OKLAHOMA CHRISTIAN UNIVERSITY

VISUAL IDENTITY STANDARDS

ENDORSED BY THE OFFICE OF MARKETING & COMMUNICATIONS
AND THE OFFICE OF THE PRESIDENT

OFFICIAL UNIVERSITY LOGO

The official Oklahoma Christian University logo consists of a shield containing the letters "OC" and the words "Oklahoma Christian University" set in the official university font (Standard Medium Condensed) in small caps directly to the right of the shield and centered horizontally with the shield.

UNIVERSITY SEAL

The university seal is used for select official purposes, but should not be used without approval from the Office of Marketing & Communications and the Office of the President.

RETIRED LOGO/COLORS

The old university logo with the "Oklahoma Christian University" wordmark and "Since 1950" (or department names) stacked under the shield has been retired and should no longer be used.

The burnt oxide and tan colors formerly used in the OC shield also have been retired.

OFFICIAL UNIVERSITY LOGO OPTIONS

The logo may appear in one of three acceptable formats unless an exception is made by the Office of Marketing & Communications.

Option 1:
A four-color logo

Option 2:
A two-color logo

Option 3:
A grayscale logo

Option 4:
A one-color logo

LOGO ON DARK BACKGROUND

If Options 1, 2 or 3 appear on a dark background, the wordmark to the right of the shield may be changed to a 20% tint of black.

If Option 4 appears on a dark background, the entire logo may be reversed out in white. As an alternative, the shield may have a "flat" treatment with all the lighter elements cast in white.

OPTION 1

OKLAHOMA CHRISTIAN UNIVERSITY

OPTION 2

OKLAHOMA CHRISTIAN UNIVERSITY

OPTION 3

OKLAHOMA CHRISTIAN UNIVERSITY

OPTION 4

OKLAHOMA CHRISTIAN UNIVERSITY

OKLAHOMA CHRISTIAN UNIVERSITY

OKLAHOMA CHRISTIAN UNIVERSITY

OKLAHOMA CHRISTIAN UNIVERSITY

OKLAHOMA CHRISTIAN UNIVERSITY

OTHER LOGO USAGE

The shield portion of the logo may be used by itself in special circumstances. However, please use the full logo whenever possible.

DEPARTMENT CUSTOMIZATION

Because each college and department is unique, it is acceptable to customize the OC logo in one of two ways. The first option features an alternate version of the full university logo with the department name in the Expressway font underneath the wordmark and a thin rule line. The department name is left-aligned with the "Oklahoma Christian University" wordmark.

The second option, only to be used in instances where the parent context of the university is clear, is to remove the "Oklahoma Christian University" wordmark from the logo and replace it with your department name in the Standard Medium Condensed font.

In both the above cases, the Office of Marketing & Communications will provide you with official design options based on how your department name best fits with the OC shield.

OKLAHOMA CHRISTIAN UNIVERSITY
OFFICE OF STUDENT LIFE

OKLAHOMA CHRISTIAN UNIVERSITY
GRADUATE SCHOOL OF ENGINEERING & COMPUTER SCIENCE

OC ADMISSIONS

UNAUTHORIZED USES OF THE LOGO

The logo should never be presented:
1. Reproportioned
2. Customized
3. Separated
4. Tilted
5. With font replaced
6. Boxed
7. Combined with any other icon or logo

1.

2.

3.

4.

5.

6.

7.

OFFICIAL ATHLETIC LOGOS

Oklahoma Christian University's official athletic marks and logos are only for use by the athletic department unless otherwise approved by the Office of Marketing & Communications.

There are four primary elements in OC's athletic logos:
1. OC's official eagle head mark.
2. A stylized treatment of the word "Eagles."
3. An interlocking "OC" mark.
4. The "Oklahoma Christian University" wordmark in the university's official Standard Medium Condensed font.

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 Office of Marketing & Communications.

Note: Any athletic marks produced before 2008 have discontinued logo treatments and old color values and should be discarded.
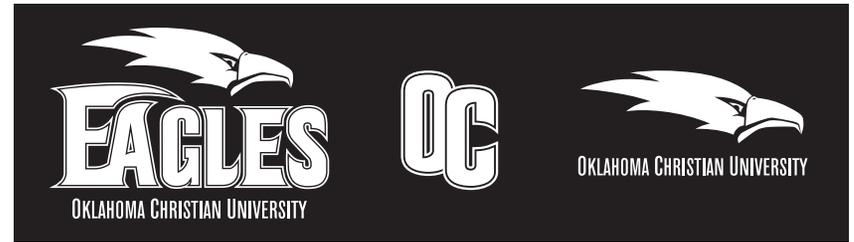
PRIMARY LOGO

SECONDARY LOGO

INTERLOCKING LOGO

ATHLETIC LOGO OPTIONS

The options at right show approved 1-color and reversed treatments for OC's official athletic logos. Please note that the reversed treatment of the alternate logo on a dark background should use the eagle head only and not be paired with the overlapping "interlocking OC."

CUSTOMIZED ATHLETIC MARKS

Additional athletic logo options, including customized marks for the university's sports, spirit groups, and athletic support organizations, can be produced by the Office of Marketing & Communications.

Fire Doomsday is the official complementary font for OC Athletics. The Expressway font also can be used in certain applications to complement the university's official brand guidelines.

OFFICIAL UNIVERSITY LOGO COLOR PALETTES

It is critical to use a consistent color palette campus-wide so every instance of the logo looks the same. This color chart shows the appropriate color choices for process, spot, and web colors for the logo.

The color used in the workmark is always 65% tint of black. The only exception is on a dark background, when it should be 20% tint of black.

CMYK PROCESS COLORS

| C M Y K 0 100 61 43 | C M Y K 0 0 3 20 |

PANTONE COATED (PMS)

| 202 | 421 |

PANTONE UNCOATED (PMS)

| 201 | 421 |

HEXIDECIMAL COLORS (WEB)

| 801818 | CCCCCC |

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 athletic colors.

Note: Any athletic marks produced before 2008 have discontinued logo treatments and old color values and should be discarded.
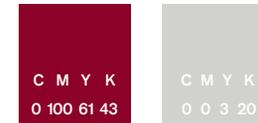
CMYK PROCESS	0, 100, 60, 75	0, 0, 3, 20	10, 10, 30, 5
PANTONE COATED (PMS)	195	421	467
PANTONE UNCOATED (PMS)	202	421	468
RGB COLORS	130, 0, 36	204, 204, 204	225, 215, 155
HEXIDECIMAL COLORS (WEB)	660000	CCCCCC	E2D79B