# THE UNIVERSITY of TULSA

Graphic Style Guidelines

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# TU Graphic Style Guidelines

**THE UNIVERSITY OF TULSA GRAPHIC STANDARDS ARE BASED ON THE FOLLOWING:**

- *Create a consistent and coherent look that encompasses the entire University.*
- *Assure that the University's standards of quality and excellence are reflected to external and internal audiences.*

The University of Tulsa Graphic Style Guidelines Manual has been developed to provide guidance when using University graphics. Visual symbols impact how an institution is viewed and consistent and appropriate logo use is an important component of building and maintaining a strong identity. These guidelines cover basic elements and can be easily used by anyone working on printed or web materials for the university, including departments that produce or direct the production of pieces, the Office of University Relations, all outside agencies and design firms, and specialty item vendors.

The Office of University Relations is responsible for maintaining the graphic style of all publications and specialty items representing The University of Tulsa. Guidelines and policies that appear in this manual are to be followed by all academic and administrative units of the university. All publications and specialty items should be approved by the Office of University Relations well in advance of the prepress stages of the printing process.

The University of Tulsa observes a trademark licensing program to protect its trademarked logos. Permission to use any of the marks of the University other than in publications must be obtained from the Business Manager.

All printing of publications and specialty items need to go through the Office of University Relations. Publications or specialty items that are not produced by or approved by the Office of University Relations are subject to payment rejection by the Purchasing Department.

This manual is intended as a guideline and should be followed as publication materials are developed. Exceptions will be granted by the Office of University Relations if cause is justified. If publications are found not to conform to this policy and have not been approved as exceptions, the department or program producing the piece will be expected to take corrective action.

# Use of University Logos

Since The University of Tulsa logo, Golden Hurricane athletic logos, and various other university marks present an image of TU, their use is restricted. They should appear on all university publications and advertising, and they must never be manipulated.

All publications containing a TU logo or graphic must be approved by the Office of University Relations. NCAA regulations also apply to the use of athletic logos. The use of any logo for retail or resale purposes must be approved by TU's Business Office.

This policy is intended as a guideline and should be followed as publication materials are developed. Exceptions will be granted by the Office of University Relations if cause is justified. If publications are found not to conform to this policy and have not been approved as exceptions, the department or program producing the piece will be expected to take corrective action.

*Official logos are available from the Office of University Relations by calling 918-631-2365, or e-mailing graphics@utulsa.edu.*

*Vertical:*



*Strong Horizontal:*



# The University of Tulsa Logo

## COMPONENTS AND RELATIONSHIP

The University of Tulsa Logo is designed as a single unit consisting of the cupola and the logotype (font). These two components are in a fixed relationship, and should not be altered, modified, or repositioned in any way.

The university community should not develop logos for departments, divisions, buildings, or programs. All of these entities should use the main University logo.

## THE ELEMENTS OF OUR LOGO

The cupola and the words "The University of Tulsa" — have been combined to represent the tradition of our institution. Together, they make up our logo. Its unvarying use will build a strong, unified visual image that distinguishes TU and reflects the university's character.

## REPRODUCING THE TU LOGO

When reproducing the logo, use only the official reproduction artwork, which is available in electronic format. This artwork is available to you on the The University of Tulsa Web site www.utulsa.edu/artwork. The logo is available for both PC and Macintosh platforms, in several electronic formats including tiff, bitmap, jpeg, gif, and eps.

## LOGO COLOR

In order to get the consistency necessary to build a strong identity, the University logo should appear in the colors recommended in these guidelines. (See University of Tulsa Colors, page 16)

The University of Tulsa logo needs to print TU Blue (Pantone 288) and Old Gold (Pantone 4525).

If limited to one color, always use Pantone 288 or black. The logo can print in one of these colors, or it can be white reversed out of the selected color. Print in black or TU Blue over a light color, or a tint.

