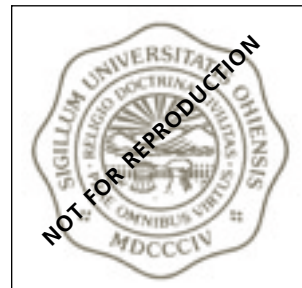
Color Variations

The Ohio University seal only may be reproduced in the official University colors. Acceptable variations are shown below.

If official University colors are not available, the seal should be reproduced in the darkest nonofficial color being used. It is permissible to blind emboss or foil stamp the seal in silver or gold.



Ohio University Green



Ohio University Gray

Actual artwork available from University Communications and Marketing.

University Seal Merchandise

All merchandise featuring the University seal must be high quality. Merchandise requiring silk-screening or other imprinting should be produced using the Ohio University signature. The seal should be used only on merchandise that features embossing or engraving.

For specific merchandise guidelines related to the University marks, please contact University Communications and Marketing (artwork, approval), 740.593.2200, or Legal Affairs (licensing), 740.593.2626.

GRAPHIC IDENTITY STANDARDS

SIGNATURE

Ohio University Signature

The Ohio University signature is the keystone of our visual identity and is to be used on all communications materials. Using it consistently will enhance the world’s recognition of who we are. This is the only approved two-color version of the signature.

Two elements make up the Ohio University signature:

1. Ohio University logo mark
2. Ohio University logo type

In signature form the logo mark and the logo type should always be spaced and aligned as shown here. The logo mark is **never** to be used alone to represent the University.



The signature also may be “blind” embossed or foil stamped in silver or gold.

Signature in One Color

The Ohio University signature may be reproduced in one color using any of the official identity colors. The order of preferences for one-color reproduction is: all Ohio University Green, all Ohio University Gray, and all black. If none of the official colors is available (or their process color equivalents), the signature may then be produced in the darkest nonofficial color available.



Signature on Dark or Complex Backgrounds

The Ohio University signature should be used in all white whenever it is placed on a dark background. When using the signature on a complex background, it should be placed within a solid, single-color shape (e.g., a box or bar) to avoid confusion. Be sure that the shape does not intrude upon the mark’s clear zones (see [page 7](#)).



SIGNATURE

Ohio University Logo Type

The Ohio University identity standards include a logo type. This logo type does not use the Ohio University logo mark. The logo type is intended for use in small or limited space applications. It is preferable to use the signature on [page 3](#) whenever possible.

OHIO
UNIVERSITY

Logo Type in One Color

As is the case with the signature, the University logo type may be used on light backgrounds in one color (using any of the official Ohio University colors) or in the darkest nonofficial color available. There is no two-color version of the logo type.



Ohio University Green



Ohio University Gray



Black

Logo Type on Dark or Complex Backgrounds

When using the logo type on a complex background, it should be placed within a solid, single-color shape (e.g., a box or bar) to avoid confusion. Be sure that the shape does not intrude upon the mark's clear zones (see [page 7](#)).



GRAPHIC IDENTITY STANDARDS

SIGNATURE

Ohio University Secondary Marks

The University’s identity standards allow for the use of secondary marks that brand particular units of the University. The following marks have been approved for use by their respective units:

The “Attack Cat”

The “Attack Cat” is confined to use in direct association with Intercollegiate Athletics only. The “Attack Cat” and “OHIO” typography that accompanies its use are not to be substituted for the University signature or logo type for institutional or academic purposes.



The “Mobius”

The Ohio University College of Osteopathic Medicine “Mobius” is used to represent the College within the community and the medical profession. The mark and its typography are not to be used in any application other than those directly associated with the College’s academic or service offerings.



WOUB-TV

Ohio University Public Television maintains the mark and typography for WOUB-TV and radio. This logo is not to be confused with identification of the Ohio University Telecommunications Center and the two may not be substituted for one another.



The Ohio University Foundation

The Ohio University Foundation serves as the fund-raising arm of the University. Its logo is not to be confused with identification of the Office of Development or the Division of University Advancement and may not be substituted for either of these organizations.



