



OGLETHORPE
UNIVERSITY



**BRAND
STANDARDS**
UPDATED JANUARY 2017

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CASUAL

DIRECT

FIRST PERSON

SENSE OF HUMOR

AUTHENTIC

SUCCINCT



INCLUSIVE

THINK + DO

CLOSE-KNIT COMMUNITY

GLOBAL REACH

ENTREPRENEURIAL

THEORY + PRACTICE



ECLECTIC

KNOWLEDGE + ACTION

ATLANTA

IDEAS + OPPORTUNITIES

MODERN

**CLOSE CONNECTIONS WITH
FACULTY**

The Oglethorpe University logo is composed of an icon, a wordmark and a modifier. Whenever possible the logo should be centered on a page, website, ad, etc...and used as a complete mark. Download these and other files at uc.oglethorpe.edu/resources.

The logo



The icon: Quatrefoil



The wordmark: Oglethorpe



The modifier: University



The quatrefoil icon can be used independently as a brand signifier when the full logo isn't necessary. The quatrefoil should never be used in words.



The quatrefoil should be one color: black, white, or gray. See p. 13 for details



The wordmark: Oglethorpe



The logo is a one color mark.



The wordmark may be used independently, especially in situations where a horizontal piece of art is preferred.



The logo may be placed on top of photography or patterns provided the icon and typography are clearly articulated.



If placed on a background color or image, the color or image should be clearly visible through the windows of the quatrefoil.



Do not fill the windows of the quatrefoil with decorative color.



The minimum size of the logo is 1-inch across.



The minimum size of the wordmark is 1-inch across.



Oglethorpe typography is a balanced combination of Futura and Miller.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmno
pqrstuvwxyz**
0123456789

Futura Bold (ALL CAPS) is most often used in headers.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

Futura Light is most often used for subheads and body copy.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**
**abcdefghijklmno
pqrstuvwxyz**
0123456789

Miller Text is most often used as body copy

*ABCDEFGHIJKLMN
OPQRSTUVWXYZ*
*abcdefghijklmno
pqrstuvwxyz*
0123456789

Miller, Italic as supporting text.

Both Futura and Miller are available at myfonts.com.

In addition, typographic wordplay stemming from the university initials is standardized.

YOUR NEW HOME

In headlines using all capital letters, the "OU" may be bold or in a different color, but should never be underlined.

~~yOU'll love it here~~

The "OU" should not be capitalized or underlined in the middle of a sentence.

Stationery Package:
Letterhead, envelopes, business cards, notecards and name tags



These and other stationery products are available from our preferred printer, Trinity Press. Orders are placed in an online stationery store by one designated staff member in each department. Please contact University Communications if you are unsure who your department's representative is.

COLOR PALETTE

The primary color is the Oglethorpe yellow.



PMS 109 U
CMYK 0/10/100/0
RGB 255/215/0
HEX: #ffdd00

Most often the gold is supported by a warm gray and/or a warm white.



PMS Warm Gray 6
CMYK 0/5/12/31
RGB 187/176/165
HEX: #bbb0a5

The alternate palette is black and white only.



Black
CMYK 0/0/0/100
RGB 35/31/32
HEX: #000000

Black and white works best when the emphasis is on photography.



White
CMYK 0/5/12/31
RGB 255/255/255
HEX: #ffffff

Printing specifications:
Coated sheet: PMS 109 or equivalent CMYK.
Uncoated sheet: PMS 108 spot only - no CMYK.

