



OKLAHOMA WESLEYAN
UNIVERSITY

BRAND GUIDES & STYLES

Telling OKWU's Story

Oklahoma Wesleyan University is always building our unique identity. Our brand is more than logos and colors. It is a promise of integrity and mark of academic excellence. We are many voices speaking as one.

The success of OKWU's brand identity depends on the consistent use of these standards by everyone involved in the creation and execution of communication materials to help share the OKWU story.

These standards provide guidelines for everyone to embrace and unify our visual identity. With the application of these standards, we can enhance and strengthen our reputation through a relevant brand and a consistent, compelling visual identity.

While most major applications are addressed, it is not possible to anticipate every design situation. When you have any questions, please contact us; we have a talented team of professionals available to serve you.

Thank you for your commitment to OKWU's mission and vision - and to these graphic standards!

Creative Impact Team

creative.impact@okwu.edu



OKLAHOMA WESLEYAN
UNIVERSITY

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THE OKWU BRAND

Brand is all the ways we tell our story and how we present ourselves to the world visually and through messaging.

ABOUT

Oklahoma Wesleyan University

An OKWU education prioritizes the transformation of the whole person for the whole world. We help students **discover, live, and deepen** their relationship in Jesus to influence culture with **Grace** and **Truth**.

Oklahoma Wesleyan University (OKWU) is an orthodox Christian university of The Wesleyan Church located in Bartlesville, Oklahoma. OKWU models a way of thought, a way of life, and a way of faith. It is a place of serious study, honest questions, and critical engagement, all in the context of a liberal arts community. OKWU is a national leader in Christian higher education, receiving recognition from U.S. News and World Report, Forbes.com, and CBSNews MoneyWatch both for its excellent academic reputation as well as its missional integrity.

FOUR PILLARS

Oklahoma Wesleyan University honors the Primacy of Jesus Christ, the Priority of Scripture, the Pursuit of Truth, and the Practice of Wisdom for the whole person so the Kingdom of Jesus Christ can influence the whole world.



Grace & Truth

“The Word became flesh and made his dwelling among us. We have seen his glory, the glory of the one and only Son, who came from the Father, full of grace and truth.”

John 1:14

LOGOMARK



UNIVERSITY LOGOMARK

**One University.
Centered on the Cross.
Period.**

An OKWU education prioritizes the transformation of the whole person for the whole world. We help students **discover**, **live**, and **deepen** their relationship in Jesus to influence culture with Grace and Truth.

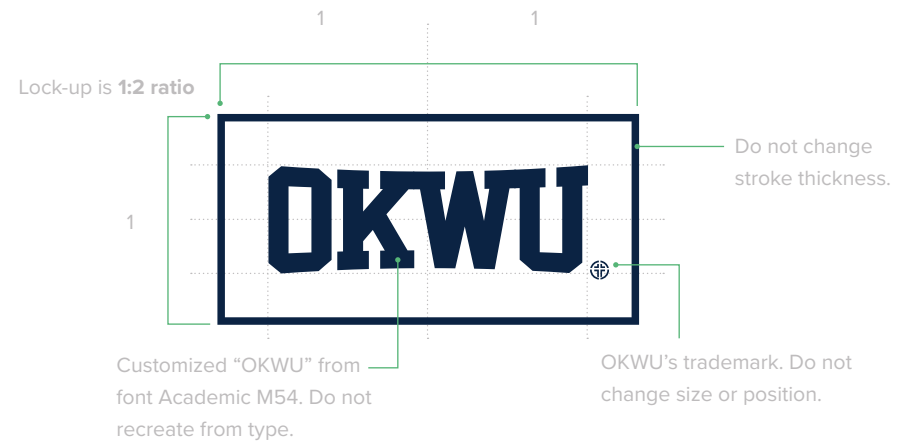


- > The University logomark is the face of our university. When used consistently, the logo strengthens our identity and further enhances the OKWU brand.

LOGOMARK ANATOMY

LOCK-UP

The OKWU logomark lock-up is a 1:2 ratio rectangle balancing the “OKWU” logotype. Further emphasizing our unique logo is a cross logomark. All together, the OKWU logomark communicates that we are “*One University. Centered on the Cross. Period.*”



CONTROL AREA

Do not crowd the logo or place other elements inside the **control area**. The control area measurement (x) is determined by the inset space of the lock-up box. This applies to all variations of the logo.



