



Oklahoma Wesleyan University Eagles
Athletics Brand Identity Style Guide

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Media Relations & Brand Management | Office of University Relations

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This manual is a guide for the maintenance and reinforcement of Oklahoma Wesleyan University’s standard athletics identity system. It will provide internal guidelines for the correct use of the University athletic logo(s) and their integration into the advertising and promotion of OKWU. While this manual establishes guidelines for all areas of the identity system, this does not mean that every statement of OKWU’s identity must be identical.

These visual and voice guidelines do not cover every possible design application but are instead intended to address questions regarding OKWU’s identity. These guidelines apply to all departments associated with or under Oklahoma Wesleyan University.

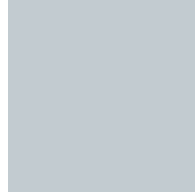
The success or failure of any graphic standards system depends solely on its implementation. Questions not covered by these identity guidelines should be referred to the University Relations team by emailing university.relations@okwu.edu or completing a media request at okwu.edu/media/request

NOTE: The full brand guide for all University logos, seals, landmarks, web design, and social media, can be found at www.okwu.edu/media.

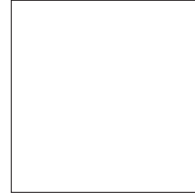
Primary Palette



University Navy
Hex#071D49
Pantone 2768 C
C 100
M 90
Y 13
K 61



Cool Gray
Hex#BDC9C7
Pantone Cool Gray 4
C 6
M 0
Y 1
K 21



Pure White
Hex#FFFFFF
C 0
M 0
Y 0
K 0

Secondary Palette



University Red
Hex#9D2235
Pantone 201 C
C 0
M 100
Y 63
K 29



Dark Gray
Hex#333D47
C 78
M 65
Y 53
K 44

These colors are specific to the university, and variations, especially of the University Red, should not be used. Before ordering items or apparel in any color outside of this palette, please consult the Office of University Relations.

See additional guidelines for color usage in print below.

University Red: If Pantone-match Red is not available, no other format of Red is permitted. The OKWU brand red is extremely specific, and should not be bright red, pink, maroon, or any other shade of red. See “Approved Vendors” section for approved red and navy from specific apparel vendors.

University Navy: If Pantone-match Navy is not available, the darkest available navy may be considered. Any other shade of blue is not permitted. Refer questions to Media Relations for approval.

Pantone Cool Gray 4: If Pantone-match gray is not available, a similar light gray may be considered. Refer questions to Media Relations for approval.

Color Matching

OKWU's primary apparel provider for uniforms and other team apparel is UnderArmour. However, additional vendors may be approved on a case-by-case basis pending the exact matching of apparel to OKWU colors.

Approved Vendors

UnderArmour

Contact OKWU athletics department for potential pricing assistance. UnderArmour has approved options for both primary colors as well as OKWU's secondary red. **UnderArmour is the only vendor approved for ordering apparel with red as a base color.**

- *Under Armour approved Navy: Midnight Navy
- *Under Armour approved Light Gray: Silver Gray
- *Under Armour approved Red: University Red
- *Under Armour approved Dark Gray: Graphite

NIKE

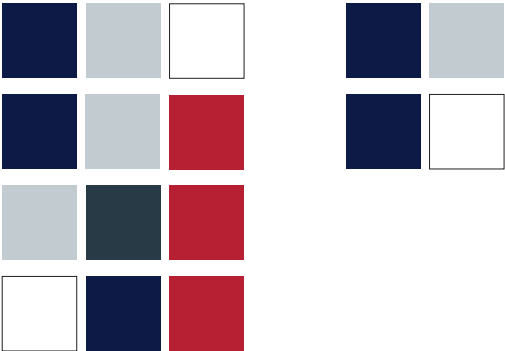
Contact OKWU athletics department for potential pricing assistance. **As NIKE does not have an OKWU-approved red, no NIKE apparel or uniform should have a base color of red.** Approved base colors for NIKE include the colors listed below.