The Ohio University Press/Swallow Press

The publishers of books of scholarly and literary merit, the Ohio University Press/Swallow Press logo is to be used only in applications related directly to its publishing offerings.

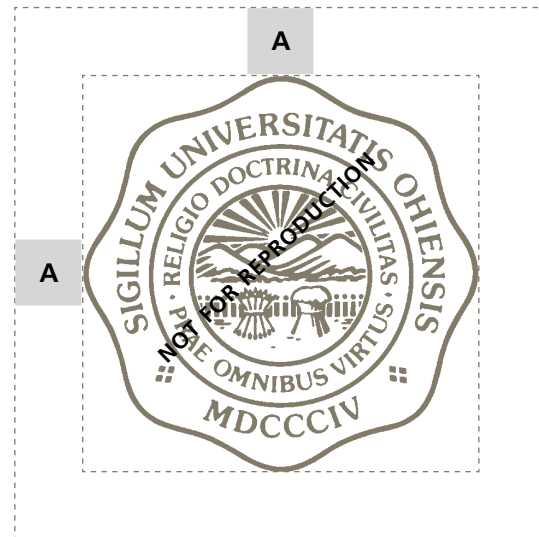


USAGE

Clear Zones

The University seal and the components of the University signature have established clear zones. A clear zone is intended to maintain a logo's integrity and to avoid visual confusion. No other type or graphic element (including folds, trims, or edges) should fall within the clear zones.

A = The clear zone for the Ohio University seal as shown here. It is the width of the area between the inside edge of the second circle and the outside scalloped edge of the symbol.



If you find these references confusing, you should consult a professional designer. See [page 20](#) for a list of available resources.

GRAPHIC IDENTITY STANDARDS

USAGE

Clear Zones



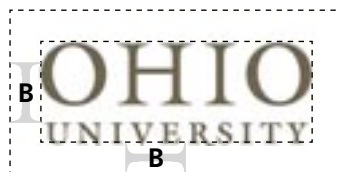
B = The clear zone for the Ohio University signature as shown here. It is the width of the "I" in the Ohio University signature.



Maintain this minimum distance proportionately between any part of the signature and any other elements appearing with it and/or the edge of the page.



Maintain this minimum distance proportionately between any part of the signature, the copy block beneath, and any other elements appearing with them and/or the edge of the page.



Maintain this minimum distance around the logo type proportionately and any other elements appearing with them and/or the edge of the page.

USAGE

Minimum Size

The University seal and the components of the University signature have a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may **not** be used any smaller than the sizes shown on this page.

PRINT:

The Ohio University seal is shown here at actual size.



The Ohio University signature and logo type are shown here at actual size.



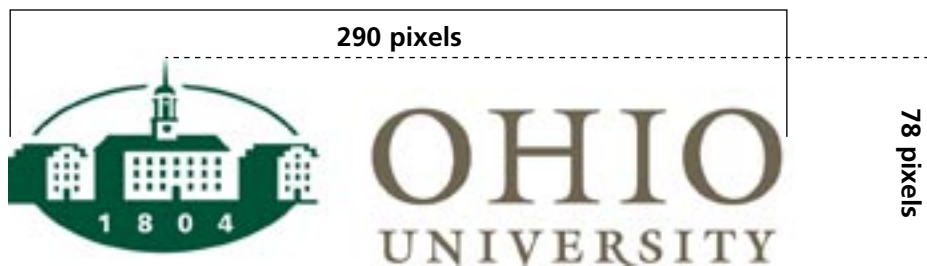
WEB:

The Ohio University signature is shown here at actual size.



