OKLAHOMA CHRISTIAN UNIVERSITY

VISUAL IDENTITY STANDARDS

Endorsed by the Marketing Department and the Office of the President
FONT STANDARDIZATION

The Marketing Department has chosen Standard MedCond (Mac) and Zurich XCon BT (PC) as the font standard for all stand-alone instances of the words, “Oklahoma Christian University” in all University publications, including electronic and digital formats. If “Oklahoma Christian University” appears separate and apart from the University crest, it must be in either of these two fonts and appear in all capital letters with the “O”, “C” and “U” 5 points larger.

*The words, “Oklahoma Christian University” which appear in a sentence are excluded and may be written in regular font.

UNIVERSITY LOGO

The Oklahoma Christian logo was chosen by the Graphic Identity committee and commissioned by the University. It consists of a crest containing the letters “OC” and the words “Oklahoma Christian University” set in the University font in all caps directly centered under the crest. Also, “Since 1950” is centered underneath Oklahoma Christian University in a font that cannot be changed. Embracing the words “Since 1950” is a horizontal line with a ball on each side of the words.
UNIVERSITY LOGO (cont.)

The logo may only appear in one of three acceptable formats unless an exception is made in the University Marketing office.

Option 1:
A four-color logo

Option 2:
A two-color logo

Option 3:
A black and white logo

If Option 1, 2 or 3 appear on a dark background, then the typographic treatment under the crest may be changed to a 20% tint of black.
OKLAHOMA CHRISTIAN UNIVERSITY VISUAL IDENTITY STANDARDS

UNAUTHORIZED USES OF THE LOGO

The logo should never be presented:

1). Without “Since 1950” or your department name at the bottom.
2). Repropor tioned
3). Customized
4). Separated
5). Tilted
6). Boxed
7). Combined with any other icon or logo

1. Oklahoma Christian University
2. Oklahoma Christian University
3. Oklahoma Christian University
4. Oklahoma Christian University
5. Oklahoma Christian University
6. Oklahoma Christian University
7. Oklahoma Christian University
UNIVERSITY LOGO & DEPARTMENT CUSTOMIZATION

Because we realize that each college and department is unique, it is acceptable to customize the “Since 1950” portion of the logo to your college or department. Because “Since 1950” is set in a font that cannot be changed, the Marketing Department asks that you contact us to request your customized logo.

OTHER LOGO USAGE

The crest portion may be used by itself under special circumstances. We ask that you use the complete logo whenever possible.

If the crest is used alone, the words may appear out to the side in the appropriate font.
LOGO COLOR PALETTES

It is critical that we use a consistent color palette campus-wide so every instance of the logo will look the same. To the right is a color chart of the appropriate color choices for both process, spot, and web colors for the logo.

The color used in the typographic treatment below the crest is always 65% tint of black. The only exception would be on a dark background, in which it would be 20% tint of black.
OFFICIAL ATHLETIC LOGOS

Oklahoma Christian’s official athletic marks and logos are for use by the university’s athletic department only.

There are four primary elements in OC’s athletic logos: 1) an eagle head; 2) a stylized treatment of the word “EAGLES;” 3) an “OC” mark; and 4) an “Oklahoma Christian University” wordmark (which can be customized for individual sports).

There are three main logos that incorporate these elements and that will be used predominantly in most applications. Any exceptions should be approved by the Athletic Director and by the University Marketing Office.

OC’s athletic logos also are available in 1-, 2-, and 3-color formats for use in approved applications.

ATHLETIC COLOR PALETTES

Below is a color chart of the appropriate choices for process, spot and web colors for use when reproducing OC’s athletic logos or when producing something in official OC Athletics colors.

<table>
<thead>
<tr>
<th>CMYK process colors</th>
<th>Pantone coated (PMS)</th>
<th>Pantone uncoated (PMS)</th>
<th>RGB colors</th>
<th>Hexadecimal colors (WEB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 100, 60, 55</td>
<td>0, 0, 3, 20</td>
<td>10, 10, 30, 5</td>
<td>130, 0, 36</td>
<td>660000</td>
</tr>
<tr>
<td>0, 100, 60, 55</td>
<td>195</td>
<td>421</td>
<td>204, 204, 204</td>
<td>CCCCCC</td>
</tr>
<tr>
<td>0, 100, 60, 55</td>
<td>202</td>
<td>421</td>
<td>225, 215, 155</td>
<td>E2D79B</td>
</tr>
</tbody>
</table>
UNIVERSITY SEAL

The university seal has been replaced by the “shield logo” as Oklahoma Christian's official mark and should not be used in any publication or electronic media, except at the discretion of the president.

EAGLE ICONS

There are no approved eagle icons for use in university publications with the exception of the eagle in the athletic logos, which are for use by the athletic department only.

If you need an eagle for any purpose, please contact the University Marketing Office.