*The reverse logo treatment requires different artwork. Please contact graphics@utulsa.edu to obtain this graphic.*
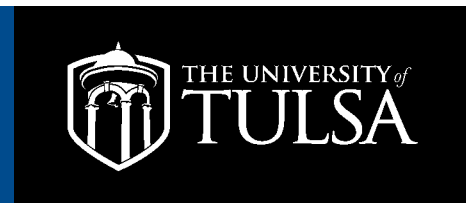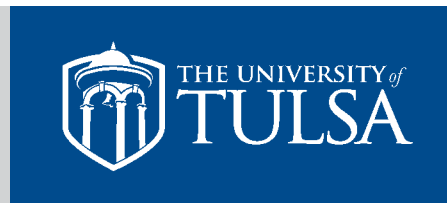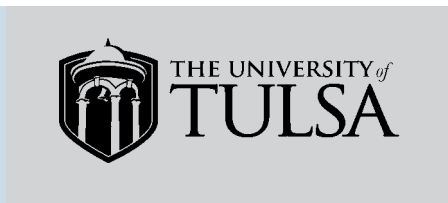
*Primary Logo*



# University Logo with Unit Text

**All colleges, departments, divisions, buildings, etc. should use the university logo with their respective area's name beneath or alongside.**

Artwork for your area logo treatment will be created by the Office of University Relations. Official logos are available from the Office of University Relations by calling 918-631-2365, or e-mailing graphics@utulsa.edu.

The vertical and horizontal applications are for printed documents. The strong horizontal treatment should only be used when spacing requires extreme elongation, like on specialty items (pens) or web banners.

*Secondary Options* (when space prohibits the use of the primary logo)

*Vertical:*



*Strong Horizontal:*

THE UNIVERSITY of **TULSA**
*Henry Kendall College
of Arts and Sciences*

THE UNIVERSITY OF TULSA
*Kendall College of Arts and Sciences*

THE UNIVERSITY of **TULSA**
*Collins College of Business*

THE UNIVERSITY OF TULSA
*Collins College of Business*

THE UNIVERSITY of **TULSA**
*College of Engineering
and Natural Sciences*

THE UNIVERSITY OF TULSA
*College of Engineering and Natural Sciences*

THE UNIVERSITY of **TULSA**
*College of Law*

THE UNIVERSITY OF TULSA
*College of Law*
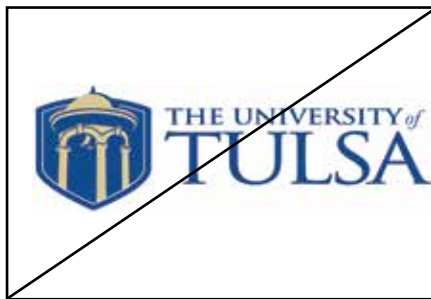
# University Logos and Graphics

## CONSISTENT USAGE

A recognizable and memorable logo helps to distinguish an institution and foster its identity. However, a logo can only reach this status with careful adherence to its attributes and implementation. As the cornerstones of our identity system, TU logos must be used consistently. The University of Tulsa's logo (and any other logos or graphics) should be applied in the most legible way to preserve the integrity of the identity.
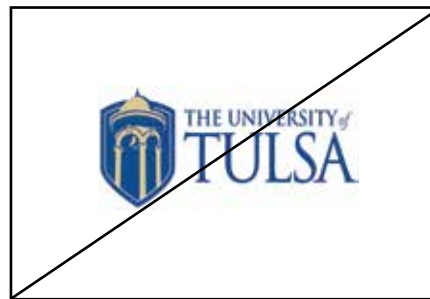
***A few simple guidelines are shown here using The University of Tulsa Logo. This applies to any TU logo or mark.***

The treatments shown below are not consistent with the established guidelines of The University of Tulsa's identity. Please avoid any treatment that obscures legibility or changes the integrity of the logo:

- Stretching Logos
- Using tinted background images
- Reconfiguring Logos
- Using Patterned backgrounds
- Adding Drop Shadows
- Placing logo over an image



***Stretching/Horizontal Expanding***



***Stretching/Vertical Condensing***



***Shadowed***



*Do not use the logo as a "Ghosted" background with type or other objects place over the top*

***Ghosting/Watermark***



***Pattern***



***Image***

CLEARSPACE

CLEARSPACE



1.25" wide
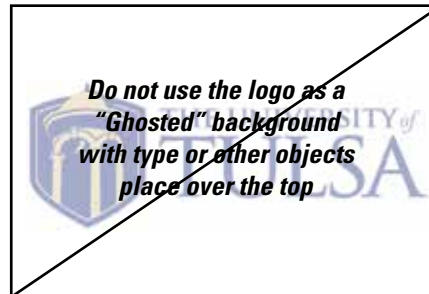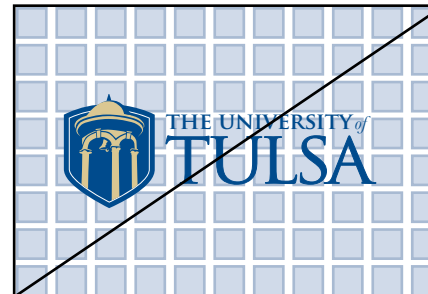
# University Logos and Graphics

## LOGO CLEARSPACE

To assure its integrity and visibility, the The University of Tulsa logo should be kept clear of competing text, images, and graphics. It must be surrounded by an adequate clearspace.