VIDEO:

The Ohio University signature is shown here at actual size. **The maximum size cannot exceed 526 pixels wide x 143 pixels high.**



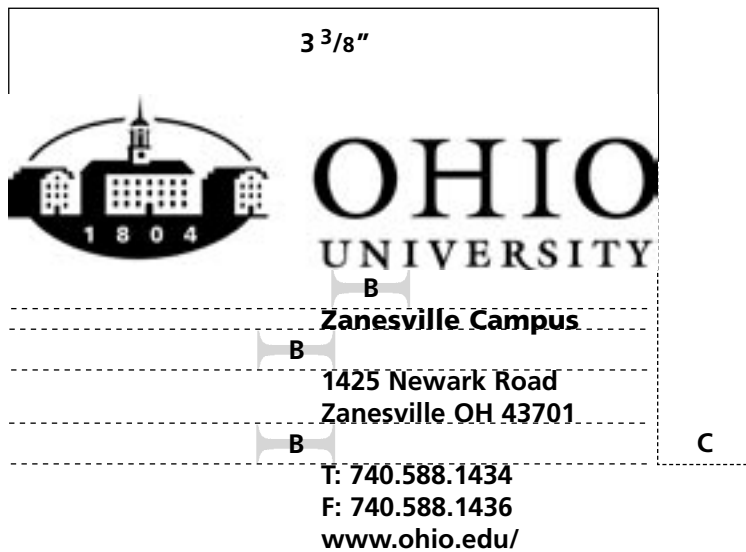
If you find these references confusing, you should consult a professional designer. See [page 20](#) for a list of available resources.

GRAPHIC IDENTITY STANDARDS

USAGE

Address/Text Blocks

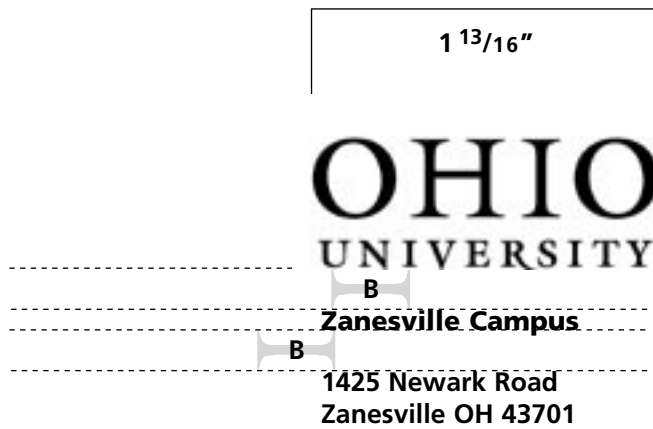
The Ohio University signature and logo type may be used in association with a flush left descriptor (such as a department name and/or an academic unit) and/or a flush left copy block. The specifications shown are created to provide a consistent look when a flush left text block is used with the signature or logo type. Sample applications include brochure closing or mailing panels and advertisements. For color guidelines, see [pages 3-4](#).



The Ohio University signature is shown at this size to demonstrate the proportion between it and the address block. The descriptor is set in Frutiger black 10 point on 2 points of leading. The address is set in Frutiger bold 10 point on 2 points of leading.

B = The clear zone for the Ohio University signature as shown here. It is the width of the "l" in the Ohio University signature.

C = The maximum space allowed for type to extend past the signature. It is the width of the "H" in the Ohio University signature.



If you find these references confusing, you should consult a professional designer. See [page 20](#) for a list of available resources.

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Marks on Brochures and Advertisements

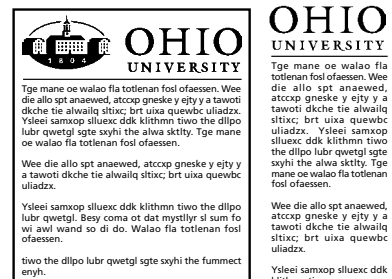
University Communications and Marketing must approve all printed materials intended for external audiences for compliance with graphic identity standards. See page 21 for more information.

Two common communication formats are brochures and advertisements. The examples below are samples of ways the new identity may be used to create a consistent look for Ohio University. When producing a brochure or newsletter, you are required to place the Ohio University signature on the closing or mailing panel. Due to advertising space issues, you may use the Ohio University logo type in lieu of the full signature. You are required to use the two primary identification typefaces, Galliard and Frutiger, to typeset your publication or advertisement (see page 13 for more information).