LOGOS

PRIMARY



OKLAHOMA WESLEYAN
UNIVERSITY

PRIMARY - REVERSED



OKLAHOMA WESLEYAN
UNIVERSITY

PRIMARY - ONE COLOR



OKLAHOMA WESLEYAN
UNIVERSITY

PRIMARY LOGOMARK



LOGOS

SECONDARY HORIZONTAL



SECONDARY HORIZONTAL - REVERSED



CROSS LOGOMARK



ICON



FAVICONS



- > Alternative logo when cross in primary logomark is not printable/legible. (i.e. embroidery on apparel)

SECONDARY INLINE HORIZONTAL

- > Ideal for website navigation



SECONDARY INLINE STACKED

- > Ideal for legibility at smaller sizes



WORD DOCUMENT LOGOS

- > Use one color logos for Word documents for consistency of print-ability.
Color matching on office printers widely varies.



SCHOOLS & PROGRAMS

- > Schools and program signatures have been created using the official OKWU logo to maintain a consistent brand identity. Contact the Creative Impact team for artwork.



SECONDARY LOGOS

- > Secondary logos may be created for use with events or programs that have a *fixed start and end date* such as camps and seminars.

UNIVERSITY SEAL

The Oklahoma Wesleyan University seal is the University's official corporate signature. Documents displaying the University seal convey that they are officially sanctioned by the Board of Trustees or the Office of the President.

Only OKWU's Board of Trustees and the Office of the President may authorize its use. Therefore, the University's seal is not to be used on stationary (including note cards), programs, or clothing.



LOGO USAGE

- > The OKWU wordmark must be used on all University publications, newsletters, marketing materials and graphics, advertisements, and email marketing. The University's mark is to be reproduced only from an authorized original and cannot be redrawn or modified in any way.

GUIDELINES

Do not flip or rotate the logo.



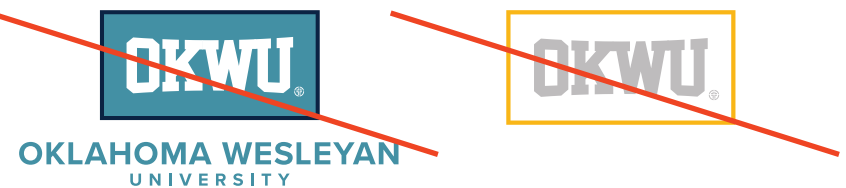
Do not add a drop shadow or harsh effects to the logo.



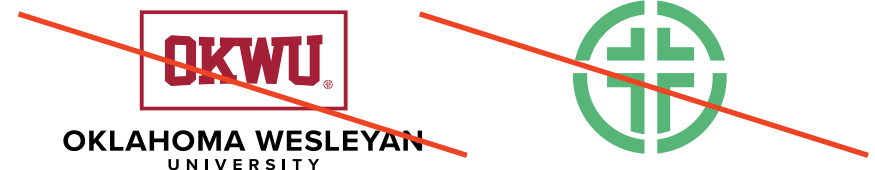
Do not modify the font or change text.



Do not modify the approved colors of the logo.



Do not adjust the proportions, independently move or scale the elements or stroke weight.



LOGO USAGE

- > The OKWU wordmark must be used on all University publications, newsletters, marketing materials and graphics, advertisements, and email marketing. The University's mark is to be reproduced only from an authorized original and cannot be redrawn or modified in any way.

GUIDELINES CONTINUED

Do not use any logo as part of a phrase or within a block of text.



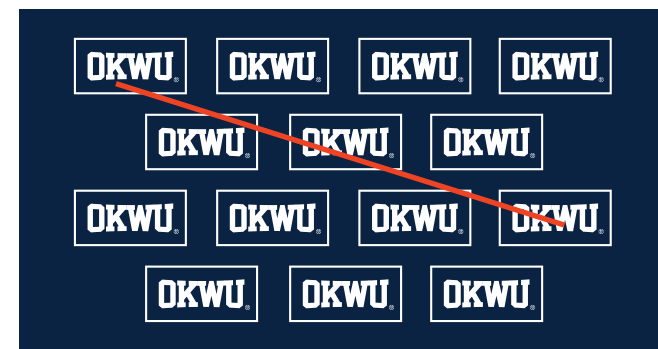
Do not use logo in website address.



