



OKLAHOMA CITY UNIVERSITY
SCHOOL *of* LAW

Our Brand

A VISUAL COMMUNICATIONS BRAND BOOK | 06.23

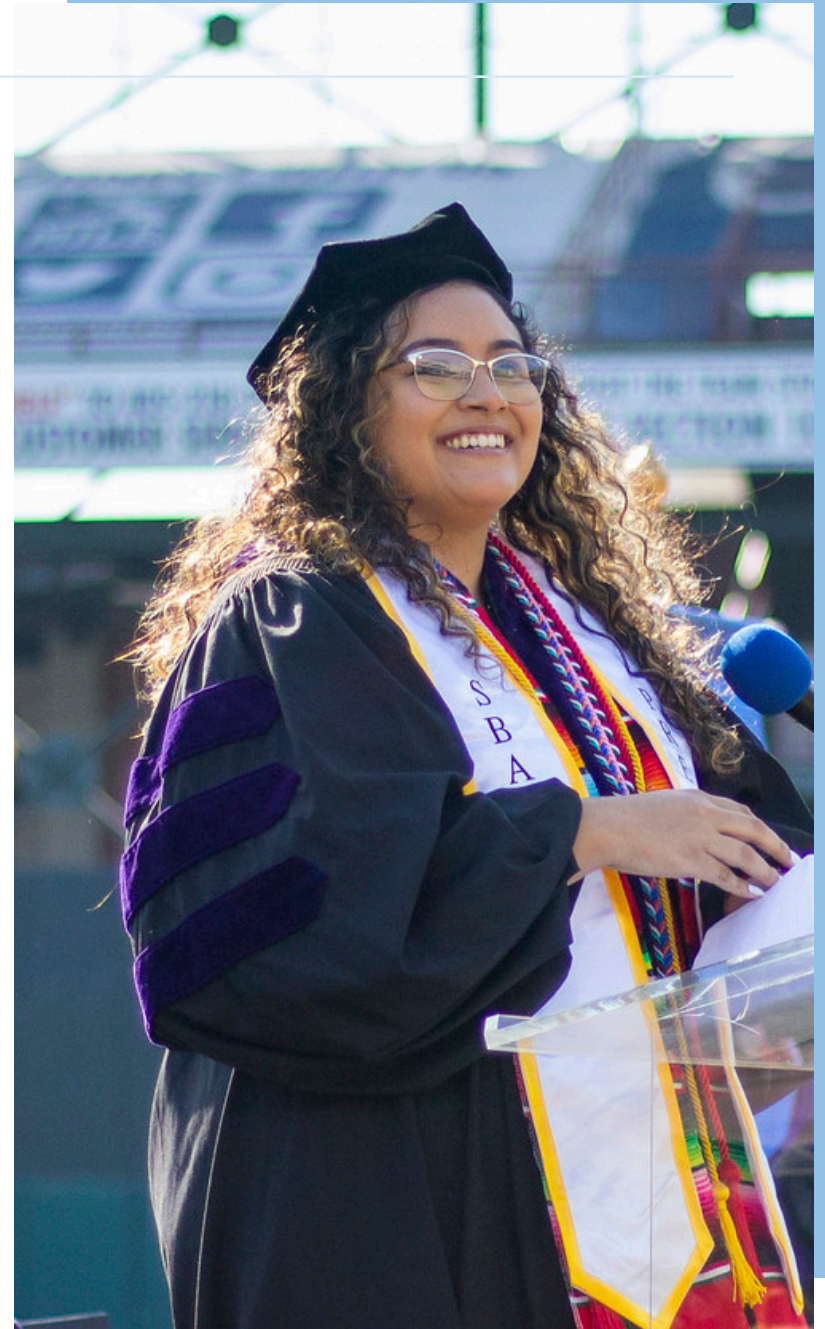


“You never really understand a person until you consider things from his point of view...until you climb into his skin and walk around in it.”

– ATTICUS FINCH
To Kill a Mockingbird

Our Brand

OCU Law provides opportunity for a robust, comprehensive legal education to motivated professionals on a welcoming and supportive journey with enthusiasm and care, helping them feel inspired and become better legal professionals.



Mission

Oklahoma City University prepares all learners to Create, Lead and Serve. We provide a diverse, inclusive culture committed to producing graduates who think critically and innovatively, communicate effectively, and use their knowledge and talents to make a local and global impact. Oklahoma City University is committed to an education that:

- Provides students with the skills and confidence to adapt to and excel in a complex and dynamic world
- Invests continually in its students, staff, faculty, alumni, and programming to enrich academic and co-curricular offerings
- Fosters partnerships within and beyond the university to enrich lifelong learning
- Develops informed global citizens ready to engage with their communities and contribute to the world
- Develops graduates who are ethical, highly employable professionals

Vision

Oklahoma City University will be an innovative academic institution with local impact and global reach and reputation.

By providing a student-focused learning environment and an inclusive, values-centered culture that engages the community and the world, Oklahoma City University will be a university of choice for talented and high-potential students, faculty, and staff.



6 | SIGNATURE BRAND MARKS

Branding Update

The OCU Law signature (logo) recently underwent an update for optimal legibility and functionality. Multiple formats are available to better serve each application. These include a more detailed primary logotype for everyday applications, a small scale format with thicker line weights, spacing and simplified architecture for best legibility in small spaces, and an alternative fill version for reversed applications.



Primary Signature



Primary Horizontal Signature

Small Use Alternate Signatures

Simplified alternative marks exist for smaller use. If the Primary version degrades in any application, use the Small Use Alternatives. In print, these marks should be used in applications under 1.5" and down to ½" wide.