- *NIKE approved Navy: Navy
- *NIKE approved Medium Gray: Matte Silver
- *NIKE approved Dark Gray: Anthracite

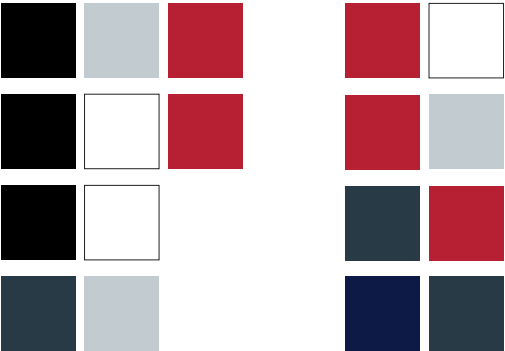
Color Combinations

While the University has approved two primary colors, (Navy and Cool Gray), it is vital that these colors appear in the appropriate context. Below are suggested combinations as well as combinations not approved. The color appearing first in each combination indicates a base color, followed by one or more secondary or imprint colors. Combinations not listed below must be submitted to University Relations.

Suggested



Not Approved



NOTE: Black is not an approved color in the OKWU palette and should only be used with the express permission of University Relations.

NOTE: When ordering from any vendor, first ask for an estimate in invoice format. Before completing an order, request a proof from the vendor and submit to University Relations for approval at

www.okwu.edu/media/approval

The tone of Oklahoma Wesleyan University's brand voice is meant to be **modern, bold,** and **precise,** meaning graphics are not overly "busy", and language usage is clear, succinct, and reflective of the language used in our mission, pillars, and tagline.

SEE FULL BRAND GUIDE at www.okwu.edu/media

logo usage-athletics

In addition to the logo usage guidelines stated in the full Oklahoma Wesleyan Brand Guide, the athletic departments and all athletic teams must also adhere to the following usage guidelines:

Configurations—The accepted athletic logo configurations are shown on the following page. No other configurations are acceptable. The logo may not be condensed or expanded. However, the logo may be enlarged or reduced proportionately.

Reproduction Procedures—In the instance of team apparel (uniforms, warm ups, t-shirts worn by the players'), designs of such items should be approved through University Relations. Please see the approval policy for this process.

Athletic Logo Colors—The athletic logos may only be used in the colors pictured on the previous page. Never use the logo at less than 100% of these colors to make a lighter shade. In special circumstances, one-color versions of the logo may be requested from the office of University Relations at:

www.okwu.edu/media/request/

Area of Isolation—Never invade the area surrounding a logo with copy or graphic elements. The logo should always stand apart from other items on the page.

athletic logos

Launched in 2015 and designed by More Branding, the OKWU Eagle logo series is trademarked and available in the formats below upon request.

Athletic 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 that makes it clear they are associated with OKWU



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.

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 repeat the logo or create a pattern with it.



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 athletic "W" and the athletic "O" are no longer permitted on any items with the exception of the O's use on baseball game uniforms with identifying OKWU text.



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.



Do not add borders, shadows, glow, 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.

attain a logo

Logos can be requested from the University Relations office of Media Relations. Requests can be made at OKWU.edu/media/request. Please specify which logo you are requesting, the format you need, and its intended use.

approval policy

All external marketing and promotional items must be submitted to the office of University Relations for approval before printing or disseminating.

This does not mean that University Relations has to be involved in the design. However, University Relations is happy to assist with design in many cases, and does need to view all proposed media to ensure all external marketing is cohesive and meets the high design standard held by Oklahoma Wesleyan University.

To have a marketing piece approved, please submit a proof at:

www.okwu.edu/media/approval

Include a detailed explanation of where, when, and how the marketing piece will be used.

website requests

A vital piece of any organization's brand is a high quality digital and web presence. OKWU University Relations employs a full-time web developer and designer to aid in this process. Each department is responsible for assuring their website content is accurate and up-to-date. Any changes which need made to the area of the website should be submitted by the office responsible for the page content at the link:

www.okwu.edu/web-support

All websites related to the University, including fundraising sites, which are not administrated by the office of University Relations are strictly prohibited and stand in violation of the OKWU trademark.

The goal of OKWU social media is to engage and inform the public, with the ultimate goal of building relationships with potential students, donors, and other supporters.

Background

The presence of numerous “official” university social accounts across platforms leads to brand dilution, the term for what happens when a brand loses its value from excessive use. In addition, value is lost when a product or a piece of media does not meet the expectations customers have of the brand. Line extensions (e.g. multiple OKWU social media accounts) can lead to brand dilution if the accounts do not live up to the brand promise of the original account. This may occur by intermittent use of an account (e.g. not posting content regularly), the type of content, choice of imaging, etc.