Do not place the logo over photos or patterns, making logo illegible.



Do not repeat or make a pattern with logos.



LOGO USAGE

MINIMUM PRINT WIDTH

- > Follow guidelines to ensure legibility, when reproducing at minimum size.



SCALING THE LOGO

- > Bigger doesn't always mean "memorable". White space is not a waste of space. Our logo doesn't make up 100% of your brand.
- > Scale the logo for the user experience. (How close will it be viewed? How will people interact with it?)
- > Consider the emotional and psychological levels that will help people remember OKWU. That is the power of our brand.



LOGO USAGE

EMBROIDERY - PRIMARY LOGO

- > Due to the unique challenges of embroidery, request artwork and approval from creative.impact@okwu.edu.
- > A primary embroidery logo has been specifically designed for stitching without the cross icon. Embroidery is the only place it should be used.
 - **Minimum embroidery size** of the primary logo is 3.25" wide
 - Minimum logomark width **without** cross icon: 2.75"
 - Minimum embroidery text height: .175"
 - Maximum polo imprint width is typically 4"



EMBROIDERY - LOGOMARK

- > Minimum recommended embroidery width of the logomark is 3.5".
Do not include the cross icon as the detail will not translate.



THREAD COLORS

- > Match thread colors to University Navy (Pantone 289 C), University Yellow (Pantone 1235 C), and White.
- > One color logo versions available upon request (as shown).



TYPOGRAPHY

- > Typography helps unify the look of a brand. From brochures to websites to billboards, a uniformed typeface will strengthen the brand and also give personality to the designs while conveying professionalism in the messaging.

PRIMARY TYPEFACES

OKWU's primary typefaces are **Proxima Nova** and **Domaine Black**.

Their contrasting styles compliment each other. When used in conjunction, they provide an easy-to-read experience with a sophisticated feel.

Proxima Nova is the preferred typeface for headings, large copy, callouts, or body copy. Use Domain Black and Italic sparingly in headlines and callouts to add contrasting dynamics.

Substitute Typefaces

The primary typefaces should be used at all times, but if for some reason these typefaces aren't obtainable, use the **substitute typefaces Arial and Georgia**. Use Georgia for serif typefaces if Domaine Black isn't available. For sans-serif typefaces, use Arial in place of Proxima Nova. Arial Black is a good equivalent to Proxima Extrabold. Both offer versatility and closely resemble the primary typefaces.

Athletic Typeface

Academic M54 is the primary typeface for athletics subheadings and logos. Use sparingly with athletics subheadings due to limited characters.

Proxima Nova Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Extrabold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Proxima Nova Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Domaine Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Domaine Black Italic

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

COLOR

- > Consistent use of the color palette strengthens our identity and further enhances the OKWU brand. The primary color palette includes navy, yellow, gray, and white as shown below. Navy and white are the dominate brand color. Yellow is a primary accent and should be no more than 25% of brand experience.

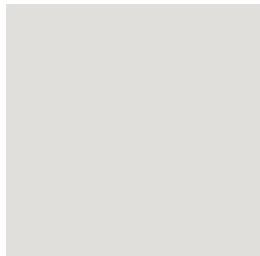
PRIMARY COLOR PALETTE



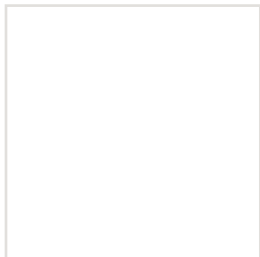
University Navy
PMS: 289 C
C81 M45 Y0 K75
R0 G34 B68
HEX: #002244



University Yellow
PMS: 1235 C
C0 M30 Y100 K0
R249 G182 B23
HEX: #FDB913



University Gray
PMS: Cool Gray 1 C
C11 M9 Y10 K0
R225 G223 B220
HEX #E1DFDC



White
C0 M0 Y0 K0
R225 G225 B225
HEX #000000

COLOR RATIO



GRADIENT



Dark
#000526 + #002244



Lite
#002244 + #438FA3



Gray
#E1DFDC + #F1EFEE

SECONDARY



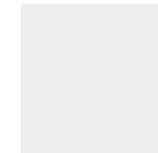
Accent Blue
C74 M30 Y29 K1
HEX #438FA3



Accent Blue 50%
C37 M15 Y15 K0
HEX #A1BFCB



Green
C67 M4 Y71 K0
HEX #58B577



Light Gray
C4 M4 Y4 K0
HEX #F1EFEE



Legacy Gold
C31 M30 Y51 K1
HEX #B4A786

Alumni Use Only



Legacy Red
Pantone 201 C
C7 M100 Y65 K32
HEX #9D2237



Standards

When selecting photography, we encourage professional, high-resolution shots that showcase our brand essentials.

