PICTOGRAPHIC MARKS // Power Bison

The Power Bison is the primary mark for OBU Athletics. The logo is preferably shown in two colors (black and green), but may also be rendered in one-color when necessary. The outer contrast-stroke should always be used, especially when printing on dark backgrounds.

- Two-color on light background (white or gold)
- Two-color on dark background (black or green)
- Green on light background (white or gold)
- Green on dark background (black or green)
- Black on light background (white or gold)
- Black on dark background (black or green)

Note: when possible, use green for the one-color version.
The Charging Bison is a secondary mark for OBU Athletics. It may be shown in the following formats with or without associated typography.

- Two-color on light background (white or gold)
- Two-color on dark background (black or green)
- Green on light background (white or gold)
- Green on dark background (black or green)
- Black on light background (white or gold)
- Black on dark background (black or green)

Note: When possible, use green for the one-color version.
The Bison Wordmark may be used as a stand-alone graphic or in conjunction with a pictographic mark. Do not letter-space, skew or tilt the wordmark.

The Bison Wordmark may also be paired with the school name in Univers 59 Ultra Condensed.
The OBU Wordmark is a stand-alone graphic that may be paired with text set in Univers.

green on white or gold

white (or gold) on black or green

two-color type block with trim stroke

one-color reverse type block
Bison Green & Gold should be used consistently across multiple media and platforms. Other approved colors include white, black, and varying shades of gray. Vegas Gold is for team uniforms and certain approved instances.

### Green

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Process</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>356</td>
<td>C: 80</td>
<td>#255F2B</td>
</tr>
<tr>
<td></td>
<td>M: 30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 40</td>
<td></td>
</tr>
</tbody>
</table>

### Gold

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Process</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>129</td>
<td>C: 0</td>
<td>#FCAF17</td>
</tr>
<tr>
<td></td>
<td>M: 35</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 100</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 0</td>
<td></td>
</tr>
</tbody>
</table>

### Vegas Gold

<table>
<thead>
<tr>
<th>Pantone</th>
<th>Process</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>874</td>
<td>C: 32</td>
<td>#AE936C</td>
</tr>
<tr>
<td></td>
<td>M: 39</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Y: 63</td>
<td></td>
</tr>
<tr>
<td></td>
<td>K: 4</td>
<td></td>
</tr>
</tbody>
</table>
Typography plays a major role in brand consistency. For official wordmarks, simply utilize the vector wordmarks (already converted to outlines) as opposed to setting the type. For team jerseys and uniforms a traditional slab-serif (e.g., collegiate serif) may be used. For other utilitarian purposes such as body copy for media guides, way-finding graphics, or other materials, use Univers. Containing a broad family of weights and degrees of compression, Univers can handle most jobs. Alternative display faces are approved on a case-by-case basis.
COMBINATIONS // Type & Image

Use the following pictographic and typographic marks in tandem to ensure consistency of orientation. Each mark can be shown with or without school name.

- two-color on white
- two-color on dark with school
- two-color on white
- two-color on dark with school
- two-color on white with OBU
- one-color bison on dark with OBU

Note: the Charging Bison may also be used in one-color.
COMBINATIONS // Type & Image

Use the following pictographic and typographic marks in tandem to insure consistency of orientation. Each mark can be shown with or without school name.

- two-color shield on light background
- two-color shield on dark background
- OBU Wordmark and Power Bison stacked on light
- OBU Wordmark and Power Bison stacked on dark
ALTERNATIVES

Alternatives to the OBU Athletic identity (i.e., deviations from the aforementioned styles) are allowed so long as they are approved by the OBU Athletic Dept and OBU Communications Dept. Many of these alternatives would include team-specific needs. For instance OBU Baseball has historically used a “wood-type B” for its hats and a script typeface for jerseys. Since this is an historic use, it is allowed even though it deviates from primary iterations of the brand.

The school name may be set in the “Bison Serif” typeface for certain contexts.

OKLAHOMA BAPTIST UNIVERSITY

BREACHES OF IDENTITY

Please avoid misuses of the identity system. Common problems: skewed proportions, discolored graphics, low-quality resolution of files. Whenever possible send scalable, vector artwork to service providers.

common inappropriate usage of the Power Bison

- left-facing
- reversal of positive & negative forms
- inappropriate color combinations
- dark on dark without contrast stroke
TEAM TREATMENTS

Official marks may also be used for specific sports.
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BISON BASKETBALL

BASKETBALL

above examples with the school

OKLAHOMA BAPTIST UNIVERSITY BISON BASKETBALL
TEAM TREATMENTS

Official marks may also be used for specific sports.

Bison Wordmark & sport on white

Bison Wordmark & sport on black

Power Bison & sport on white

Power Bison & sport on black

above examples with the school
TEAM TREATMENTS

Official marks may also be used for specific sports.

Bison Wordmark & sport on white

Bison Wordmark & sport on black

Power Bison & sport on white

Power Bison & sport on black

above examples with the school

OKLAHOMA BAPTIST UNIVERSITY

BISON

SOCCER
TEAM TREATMENTS

Official marks may also be used for specific sports.

Bison Wordmark & sport on white

Bison Wordmark & sport on black

Power Bison & sport on white

Power Bison & sport on black

above examples with the school

OKLAHOMA BAPTIST UNIVERSITY

BISON

TRACK & FIELD

OKLAHOMA BAPTIST UNIVERSITY

TRACK & FIELD