Additional accent colors



PMS 7458
CMYK: 54-16-15-0
RGB: 114-177-200
HEX: #71b2c9



PMS 186
CMYK: 12-100-91-3
RGB: 207-10-44
HEX: #c8102e

COLOR PALETTE



NATURAL INTERACTION

PERSONALITY

CLEAR SENSE OF PLACE

UNIQUE PERSPECTIVE

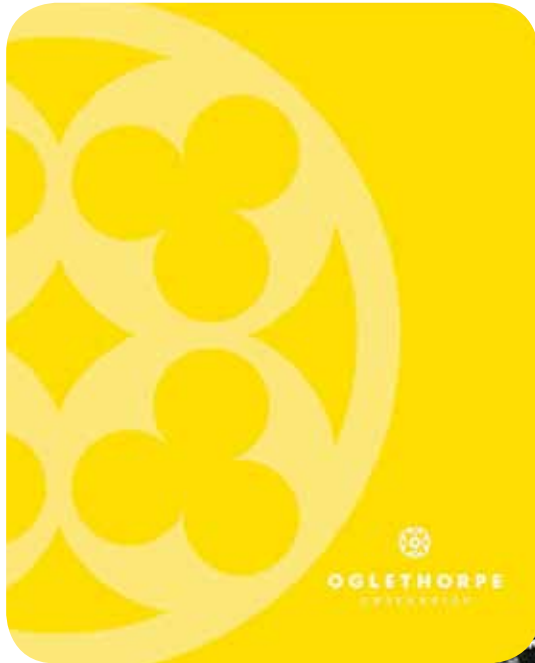


Photography is used boldly at max scale throughout the Oglethorpe collateral.

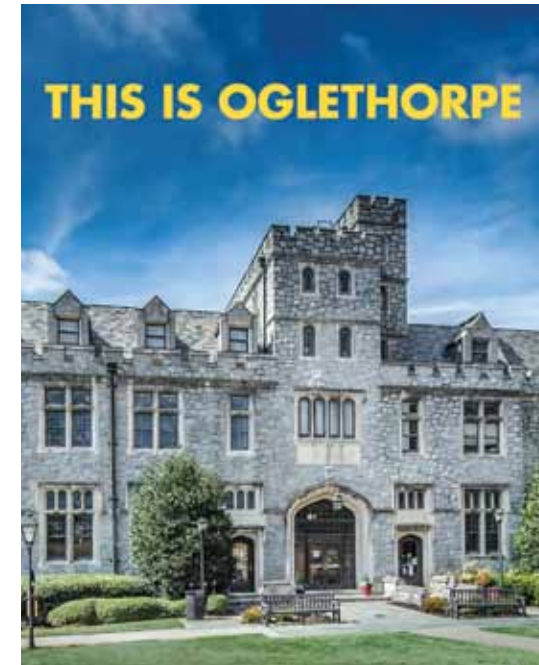


University Communications maintains online Flickr albums with photos that can be downloaded for different uses, including seasonal campus photos, campus locations and university traditions. Find them at: oglethor.pe/flickrcollections

Viewbooks and publications



Admission viewbook



Admission travel piece

A LAB
Advanced Laboratory for Learning
OGLETHORPE UNIVERSITY

Dynamic learning happens in the classroom of Oglethorpe University and our students. Their success is a job done in a learning environment in the areas of **global, research, and professional development, with engagement and undergraduate research**. We will provide resources to help you grow and continue. We will be leading in South Africa, working on the OLC, or working research on our faculty. We will offer you an experience that will not only be available on campus but also available on campus.

>60% OF OUR CLASS OF 2013 COMPLETED AT LEAST ONE INTERNSHIP

While in our class, we encourage you to complete at least one internship. We will provide you with the resources you need to find an internship. We will provide you with the resources you need to find an internship. We will provide you with the resources you need to find an internship.

100% OF OUR STUDENTS FIND AN INTERNSHIP

375 GA Hope Scholars

2014 Oglethorpe and the West Coast Journal have named Oglethorpe as a "Best Value" school in the South. We are proud to be a "Best Value" school in the South. We are proud to be a "Best Value" school in the South.

TUITION & FEES

2014-2015
Tuition: \$4,000
Room and Board: \$11,000
Books and Supplies: \$1,000
Total: \$16,000

OGLETHORPE UNIVERSITY

Office of Admission
1400 Peachtree Road, NE
Atlanta, GA 30309
404-521-2000
www.oglethorpe.edu

