

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



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.

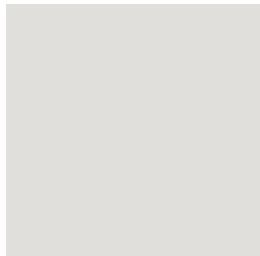
PRIMARY COLOR PALETTE



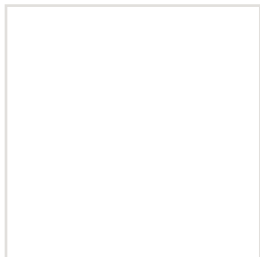
University Navy
PMS: 289 C
C81 M45 Y0 K75
R0 G34 B68
HEX: #002244



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



25% Yellow Tip:
Use yellow sparingly,
no more than 25%
within the context of
a brand experience.

GRADIENT



Dark
#000526 + #002244



Lite
#002244 + #438FA3



Gray
#E1DFDC + #F1EFEE

SECONDARY



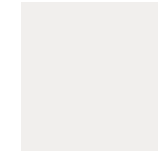
Accent Blue
C74 M30 Y29 K1
HEX #438FA3



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

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



OKLAHOMA WESLEYAN
EAGLES

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.



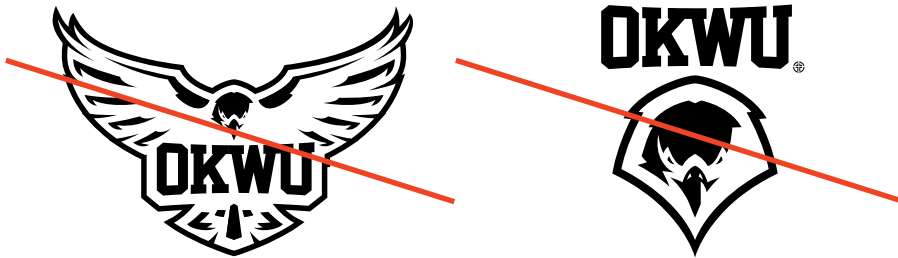
ATHLETIC LOGO USAGE



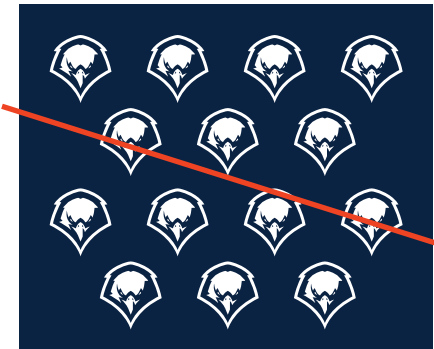
- > The University's athletic logos are to be reproduced only from an authorized original and cannot be redrawn or modified in any way. **Do not** use the Legacy Red in University uniforms, publications, newsletters, marketing materials and graphics, advertisements, and email marketing.

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.



THE OKWU BRAND

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



Oklahoma Wesleyan University
Brand Style Guide
July 20, 2020

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

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.