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WHAT IS BRANDING?

A “brand” is an intangible collection of perceptions that exist in the mind of the consumer. A brand is not a logo, a color scheme, a mission statement or cooked up in a cabinet meeting. A brand is not a rulebook, advertising or simple attributes.

A brand is every association and experience, active and intentional. It is how people feel and think about something. In our case, it is how people feel and think about the University of Central Oklahoma. It is the awareness and relevance of our university in the minds of students, faculty, staff and the community at large.

A brand is built not only through effective communications or appealing logos, it is built through the total experience that it offers. Our visual identity is simply a reflection of our brand.

WHAT ARE GRAPHIC STANDARDS?

Consistency is key to successfully conveying the University of Central Oklahoma “brand” to the world. A strong and consistent visual identity helps shape the way key constituents view our university, both now and in the future. That visual identity begins with this University of Central Oklahoma Graphic Standards Guide.

This guide will help the University of Central Oklahoma to avoid confusion in a crowded landscape by helping us to clearly define the university and maintain the consistency necessary for effective communication to the public.

The promise of academic excellence, of providing transformative, life-changing learning experiences to our students, to help them find their place in our community and to become our future leaders, comes alive in a very real and meaningful way when they see the University of Central Oklahoma wordmark, logo, seal and other university “marks.”

WHO IS THIS GUIDE FOR?

This guide has been developed for use by all academic, research, outreach, student services, authorized student organizations and administrative units of the University of Central Oklahoma funded through or by the university that are not legally autonomous. All such units must follow these guidelines. Outside agencies or publishers that create print or electronic publications, or any other materials, for any University of Central Oklahoma units are also required to abide by the guidelines.

The guidelines are to be applied to all uses of the university marks, whether for advertising, signage, stationery, uniforms, vehicles, Web content or the countless other items that carry the University of Central Oklahoma brand to the world.

UNIVERSITY SIGNATURE

The UCO Signature consists of the mark and logotype. They can be used separately, but are most effective when used together in the following configurations.
**BRONCHO LOGO**

The Broncho logo is the official Athletics and campus spirit symbol for UCO. Its intended use is primarily for promotion of UCO Broncho Athletics, but can also be used in a "school spirit" manner.

![UCO Broncho Logo]

**UCO SEAL**

The UCO Seal is used primarily by the Office of the President on select official university documents, such as diplomas, transcripts, certificates and other formal or ceremonial documents.

![UCO Seal]

**EXPIRED LOGOS**

The logos shown below are expired / retired / archived logos and are not to be used in any way, shape or form as a way of officially representing UCO.

![Expired Logos]
PERSONALIZED LOGOS

The UCO logo is available in personalized versions for your college / department / office in the various configurations shown below as well as black-and-white versions. Contact University Relations for assistance.

STATIONERY PACKAGE

The official UCO Stationery Package is available from UCO Printing Services, 974-2301. Letterhead, business cards and envelopes are available in the configuration shown below, personalized with your relevant information.
Adobe Garamond

*Adobe Garamond Italic*

*Adobe Garamond Bold*

*Adobe Garamond Bold Italic*

1234567890!@#$%^&*() 

Frutiger

*Frutiger Italic*

*Frutiger Bold*

*Frutiger Bold Italic*

1234567890!@#$%^&*() 

If you do not have these fonts available, we recommend you use the following serif fonts in place of Adobe Garamond, and sans-serif fonts in place of Frutiger.

**SIMILAR SERIF FONTS**

Palatino  Georgia  Times

**SIMILAR SANS-SERIF FONTS**

Tahoma  Trebuchet  Verdana

**OFFICIAL WEB-FRIENDLY FONTS**

When producing copy to be displayed online, the acceptable fonts are:

Arial  Tahoma  Verdana

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The official UCO colors are Pantone 282 blue and Pantone 116 yellow. Pantone Matching System (PMS) is a standardized color reproduction system used in a variety of industries.

In cases where the UCO signature is not used in the two-color version, it can be reproduced in one-color versions of PMS 282, PMS 116, black, or white.