18 NORTHERN 300 COMPANIES

>1,250 MULTINATIONAL CORPORATIONS

#1 BEST ABOUT

15 MINUTES TO AIRPORT

>1 mile

25% GREEK

33% OF OUR STUDENTS BOY OR ATHLETES

16 WEST SPORTS

8 ANNUAL EVENTS

STUDENT BODY
41% 59%

OGLETHORPE UNIVERSITY

Viewbooks and publications

Admission yield poster

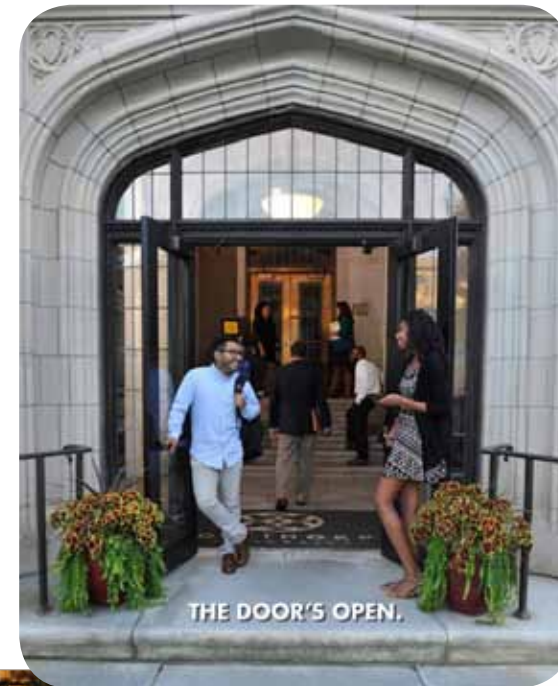
Nescit Cedere

OGLETHORPE

#followthepetrel

PETREL FLYER

Before the wings and legs have been cut out, you'll see a small window in the center. This is where you'll place your photo. Once you've made your Petrel Flyer, post it on your favorite social media site with the hashtag #followthepetrel



Adult Degree Program viewbook

PROMISE & PROOF

We know: As an adult looking to go back to school in Atlanta, you have options, both online and on campus.

As a graduate-level institution, we offer the greatest flexibility.

Our online programs will avoid tuition to help you achieve your goal of getting an education that you can use now.

Our campus programs offer:

- The very best throughout the state - our best staff, best facilities, best programs
- The opportunity to earn an on-campus degree program
- Transfer credits to complete a "combined" degree program
- Flexible scheduling that allows you to take classes when you want
- Access to all the best facilities and resources Oglethorpe has to offer

At Oglethorpe, we're committed to providing a learning journey that's uniquely yours.

ABOUT OGLETHORPE UNIVERSITY

Founded in 1828, Oglethorpe University is a historic, liberal arts and sciences university with a rich tradition of excellence. We are a member of the Southern Association of Colleges and Schools (SACS) and are accredited by the Southern Association of Colleges and Schools (SACS).

ATLANTA LABORATORY FOR GERIATRICS

The Atlanta Laboratory for Geriatrics is a leading center for research and clinical care in the field of geriatrics. We are currently seeking qualified individuals for various positions.

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SIGNATURE PROGRAMS

Online Programs

- Master of Science in Health Care Administration
- Master of Science in Health Care Management
- Master of Science in Health Care Leadership
- Master of Science in Health Care Quality Improvement

On-Campus Programs

- Bachelor of Science in Health Care Administration
- Bachelor of Science in Health Care Management
- Bachelor of Science in Health Care Leadership
- Bachelor of Science in Health Care Quality Improvement

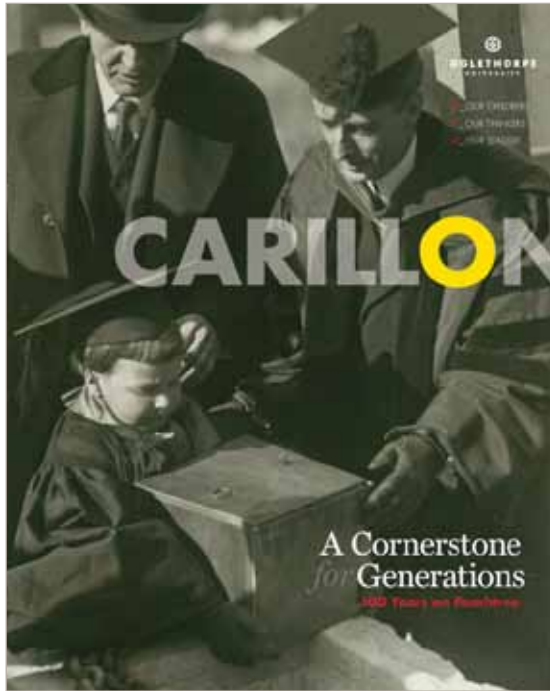
CAMPUS LIFE

Our campus life is vibrant and diverse. We offer a wide range of activities and programs for our students.