## LOGO SIZE

The University of Tulsa logo may be scaled proportionately to fit everything from banners to small brochures. To ensure successful reproduction, The University of Tulsa logo should not be reproduced smaller than 1.25" wide

# Other University Logos

### THE UNIVERSITY OF TULSA SEAL

The University of Tulsa Seal is to be used only by the Office of the President and on official University documents and diplomas. The seal should not be manipulated or distorted. The seal should only be reproduced in PMS 288 or black.

### THE UNIVERSITY OF TULSA ALUMNI ASSOCIATION LOGO

The Alumni Association logo was created for use on publications and specialty items for the Alumni Association. The logo should not be manipulated, distorted, or used in combination with any other images or type to create another image. The logo should only be reproduced in PMS 288 and black.

# Golden Hurricane Athletics Logo and Trademarked Graphics

Athletic logos must always maintain approved colors, proportions and design integrity. In order to maintain the design integrity of the TU athletic logos and to maximize each logo's effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown here are unacceptable uses of the TU athletic logos.

### SCRIPT TULSA HURRICANE FLAG LOGO

This is the official logo of Golden Hurricane Athletics. The script "Tulsa" should not be used independent of the mark.

### INTERLOCKING TU GRAPHIC

This is an official trademarked graphic of The University of Tulsa and Golden Hurricane Athletics.
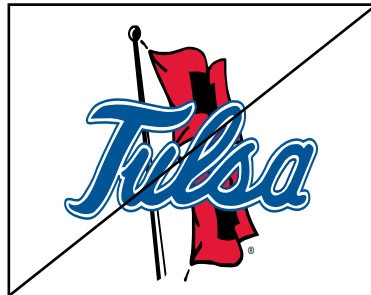
# Golden Hurricane Athletics Logo

The treatments shown below are not consistent with the established guidelines of The University of Tulsa Golden Hurricane's identity. Please avoid any treatment that obscures legibility or changes the integrity of the logo:

- Stretching Logos
- Deconstructing
- Using Patterned backgrounds
- Redesigning

- Reconfiguring Logos
- Using tinted background images
- Placing logo over an image
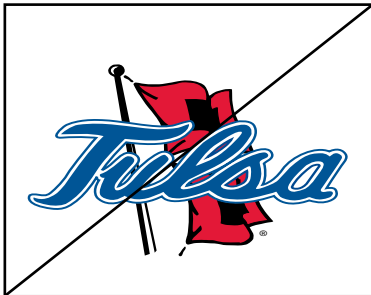


**Stretching/Horizontal Expanding**

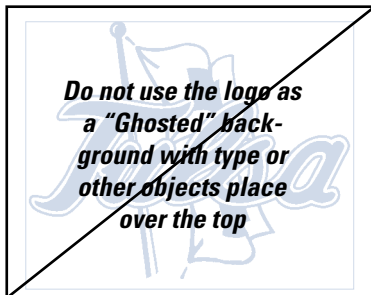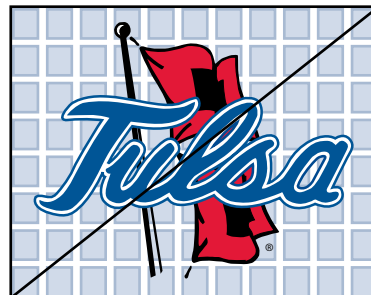

**Stretching/Vertical Condensing**
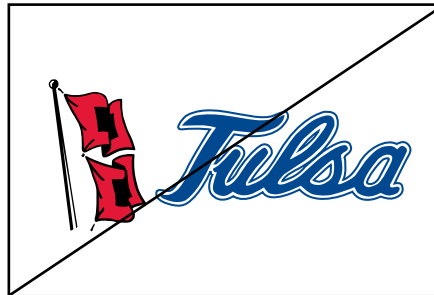


**Reconfiguring**



**Deconstructing**



*Do not use the logo as a "Ghosted" background with type or other objects place over the top*

**Ghosting/Watermark**



**Pattern**



**Image**



**Redesigning**

# American Athletic Conference Logo

Fall of 2014

The primary and official American Athletic Conference logo uses a "varsity" or block letter A that incorporates a stylized red star element, with stacked lettering below the graphic A icon. While we've applied contemporary upgrades to the typeface – making it proprietary and unique – the classic, varsity style A has been in existence for decades and was chosen purposefully to give our rebuilt conference immediate credibility, familiarity and a sense of being stable, strong and well established.

