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#### SWOSU Bulldog Blueprint: Brand Standards Manual

Southwestern Oklahoma State University

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# SWØSU BULLDOG BLUEPRINT

BRAND STANDARDS MANUAL

For more information regarding the use of Southwestern Oklahoma State University logos and trademarks, please contact:

#### Southwestern Oklahoma State University Office of Public Relations & Marketing

100 Campus Drive Weatherford, OK 73096 p: 580.774.3063 f: 580.774.7117 e: <u>identity@swosu.edu</u>



In partnership with the University, the Southwestern Oklahoma State University marks are facilitated and distributed under a licensing program by Learfield Licensing Partners. Usage of these marks will require approval through Learfield Licensing Partners or written permission from the Southwestern Oklahoma State University Office of Public Relations & Marketing.

For more information obtaining a license for use of Southwestern Oklahoma State University trademarks for commercial use, please contact:

#### **Learfield Licensing Partners**

8900 Keystone Crossing Suite 605 Indianapolis, IN 46240 p: 317.669.0808 f: 317.669.0810 www.learfieldlicensing.com

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With Southwestern Oklahoma State University forging new educational frontiers in our second century, it is crucial we communicate a clear and concise image of our University. The implementation of a Brand Standards Manual with policies and procedures for logo and symbol usage is important in moving SWOSU forward as a modern, thriving university.

The manual comes with our branding campaign, "The focus is you." After an external and internal research study, SWOSU's key benefits and the aspirations of high school students were combined to present SWOSU to a new generation of students from Western Oklahoma and the Oklahoma City metropolitan area, especially.

The result of the study and the creative direction is a focus on the student as an individual. This also shows how SWOSU's faculty and community help the student achieve his/her personal best and prepare for the future; something unique to smaller universities and SWOSU in particular.

One of the changes you "hear" is the term SWOSU, pronounced "SWAH – SU," as our moniker. As opposed to "Southwestern," SWOSU is more modern sounding, interesting and easy to remember. It also takes the geographical reference from the name. Being close to Oklahoma City is important in attracting more students from that area.

SWOSU has an academic signature logo to be used in all promotion of the university. Using "SWOSU" accentuates our reference to our university. A "swoosh" icon is added around the "O" to symbolize our constant state of motion. Southwestern Oklahoma State University is positioned below the main icon. Corporate identity pieces have been created using our new logo.

Over the last hundred years, many bulldogs have been used as our symbol. As you will see in our "Athletic/Spirit" logo, we created one dog and logo for usage in the promotion of student activities and athletic/spirit programs. This is a trademarked logo that cannot be used without the written consent of SWOSU.

Our goal is to get more students to make on-campus visits to build enrollment.

As a member of the University family, you share in the responsibility to ensure compliance with the Brand Standards Manual. We all must embrace them with pride as we continue to build public awareness of what SWOSU has to offer to students and our state.

Thank you for your assistance and support in protecting the SWOSU brand.

rd L Genth

Dr. Randy Beutler, President Southwestern Oklahoma State University



# Policy and Usage

#### **Brand Standards**

The purpose of this manual is to provide the necessary information needed to ensure the consistent and unified display of SWOSU's brand identity to its many internal and external audiences whose support we seek: prospective students, current students, alumni, parents, faculty, staff and supporters. This guide consists of the coordinated graphic elements of the SWOSU academic wordmark, spirit logos, color palette, usage requirements, university seal, mascot and application to stationary. These standards are issued for all academic colleges and schools, administrative offices and departments, student services, student organizations and university outreach. Outside organizations and individuals are required to follow these guidelines when creating products, merchandise, print or electronic publications for any university entity.

#### Oversight

The Office of Public Relations and Marketing oversees and administers the implementation of the identity program. Any questions regarding policy, application, consultation and implication of guidelines, or requests for modifications should be directed to Public Relations and Marketing. The Office of Public Relations and Marketing, Vice President for Administration and Finance, Business Affairs, and the University Press work together to ensure proper implementation and compliance.

