



OKLAHOMA CHRISTIAN UNIVERSITY

**ATHLETIC DEPARTMENT
VISUAL IDENTITY STANDARDS**

Endorsed by the Athletic Director and the University Marketing Office
Updated May 2008

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ABOUT OUR IDENTITY

Oklahoma Christian University's athletic programs have been characterized by success and integrity for almost half a century. The accomplishments of OC athletes and coaches in the playing arena, in the classroom and in the community all contribute to the positive perception that the world at large has of Oklahoma Christian University. In many ways, the OC Athletic Department is the most "public" face of this distinguished institution; it needs and deserves an iconic and identifiable "brand" that complements and enhances OC's successful reputation.

A brand must tell everyone who you are or who you want to be. It must be easily identifiable. It must be sharp and cool. It must be flexible. It must be interchangeable. It must give an indication about our personality. It must look professional and "national." It must be versatile in order to work in a variety of applications – including broadcast, web, embroidery, print and promotional materials.

More than colors, seals and logos, our identity is an important communications tool and must be employed with care and consideration. Like any successful organization, we need to communicate our excellence to the world with a unified identity, which strengthens our brand. This guide creates a framework whereby all athletes, coaches, fans and supporters can present themselves to the world with a unified look, while maintaining the individuality that we prize. We hope you will find these guidelines to be useful and that you employ them in ways that suit your specific needs.

PROTECTING OUR VISUAL IDENTITY

Because visual identity plays an important role in shaping the image of the Oklahoma Christian University Athletic Department, all members of the department and the campus community should strive to protect that identity in their internal usage of the official athletic logos and when working with external vendors to reproduce the logos on apparel, gear, etc. Graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to the OC athletic logos. The logos should never be altered, animated or appear in any other color without approval by the Director of Athletic Marketing & Communications.

All other OC athletic logos that are not part of this visual identity package have been discontinued and should not be used in any application.

OFFICIAL OC ATHLETICS LOGOS

There are four primary elements in the package of OC athletics 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. However, the elements also were designed to be mixed and matched according to each sport's need, while keeping with the specifications presented in this Visual Identity Guide. Any exceptions should be approved by the Director of Athletic Marketing & Communications. OC's official package of athletic logos is presented on the subsequent pages.

CUSTOMIZATION

Though the primary and/or secondary logos should be used most of the time, there are situations when a custom version of OC's athletic logos is appropriate for a specific sport or application. Usage of custom logo treatments should be approved by the Director of Athletic Marketing & Communications, who can help you select the custom logo that will work best for each specific application.

FONT STANDARDIZATION

Customization of the official athletics logos can be achieved through the university's official font: **Standard MedCond (Mac) and Zurich XCn BT (PC)**. This font is used for the words "OKLAHOMA CHRISTIAN UNIVERSITY" in the official athletics logo package as well as in the official university logo (the OC "shield"). For customized applications, the official athletics logos have been designed to allow for "OKLAHOMA CHRISTIAN UNIVERSITY" to be removed and replaced by individual sport names (i.e. "BASKETBALL," "GOLF," "SOFTBALL," etc.).

For print pieces and other miscellaneous applications, the Standard MedCond/Zurich XCn BT font is a good choice for mastheads, headers/footers, headlines, etc., in order to expand the look and feel of OC's official visual identity into all materials. Outside vendors can contact the University Marketing Office to obtain a copy of these fonts. The athletic department has specified a generic "athletic block" font as the preferred alternative whenever Standard MedCond or Zurich XCn BT cannot be used.

The stylized treatment of the word "EAGLES" on OC's logo package is not a font, but a graphic design, and is not intended to be reproduced for usage with other words or applications.

OFFICIAL OC ATHLETICS COLORS

The official colors for OC Athletics are maroon, silver, tan, black and white. The Pantone values and precise color formulas are presented below and on the subsequent logo pages. They should be used internally by the Athletic Department and externally by vendors to match the precise color values/formulas as closely as possible when producing uniforms, apparel, gear, etc. **NOTE: OC's official color values were revised in May 2008.**

Recognizing that available fabric colors vary from vendor to vendor, the goal in this branding initiative is to achieve greater consistency across all programs. When possible, the hue of OC's maroon color should trend toward a dark/blood red or burgundy color rather than the "purple"-hued maroon used by Texas A&M University, Virginia Tech University, etc. Individuals and programs should work with the Director of Athletic Marketing & Communications when placing orders to ensure standardization and a "uniform look" on all OC-branded gear and apparel.



