Graphic Style Guidelines
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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.

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 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 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.

THE ELEMENTS OF OUR 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 16)

The University of Tulsa logo needs to print TU Blue (Pantone 288) and Old Gold (Pantone 4525).

If limited to one color, always use Pantone 288 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.

The reverse logo treatment requires different artwork. Please contact graphics@utulsa.edu to obtain this graphic.
University Logo with Unit Text

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

Artwork for your area logo treatment will 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.

The vertical and horizontal applications are for printed documents. The strong horizontal treatment should only be used when spacing requires extreme elongation, like on specialty items (pens) or web banners.
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
TU Primary Logo Usage

The dome of the cupola should always be casting a shadow.

CORRECT

INCORRECT

LOGO PROTOCOL or DESIGN ASSISTANCE
Contact the Office of University Relations
Leslie Cairns, Creative Director • Ext. 2365 • graphics@utulsa.edu
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.

**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.
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 288 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 288 and black.
Golden Hurricane Athletics Logo and Trademarked Graphics

Athletic logos must always maintain approved colors, proportions and design integrity. In order to maintain the design integrity of the TU athletic logos and to maximize each logo’s effectiveness, it is mandatory that all logos be applied as indicated without modification. The logos are not to be altered in any way. Shown here are unacceptable uses of the TU athletic logos.

SCRIPT TULSA HURRICANE FLAG LOGO
This is the official logo of Golden Hurricane Athletics. The script “Tulsa” should not be used independent of the mark.

INTERLOCKING TU GRAPHIC
This is an official trademarked graphic of The University of Tulsa and Golden Hurricane Athletics.
Golden Hurricane Athletics Logo

The treatments shown below are not consistent with the established guidelines of The University of Tulsa Golden Hurricane's identity. Please avoid any treatment that obscures legibility or changes the integrity of the logo:

- Stretching Logos
- Reconfiguring Logos
- Deconstructing
- Using tinted background images
- Using Patterned backgrounds
- Placing logo over an image
- Redesigning

Do not use the logo as a “Ghosted” background with type or other objects placed over the top.
American Athletic Conference Logo

Fall of 2014

The primary and official American Athletic Conference logo uses a “varsity” or block letter A that incorporates a stylized red star element, with stacked lettering below the graphic A icon. While we’ve applied contemporary upgrades to the typeface – making it proprietary and unique – the classic, varsity style A has been in existence for decades and was chosen purposefully to give our rebuilt conference immediate credibility, familiarity and a sense of being stable, strong and well established.

The star element has a white stroke around it and a prescribed tilt, giving the iconic logo a dynamic and energetic personality. The elongation of one of the star’s points, and its relationship to the A, adds a quality of aspiration, reach and expansiveness. This star element and the A are in a fixed relationship, and should never be altered, modified or repositioned in any way.

The typeface for the word “AMERICAN” stacked under the graphic A is not a standard typeface and must be reproduced using the official production artwork. The typeface for the stacked words “ATHLETIC CONFERENCE” is Univers.

Other key elements of the primary mark include a gray drop shadow as a perimeter design element around the A, as well as a radial gradient or “flare” within the blue letter field. Both are added to give the mark a three-dimensional, contemporary look with added vibrancy. Note that this primary mark with stacked lettering has a vertical orientation and is best used when vertical space is readily available.

PMS 485 c0 m95 y100 k0
PMS 282 c100 m68 y0 k54
Color and Typography

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.
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.

**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 288*

*Pantone 4525*

*Pantone 128*

*Pantone 871 Metallic*

*Pantone 186*

**ATHLETICS — ACCENT COLOR**

Red can be used in support of the primary colors to enhance the design.

*Pantone 871 Metallic*

**Secondary Colors**

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

*PMS 289*

*PMS 549*

*PMS 278*

*PMS 290*

*PMS 194*

*PMS 187*

*PMS 460*

*PMS 1205*

*PMS 7533*

*PMS 4505*

*PMS 5855*

*PMS 5875*
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), old gold, 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.

**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.

**FOUR 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.
Typography

**SERIF:**

Baskerville Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

*Baskerville Italic*

ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

Baskerville SemiBold
ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

*Baskerville SemiBold Italic*

ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

Baskerville Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

*Baskerville Bold Italic*

ABCDEFGHJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%

PLEASE NOTE

“Univers” should be used in italic/oblique only to differentiate certain words
Typography

SANS SERIF:

Univers 47 Light Condensed
ABCDEFHGIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!#$%

Univers 47 Light Condensed Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!#$%

Univers 57 Light Condensed
ABCDEFHGIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!#$%

Univers 57 Light Condensed Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!#$%

Univers 67 Bold Condensed
ABCDEFHGIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!#$%

Univers 67 Bold Condensed Oblique
ABCDEFHGIJKLMNOPQRSTUVWXYZ 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 (FORMAL HEADLINE TYPE):

TRAJAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

TRAJAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&
EEO/AA and Disability Statement

All University of Tulsa publications must have the EEO/AA statement and disability information.

**MULTIPLE PAGE BOOKLETS OR BROCHURES: MAGAZINES, NEWSLETTERS, VIEWBOOKS**
The University of Tulsa does not discriminate on the basis of personal status or group characteristics including, but not limited to individuals on the basis of race, color, religion, national or ethnic origin, age, gender, disability, veteran status, sexual orientation, gender identity or expression, genetic information, ancestry, or marital status in the administration of its educational policies, admissions policies, employment policies, scholarship and loan programs, athletic and other University sponsored programs. Questions regarding implementation of this policy may be addressed to the Office of Human Resources, 800 South Tucker Drive, Tulsa, Oklahoma 74104-9700, 918-631-2616. Requests for accommodation of disabilities may be addressed to the University’s 504 Coordinator, Dr. Tawny Taylor, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

**BROCHURES, POSTERS**
The University of Tulsa does not discriminate on the basis of personal status or group characteristics including, but not limited to individuals on the basis of race, color, religion, national or ethnic origin, age, gender, disability, veteran status, sexual orientation, gender identity or expression, genetic information, ancestry, or marital status. Questions regarding this policy may be addressed to the Office of Human Resources, 918-631-2616. For accommodation of disabilities, contact TU’s 504 Coordinator, Dr. Tawny Taylor, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

**POSTCARDS, FLYERS**
The University of Tulsa is an equal employment opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact Dr. Tawny Taylor, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

**SMALL POSTCARDS & ADS INVITING PUBLIC TO A TU VENUE**
The University of Tulsa is an equal employment opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact Dr. Tawny Taylor, 918-631-2315.

**ADS THAT ARE INFORMATION ONLY (NOT INVITING PUBLIC TO CAMPUS.)**
TU is an EEO/AA institution.
Have a question?

LOGO PROTOCOL or DESIGN ASSISTANCE

Contact the Office of University Relations
Leslie Cairns, Creative Director • Ext. 2365 • graphics@utulsa.edu