



BRANDING GUIDELINES

These days, competition for customers is fierce within most industries, even in fields like healthcare and utilities, which once seemed off-limits to marketing. Branding is the key to differentiating yourself from the competition, but if you don't build your brand promise around reality or consistently live up to it, your branding efforts are pointless. Brands are built through the consistent delivery of the brand promise through all stakeholder touch points. It is the consistent, desired experience that builds trust and trust is the foundation for loyalty and promotion.

William Arruda, Contributor
Forbes.com

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Introduction

INTRODUCTION 1

OBU's visual identity manual provides guidelines for presenting our graphic elements to both internal and external audiences.

These guidelines exist to support users across the institution, including all schools, divisions and programs, in the consistent and effective representation of OBU's unified identity – from printed materials to visual presentations to the institutional website.

Imagine you have just settled into your seat at one of your favorite Broadway musicals. The curtain rises, the cast emerges, and you see Mary Poppins, the Phantom from Phantom of the Opera and Simba from the Lion King. Each character begins to recite their lines with emphatic emotion. While you may be fond of each of these musicals, to make sense out of having them all in the same production would be overwhelming, confusing and disorganized. Chances are, you would soon lose interest and leave.

This scenario, however, is not unlike the university that fails to demonstrate consistent branding.

A brand identity that is communicated with discipline and consistency can have the same pleasing effect as a Broadway musical. As cast members from the same production, we all contribute something unique that needs to be delivered in a cohesive, coordinated effort.

We believe that Oklahoma Baptist University will be a stronger place, and the programs will prosper best, if there is awareness both here and in the outside world that all are part of OBU. A coordinated and professional visual identity reflects the university's excellence in all its areas.

OBU's visual identity helps communicate who we are to students, alumni, donors, parents, church members, and other publics. However, OBU's brand identity is only one aspect

of OBU's brand. OBU's brand is much broader than the logo or stationery; our brand is built on who we are and what people expect when they interact with us. Every unit of the campus is a vital part of the brand; therefore it is critical that our campus believes in the brand and that employees serve as its biggest ambassadors.

Mission Statement:

As a Christian liberal arts university, Oklahoma Baptist University transforms lives by equipping students to pursue academic excellence, integrate faith with all areas of knowledge, engage a diverse world, and live worthy of the high calling of God in Christ.

Working with Marketing and Communications

The Marketing and Communications staff are the brand identity specialists of Oklahoma Baptist University. To cover campus needs, department personnel have expertise in a variety of marketing and communication areas. Whether through graphic design, writing, web, or other communications initiatives, their job is to make the entire university team look polished and united.

Using the services of Marketing and Communications guarantees that an experienced professional assists you with meeting the goals set for your project while also making sure your project expresses the university brand.

In this age of competition for students, dollars, and donors, the reality is that universities need to speak in a clear and consistent voice to avoid confusion. Because it takes multiple impressions to make an impact in a cluttered marketplace, consistent visual imagery is of strategic importance.

By practicing the discipline to be coordinated and integrated, we provide the public with familiarity, strength and a unified image.

Any messages designed for our publics or funded by the university, its departments, or its donors, including ads, direct mail, invitations, web pages, signage, newsletters, or booths, should be reviewed by the Marketing and Communications professionals before being released to the public.

Just as we care about the quality of our academic programs, we care about the quality of our visual messages. OBU's desire is that our materials mirror the excellence of our academic programs.

This is what the system described in the following pages attempts to accomplish. The benefits of a system such as this accrue over time through continual application. In this way each of you can help maintain and enhance the institution that we all so dearly love.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the Marketing and Communications Office at 405.585.5400 or info@okbu.edu.

In closing, thank you in advance for your cooperation with this effort and your adherence to these guidelines.

Logo Standards

The OBU Logo

The OBU logo is the keystone of our visual identity and is used on all communications materials.

The OBU logo is assertive, relevant and striking. It conveys school pride through the elements of the spire and through the use of the official color.

The current illustration of the spire, introduced in 2011, exemplifies an image familiar to generations of OBU alumni while also giving newcomers a sense of our history and pride.