#### **Commercial and Promotional Use of University Marks**

The name, logos, trademarks, seal, slogan and image of Southwestern Oklahoma State University cannot be used to suggest or imply endorsement of any business, product or service not provided by the University. These entities are owned by the University, as well as any combination that references or is associated with Southwestern Oklahoma State University. The name, logos, seal and slogan are registered trademarks and protected by law. Schools, divisions, offices, departments and official student organizations in the university may use these logos for university business and/or promotional activities but must follow these guidelines and obtain approval from the Office of Public Relations and Marketing to verify proper usage and application.

No organization or individual outside of the University may use Southwestern Oklahoma State University's name or marks for monetary gain without permission and the appropriate licensing with the university.

#### **Trademarks and Licensing**

The mission of trademarks and licensing through the Office of Public Relations and Marketing is to 1) ensure proper and consistent use of the University's branding, trademarks and logos by administrating a controlled usage 2) protect and enhance the University's name, reputation and image by ensuring that all uses of the University's name are done professionally, tastefully and a quality which reflects positively on the institution 3) generate income to support and build a stronger scholastic environment for the university.

All names, logos, trademarks, seals, slogans, images and mascot associated with or in any combination referring to Southwestern Oklahoma State University are the exclusive property of this institution. Use of these marks for resale or other commercial purposes must be purchased through a licensed vendor and obtain approval through the Office of Public Relations and Marketing. The Office of Public Relations and Marketing and the Vice President for Administration and Finance are responsible for protecting the use of Southwestern Oklahoma State University trademarks and for commercial licensing of the University marks.

For more information on logos, trademarks, usage and licensing with Southwestern Oklahoma State University, please contact the Office of Public Relations and Marketing or SWOSU Graphic Design.

Office of Public Relations and Marketing p: 580.774.3063 f: 580.774.7117 e: identity@swosu.edu

# Colors, Typography, Verbiage and Slogan

# OFFICIAL SWOSU COLORS

#### **Primary Colors**

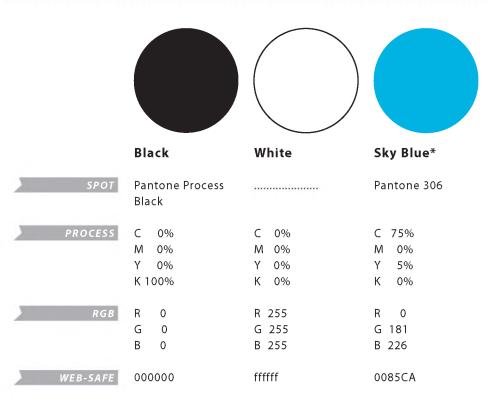
Color is an important part of the SWOSU brand. The colors on the right are the official primary colors of the SWOSU academic and spirit logos.

|          | Bulldog Blue                    | Bulldog Gray                     | Light Gray                       |
|----------|---------------------------------|----------------------------------|----------------------------------|
| SPOT     | Pantone 534                     | Pantone Cool<br>Gray 8           | Pantone Cool<br>Gray 7           |
| PROCESS  | C 95%<br>M 74%<br>Y 7%<br>K 44% | C 23%<br>M 16%<br>Y 13%<br>K 46% | C 20%<br>M 14%<br>Y 12%<br>K 40% |
| RGB      | R 27<br>G 54<br>B 93            | R 136<br>G 139<br>B 141          | R 151<br>G 153<br>B 155          |
| WEB-SAFE | 1B365D                          | 888B8D                           | 97999B                           |

#### **Support Colors**

In addition to the SWOSU primary colors, the SWOSU support colors serve a more utility purpose to accent our brand. University logos may be used in all Black or all White when full color opportunities are not present. All White logo usage must be done on darker backgrounds and require approval to ensure proper application. The SWOSU Spirit logos are **never** to be reversed or inverted.

