

## athletic logos

### Full Logos



The Wesleyan Eagle must always be accompanied by "Oklahoma" to avoid confusion with other Wesleyan schools.

### Athletic Logotypes



### Athletic Icons

Athletic Icons are only to be used in conjunction with text or art on the project that makes it clear they are associated with OKWU



### COLOR PALETTE

The official primary colors of OKWU are Navy Pantone 2768 C and Pantone Cool Gray 4.



### Individual Sports

These are the only logos approved for team-specific use.



Each sport can request a logo such as the one to the left.



This OKWU Crest is only approved for use by the OKWU Soccer program.


No apparel or design will be accepted that is not an exact Pantone match. A reference of additional approved colors and color combinations can be found in the full athletics branding guidebook at [OKWU.edu/MEDIA](http://OKWU.edu/MEDIA)

### Dark Background


Reproduction of any athletic logos on darker backgrounds should not be color-modified in any way without the expressed permission of University Relations. Each logo should already have a white outline as shown here that shows up on darker backgrounds.





logo misuse

 Do not horizontally or vertically expand or skew any logo. Enlargement or reduction of the logo should always be proportional.




 Don't use any logo as part of a phrase or within a block of text.


At  you can find innovative, skilled, and talented young individuals.

 Don't color any part of the logos differently than approved. One-color logos requests can be made to University Relations.




 The "O" Eagle logo and the old "W" logo are not approved for any use.




 Do not add or remove text. The text "Wesleyan" and the text "Eagles" should never be used in any context without University identifiers. This includes all icons.

WESLEYAN




 Do not add borders, shadows, or outlines to any format of any university brand mark or logo



 The OKWU flaming eagle logos and associated text in all formats and variations are no longer permitted.



 Any iteration of any logo that refers to "OWU" or uses the flaming eagle icon is no longer permitted.



**NOTE: Any iteration of any logo that represents antecedent schools or previous names of the University is NOT to be used in any capacity. The only permitted use of the University brand name is OKLAHOMA WESLEYAN UNIVERSITY or OKWU as needed.**

All questions related to branding and marketing should be referred to the Office of Media Relations. All apparel and external marketing must be approved by Media Relations in order to remain consistent with the University's brand voice and high design standard.

**Design assistance and approval requests should be made at [OKWU.edu/media](http://OKWU.edu/media)**