The star element has a white stroke around it and a prescribed tilt, giving the iconic logo a dynamic and energetic personality. The elongation of one of the star's points, and its relationship to the A, adds a quality of aspiration, reach and expansiveness. This star element and the A are in a fixed relationship, and should never be altered, modified or repositioned in any way.

The typeface for the word "AMERICAN" stacked under the graphic A is not a standard typeface and must be reproduced using the official production artwork. The typeface for the stacked words "ATHLETIC CONFERENCE" is Univers.

Other key elements of the primary mark include a gray drop shadow as a perimeter design element around the A, as well as a radial gradient or "flare" within the blue letter field. Both are added to give the mark a three-dimensional, contemporary look with added vibrancy. Note that this primary mark with stacked lettering has a vertical orientation and is best used when vertical space is readily available.

| PMS 485 | PMS 282 |
|---------|---------|
| c0 m95 y100 k0 | c100 m68 y0 k54 |

# Color and Typography

## CREATING THE SYSTEM

The University of Tulsa's graphic system is designed to be flexible. In this section you will see various ways to use TU typography and the TU color palette. These guidelines assure that each graphic element reinforces The University of Tulsa's identity in a clear and consistent way.

## THE ROLE OF TYPOGRAPHY

Typography plays an essential role in The University of Tulsa's identity program. Using the typefaces that follow for every communication establishes a distinctive, cohesive and memorable style.

There are four typefaces used for the TU identity: three serif typefaces and a sans serif typeface for both PC and Macintosh platforms. All of the selected typefaces are legible, dignified and reflect the established identity of The University of Tulsa.

Serif: Literally means "feet." This kind of typeface has accented "feet" and noticeably thinner and thicker lines.

Sans Serif: Literally means "without feet." This kind of typeface has no accented "feet" and generally no noticeably thicker and thinner lines.

# The TU Color Palette

TU's creative platform uses bold, solid colors to convey a sense of vibrant intensity and youthful energy. Using the following color palette supports and reinforces TU's identity.

**Pantone 288**
c100 m70 y0 k20

**Pantone 4525**
c0 m7 y39 k17

**Pantone 128**
c0 m10 y65 k0

**Pantone 871 Metallic**
c20 m25 y60 k25

**Pantone 186**
c0 m100 y81 k4

## PRIMARY COLORS

Wherever possible, blue and gold should be used to anchor all major communications pieces – creating a strong, immediate association with The University of Tulsa. This is especially true for primary external audiences such as undergraduates.

## Secondary Colors

These colors should be used selectively as supporting elements to give the designer more options.

| PMS 289 c100 m64 y0 k60 | PMS 549 c52 m6 y0 k25 | PMS 278 c42 m18 y0 k0 | PMS 290 c25 m6 y3 k0 |
| PMS 194 c0 m100 y64 k33 | PMS 187 c0 m100 y79 k20 | PMS 460 c10 m10 y62 k0 | PMS 1205 c3 m10 y54 k0 |
| PMS 7533 c0 m22 y85 k85 | PMS 4505 c38 m40 y87 k10 | PMS 5855 c26 m20 y55 k0 | PMS 5875 c0 m0 y26 k11 |

## ATHLETICS — ACCENT COLOR

RED CAN BE USED IN **SUPPORT** OF THE PRIMARY COLORS TO ENHANCE THE DESIGN.

# Printed Color

The University of Tulsa has a suggested primary palette which contains TU Blue (Please see pages 15 and 16 for exact color specifications), old gold, golden yellow, and gold metallic (with non-metallic equivalents).

The colors in this palette are specified in a value of Pantone Matching System® with "Built" and "Projected" color equivalents.

## SOLID COLOR, PANTONE (PMS)

Pantone Matching System® (PMS) is a printing and design industry standard system of blended solid inks that are available through local printers worldwide. They are specified by a number code.

### *Advantages*
A. Color control/consistency can be achieved relatively easily even when printing in various locations, by specifying an existing standard ink.
B. Fine lines (especially type) remain solid, allowing for colored type at small sizes.
C. Tinting a solid PMS color creates a wider range color by using a limited number of inks.

### *Disadvantages*
A. Limited range of color.
B. Color photography and artwork can not be replicated.

## BUILT COLOR, 4 COLOR PROCESS (CMYK)

Four Color Process Printing ("CMYK") uses mixtures of Cyan, Magenta, Yellow and

Black to "build" a desired printed color, in a way similar to an office laser or inkjet printer.