\* Sky Blue (Pantone 306) has been adopted to accent athletic uniforms, lettering and numbering. It is a restricted use color and is to be used minimally. This color is never to be used on the University logos. Any use of this color must be approved by the Office of Public Relations and Marketing.



Pantone<sup>®</sup> is a registered trademark of Pantone, Inc.

# TYPOGRAPHY

Typography can carry an important role within the University's branding. Their consistent use by the campus community can strengthen the University branding by assisting in giving a unified and professional appearance.

IDENTITY

#### 🔟 Adobe Garamond Pro

The Adobe Garamond Pro font family includes various weights in both Roman and oblique faces. Its primary use is to be used for the sub-branding text used in SWOSU unit specific marks. In addition, its use as body copy in academic and official business settings works well to create a harmonious relationship with the university's more formal academic marks.

# AaBbCc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0123456789

HANDWRITTEN

#### **Felt Tip Roman**

The Felt Tip Roman font is a casual, handwritten style font selected to represent our current university slogan. It provides an approachable feel and works well for headlines and other display settings, but is not recommended for larger blocks of text.

.....

AaBbCC abcdefghijklmnoparstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

WEI

#### Myriad Pro

The Myriad Pro font family includes various weights in both Roman and oblique faces. It is a standard sans serif font that provides open shapes and ease in readability, making it a good choice for body copy in print and on the web. AaBbcc abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

# VERBIAGE

Verbiage represents the approved and trademarked identifying name or word descriptors uniquely associated with Southwestern Oklahoma State University.

Southwestern Oklahoma State University™ Southwestern Oklahoma State University Bulldogs™ SWOSU™ SWOSU Bulldogs™ Bulldogs™ Dawgs™

# SLOGAN

The slogan represents the University's pledge to make our current students and future students our number one priority. Its usage in conjunction with our logos and trademarks aids in solidifying SWOSU's branding message, both externally and internally.

# The focus is you.

The slogan may be used in either Bulldog Blue, Bulldog Gray or Black. The slogan may also be used in White when applied on darker backgrounds.

Institutional Wordmarks & Logos

\*Full color (Bulldog Blue and Light Gray "swoosh") version preferred for all

applications.

# SWOSU ACADEMIC WORDMARK

The SWOSU Academic wordmark is the primary standardized graphic representation of the university's name. It is the preferred mark to be used in communication and correspondence, both externally and internally, by academic and administrative departments. While the academic wordmarks and logos may be sized appropriately for the specific use, the proportions of their individual elements cannot be altered. They must be displayed in designated official colors. All marks must be reproduced from official artwork available through the Office of Public Relations & Marketing.

The SWOSU Academic wordmarks are registered and trademarked properties. Any alteration, modification, or unapproved usage of these wordmarks and logos is strictly prohibited. Please contact the Office of Public Relations & Marketing for usage and approval.

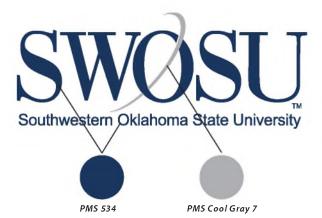
Southwestern Oklahoma State University

#### History

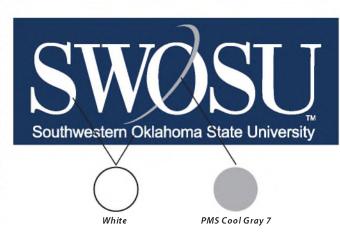
The official academic wordmark created in 2002 embodies the modern culture of the University. This is emphasized in the name revision from 'Southwestern' and its associated 'SW', to 'SWOSU' (SWAH-SU). 'SWOSU' reflects the focus to embrace the identifying language and jargon of our primary target audience current and future students.