All elements are important: the spire and the treatment of “OBU” make an important statement about the institution’s place in the ranks of liberal arts educational institutions.

The typeface was chosen to reflect the tradition and excellence of OBU. The letterforms have been specifically sculpted and spaced. Users should never attempt to redraw this logo or rebuild it from scratch.

The OBU logo is for use in all areas of the University when communicating to internal and external audiences. It is to be used for all institutional branding, marketing, communications and promotional purposes.

Uniform use of the logo builds awareness of the university in the academic community and beyond. It is crucial for everyone to use the logo in accordance with these guidelines.

When using the OBU logo, always use an approved logo file. Never try to recreate the logo. The mark may be resized, but always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

OBU faculty and staff may download the logos on the [OBU SharePoint](#) site.



[View the athletic logo standards.](#)

Logo Standards

The OBU Logo

The only colors that can be used in the logo treatments are the official OBU green, black or reversed. It is not permissible for the logo to appear in any other color, nor may it appear in two or more colors.

The green logo is the preferred version, but it is acceptable to be printed in all black or reversed out of any color.

THE LOGO IN WHITE
If the logo is to be placed on a dark background, the white variant of the logo may be used. Enough contrast should be present to allow the logo to stand out.

Do not fill the logo with graphics or photos, or cover them with text or graphics.

preferred



accepted



Logo Standards

The OBU Logo

CLEAR SPACE, SIZE, FILE FORMATS **5**

MINIMUM CLEAR SPACE

Whenever you use the official OBU logo, it should be surrounded with clear space to insure its visibility and impact. The minimum clear space is equal to the width of the upper counter in the 'B' and should be incorporated into any design using the logo.

No graphic elements of any kind should invade this zone.

Placing the symbol on a colored background or on a photo or illustration is not an intrusion of the minimum clear space, providing maximum legibility is maintained.

MINIMUM PRINT SIZE

The minimum printed acceptable size for the OBU logo is defined by the height of the spire. The spire should never be less than .5625" (or 9/16") high in print. It is shown here at its actual minimum size.

FILE FORMATS

The logo is provided in four formats which can be downloaded from this site:

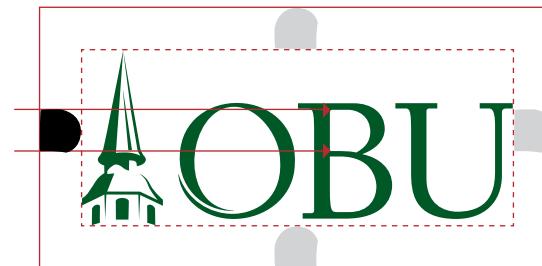
JPEG for use in other applications, such as Microsoft Word or desktop applications.

PDF for professional print design and publishing applications. For promotional items, including uniforms and T-shirts, this is the version you will need to send to your licensed vendor.

PNG for use when a transparent background is needed online, and for power point – not for print.

SVG is for selected professional web design applications. This should only be used when requested by an approved vendor.

CLEAR SPACE



MINIMUM PRINT SIZE

.5625"



Logo Standards

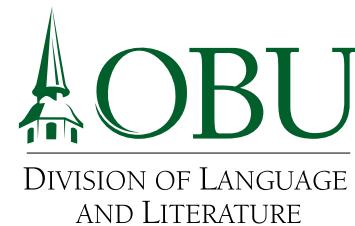
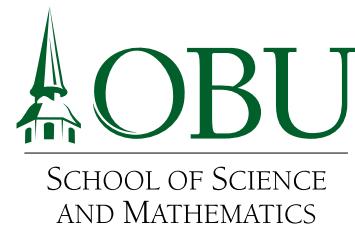
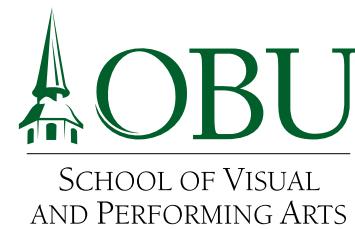
School/Division Logos

SCHOOL AND DIVISION LOCKUPS 6

OBU's schools and divisions have a nameplate incorporating the University logo. The nameplates, which feature consistent typography, should be used by academic units for branding, marketing, communications and promotional purposes, including stationery.

