TIPS FOR BRANDING OHIO VISUALLY

COLOR
Palettes with a Purpose

PRIMARY
Cutler Green and Cupola White play a major role in preserving our identity and should be prominent in every communication.

SECONDARY
The green and gray secondary color variations support OHIO’s primary colors.

ACCENT
Use colors from the Vibrant or Classic palettes sparingly, as improper use of them dilutes the OHIO brand.

- Be mindful of color combinations that represent other universities.
- Secondary colors should not become the signifying color for any unit.

FONTS
A Trio of Terrific Type

GALLIARD
OHIO’s legacy serif can be used for headlines and body copy.

FRUTIGER
Use for signage and display work, as well as headlines and body copy.

ZILLA SLAB
This versatile secondary font can be used for headlines and accented body copy.

- Only Frutiger and Zilla Slab should be used on OHIO’s newly migrated WebCMS websites.
- Experiment with full font families for maximum design possibilities.

LOGO
The Heart of OHIO

COLOR
Whenever possible, use the two-color version of the signature woodcut logo. If only one color may be used for the logo, choose Cutler Green, Putnam Gray, Cupola White, or black.

PROMOTIONAL ITEMS
Colleges, divisions, and units should always use the signature logo on promotional items.

- Never show the logo mark without the logo type.

SIZE
Do not reduce the logo in size below 1.5 inches or 154 pixels in width.

SPACING
Maintain a consistent “clear zone” on all four sides of the logo. The minimum clear zone is the width of the “I” in the University signature.

- Ask University Communications and Marketing for help if you have any questions about using the logo.

EVENTS
Show Your OHIO Pride

DECOR
Take care when designing your event. Decorations, signage, and related collateral should be coherent and reflect the OHIO brand.

APPAREL
Encourage staff and volunteers to wear colors that complement your event design.

- Mindful use of decor and apparel will reinforce the OHIO brand, promote school spirit, and lend itself to cohesive photography aesthetics.