# "Swoosh" symbol Southwestern Oklahoma State University

#### **Primary Color Configuration**



#### **Inverted Color Configuration**



#### **Single Color Configurations**

BULLDOG BLUE







#### **Minimum Clear Space Requirements**

The SWOSU Academic wordmark has been given a designated safe zone around all sides to visually separate it distinctly from any other graphic elements. This spacing is uniform on all sides of the logo. The logo must not be placed close to any distracting design elements or placed on top of any visually confusing background. The only exception is in the usage of official administrative and academic department wordmark configurations or secondary casual administrative and academic marks. This requirement for minimum clear space is also applicable to dominant logotype only applications.

# 2x. <u>2x</u> 2x Southwestern Oklahoma State University X 2x

#### **Dominant Logotype Only Applications**

When suitable, some circumstances or applications allow for the SWOSU Academic wordmark to be used independent of the secondary logotype identifier. Generally these instances are restricted to embroidery, website placement, or other products and merchandising where the usage of the secondary logotype identifier becomes illegible or difficult to read. Other times include internal only applications when the full title of the University is already understood and established, such as in specific administrative and academic department casual marks. This option should never be used to replace the primary/preferred SWOSU Academic wordmark and any usage requires approval from the Office of Public Relations & Marketing.



DOMINANT LOGOTYPE ONLY

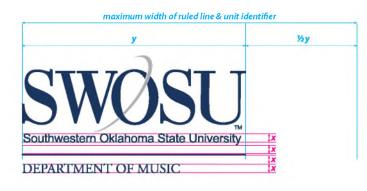


CADEMIC CASUAL MARK

#### **Official Unit Specific Marks**

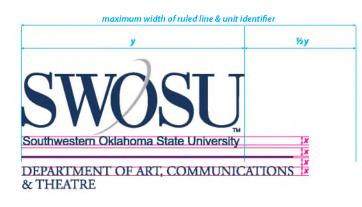
Administrative and Academic units of the University have specific logos featuring the SWOSU academic wordmark and the unit identifier below in Adobe Garamond typeface. When using the unit identifier (college, school, department or office name), a ruled line is to be used to separate the SWOSU academic wordmark from the unit identifier. The minimun length of the ruled line is to be the width of the dominant logotype 'SWOSU' (y) and extend to the longest line of the identifier. The maximum extension of both the ruled line and unit identifier is 50% (½ y) past the width of the dominant logotype 'SWOSU' (y). If the unit identifier extends past this distance, use multiple lines. Please contact the Office of Public Relations & Marketing for usage and approval. These logo marks are not to be altered or modified. The official unit specific mark is required on all external correspondance.

When unit identifier falls within the minimum ruled line width, identifier is to be set on one line.





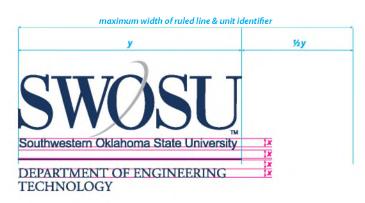
When unit identifier is longer than the minimum ruled line width, identifier is to be set on two lines.





DEPARTMENT OF ART, COMMUNICATIONS & THEATRE

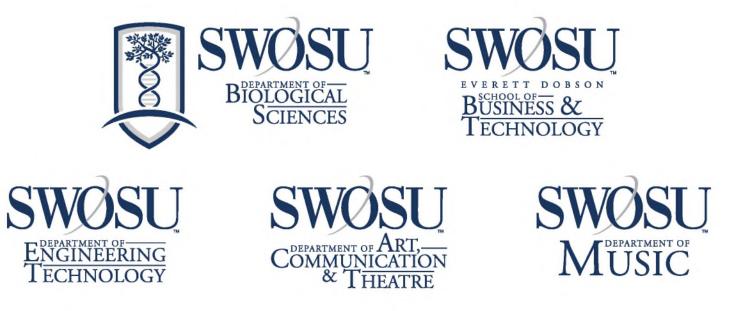
When unit identifier is longer than the minimum ruled line width and set on two lines utilizing the minimum ruled line width.