The rule that appears under "OBU" is part of the mark and must not be cropped, drawn separately, or left off. It must be scaled in proportion to the rest of the logo.

OBU faculty and staff may download the logos on the [OBU SharePoint](#) site.



Logo Standards

Departmental Lockups

DEPARTMENTAL LOCKUPS

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We see hundreds of logos in the course of a day, each representing a different business entity, product or service. The result of this visual bombardment is that many of us assume that every program, product, or service of OBU must also have its own logo – its own “brand.”

This is not so. Despite multiple departments, the strongest, most recognizable brand that OBU organizations can project is that of OBU itself – the brand that is outlined in this standards guide.

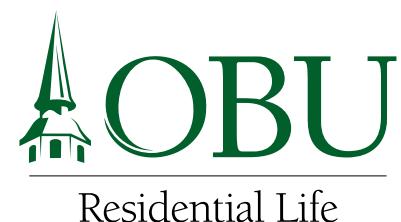
The use of the OBU logo, typeface, and colors provides a foundation for organizational identity – along with a strong connection to OBU.

Departmental lockups are made from OBU's main logo and a department name. Never attempt to make a lockup from scratch.

OBU faculty and staff may download the logos on the [OBU SharePoint](#) site.

If your department isn't included, you may [request one from Marketing and Communications](#).

samples



Departments that do not span wider than OBU will be centered under OBU.

Departments that span wider than OBU will be centered under the entire logo.

Alumni has a unique logo that helps identify them as a specific group of the university.

Logo Standards

Ensemble Lockups

ENSEMBLE LOCKUPS 8

This is only font and style variant for University logos is for the Ensemble in the Visual and Performing Arts.

Since each group is unique to OBU, the spire is not a required element for these logos.

This style is approved only for the following:

- 519 collective
- Bison Brigade
- Bison Glee Club
- Bison Jazz Orchestra
- Bisonette Glee Club
- Symphonic winds
- True Coice
- University Chorale
- University Ringers

Never attempt to make a lockup from scratch.

If you need a lockup created, please [request one from Marketing and Communications.](#)

OBU faculty and staff may download the logos on the [OBU SharePoint](#) site.

samples



Departments that do not span wider than OBU will be centered under OBU.

Departments that span wider than OBU will be centered under the entire logo.

Logo Standards

Student Life Lockups

STUDENT LIFE LOCKUPS 9

This is the only font and style variant for University logos is for Student Life.

Never attempt to make a lockup from scratch.

If you need a lockup created, please [request one from Marketing and Communications.](#)

OBU faculty and staff may download the logos on the [OBU SharePoint](#) site.



Digital Media Standards

DIGITAL MEDIA STANDARDS 10

Websites can serve as important marketing tools for the University. The many websites hosted by the University require significant resources, and they are a reflection of the mission and character of the University's students, faculty, staff, alumni and others.

Consistent and coordinated use of OBU logos on University websites is a vital part of preserving and enhancing the value of the institutional brand. All University departments and organizations should use OBU's visual identity elements in accordance with the graphic standards presented in preceding sections of this guide.

University Seal

UNIVERSITY SEAL 11

The University seal is not to be used for general branding, marketing, communications or promotional purposes. Its use is restricted to official documents, publications and materials associated with the Office of the President and Board of Trustees, or for purposes approved by the President or the Board of Trustees. Examples of approved uses include:

- Diplomas
- Transcripts
- Official certificates
- Printed programs, banners and other materials associated with commencements and convocations
- Award plaques presented on behalf of the Board of Trustees or Office of the President

The seal can be presented in black or reversed out on a dark background.

Before using the University seal in your communications efforts, please gain approval from Marketing and Communications.



University Color Palette

Official University Colors

OFFICIAL UNIVERSITY COLORS 12

Green is an integral part of the University's brand identity. OBU green should be incorporated – and highlighted – whenever possible, especially in high profile and core applications.

OBU's school colors of green and gold were chosen by students in the first year of classes in 1910 because the campus was located in the middle of a green prairie covered with wild golden coreopsis flowers.