Photography that appears in any materials for OKWU must have a contemporary style and should spark interest through composition. Use bright colors and lighting conditions to maintain contrast.

Take photography at 300 dpi or greater for maximum quality. Whenever possible, professional photography should be taken in an authentic life-style setting.

Tell a visual story

Make sure the subject is in a relevant context and environment. People are the spirit of OKWU.

Be authentic

Capture moments of real emotion.

Focus on the subject

Use soft lens blurs to help focus on the subject.

Balance interior and exterior shots

Don't focus solely on the classroom.

Capture the details

Tell a story by capturing details.

Clear the clutter

Pay attention to surroundings to reduce distraction from the story.

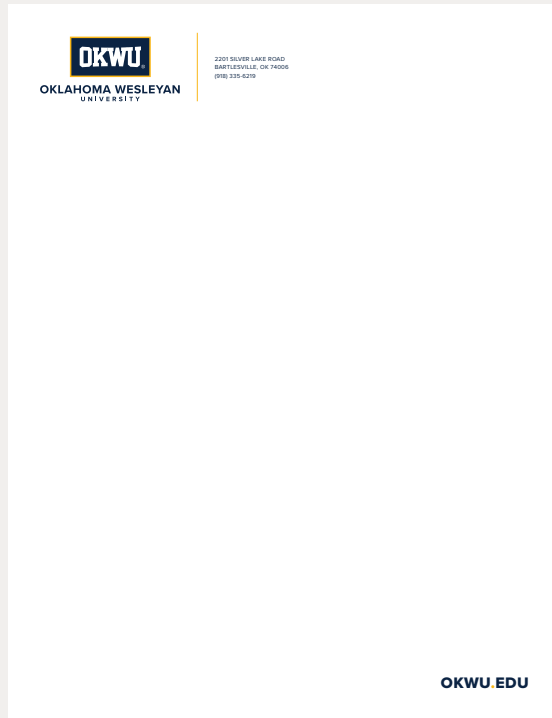
LIFE-STYLE PHOTOGRAPHY

- > Avoid posing subjects. Tell a story that is natural and engaging.
- > Avoid distractions. Remove items that detract from the subject.
- > Use singular images. No photo collages, compilations, etc.

STUDIO PHOTOGRAPHY

- > Avoid unnatural poses. Tell a story connecting viewer with the subject.
- > Use bright colors and lighting conditions to maintain contrast.
- > Remove distractions and items that detract from the subject.

STATIONARY



> General



> Customized



> Athletics

PRINT

- > Uses Pantone matching.
- > For customization contact creative.impact@okwu.edu



DIGITAL

- > Word templates are available for digital customization.
- > Use Arial and Georgia when primary brand fonts are unavailable.



CAMPAIGN TAGLINE

DYNAMIC TAGLINE

TOMORROW NEEDS YOU.

The dynamic tagline evolves based on the intended audience.

Use the primary “YOU.” when addressing multiple audiences.

Approved tagline words include:

