



TU Graphic Style Guidelines

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TU Graphic Style Guidelines

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 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 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.



The University of Tulsa Logo

COMPONENTS AND RELATIONSHIP

The University of Tulsa Logo, shown here, 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. Named colleges and Gilcrease Museum are the only exceptions to this rule.

THE ELEMENTS OF OUR LOGO

The components that combine to create the 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 15)

The University of Tulsa logo needs to print either TU Blue (Pantone 294) 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.





University Logo with Unit Text

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

Text beneath the University Logo should be half the height of the logo type. Typeface for that text is Clearface Bold, small caps.

Artwork for your area logo treatment can 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.



University Logo Exceptions

A logo treatment has been developed for Gilcrease Museum and the Collins College of Business. The boxed University Logo and text are in a fixed relationship, and should not be altered, modified, or repositioned in any way. Never use this treatment less than 2.5 inches 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 294 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 294 or black.



The University of Tulsa Alumni Association



Golden Hurricane Athletics Logo and Trademarked Graphics

SCRIPT TULSA HURRICANE FLAG LOGO

This is the official logo of Golden Hurricane Athletics.

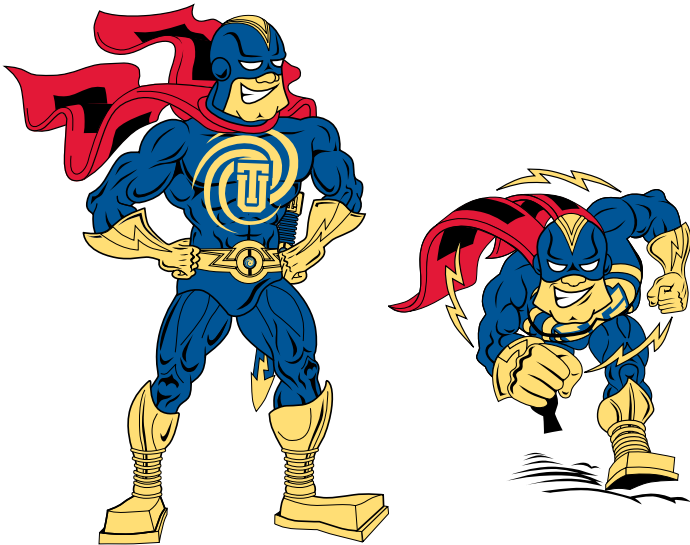
INTERLOCKING TU GRAPHIC

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



CAPTAIN CANE GRAPHIC

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



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



Stretching/Horizontal Expanding



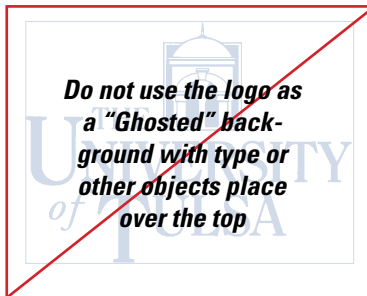
Stretching/Vertical Condensing



Reconfiguring



Shadowed



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

Ghosting/Watermark



Pattern



Image

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 — a space equal in size to the width of the cupola graphic, as shown to the left.

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



← 1.25" wide →

Typography and Color

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.

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 (USED WITH UNIVERSITY LOGO):

CLEARFACE REGULAR (SMALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&

CLEARFACE BOLD (SMALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&

SERIF (FORMAL HEADLINE TYPE):

TRAJAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&

TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&

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 294
c100 m60 y0 k20
#005496

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.

Pantone 128
c0 m10 y65 k0
#ffe075

Pantone 871
c20 m25 y60 k25
#a39161

Because blue and gold are so critical to TU's visual identity, they should still be featured prominently – even where they aren't used as the primary colors.

Pantone 186
c0 m100 y81 k4
#e31937

ATHLETICS – PRIMARY ACCENT COLOR

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

Secondary Colors

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

PMS 289
c100 m64 y0 k60
#002b5c

PMS 549
c52 m6 y0 k25
#569bbe

PMS 551
c27 m6 y0 k13
#a0bfd7

PMS 7541
c2 m0 y0 k5
#eaeff2

PMS 142
c0 m28 y76 k0
#fdb5e7

PMS 458
c10 m10 y73 k0
#e9d666

PMS 460
c4 m5 y44 k0
#f6e7a1

PMS 5875
c0 m0 y26 k11
#e8e2b7

PMS 194
c0 m100 y64 k33
#ab0634

PMS 187
c0 m100 y79 k20
#c41230

PMS 729
c0 m31 y62 k18
#d39d61

PMS 465
c20 m32 y58 k0
#cfab7a

PMS 7533
c0 m22 y85 k85
#4b3900

PMS 5825
c0 m2 y87 k59
#847a18

PMS 5845
c0 m1 y47 k30
#c0b678

PMS 5855
c0 m0 y31 k18
#d9d3a4

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), 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.

PANTONE NOTES

- *The colors displayed throughout these guidelines are approximate and are not intended to match the Pantone® color standards. Pantone® is a registered trademark of Pantone®, Inc. Please refer to the specified numbers of Pantone® for color accuracy.*
- *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.*

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.

Have a question?

LOGO PROTOCOL or DESIGN ASSISTANCE

Contact the Office of University Relations

Ext. 2365

graphics@utulsa.edu