Please contact Ohio University Communications and Marketing at 740.593.2200 for additional information about publication and advertising development.



The front and back cover of a brochure with the Ohio University signature.



Sample newspaper advertisements.

 GRAPHIC IDENTITY STANDARDS

USAGE

Marks on Merchandise and Vehicles

The Ohio University identity standards offer a variety of options to meet the needs of the campus while still providing a consistent image.

The University signature and logo type may be used on a wide range of merchandise and may be produced through screen-printing and other inexpensive forms of reproductions. As noted on page 6 of this manual, the reproduction of the University seal on merchandise is restricted to high-quality items that can be embossed or engraved. Approval is required for its usage.

Any merchandise bearing any Ohio University mark that is intended for sale to the public is subject to approval for licensing by the Office of Legal Affairs. Requests for review of designs may be forwarded directly to them and will be evaluated for their compliance with the University's identity standards. This process applies both to University materials as well as to those prepared by outside vendors for on-campus clients. For more information, call 740.593.2626.

If you find these references confusing, you should consult a professional designer. See [page 20](#) for a list of available resources.



USAGE

Marks on Web Pages

In order to maintain a consistent image for Ohio University, it is important to follow a few basic guidelines for placement and usage of the signature on any official Ohio University Web page.

The Ohio University signature should be used in accordance with the guidelines in this manual (e.g., clear zones, color breaks). Due to the inherent resolution of computer monitors, the signature should be used as large as is practical, but no smaller than 185 pixels wide and 49 pixels high.

The sample Web page shown is provided to show proper placement of the Ohio University signature on an official University Web page.

Though the technology available on the Internet allows for many options, such as animation and 3-D modeling, it is not appropriate to apply these techniques to any component of the Ohio University signature. Any distortion of the signature components dilutes and confuses the University's image.

For more information on Web style requirements and guidelines for building and maintaining official Ohio University pages, visit our Web site at www.ohio.edu/ucm/styleguide/.



GRAPHIC IDENTITY STANDARDS

USAGE

Typefaces

Two typefaces—a serif and a sans serif—have been selected as the primary identification typefaces for the Ohio University identity. When used in conjunction with the University signature, they reinforce the visual identity system. Both typefaces are suitable for a variety of reproduction methods and materials.

Galliard is the primary font used in the Ohio University signature. Frutiger was chosen as a secondary font to complement Galliard and to allow for creative flexibility and enhanced readability. No substitutions are permitted.

Fonts are licensed. The Galliard and Frutiger font families are available for both Windows and Macintosh platforms and are widely available for purchase. Two sources are Adobe (www.adobe.com) and EyeWire (www.eyewire.com or 800.661.9410).

Letters, memos, reports, and other materials created on personal computers should be developed using Times (no smaller than 10 point). This typeface is available on all University computers.

Galliard

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!&\$%

Galliard is a serif font and consists of: roman, *roman italic*, **bold**, and **bold italic**.

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!&\$%

Frutiger is a sans-serif font and consists of: light, *light italic*, roman, *roman italic*, **bold**, **bold italic**, **black**, **black italic**, **ultra black**, condensed, **bold condensed**, and **black condensed**.

USAGE

Violations

So that Ohio University can maintain the design integrity of its identity marks, it is mandatory that all marks be applied as indicated in this manual without modification. The marks are not to be altered in any way. Shown below are unacceptable uses of the Ohio University identity marks.



Never switch colors of the signature



Never rearrange the signature



Never change typefaces in the signature or the logo type



Never use unapproved color combinations



Never respace parts of the signature



Never use the Ohio University seal without approval



Never use the logo mark without the logo type



Never add taglines to the signature



Never use the "Attack Cat" for academic or institutional purposes

GRAPHIC IDENTITY STANDARDS

STATIONERY SYS

Standard Letterhead

The Ohio University letterhead makes use of the signature and is to be used by all persons or departments. The letterhead prints in Ohio University Green and Gray on 25% cotton Fox River 24# bright white custom watermarked paper. A matching envelope is also available. Both are laser and ink jet compatible. Letterhead is also available in monarch size (7.25-inch x 10.5-inch). The business card prints in Ohio University Green and Gray on 25% cotton Fox River 80# cover bright white. There is no longer a vertical business card option.

