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TU Graphic Style Guidelines

The University of Tulsa Graphic Style Guidelines have 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 Strategic Marketing and Communications, all outside agencies and design firms, and specialty item vendors.

The Office of Strategic Marketing and Communications 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 need to be approved by the Office of Strategic Marketing and Communications 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 Strategic Marketing and Communications. Publications or specialty items that are not produced by or approved by the Office of Strategic Marketing and Communications are subject to payment rejection by the Purchasing Department.

These guidelines should be followed as publication materials are developed. Exceptions will be granted by the Office of Strategic Marketing and Communications 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 Strategic Marketing and Communications. 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 Strategic Marketing and Communications 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 Strategic Marketing and Communications 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 Strategic Marketing and Communications. Official logos are available from the Office of Strategic Marketing and Communications 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
- Stretching/Horizontal Expanding
- Stretching/Vertical Condensing
- Image
- Shadowed
- Ghosting/Watermark
- Pattern
- Do not use the logo as a "Ghosted" background with type or other objects placed over the top.
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 Strategic Marketing and Communications
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.

INTERLOCKING TU GRAPHIC
This is an official trademarked graphic of The University of Tulsa.
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 on the next page are unacceptable uses of the TU athletic logos.

**SCRIPT TULSA HURRICANE FLAG LOGO**

This is the official logo of Golden Hurricane Athletics. Use of the script “Tulsa” independent of the flags must receive approval from the Sports Information office.
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
- Redesigning

Stretching/Horizontal Expanding  Stretching/Vertical Condensing  Reconfiguring

Ghosting/Watermark  Pattern  Image  Redesigning

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

The primary and official logo of the American Athletic Conference utilizes a block letter ‘A’ that incorporates a stylized red star element in place of the negative space. While contemporary upgrades to the typeface have made it proprietary and unique, the classic ‘A’ block style font hearkens back to design styles of the mid 20th century. The star element includes a white stroke enclosing it. The distinct tilt gives the iconic logo a dynamic and energetic personality. The elongation of the star’s top point adds a distinctive quality of aspiration, reach and responsiveness. The star element and the ‘A’ are in a fixed relationship that should never be altered, modified, or repositioned in any way. A permanent and fixed white stroke exists on both versions of the primary logo and should never be removed, regardless of the application. The primary logo should always be at least 1" in width to prevent issues of readability or recognition.

Use of the American Athletic Conference identity is restricted to its member institutions and organizations authorized by The American and Learfield Licensing. For more information on officially licensed products, including exempt royalty free items, please contact Catherine Carmignani at ccarmignani@theamerican.org.

Use of the AAC logo must be approved by Athletics.
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
- c100 m74 y0 k20

Pantone 128
- c0 m10 y65 k0

Pantone 4525
- c0 m7 y39 k17

Pantone 186
- c0 m100 y81 k4

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

Pantone 871 Metallic
- c20 m25 y60 k25

**Design Palettes**
Primary colors can be mixed with select secondary colors based on the audience and mood of the piece. All colors (except red) can be screened.

**Current campaign**

<table>
<thead>
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<th>PMS 289</th>
<th>PMS 7753</th>
<th>PMS 550</th>
<th>PMS 288</th>
<th>PMS 7416</th>
<th>PMS 454</th>
<th>PMS 7731</th>
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<td>c100 m84 y65 k55</td>
<td>c26 m33 y100 k2</td>
<td>c45 m16 y15 k0</td>
<td>c100 m67 y0 k23</td>
<td>c3 m73 y70 k0</td>
<td>c21 m18 y26 k0</td>
<td>c85 m24 y93 k9</td>
</tr>
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<td>#B4661E</td>
<td>#E85028</td>
<td>#EA6852</td>
<td>#E85028</td>
<td>#E85028</td>
</tr>
</tbody>
</table>

THE UNIVERSITY OF TULSA Graphic Style Guidelines | PAGE 17
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 FACE FOR BODY TEXT IN DOCUMENTS:

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Baskerville SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Baskerville SemiBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

Baskerville Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&

PLEASE NOTE
“Univers” should be used in italic/oblique only to differentiate certain words
Sit amet volor ut
Nationally ranked, high-quality academics and a campus culture of high support is our promise to you (and to your parents and future employers).

#1 BECAUSE WE PUT STUDENTS FIRST.

When and where
Abolition
28 pt. type / 27 pt. leading

Optional
Acumin Pro Light
12 pt. type / 16 pt. leading

Contact information
Acumin Pro Black, 11 pt. type

TU EEO/AA statement
Acumin Condensed Light
8 pt. type / 9 pt. leading

Tulsa is an EEO/AA institution, including disability/veteran. For EEO/AA information, contact the Office of Human Resources, 918-631-2305; for disability accommodations, contact Dr. Tammy Hurburg, 918-631-3305.
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, sex, 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 TU’s 504 Coordinator at 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, sex, 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 at 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

LARGE POSTCARDS, FLIERS
The University of Tulsa is an equal employment opportunity/affirmative action institution, including disability/veteran. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact TU’s 504 Coordinator at 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, including disability/veteran. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact TU’s 504 Coordinator at 918-631-2315.

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

LOGO PROTOCOL or DESIGN ASSISTANCE

Contact the Office of Strategic Marketing and Communications
Leslie Cairns, Senior Creative Director • Ext. 2365 • graphics@utulsa.edu