#### **Casual Unit Marks**

Each Academic unit has a casual unit mark created to provide a more graphical presence to the unit identifier workmark. These casual marks may be used when appropriate and are typically restricted to internal marketing and promotion of the Academic unit to current students, faculty, and staff, or for special purposes. These marks are never to exceed the width of the SWOSU Acadmic wordmark. Please contact the Office of Public Relations & Marketing for casual marks and for approval.



\*The Casual Unit Marks are not to be used on official correspondence and communication.

### **UNIVERSITY SEAL**

The SWOSU University Seal is the formal mark of the University. It is primarily used by the Office of the President and is restricted to be used on select official university documents, such as diplomas, transcripts, certificates, legal documents and other formal or ceremonial documents.

The SWOSU University Seal may be used in two colors: Black and Bulldog Blue (Pantone 534). The seal may also be embossed or foil stamped in gold or silver. The seal should never be inverted in color or reversed. Any exceptions must be approved prior to usage.

Exceptions for use of the seal include high-end commemorative gift items and select graduation-related items, such as announcements and diploma frames. Any product exceptions must be approved through the Office of Public Relations & Marketing and purchased through an approved licensed vendor.

Internal usage requests of the seal on university materials may also be made through the Office of Public Relations & Marketing and be in compliance with the Brand Standards Manual.



# ACADEMIC BRAND USAGE VIOLATIONS

To maintain the integrity and consistency of the Southwestern Oklahoma State University academic brand's effectiveness as an identifier, it is required that all logos and verbiage meet the standards represented in this manual without alteration or manipulation. Shown on this page are some examples of incorrect usage.





Never use the word 'Southwestern' alone as an identifier

Never disproportionately over emphasize certain words in the university's name

Southwestern Oklahoma State University Never recreate or substitute the typefaces used in the academic wordmark



Never apply the academic wordmark with Bulldog Blue color on a dark colored background



Never apply the full color acadmic wordmark on a gray background



Never use the white academic wordmark on a light background with insufficient contrast



Never add any element to the academic wordmark



Never reproduce the academic wordmark or logos in any non-official colors



Never stretch or alter the academic wordmark or logos proportions



Never place the academic wordmarks or logos on backgrounds that overpower, distract or clash



Never reverse or invert the University Seal



Never use an unapproved abbreviation or any old, expired logo

Athletic and Spirit Marks & Sport Specific Branding

# SWOSU ATHLETIC AND SPIRIT MARKS

The SWOSU Athletic and Spirit marks are the primary logos used by the University's Athletic Department for sanctioned sports and for use in more friendly and casual circumstances when a bolder, more informal appearance is desired. The SWOSU Athletic and Spirit marks should never be used to substitute the SWOSU Academic wordmarks in formal academic or administrative documents, settings and applications. The SWOSU Athletic and Spirit marks may be used by non-athletic departments of the University for promotional items with a spirit theme and for advertising/ marketing when applicable.

These marks were created to provide a consistent spirit brand for the University and feature several variations to maximize usage flexibility. While the athletic and spirit marks may be sized appropriately for the specific use, the proportions of their individual elements cannot be altered. They must be displayed in designated official colors. All marks must be reproduced from official artwork available through the Office of Public Relations & Marketing.

The Bulldog Body and Bulldog Head logos may be used independently in secondary applications when the name of the University has already been established graphically or in title. They may also be used in conjunction with the SWOSU Academic wordmark, but must be separated providing the adequate clear space as established in this manual.

The SWOSU Athletic and Spirit marks are registered and trademarked properties. Any alteration, modification, or unapproved usage of these wordmarks and logos is strictly prohibited. Please contact the Office of Public Relations & Marketing for usage and approval.



BULLDOG BODY

BULLDOG BODY + SWOSU WORDMARK



SWOSU WORDMARK





BULLDOG HEAD

#### **Full Color Configuration**



#### Full Color Usage On Dark Backgrounds

The SWOSU Athletic and Spirit marks are often used on a dark background or dark field of color. To allow for adequate distinguishability, the logos have been given a thin white outline. This logo set is required for all applications on darker backgrounds or dark fields of color when a full color logo is desired.