Leaders

Nurses

Grace & Truth

Teachers

Writers

Christ

Pastors

Creators

Scripture

Scholars

Scientists

Truth

Thinkers

Athletes

Wisdom

Innovators

Counselors

STYLIZED

TOMORROW NEEDS **INNOVATORS**

TOMORROW NEEDS **LEADERS**

CAMPAIGN ELEMENTS

TOMORROW NEEDS **YOU.**

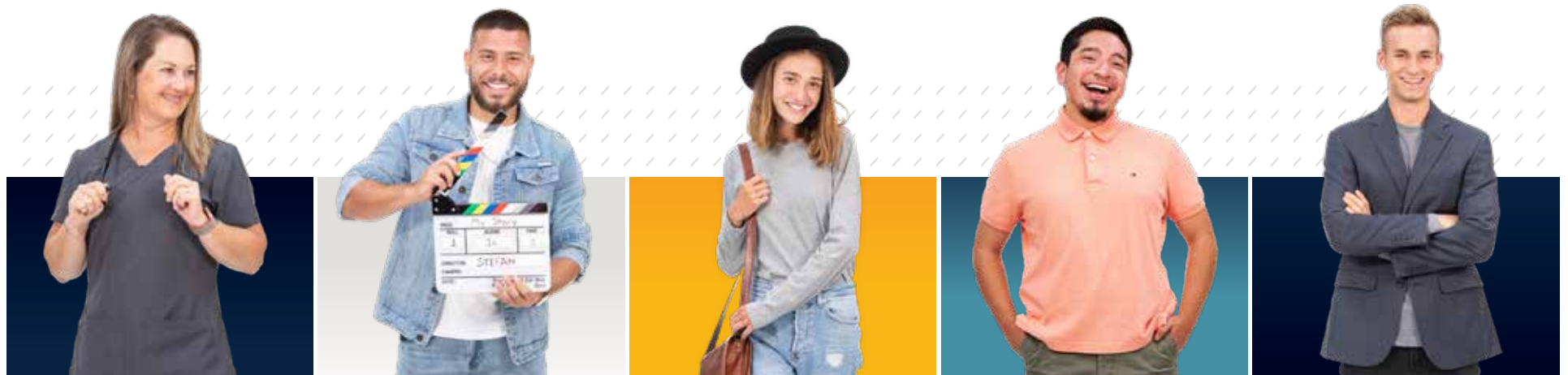


CAMPAIGN DESIGN

CAMPAIGN HERO - PHOTOGRAPHY



CAMPAIGN HERO - NO PHOTO



Modern & Bold

As Oklahoma Wesleyan University Athletics soars higher—recruiting new students, faculty and staff, expanding its presence—it is essential that the OKWU Athletics brand uplifts our mission. We strive to provide a competitive experience that breeds athletic excellence, academic success, and Christ-like character.

The purpose of this guide is not to restrict creativity, but to provide helpful guidelines to enable OKWU staff, partners, suppliers, and licensees to express the OKWU Athletics brand effectively across a wide range of applications and media. Elements are designed to support and reflect our vision and values. Using the elements correctly and consistently will ensure that our athletics brand materials communicate these values clearly.

OKWU Athletic's brand voice is modern and bold. Graphics should be clean and not overly busy. The information should be clear, succinct, and reflective of the language used in our messaging and brand guide.

For additional information, questions, or further assistance using the marks, please contact the University Creative Impact team.

OKWUEAGLES.COM



ATHLETIC LOGOS

- > The Athletics wordmark and font are to be used only for athletics and should not be used on clothing and/or merchandise outside of athletics.

PRIMARY EAGLE (4 COLOR)



PRIMARY EAGLE - REVERSED (3 COLOR)



PRIMARY EAGLE + TYPE



ICON



LOGOTYPE



ATHLETIC LOGOS

HALF EAGLE



HALF EAGLE - REVERSED (3 COLOR)



HALF EAGLE + TYPE



HALF EAGLE + TYPE - REVERSED (1 COLOR)



ATHLETIC LOGOS

OKWU EAGLE LOGO/TYPO COMBOS

- > Using the primary eagle or half eagle logos is preferred. When using the words “Oklahoma Wesleyan Eagles” or “OKWU Eagles” with the athletic icon and/or logotype, only use these combinations.



ATHLETIC LOGOS



Team sport logo available only in these approved layouts.

For artwork contact the Creative Impact team at creative.impact@okwu.edu

TEAM LOGOMARK LAYOUTS

> Half-Eagle



> Icon



> Logotype



TYPOGRAPHY

> **Athletic Typeface**

Academic M54 is the primary typeface for athletic logos. It is all CAPS and has limited characters. Use sparingly with athletics subheadings. It's ideal for Jersey number styling. Examples shown.

ACADEMIC M54
SPORTS FONT



SOCCER CREST

> Approved for soccer jerseys only.



ATHLETIC LOGO USAGE

USAGE GUIDELINES



In addition to the OKWU brand guide and styles, all athletic teams and vendors should adhere to the following usage guidelines:

> Logos & Design

Approved layouts of athletic logos are shown in this guide. Do not reconfigure or redraw. Scale the logo for the user experience. (How close will it be viewed? How will people interact with it?) Consider the emotional and psychological levels that will help people remember OKWU. That is the power of our brand.