CMYK process colors	0, 100, 60, 75	0, 0, 3, 20	10, 10, 30, 5
Pantone coated (PMS)**	195+	421	466
Pantone uncoated (PMS)	195	421	468
Hexidecimal colors (WEB)	660000	CCCCCC	E2D79B
Thread colors	ISACORD 2123		

** OC's official maroon color is PMS 195 with 20% more black (CMYK 0, 100, 60, 75 instead of 0, 100, 60, 55).

OKLAHOMA CHRISTIAN UNIVERSITY ATHLETICS - OFFICIAL MARKS & BRANDING



OKLAHOMA CHRISTIAN UNIVERSITY

4-COLOR



OKLAHOMA CHRISTIAN UNIVERSITY

2-COLOR (MAROON/BLACK)



OKLAHOMA CHRISTIAN UNIVERSITY

1-COLOR (WITH SHADING)









OKLAHOMA CHRISTIAN UNIVERSITY

1-COLOR (NO SHADING)



OKLAHOMA CHRISTIAN UNIVERSITY

1-COLOR (REVERSED)

	PMS 195 +* CMYK: 0, 100, 60, 75
	PMS 421 CMYK: 0, 0, 3, 20
	PMS 424 CMYK: 0, 100, 0, 61
	PMS 468 CMYK: 10, 10, 30, 5
	PMS 466 CMYK: 10, 15, 45, 20
	FULL BLACK CMYK: 75, 68, 67, 90

*The official maroon color used for OC Athletics is PMS 195 with 20% more black (0, 100, 60, 75 instead of 0, 100, 60, 55)

PRIMARY LOGOS

OKLAHOMA CHRISTIAN UNIVERSITY ATHLETICS - OFFICIAL MARKS & BRANDING



OKLAHOMA CHRISTIAN UNIVERSITY

4-COLOR



OKLAHOMA CHRISTIAN UNIVERSITY

2-COLOR (MAROON/BLACK)



OKLAHOMA CHRISTIAN UNIVERSITY

1-COLOR (WITH SHADING)









OKLAHOMA CHRISTIAN UNIVERSITY

1-COLOR (NO SHADING)



OKLAHOMA CHRISTIAN UNIVERSITY
USE HEAD ONLY (NO "OC") IN THIS TREATMENT

1-COLOR (REVERSED)

	PMS 195 +* CMYK: 0, 100, 60, 75
	PMS 421 CMYK: 0, 0, 3, 20
	PMS 424 CMYK: 0, 100, 0, 61
	PMS 468 CMYK: 10, 10, 30, 5
	PMS 466 CMYK: 10, 15, 45, 20
	FULL BLACK CMYK: 75, 68, 67, 90

*The official maroon color used for OC Athletics is PMS 195 with 20% more black (0, 100, 60, 75 instead of 0, 100, 60, 55)

ALTERNATE LOGOS

OKLAHOMA CHRISTIAN UNIVERSITY ATHLETICS - OFFICIAL MARKS & BRANDING



4-COLOR



2-COLOR (MAROON/BLACK)









1-COLOR (WITH SHADING)



1-COLOR (NO SHADING)



1-COLOR (REVERSED)

	PMS 195 +* CMYK: 0, 100, 60, 75
	PMS 421 CMYK: 0, 0, 3, 20
	PMS 424 CMYK: 0, 100, 0, 61
	PMS 468 CMYK: 10, 10, 30, 5
	PMS 466 CMYK: 10, 15, 45, 20
	FULL BLACK CMYK: 75, 68, 67, 90

INTERLOCKING LOGOS

*The official maroon color used for OC Athletics is PMS 195 with 20% more black (0, 100, 60, 75 instead of 0, 100, 60, 55)

OKLAHOMA CHRISTIAN UNIVERSITY ATHLETICS - OFFICIAL MARKS & BRANDING



OKLAHOMA CHRISTIAN UNIVERSITY

EAGLEHEAD WORDMARK (HORIZONTAL)



OKLAHOMA CHRISTIAN UNIVERSITY

INTERLOCKING WORDMARK (HORIZONTAL)



OKLAHOMA
CHRISTIAN
UNIVERSITY

INTERLOCKING WORDMARK (STACKED)



OKLAHOMA CHRISTIAN UNIVERSITY

SECONDARY LOGO (NO "OC")

	PMS 195 + * CMYK: 0, 100, 60, 75
	PMS 421 CMYK: 0, 0, 3, 20
	PMS 424 CMYK: 0, 100, 0, 61
	PMS 468 CMYK: 10, 10, 30, 5
	PMS 466 CMYK: 10, 15, 45, 20
	FULL BLACK CMYK: 75, 68, 67, 90

ADDITIONAL LOGO TREATMENTS

*The official maroon color used for OC Athletics is PMS 195 with 20% more black (0, 100, 60, 75 instead of 0, 100, 60, 55)