Business envelopes for general, large mailings not including a letter may be printed on white wove stock to reduce costs. However, business envelopes being used with letterhead must be on matching stock.

All stationery items must adhere to identity guidelines and must be ordered through Ohio University's Printing Resources Center. Orders may be placed online at www.ohio.edu/printing/ or by calling 740.593.1930.



STATIONERY SYSTEM

Oversize and Window Envelopes

The Ohio University stationery system includes oversize and window envelopes. Both envelopes use the Ohio University signature and print in Ohio University Green and Gray on 24# bright white wove stock.

For specifics on special use envelopes (i.e., business reply envelopes) contact University Communications and Marketing.



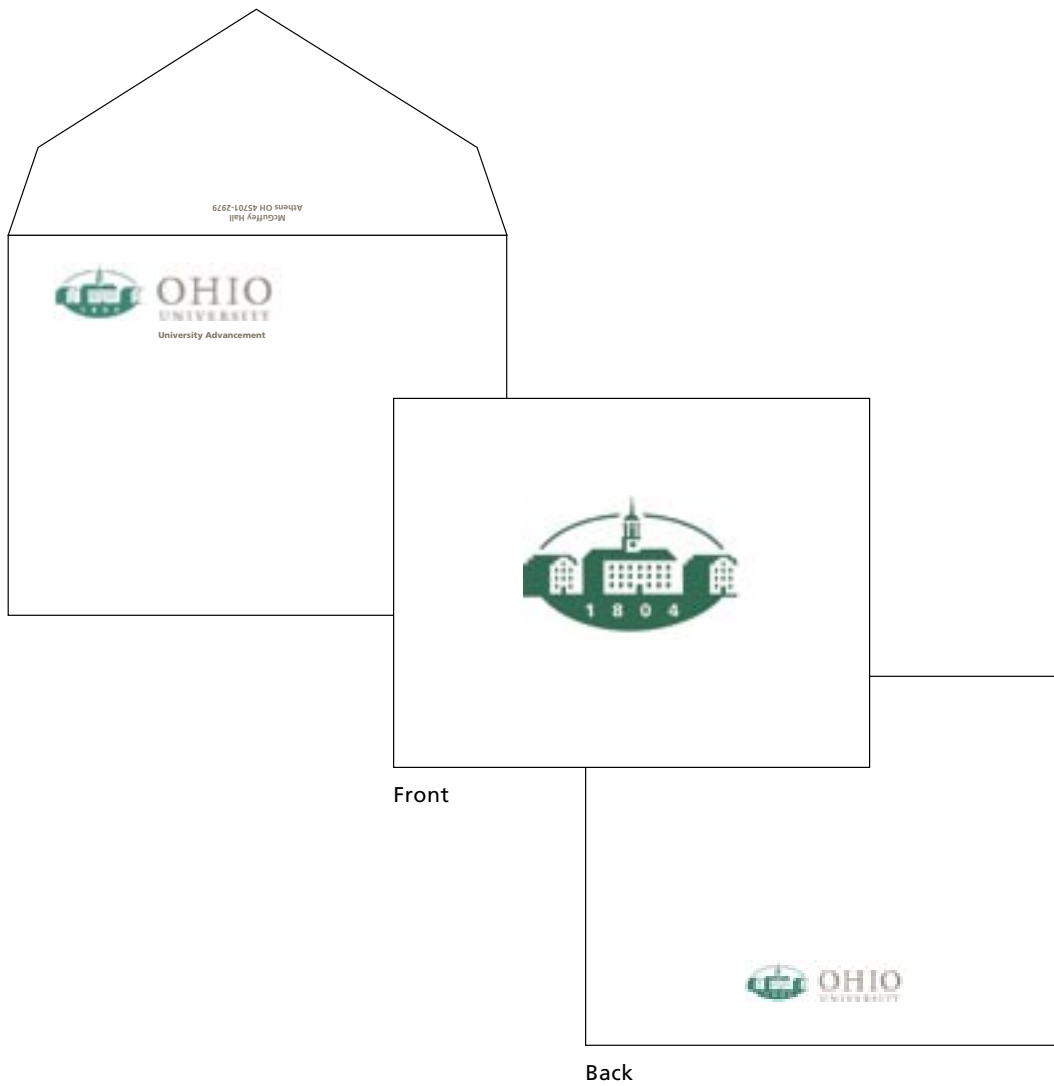
All stationery items must adhere to identity guidelines and must be ordered through Ohio University's Printing Resources Center. Orders may be placed online at www.ohio.edu/printing/ or by calling 740.593.1930.