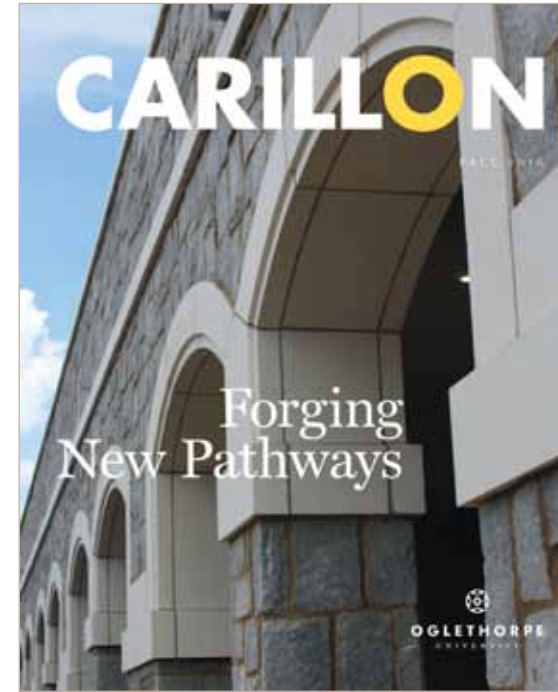
Check out our programs:

- Bachelor of Science in Health Care Administration
- Bachelor of Science in Health Care Management
- Bachelor of Science in Health Care Leadership
- Bachelor of Science in Health Care Quality Improvement

Viewbooks and publications



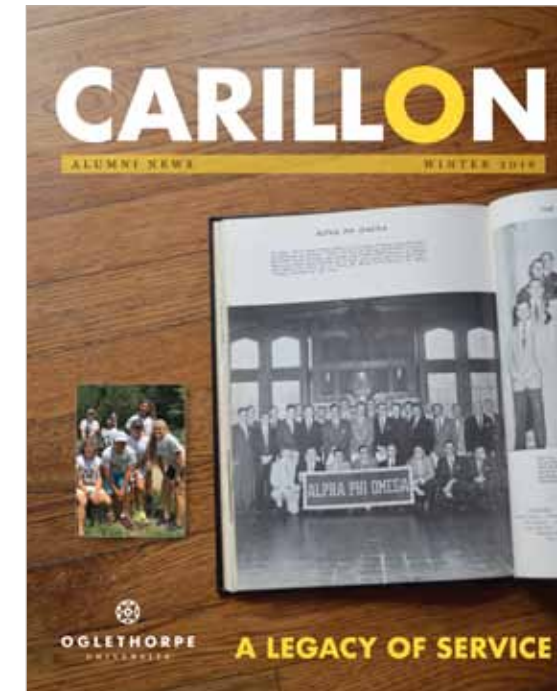
Carillon magazine, Winter 2015



Carillon magazine, Fall 2016



Carillon alumni news, Summer 2016



Carillon alumni news, Winter 2016

The Carillon magazine is produced two times per year by University Communications. The Carillon alumni news is produced two times per year by Alumni Relations.



Despite the vast array of Oglethorpe’s activities, programs and products, the strongest and most recognizable brand that Oglethorpe organizations can project is the brand of Oglethorpe University itself.

The identity system allows some discretion in expressing the unique qualities of Oglethorpe’s many entities to their many audiences.

With this in mind, it is seldom necessary and generally discouraged for Oglethorpe departments to create new logos or stand-alone illustrative or typographic configurations apart from those suggested here.

SIGNIFIER

Signifiers are used to demonstrate belonging.

The university logo may be modified to include University institutions, University departments or messaging.

In these situations the word “University” is substituted with new information.