**SECONDARY COLORS FOR PRINT USE**

A secondary color palate has been developed to complement the official UCO colors. These accent colors should be used in addition to the official blue and yellow, not to replace them. Each accent color is displayed with a strong primary and corresponding hue value shades.
**OFFICIAL COLORS FOR WEBSITE USE**

UCO official colors use varies slightly when viewed over a computer monitor. Because different browsers and monitors render colors uniquely, a standard has been designed so that the UCO colors are represented as accurately as possible, consistently. The standard UCO colors may be specified based on an RGB or hexadecimal value.

**SECONDARY COLORS FOR WEBSITE USE**

A secondary color palette has been developed to complement the official UCO colors when published online. These accent colors should be used in addition to the official blue and yellow, not to replace them. Each accent color is displayed with a strong primary and corresponding hue value shades. Hex value is the number on top, RGB value is below it.

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**UCO SIGNATURE RULES**

The horizontal and vertical configurations, as well as the color guidelines for the UCO signature, are intended to meet most design needs. Below are some examples of incorrect usage. If there are any questions of proper usage, please contact University Relations.

- The UCO signature should not be stretched, skewed, or altered dis-proportionately.
- Any part of the UCO signature should not be separated and repositioned.
- The UCO signature should not be reproduced in any non-official colors.
- The UCO signature should not be reproduced over backgrounds that are overpowering or distracting.
- The UCO logotype should not be configured with a font that is not official.

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MINIMUM SAFE AREA FOR SIGNATURE

Minimum clearances and heights are required of the UCO signature in order to preserve the clarity of the brand.

Minimum clear space around the logo is 1/4”

Minimum height of the UCO signature is 3/8”

SPECIAL LOGO CASES

In very limited cases, a unique logo may be developed for fundraising campaigns, milestone anniversary celebrations (colleges, departments, etc), offices / departments that have strong external presence, etc. These logos will be designed to utilize the UCO brand as closely as possible.

TRADEMARK

The UCO signature is a licensed trademark. Internal, not-for-profit usage is allowed without trademark permission. For external usage on any items, please contact UCO Legal Services at (405) 974-3377.

HOW TO OBTAIN LOGOS

A disc of official UCO logos is available by E-mailing or calling University Relations and requesting a disc. Multiple formats are available on the disc, including jpg, eps, pdf, transparent gif.

POWERPOINT TEMPLATES

PowerPoint template backgrounds and footers are available in the configurations shown below. Contact University Relations for assistance.
USE OF VIDEO PRODUCED BY UNIVERSITY RELATIONS

Video is a powerful, highly effective tool used by the University of Central Oklahoma to help convey our name, symbols and message to a variety of audiences. Each video produced through the Office of University Relations has a specific goal and is targeted to a specific audience. Thus, it is essential that use of that video is restricted to its intended use to maintain its integrity and effectiveness.

Any and all video produced by the Office of University Relations is solely owned by the University of Central Oklahoma, with oversight of the use of that video to be conducted by the UCO Office of University Relations. Any proposed use, public or private, of any video produced by the Office of University Relations must be approved by the Office of University Relations.

Requests for the use of video will be reviewed by the Operations Manager of Video Services and forwarded to the Executive Director of University Relations for final approval/disapproval.

All requests for use of video produced by the Office of University Relations must be submitted in writing to:

Nicholi Brossia
Operations Manager, University Video Services
University Relations
nbrossia@uco.edu

PHOTOGRAPHIC STANDARDS

Professionalism and quality should be reflected in every way we tell the University of Central Oklahoma story – and that includes the photographs seen in our publications, on our Web site and with our press releases.

While many individuals or offices own their own digital cameras, often it is difficult to replicate the quality photography captured by a professional with years of training and experience. University Relations offers professional, quality photography through our Photographic Services office. Our services include new in-studio or on location shoots, as well as access to our archived UCO photography.

We encourage all UCO entities to utilize Photographic Services for their photography needs to help maintain the quality and integrity of the UCO brand.

Contact our Photographic Services office at (405) 974-2305.