#### Single Color Configurations

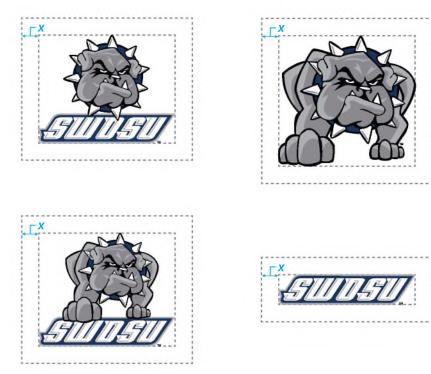




#### **Minimum Clear Space Requirements**

When logo mark implementation is intended for stand alone use on solid or near solid fields of color, a minimum clear space is required. This spacing is uniform on all sides of the logo.





# SPORT SPECIFIC BRANDING

The SWOSU Athletic and Spirit marks have been adapted to allow for branding by varsity sports within the wordmark logo. The individual varsity sport name is part of the official SWOSU Athletic and Spirit marks and may not be altered or manipulated in any way. The Athletic and Spirit marks, as well as the Sport Specific marks, are the only authorized marks for use on Athletic Department materials, signage, uniforms, advertising, department correspondance/stationary or marketing items.

All adapted sport specific branding must originate from the Office of Public Relations & Marketing in order to meet specific design requirements and comply with the Brand Standards Manual. Straight text applications of the varsity sport name below the Athletic and Spirit marks is allowed, but must meet the minimum clear space requirements. Approval of the Office of Public Relations & Marketing is required on all applications.

The Athletic and Spirit marks with or without straight text application may be used by non-athletic departments for promotional items or circumstances where a friendly, more casual spirit theme is needed. These marks are never to be used as a non-Athletic Department logo or in place of the SWOSU Academic wordmark on official correspondance or stationary.

#### **Available Varisty Sports**

- Baseball
- Men's Basketball
- Women's Basketball
- Cheerleaders
- Cross Country
- Football
- Men's Golf
- Women's Golf
- Pom Squad
- Men's Rodeo
- Women's Rodeo
- Soccer
- Softball
- Women's Track & Field











POM GOLIAL

BASKETBAL









#### Spirit Mark With Straight Line Identifier



#### Spirit Mark With Straight Line Identifier Minimum Clear Space Requirements



## ATHLETIC TYPOGRAPHY

IDENTIFIER

#### Centrifuge Bold

Centrifuge Bold is a bold styled font suitable for a collegiate varsity headline. Its geometric shapes and sharply-edged angles make a good choice to represent the specific sport straight line identifier by giving the traditional, block style, collegiate athletic font a modern flare.

AaBbcc abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789





WOMEN'S Basketball



# ATHLETIC AND SPIRIT MARK USAGE VIOLATIONS

To maintain the integrity and consistency of the Southwestern Oklahoma State University Athletic and Spirit marks and their effectiveness as an identifier, it is required that all logos and verbiage meet the standards represented in this manual without alteration or manipulation. Artwork should always originate from the original artwork provided by the Office of Public Relations & Marketing and be approved prior to usage. Shown on these pages are some examples of incorrect usage.





Never use the word 'Southwestern' alone as an identifier

Never change the color of any Athletic and Spirit mark



Never disproportionately over emphasize certain words in the university's name



Never use an unapproved logo or unapproved abbreviation



Never invert or reverse the color(s) on any Athletic and Spirit mark



Never flip any Athletic and Spirit mark. The Bulldog is always to face to the viewers right.



