## Table of Contents

1. **INTRODUCTION**
2. **SIGNATURE**
   - Alumni Association Signature
3. **USAGE**
   - Clear Zones
   - Minimum Size
   - Violations
   - Address/Text Blocks
4. **STATIONERY**
   - Standard Letterhead
   - Oversize and Window Envelopes
   - Personal Notecards and Envelopes
   - Fax Cover Memo
   - Various Applications

---

### Introduction

The purpose of this manual is to establish guidelines for how the Ohio University Alumni Association communicates and expresses itself as an organization.

The guidelines are an important component to maintaining consistency as we communicate with all of our various audiences. A consistent message is critical, because it presents the University as a focused institution with a clear vision of the future. With your commitment to the stands, which are outlined in this manual, the Alumni Association will present the strong and unified message that is so important to our communication efforts.

### NAME USAGE

When referring to the Ohio University Alumni Association in text, in the first or most prominent usage in each individual application, always use (note capitalization): the OHIO Alumni Association. In subsequent usage in the same application, the organization may be referred to as association.

### USAGE

When referring to the Ohio University Alumni Association in text, in the first or most prominent usage in each individual application, always use (note capitalization): the OHIO Alumni Association. In subsequent usage in the same application, the organization may be referred to as association.

### STATIONERY

A thorough understanding of the elements within this manual is critical. Deviation from these guidelines may create confusion and dilute the brand identity of the association. Please take the time to review all the sections of this manual and share it with anyone responsible for producing materials for the OHIO Alumni Association.

Thank you for your help and commitment to building and maintaining the OHIO Alumni Association brand identity that reflects the vision and excellence we represent.
The association 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. These are the only approved two-color versions of the signature.

**Primary Identity Color 1**
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 2**
Ohio University Approved Color
Solid Pantone® 375
Process Formula: C=48, M=0, Y=100, K=0
RGB Formula: R=143, G=212, B=0
Hex Value: #8FD400

**Secondary Color**
Ohio University Approved Color
Solid Black
Process Formula: C=0, M=0, Y=100, K=0
RGB Formula: R=0, G=0, B=0
Hex Value: #231F20

**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 association marks should be reproduced in the darkest color available.

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.
Color Variations

Signature in One Color
The association 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 association 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. When placing the signature on top of a photograph, it is important to select a photograph and placement location in which the signature is completely legible.

Clear Zones
The components of the association signature and logo type 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.

B = The clear zone for the Alumni Association’s signature is shown here. It is .15”.
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.

If a drop shadow is needed to define the signature placed on a photograph, please use the following specifications: Mode: multiply, Opacity: 75%, Distance: .0102 in., X Offset: .0072 in., Y Offset: .0072 in, Angle: 135°, Size: .0394 in, Spread: 0%, Noise: 0%.
So that the association 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 association's identity marks.

### Never

- Switch colors of the signature
- Add taglines to the signature
- Rearrange the signature
- Change typefaces in the signature or the logo type
- Use only part of the signature
- Use knockout type over a photograph
- Use unapproved color combinations

---

**WEB:**
The association signature is shown here at actual size.

**VIDEO:**
When using for video purposes please contact us for proper directions and logo dependent on your application.

**PRINT:**
The association signature and logo type are shown here at actual size.
Address/Text Blocks

The association signature and logo type may be used in association with a flush left address 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. When possible, it is preferred that the copy block be reproduced in Ohio University Gray.

The association signature is shown at this size to demonstrate the proportion between it and the address block. The address is set in Frutiger bold 8 point on 10 points of leading.

Standard Letterhead

The association letterhead makes use of the signature. The letterhead MUST print in Ohio University PMS 342 Green and Black 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 MUST print in Ohio University Ohio University PMS 342 Green and Black on 25% cotton Fox River 80# cover bright white.

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.
Oversize and Window Envelopes

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

Personal Notecards and Envelopes

The association stationery system includes personal notecards and matching envelopes. The cards utilize the association signature and MUST print in Ohio University Green and Black on 25% cotton Fox River 80# bright white cover. The matching envelope prints on 25% cotton Fox River 24# bright white wove.
Hang Tag and Fax Cover Memo

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

The association stationery system also includes a 6.5 inch x 3.5 inch hang tag for books and magazines. The hang tag utilizes the association signature and address copy block and prints in black on 80# super white matte cover.

Various Applications

The association logo art may be used on apparel and novelty items. The logo should always be placed so it is easily visible, with a clear zone around it (see page 7). The logo should NOT wrap around an item, be obscured by other text art, or be disrupted by a zipper or other obstruction.