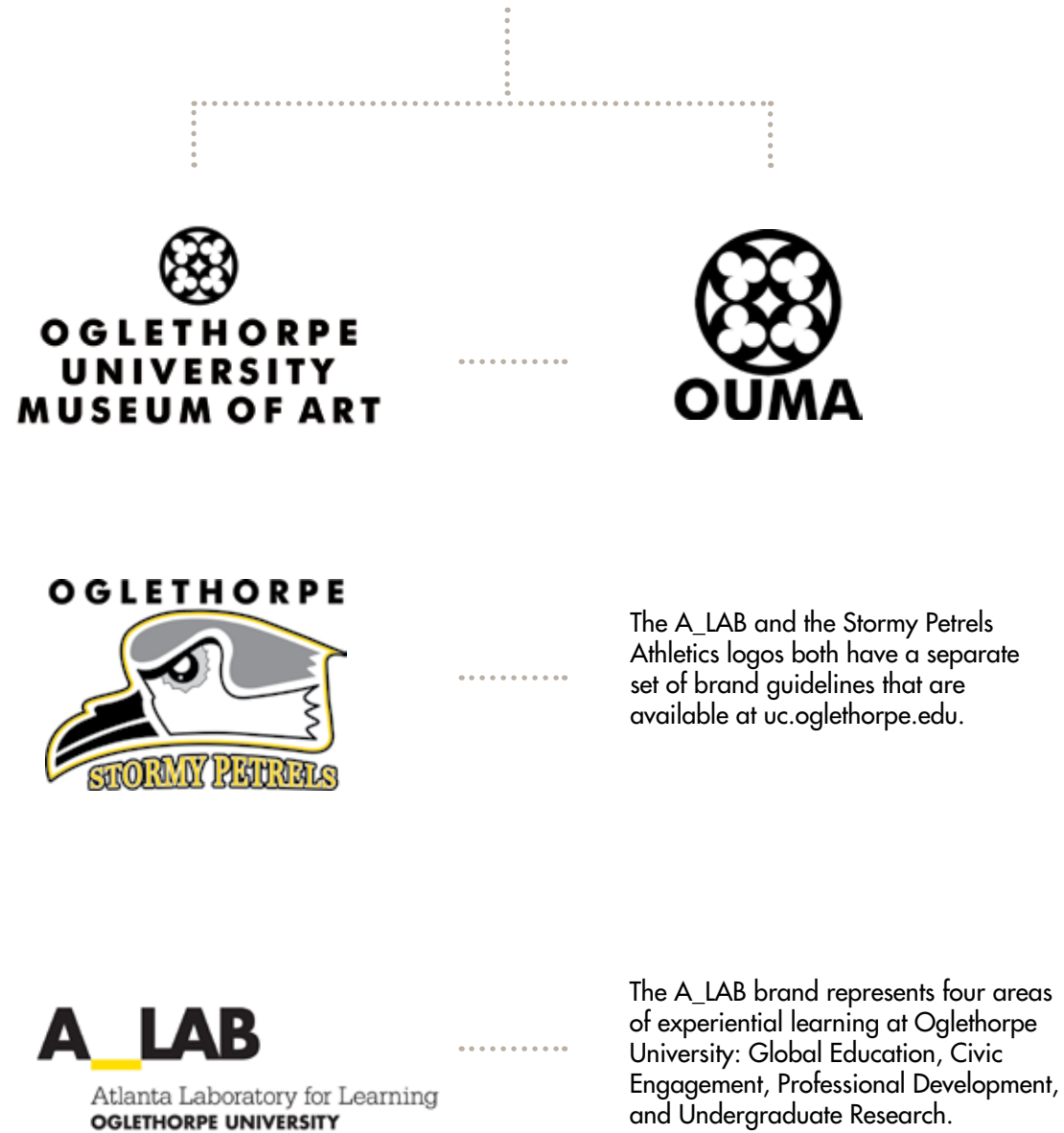
Signifiers may be created with or without the icon.



Sub-brand

Sub-brands are used when the existing identity of an individual Oglethorpe program has boosted the presence of the university as a whole.