Never stretch or alter the Athletic and Spirit marks proportions



Never change the proportions of any of the Athletic and Spirit marks or their elements



Never reposition any of the Athletic and Spirit marks or their elements



Never use a white Athletic and Spirit mark on a field of color or background without sufficient contrast



Never use black, Bulldog Blue, or Bulldog Gray single color Athletic and Spirit marks on a field of color or background without sufficient contrast



Never use any Athletic and Spirit mark without its white outline on any dark or varied background



Never place an Athletic and Spirit mark on backgrounds that overpower, distract or clash



Never allow a photograph or graphic to show through a single colored Athletic and Spirit mark



Never add any element to an Athletic and Spirit mark



Never remove any of the elements within an Athletic and Spirit mark



Never remove the letters from the Athletic and Spirit wordmark



Never replace the Athletic and Spirit wordmark with the Academic wordmark. When the Bulldog is used with the Academic wordmark, proper clear space separation between the two logo marks is required

# CUSTOMIZABLE DUKE THE BULLDOG

The Duke the Bulldog caricature was specially created for the purpose of allowing customization for specific organizations or university events. The caricature is property of the University and all customization must be done appropriately while maintaining the integrity of the caricature. The Duke the Bulldog caricature is <u>never</u> to be used as a logo or take the place of the SWOSU Academic wordmarks or the SWOSU Athletic and Spirit marks. Any application or use of the caricature must be approved by the Office of Public Relations & Marketing. **Internal/On-campus use only.** 



Print Policy, Stationary & Templates

#### **Print Policy**

All printed materials intended for external audiences should be reviewed by the Office of Public Relations & Marketing or its subsidiary, Creative Services.

Just as certain university departments and offices are tasked with carrying out their specific designated duties in their respective fields, the University Press is our campus resource certified in the management and operation of the university document production services. All university departments and offices are required to channel their printing and duplicating services through the University Press, whether items are printed in house or outsourced externally through one of our approved printing vendors. This coordinated program promotes economy and efficiency, both in time and in ensuring conformity and compliance in printed mediums to the University's brand management/marketing objectives. It is critical that SWOSU's branding remain consistent and cohesive throughout ALL material distributed on behalf of SWOSU and its organizational bodies, internally and externally.

All printing and copy jobs are to be referred to the Manager of University Press for fulfillment. Printing and copy services are available to students, faculty, and staff when such service are required in line with assigned university functions or class work. Personal services not directly related to these functions or to class work are not an authorized obligation of University Press but will be accommodated as scheduling allows. Contact the University Press for an estimate and/or job evaluation.

All print and/or copy services are done on a first-come, first-served schedule and must be accompanied by a purchase order unless prior payment arrangements have been made. Jobs cannot be processed without a purchase order or payment. For layout or design work, all images, graphics, photos, text and reference samples should be brought in or sent in for review. All text should be sent digitally. Print and/or copy jobs will be delivered or you may request to pick up upon completion. An invoice will be provided.

#### **File Submission**

Print ready files can be uploaded as a PDF, PSD (flattened), JPG, TIFF or EPS at <u>www.swosu.edu/univpress</u>. These files must be at least 300 DPI to size or larger and should require no editing. Instructions for basic document design can be found on our website. InDesign, Photoshop, Illustrator, Word, Excel and PowerPoint files are acceptable. The University Press is not responsible for any content formatting or special symbol issues that may occur when sending native program files. All native files must be sent with accompanying links, support files and fonts. PDF files are generally recommended. Please do not send Publisher files.

#### Proofs

If a proof has been sent for your approval, please READ THE CONTENT CAREFULLY. Once the proof has been approved, the University Press will not be responsible for any typographical, layout or content errors. By approving the proof, you are accepting all responsibility for the content and design. If the turnaround time is limited, review your proof as quickly as possible and do not wait until right before the completion deadline. Color may vary and may not exactly match the color produced by your computer monitor. A hard-proof prior to printing is welcome and may aid in a closer color expectation.

#### Stationery Guidelines

A coordinated stationery system, meaning letterhead, second sheets, envelopes and business cards, is of large importance to presenting and preserving Southwestern Oklahoma State University's brand identity clearly and consistently internally and externally. In many circumstances, the University's stationery serves as the first graphic representation to the University audiences. These audiences include prospective students, current students, alumni, parents, faculty, staff and supporters.