Brand dilution also affects impact. Each additional specific social account created splits followers from the University’s main @OKWUniv and @OKWUEagles accounts which makes all the accounts less valuable, giving all of them less reach and interaction.

Creating New Accounts

University Relations is in the process of accessing and deleting many of these inactive or poorly used accounts. However, UR also understands the potential benefits of schools and teams having their own pages that could potentially add to the brand if used appropriately.

As a result, we will be evaluating requests for new social media pages and groups on a case-by-case basis. Examples of pages which may be granted:

1. One account on one platform for each school
2. One account on one platform for each official team
3. Private Facebook groups for campus groups, activities, teams, or schools

All social media accounts must follow the steps below. Any social media accounts not following these steps will potentially be deactivated until the process has been followed. OKWU and our logo is trademarked so any accounts not approved can be removed on that basis if needed.

1. Any requests for social media assistance or to create new social media pages or groups must be made to the Media Relations office prior to creating the account.
2. All University social media accounts must have the Director of University Relations and/or the Media Relations Coordinator as an account administrator, even if the primary content for the account is created and posted by another OKWU employee. Non-employees are not permitted to have roles on University accounts. University Relations must always have:
 - A. the account name
 - B. current account primary administrator name
 - C. current account log-in information for the account.

Media Relations will be willing to meet with the School or program prior to setting up a new account to provide brand and social media tips and training to ensure success for OKWU.

Requests need to be made to university.relations@okwu.edu Please include the following information:

1. School or Program making the request
2. Social media platform requested (e.g. Facebook, Instagram, Twitter, etc.)
3. Name and email of primary person for program responsible for posting
4. Purpose or intent for use of the account.

Use and Abuse of University Social Media Accounts

University Relations will monitor all accounts regularly and reserves the right to revoke* these accounts for reasons including, but not limited to:

1. Posting less than once per month
2. Repeated brand guide violations
3. Posting content that violates the University mission in any way

*This applies to existing accounts as well as future requests

Specialty items (pens, balloons, shirts, etc.) are a useful way to promote OKWU's image or to simply say "thanks." An advantage of specialty items is that the message is repeated every time the item is displayed or distributed.

First and foremost, it is important to determine the following when evaluating a specialty item:

- Can the logo be reproduced accurately and legibly on the item?
- Does the item reflect the university's standard of quality, good taste and values?
- Will the item have "staying power"? That is, will the recipient continue to use the item and remember OKWU when the item is used?

Because specialty items always reflect on OKWU's standard of quality, good taste and values, certain items should be avoided. These items include products that have an unreasonable potential for personal injury or property damage.

Since specialty items also offer many opportunities for the recipient to see the logo for an extended period, it's important to choose items that have a reasonable life span. For this reason, items prone to rapid aging, fading, or wear should be avoided as well as food items and disposable items specifically designed for one-time use.

When applying the logo to clothing items such as shirts, sweaters and jackets, items should be of high quality, tasteful in cut and styling, and available in a wide range of adult sizes.

University Relations is happy to assist with the creation of designs for specialty projects. Submit requests to:

www.okwu.edu/media-request

IMPORTANT: Due to the various formats available in specialty items, the guidelines are somewhat different than for using the logo in print. Please contact University Relations via the approval form okwu.edu/media/approval or by email: university.relations@okwu.edu, for approval on a project-by-project basis.

Megan England, OKWU Media Relations Coordinator

The office of Media Relations can assist with social media strategy, graphic design and ordering collateral.

Submit requests to:

www.okwu.edu/media/request

www.okwu.edu/media/approval

Ian Whitley, OKWU Webmaster

The Webmaster's office assists with all requests related web design and functionality, in addition to questions about the OKWUmobile App.

Submit requests to:

www.okwu.edu/web-support

Additional Design Assistance

Canva.com

Canva is a user-friendly, free website that has hundreds of templates and tools to create and download basic designs to be approved by University Relations.

To design, create an account at: www.canva.com

To learn some basic design tips, visit: designschool.canva.com

Great Stock Photos

While stock photos are a tricky subject, sometimes a design needs a basic background or texture. **University Relations has all OKWU-specific photos available on request**, but great basic photos which are free from copyright can also be found at:

stocksnap.io

unsplash.com

negativespace.co

Further Questions

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Ian Whitley, Web Developer (iwhitley@okwu.edu)

Marci Piper, Director of University Relations (university.relations@okwu.edu)