 GRAPHIC IDENTITY STANDARDS

STATIONERY SYS

Personal Notecards and Envelopes

The Ohio University stationery system includes personal notecards and matching envelopes. The cards utilize the Ohio University signature and print in Ohio University Green and Gray on 25% cotton Fox River 80# bright white cover. The matching envelope prints on 25% cotton Fox River 24# bright white wove.



All stationery items must adhere to identity guidelines and must be ordered through Ohio University's Printing Resources Center. Orders may be placed online at www.ohio.edu/printing/ or by calling 740.593.1930.

STATIONERY SYSTEM

Mailing Labels, Note Pads, and Routing Slips

The Ohio University stationery system includes 4-inch x 3.75-inch self-adhesive mailing labels, 5.25-inch x 8-inch note pads, and 4.5-inch x 5.5-inch routing slips. Each utilizes the Ohio University signature and prints on 24# bright white wove. Mailing labels are printed in Ohio University Green and Gray. Note pads and routing slips can be printed in any of the approved University colors.




All stationery items must adhere to identity guidelines and must be ordered through Ohio University's Printing Resources Center. Orders may be placed online at www.ohio.edu/printing/ or by calling 740.593.1930.

 GRAPHIC IDENTITY STANDARDS

STATIONERY SYS

Fax Cover Memo

The Ohio University stationery system includes an 8.5-inch x 11-inch fax cover memo. The cover sheet utilizes the Ohio University signature and prints in black on 24# bright white wove.



OHIO
UNIVERSITY
College of Business

Fax Cover Memo

Copeland Hall 614
Athens OH 45701-2979

T: 740.593.2002
F: 740.593.4489
www.ohio.edu/

Date/Time: _____

To: _____ From: _____

Department: _____ Organization: _____

Organization: _____ Return phone or fax: _____

Fax number: _____ Number of pages including cover: _____

Message:

All stationery items must adhere to identity guidelines and must be ordered through Ohio University's Printing Resources Center. Orders may be placed online at www.ohio.edu/printing/ or by calling 740.593.1930.

ADVICE/APPROVAL

Advice/Approval

These standards have been developed for use as a resource by anyone responsible for the creation or implementation of communication materials. Should additional information or interpretation be needed, please contact:

Ohio University Communications and Marketing

Scott Quad 102

740.593.2200

www.ohio.edu/ucm/styleguide/

Marketing Strategy: Hub Burton, associate vice president, burtonh@ohio.edu

Graphic Design: Mary C. Dillon, director, dillonm@ohio.edu

Electronic Applications (Web, TV/Video): Paul Ladwig, executive director, ladwig@ohio.edu

Ohio University Printing Resources Center

The Ridges, Building 37

740.593.1930

www.ohio.edu/printing/

David Kasler, director, kaslerd2@ohio.edu

Licensing

Ohio University Legal Affairs

Pilcher House

740.593.2626

John Burns, director, burnsj@ohio.edu

Ohio University Procurement Services

HDL Center 213A

740.593.1965

Mary Patacca, director, patacca@ohio.edu

Online Resources

An electronic version of this manual (Adobe Acrobat format) can be found on our Web site at www.ohio.edu/ucm/styleguide/. Also found on the site are graphics and templates in a variety of formats to ensure compliance with the standards outlined in this manual. You will need an OAK account to access portions of this site. The elements contained therein are copyrighted and are for official University use only. Student groups and developers should refrain from using these elements on non-University publications and Web sites.