Both Academic and Athletic Stationery Systems have been carefully constructed to display a unified and professional appearance. The stationery system has been created by the Office of Public Relations & Marketing for implementation across campus. At no point should any individual, office, or department create or print their own stationery. The University stationery systems can be ordered through the University Press, which jointly serves to ensure that branding standards are met on all university print items.

#### **Offered In-House Services**

- Digital Printing
- Color and Black/White Copies and Prints
- Laminating
- Cutting
- Round Cornering
- Score, Perforate, Folding
- Coil Binding
- Perfect Binding
- Padding
- Booking
- Wide format Prints and Banners up to 44" wide
- Mesh Window Covering
- Vinyl Lettering and Signage
- Document Scanning

# **PRINTING PROCESS CHECKLIST**

- 1. Request an estimate and bring in/send job sample or files for review.
- 2. Upload print ready files at <u>www.swosu.edu/univpress</u>.
- 3. Send a completed purchase order with quantity, description, and amount or note of payment arrangement. (*This step must take place before the print process can begin.*)
- 4. Review proof (if required) and approve for print.

University Press 1001 N 7th Street Weatherford, OK 73096 e: <u>univpress@swosu.edu</u> p: 580.774.3260 f: 580.774.7060

# ACADEMIC STATIONERY SYSTEM

The Academic Stationery System includes letterhead, envelope, and business card. There is one approved stationery format for all administrative offices and academic departments. These office and departments are required to use this system for their official correspondence and should <u>never</u> create or design their own stationery. Letterhead, envelopes and business cards must be printed on the approved paper stock that matches the stationery that will accompany them. All approved stationery can be ordered through the University Press.



Southwestern Oklahoma State University University Press 1001 N. 7th Street Weatherford, OK 73069 e: <u>univpress@swosu.edu</u> p: 580.774.3260 f: 580.774.7060

100 Campus Drive TSB 106

P: 580.774.3162 F: 580.774.7028

# ATHLETIC STATIONERY SYSTEM

The Athletic Stationery System includes letterhead, envelope, and business card. This stationery system is solely for use by the Athletic Department for their official correspondence. There is one approved stationery format for all varsity sport offices within the Athletics Department. These offices are required to use this system for their official correspondence and should <u>never</u> create or design their own stationery. Letterhead, envelopes and business cards must be printed on the approved paper stock that matches the stationery that will accompany them. All approved stationery can be ordered through the University Press.



To order Southwestern Oklahoma State University stationery, please contact the University Press.

Southwestern Oklahoma State University University Press 1001 N. 7th Street Weatherford, OK 73069 e: <u>univpress@swosu.edu</u> p: 580.774.3260 f: 580.774.7060



100 Campus Drive - HPE 126 Pi 580.774.7190 dan

# THINGS TO CONSIDER WHEN ORDERING

- 1. All purchases using or featuring the name of the University and/or one of our logos must go through an approved licensed vendor. A list of our approved licensed vendors can be found at <a href="http://learfieldlicensing.com/vendor-list/">http://learfieldlicensing.com/vendor-list/</a> by completing a search for the university's name. (This list is kept current, so please check before ordering to verify the vendor is still licensed.)
- 2. All purchases featuring designs must adhere to our brand standards guidelines and meet approval through our licensing program.
- 3. Any items ordered by an office, department or student group for internal consumption or to be distributed as handouts for promotional purposes are considered internal orders and falls under Internal License holders when selecting a vendor to use.
- 4. Any items ordered by an office, department or student group that will be resold openly to the public or on campus, is considered royalty bearing and falls under the Standard License holders when selecting a vendor to use. This includes items to be used for fundraising. It is the responsibility of the office, department or student group to communicate this intention to the licensed vendor so that they can adequately record and collect the royalties in accordance with their licensing aggreement to be distributed back to the University.
- 5. When ordering signage, vinyl lettering or any wall mounted graphic, please contact the University Press for consultation or purchasing, since this qualifies and falls under our Print Prolicy.



The focus is you.