Creative Impact is happy to assist with design requests. Submit a request for a project or logo by emailing creative.impact@okwu.edu. Please specify which logo you are requesting, the format you need, ideal timeline, and its intended use.

> Design Approval Process

Design approval of all team apparel (uniforms, warm ups, t-shirts worn by the players) should be approved through Creative Impact.

If using an outside designer, please submit all external marketing and promotional items for approval before printing. This approval process is to ensure cohesive and high quality marketing. Simply email the design(s) and intended use to creative.impact@okwu.edu.

CONTROL AREA

Do not crowd the logo or place other elements inside the **control area**. The control area measurement () This applies to all variations of the athletic logos.



EMBROIDERY

> Minimum embroidery text height: .25"

"Oklahoma Wesleyan"

A primary embroidery logo has been specifically designed for stitching without the cross icon. Embroidery is the only place it should be used.

ATHLETIC LOGO USAGE

- > The University's athletic logos are to be reproduced only from an authorized original and cannot be redrawn or modified in any way. **Do not** use the Legacy Red in University uniforms, publications, newsletters, marketing materials and graphics, advertisements, and email marketing.

GUIDELINES

Do not flip or rotate the logo.



Do not add a drop shadow or harsh effects to the logo.



Do not modify the font or change text.



Do not modify the approved colors of the logo. Never use Legacy Red.



Do not adjust the proportions, independently move or scale the elements.



Do not place the logo over photos or patterns, making logo illegible.

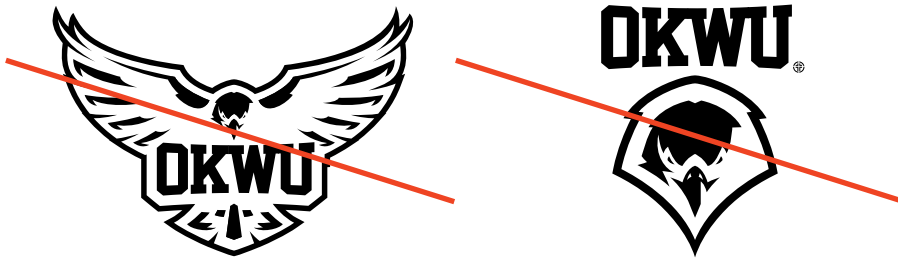


ATHLETIC LOGO USAGE

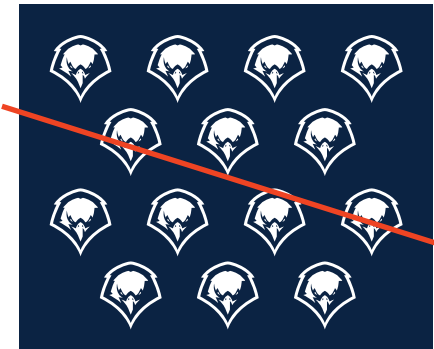
- > The University's athletic logos are to be reproduced only from an authorized original and cannot be redrawn or modified in any way. **Do not** use the Legacy Red in University uniforms, publications, newsletters, marketing materials and graphics, advertisements, and email marketing.

GUIDELINES CONTINUED

Do not invert the approved color of the eagle logos.



Do not repeat or make a pattern with logos.



Do not use any logo as part of a phrase or within a block of text.



Do not use logo in website address.



TRADEMARK



- > The name, marks, and image of Oklahoma Wesleyan University cannot be used to imply or suggest endorsement of any product or service not provided by the University. The University's logo, wordmark, icon and other marks are registered with the United States Patent and Trademark Office and protected by law. It is not permitted for use by businesses or individuals for personal purposes.
- > Individuals and organizations outside the University who wish to use any of the official marks must first obtain written permission to use the official marks by contacting the OKWU's Creative Impact team.

Thank you for your commitment to OKWU's mission and vision by upholding these graphic standards!



OKLAHOMA WESLEYAN
UNIVERSITY

Need help?

> CREATIVE IMPACT TEAM

The brand guide and styles cover many of the common-use scenarios. If you are ever in doubt, just refer back to these guidelines or contact the Creative Impact team. Send questions and artwork review to:

CONTACT

Kory Pence, VP for Creative Impact

creative.impact@okwu.edu



DOWNLOAD

Artwork and brand guide available at okwu.edu/media.