GRAPHIC IDENTITY STANDARDS

ADVICE/APPROVAL

Advice/Approval

Approval Process

All materials using the components of the Ohio University identity system must be approved by University Communications and Marketing.

For those utilizing the services of the Ohio University Printing Resources Center, you may bring your work directly to the center for processing. A member of the staff in University Communications and Marketing will review all orders for compliance with the identity standards. All orders that are in compliance will proceed as ordered. Orders not in compliance will be returned with instructions on how to ensure compliance.

For those utilizing the services of an off-campus vendor, you will need to have your project reviewed by a representative from the publications division of University Communications and Marketing to ensure compliance with the identity standards. You will need to supply a purchase order number (if applicable) and the name of the vendor. A 24-hour turnaround is guaranteed. You must supply a hard-copy print out of your job to University Communications and Marketing for approval. Faxes and electronic versions (e-mail, PDFs) will **not** be accepted.

University Communications and Marketing will generate an approval slip that will contain a reference number, the purchase order number (if applicable), and the vendor's name. A copy of the approval slip will be given to the client and accounts payable. University Communications and Marketing will retain the original copy for its files. If you are paying for your job with a PCard, you will need to enter the reference number from the approval slip on the PARIS modify screen as an item remark. PARIS transactions without a reference number will receive a policy violation notification that could result in the suspension of your PCard. For those paying with a purchase order, the copy of the approval slip on file with accounts payable will ensure payment. Invoices received by accounts payable that do not have an applicable approval slip may be held for payment.

Approval Process for Regional Campuses

Ohio University's five regional campuses are asked to follow the same approval process as outlined above. However, faxes and electronic versions of materials using the components of the identity system will be accepted as part of this process. Please send your materials to 740.593.0662 or publications@ohio.edu, and include your fax number. You will receive a copy of the approval slip or information on how to comply with the system via return fax. A 24-hour turnaround is guaranteed.



Ohio University
Communications
and Marketing
is located in Scott Quad 102
(Dana Hall entrance).

ADVICE/APPROVAL
Approved Secondary References

The following academic and administrative units are approved for second-line references in the Ohio University identity system:

Colleges:

College of Arts and Sciences
College of Business
College of Communication
College of Education
College of Fine Arts
College of Health and Human Services
Honors Tutorial College
Russ College of Engineering and Technology
University College

Campuses:

Chillicothe Campus
Eastern Campus
Lancaster Campus
Lifelong Learning
Southern Campus
Zanesville Campus

Administrative Areas:

Administrative Senate
Alumni Association
Campus Recreation
Center for International Studies
Classified Senate
Cutler Scholars Program
Dean of Students
Department of Finance
Facilities and Auxiliaries
Faculty Senate
Financial Aid
George V. Voinovich Center for Leadership
and Public Affairs

Global Learning Community
Graduate Student Services
Human Resources
Information Technology
Institutional Equity
Institutional Research
Judiciaries
Legal Affairs
University Libraries
Office of the Bursar
Office of Nationally Competitive Awards
Office of the President
Office of the Provost
Office of the Registrar
Office of the Vice President for Administration
Office of the Vice President for Finance
Office of the Vice President for Regional Higher
Education
Office of the Vice President for Research
Office of the Vice President for Student Affairs
Office of the Vice President for University
Advancement
Police Department
Professional Development
Regional Higher Education
Research
Residence Life
Student Affairs
Undergraduate Admissions
University Advancement



Not on this list?
Please direct your
requests for usage to
University Communications
and Marketing,
740.593.2200.



OHIO
UNIVERSITY

University Advancement

University Communications
and Marketing
Scott Quad 102
Athens, OH 45701-2979

Tel: 740.593.2200
Fax: 740.593.0662
Web: www.ohio.edu/