### *Advantages*
A. Color photography and artwork can be reproduced with relative accuracy.
B. A wide range of color is possible.

### *Disadvantages*
A. Color fine lines and type will not remain clear, since 4 colors must overlap precisely.
B. Matching solid colors is approximate.

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**PANTONE NOTES**

- *The colors displayed on your screen or printed from your computer are only approximate representations of solid printed inks. Please refer to the Pantone® guides.*
- *Pantone® Color Specifier is available in three paper finishes: uncoated, matte and coated. Please check with your vendor or University Relations for more information.*
- *Please be sure to consult with your vendor to match the Pantone® chips, as accurately as possible. This is especially crucial when dealing with media other than paper.*

**FOUR COLOR PROCESS NOTES**

- *Four Color Process Printing should not be confused with "four-color printing," which can consist of any four solid colors, while "Process" refers to using a mixture of only Cyan, Magenta, Yellow and Black.*
- *Color office printers (including inkjet and color copiers) use CMYK values to build colors and will not match Pantone® specifications.*

# Typography

**SERIF:**

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

*Baskerville Italic*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*
*1234567890!@#$%&*

**Baskerville SemiBold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%&**

***Baskerville SemiBold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***
***1234567890!@#$%&***

**Baskerville Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%&**

***Baskerville Bold Italic***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***
***1234567890!@#$%&***

PLEASE NOTE
"Univers" should be used in italic/oblique only to differentiate certain words

# Typography

**SANS SERIF:**

Univers 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

*Univers 47 Light Condensed Oblique*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*
*1234567890!@#$%&*

Univers 57 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Univers 57 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

**Univers 67 Bold Condensed**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%&**

***Univers 67 Bold Condensed Oblique***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz***
***1234567890!@#$%&***

PLEASE NOTE
"Univers" should be used in italic/oblique only to differentiate certain words

# Typography

**SANS SERIF:**

Univers 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

*Univers 45 Light Oblique*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*
*1234567890!@#$%&*

Univers 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

*Univers 55 Light*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*
*1234567890!@#$%&*

**Univers 65 Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%&**

**Univers 75 Black**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz 1234567890!@#$%&**

**Univers 85 Extra Black**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz 1234567890!@#$%&**

# Typography

**SERIF (FORMAL HEADLINE TYPE):**

Trajan Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&

**Trajan Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890!@#$%&**

# EEO/AA and Disability Statement

All University of Tulsa publications must have the EEO/AA statement and disabilty information.

## MULTIPLE PAGE BOOKLETS OR BROCHURES: MAGAZINES, NEWSLETTERS, VIEWBOOKS

The University of Tulsa does not discriminate on the basis of personal status or group characteristics including, but not limited to individuals on the basis of race, color, religion, national or ethnic origin, age, gender, disability, veteran status, sexual orientation, gender identity or expression, genetic information, ancestry, or marital status in the administration of its educational policies, admissions policies, employment policies, scholarship and loan programs, athletic and other University sponsored programs. Questions regarding implementation of this policy may be addressed to the Office of Human Resources, 800 South Tucker Drive, Tulsa, Oklahoma 74104-9700, 918-631-2616. Requests for accommodation of disabilities may be addressed to the University's 504 Coordinator, Dr. Tawny Taylor, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

## BROCHURES, POSTERS

The University of Tulsa does not discriminate on the basis of personal status or group characteristics including, but not limited to individuals on the basis of race, color, religion, national or ethnic origin, age, gender, disability, veteran status, sexual orientation, gender identity or expression, genetic information, ancestry, or marital status. Questions regarding this policy may be addressed to the Office of Human Resources, 918-631-2616. For accommodation of disabilities, contact TU's 504 Coordinator, Dr. Tawny Taylor, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

## POSTCARDS, FLYERS

The University of Tulsa is an equal employment opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact Dr. Tawny Taylor, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

## SMALL POSTCARDS & ADS INVITING PUBLIC TO A TU VENUE

The University of Tulsa is an equal employment opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact Dr. Tawny Taylor, 918-631-2315.

## ADS THAT ARE INFORMATION ONLY (NOT INVITING PUBLIC TO CAMPUS.)

TU is an EEO/AA institution.

# Have a question?

LOGO PROTOCOL or DESIGN ASSISTANCE

Contact the Office of University Relations
Leslie Cairns, Creative Director • Ext. 2365 • graphics@utulsa.edu