OBU Official Primary Color



CMYK 100 · 0 · 100 · 60
RGB 0 · 88 · 38
Hex 005826
Pantone® 357 C

OBU Official Secondary Color



CMYK 20 · 37 · 100 · 0
RGB 209 · 160 · 44
Hex d1a02c
Pantone® 7563 C

University Color Palette

Tertiary Colors

TERTIAL COLOR 13

To assist with color decisions, the university encourages use of the following tertiary color palette. This palette has been chosen to complement the primary and secondary colors and is meant to guide and coordinate the design of publications, websites, and other communication vehicles.

Sage

CMYK 60 · 15 · 90 · 0
RGB 114 · 169 · 81
Hex 72a951
Pantone® 7489 C

Navy

CMYK 100 · 80 · 15 · 0
RGB 23 · 80 · 143
Hex 1a428a
Pantone® 7687 C

Scarlet

CMYK 30 · 100 · 100 · 0
RGB 178 · 41 · 46
Hex b2292e
Pantone® 1805 C

Purple

CMYK 80 · 100 · 11 · 0
RGB 94 · 46 · 133
Hex 5e2e85
Pantone® 268 C

Rust

CMYK 13 · 75 · 100 · 0
RGB 210 · 95 · 21
Hex d25f15
Pantone® 159 C

Sky Blue

CMYK 60 · 16 · 15 · 0
RGB 112 · 177 · 201
Hex 70b1c9
Pantone® 7458 C

Teal

CMYK 80 · 19 · 51 · 0
RGB 25 · 152 · 139
Hex 19988b
Pantone® 7473 C

Tan

CMYK 19 · 25 · 52 · 0
RGB 209 · 184 · 136
Hex d1b888
Pantone® 7502 C

Black

CMYK 24 · 0 · 0 · 100
RGB 34 · 34 · 34
Hex 222222
Pantone® Black C

University Typefaces

Berkeley

UNIVERSITY TYPEFACES 14

A palette of type fonts complements the logo design. Like the color palette, its use furthers the recognition of OBU communication materials.

The serif typeface that has been selected for OBU communications is Berkeley. Berkeley falls in the classification of the old style serif font category.

It has a full complement of four weights and true italics.

Berkeley Oldstyle Book
Berkeley Oldstyle Book Italic

Berkeley Oldstyle Medium
Berkeley Oldstyle Italic

Berkeley Oldstyle Bold
Berkeley Oldstyle Bold Italic

Berkeley Oldstyle Black
Berkeley Oldstyle Black Italic

University Typefaces

Univers

UNIVERSITY TYPEFACES 15

The sans serif typeface that has been selected for OBU communications is Univers.

The Univers typeface has the advantage of having a variety of weights which even combined give an impression of steadiness and homogeneity. The clear, objective forms of Univers make this a legible font suitable for almost any typographic need.

Berkeley and Universe are OBU's preferred institutional fonts for publications and in marketing materials.

There are no established rules for using the serif option (Berkeley) or the sans serif option (Univers). However, serifs tend to be more formal and easier to read, so Berkeley would be the advisable choice for pieces that contain large amounts of copy.

Univers Next Light
Univers Next Light Italic

Univers Regular
Univers Italic

Univers Medium
Univers Medium Italic

Univers Bold
Univers Bold Italic

Univers Heavy
Univers Heavy Italic

Univers Black
Univers Black Italic

University Typefaces

Caecilia

UNIVERSITY TYPEFACES 16

Caecilia is the serif typeface for OBU student life-related departmental lockups.

Caecilia has multiple weights, but should not be used outside the official lockups created by Marketing and Communications.

Caecilia Light
Caecilia Light Italic

Caecilia Roman
Caecilia Italic

Caecilia Bold
Caecilia Bold Italic

Caecilia Heavy
Caecilia Heavy Italic

University Typefaces

Blacksword

UNIVERSITY TYPEFACES 17

Blacksword is the script typeface selected for OBU ensemble groups.