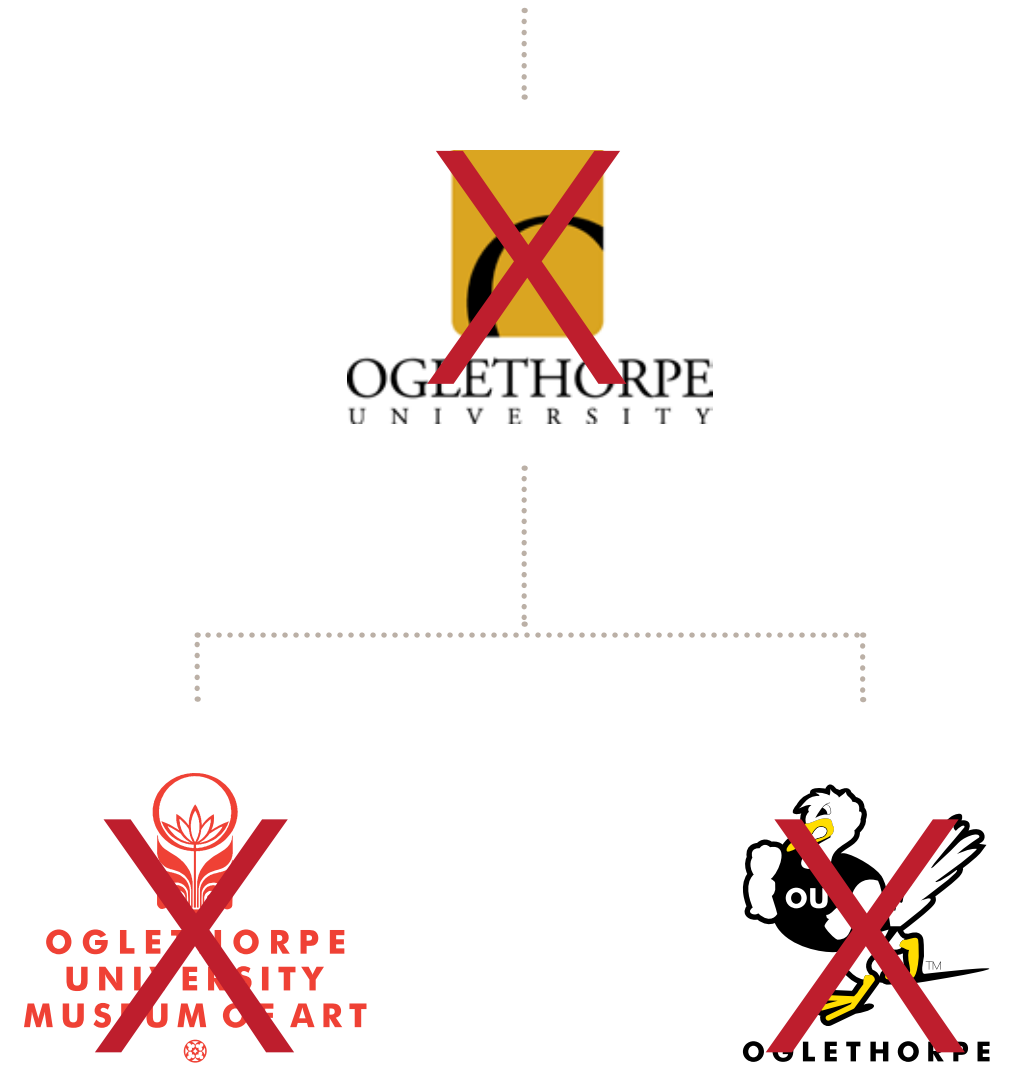
Oglethorpe University Museum of Art, Stormy Petrels Athletics and the A_LAB are such sub-brands.



Retired logos

These logos were used in previous years but are no longer considered part of the brand matrix.

These logos should never be used.



Oglethorpe merchandising should follow the style guidelines as closely as possible.

Regarding color choices, the first instinct will be to revert back to the traditional black/gold color combination, but – as much as possible – yellow/white, gray/yellow, black/white and black/yellow combinations should be favored.



Thread Color: Yellow
MA-1137-GLD





PMS 109
WHITE
WHITE GEL



Stormy Petrel logo



School colors are used across campus to reflect the Oglethorpe identity.



..... Flags



..... Pole Banners

All signage is ordered and updated as needed by University Communications. Interior signs are printed through Trinity Press and exterior signs through APCO Signs.

Signage uses the Oglethorpe logo, color palette and typography.



..... Interior Directional Sign

Office Sign



Department Sign



Wayfinding



All signage is ordered and updated as needed by University Communications. Interior signs are printed through Trinity Press and exterior signs through APCO Signs.

CONTACT

CONTACT

University Communications
Goodman Hall
Oglethorpe University
4484 Peachtree Rd, NE
Atlanta, GA 30319
404-364-8447
universitycommunications@oglethorpe.edu

More resources available online:
uc.oglethorpe.edu



OGLETHORPE
UNIVERSITY