This font is approved only for the following:

519 Collective
Bison Brigade
Bison Baroque
Bison Glee Club
Bison Jazz Orchestra
Bisonette Glee Club
Music Preparatory
Symphonic Winds
True Voice
University Chorale
University Ringers

Blacksword

University Stationery

Business Cards

BUSINESS CARDS 18

STATIONERY OVERVIEW

Stationery is one of the most frequent uses of OBU identity. Consistent and coordinated use of official university stationery provides the opportunity to visibly solidify the university brand.

OBU has one official academic format for letterhead, envelopes, business cards, and name badges.

The type and quality of paper used for printed material is an important part of the identity system. White linen paper is used for the letterhead. Second sheets, envelopes, business cards, and other related materials are available in matching stock.

Please contact Marketing and Communications with any questions.

BUSINESS CARDS

There is one approved business card format for academic and administrative departments. The adopted format allows plenty of room for individuals to customize their contact information and affiliation within the university.

Business cards are printed on paper stock that coordinates with the University stationery and should be ordered [through the online order form](#).

Do not create/design business cards in any other way.

Printing the back of the business card is not optional.

business card front - shown at 100%



business card back - shown at 100%



[Need Business Cards?
Fill out an order form.](#)

University Stationery

Letterhead

LETTERHEAD 19

There is one approved letterhead format for academic and administrative departments.

Mailings should never use photocopies, color copies, or any other reproduction of the official printed OBU stationery.

Official academic and athletic letterhead is printed on an approved paper stock and should be ordered [through the online order form](#).

DIGITAL LETTERHEADS
Standardized digital letterhead templates are also available.

Digital letterhead files are produced by Marketing and Communications. Please note that digital stationery is intended for email and other electronic communication only; all print communication requires official printed OBU letterhead.

Athletic letterhead is shown on the following page.

academic letterhead - shown at 100%



okbu.edu

Department Name

405.585.5555 | **CELL** 405.585.5555

500 West University | Shawnee, OK 74804

**[Need Letterhead?
Fill out an order form.](#)**

University Stationery

Athletic Letterhead

LETTERHEAD 20

athletic letterhead - shown at 100%



obubison.com

Coach Name
Sport

405.585.5555 | **CELL** 405.585.5555
coach.name@okbu.edu

500 West University
Shawnee, OK 74804

Need Letterhead?
Fill out an order form.

University Stationery

Envelopes

ENVELOPES 21

There is one approved #10 envelope design format for academic and administrative departments.

Official academic and athletic #10 envelopes are printed on an approved paper stock and should be ordered [through the online order form.](#)

Other envelope sizes are also available to order online, such as 6x9, 9x12 and 10x13.

envelopes - shown at 100%



[**Need Envelopes?**](#)
[Fill out an order form.](#)

University Stationery

Name Badges

There is one approved lapel name badge design format for academic and administrative departments.

General academic and athletic name badges should be ordered [through the online order form](#).

name badge - shown at 100%



[Need a name badge?](#)
[Fill out an order form.](#)

Email Signatures

EMAIL SIGNATURES 23

Email communication is just as important to conveying a consistent message as print publications. Messages sent from office email accounts represent programs, departments, colleges, and OBU.

When sending emails to external audiences, use the signature format outlined here with the OBU logo and address underneath personal information (see example):

- Name
- Title
- Contact Information

Since OBU email is university business correspondence, personal tag lines, quotations, photographs and background graphics should not be part of email signatures.

sample email signature



Employee Name

Employee Title

500 West University
Shawnee, OK 74804

okbu.edu

405.585.####

Need an email signature?
Use the online signature creation tool.

Consistency of writing style is as important to OBU's identity program as consistency of design. Marketing and Communications uses the Associated Press Style Guide, which is the preferred style for journalistic publications and media outlets, as its primary reference for writing style rules.

Official OBU publications, including OBU Magazine and the University website should follow these style rules. Academic departments may use the accepted style guide for their field for more formal academic publications.

Please contact Marketing and Communications with any questions.

Contact

CONTACT 25

For questions about
Oklahoma Baptist University
Branding Guideline Standards,
contact:

Marketing and Communications
405.585.5400
info@okbu.edu