Small Use Alternate Signature



Small Use Alternate Horizontal Signature

Reversed Applications

When used in reverse on solids colors or images, the Reversed versions are preferred. At smaller sizes, please use the Small Use Alternative versions.



OCU Law School Crest

The school crest has also been modernized and updated along with the rest of the brand suite. All of the historical elements of the original crest are represented in the new layout including the center shield with legal scales, gavel, sword, book – all representing a prestigious legal education. The two lions guarding the shield with ram horns represent strength, valor and the unrelenting pursuit of justice.

The school crest should always be used as shown and is for high level collateral such as transcripts, diplomas and certificates.

No aspect of the crest should be altered, modified or depicted smaller than two inches wide in print.

Be aware of potential degradation in the wings and the lines behind the book and ribbon; if those begin running together, use at a larger size.



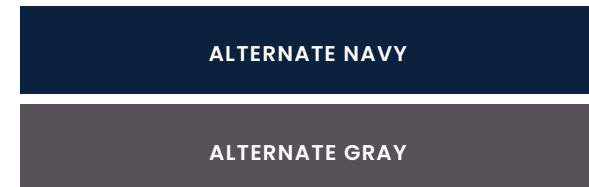
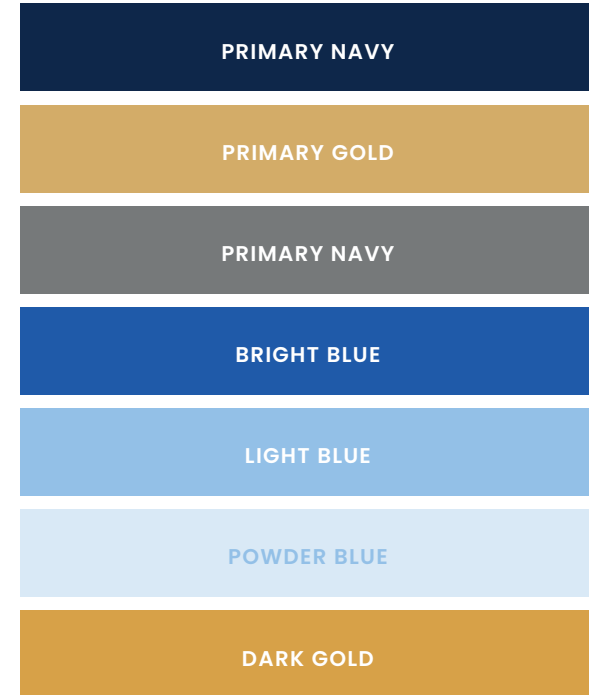
8 | COLOR PALETTES

Color Palettes

The OCU Law color palettes are comprised of two sets of palettes: a primary color palette for use in most applications and a secondary/alternate color palette. The Alternate Navy and Gray should be used in bodies of smaller text when the Primary Navy and Gray do not provide enough contrast for legibility. The secondary colors are intended for accent use only.

Color	Pantone	CMYK	RGB	HEX
● Primary Navy	Pantone 2767 C	100, 86, 42, 41	19, 41, 75	13294B
● Primary Gold	Pantone 4024 C	18, 31, 69, 0	212, 173, 103	D4AD67
● Primary Gray	Pantone Cool Gray 9 C	56, 46, 44, 10	117, 120, 123	75787B
● Bright Blue	Pantone 2935 C	92, 71, 0, 0	0, 87, 183	0057B7
● Light Blue	Pantone 283 C	40, 13, 0, 0	146, 193, 233	92C1E9
● Powder Blue	40% Pantone 283 C	13, 4, 0, 0	217, 230, 244	D9E6F4
● Dark Gold	Pantone 4025C	16, 38, 84, 0	215, 160, 72	D7A048

Color	Pantone	CMYK	RGB	HEX
● Alternate Navy	Pantone 289 C	98, 84, 46, 51	12, 35, 64	0C2340
● Alternate Gray	Pantone 4294 C	63, 60, 52, 30	87, 82, 87	575257



Typography

Primary Typefaces

The official typefaces for the OCU Law brand are Poppins and EB Garamond. Several weights and styles are available for use. All collateral pieces should incorporate the approved typefaces.

Headline & Subheadlines

Poppins is a bold, geometric sans-serif typeface intended to be used as an accent font primary with headlines, call outs, details and interesting treatments but not intended for large blocks of copy.

Body Copy

EB Garamond is a classic serif typeface for body copy and large blocks of content but is also appropriate for secondary subheadings and small copy.

Alternate Typefaces

Both Poppins and EB Garamond are free Google fonts, however, when these brand fonts are not available for use, Arial and Times New Roman should be the default, alternate typefaces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
(!@#\$\$%&?)

Poppins (Available in Thin, Extra Light, Light, Normal, Medium, Semi-Bold, Bold, Extra Bold, Black)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
(!@#\$\$%&?)

EB Garamond (Available in Normal, Medium, Semi-Bold, Bold, Extra Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 (!@#\$\$%&?)

Arial (Available in Regular and Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 (!@#\$\$%&?)

Times New Roman (Available in Regular & Bold)

Photography Styles

Several different photography styles are used in OCU Law materials. These different styles will appeal to different audiences, and usage will depend on the market and audience.

Subject Matter

- **Campus Life:** Student life is a primary focus for photography subjects and style. Photography should be natural and never forced or posed to look like a stock image.
- **The Classroom and Educators:** Shots should show our students in the classroom, and our educators leading them in engaged learning. Photography should highlight that interaction, capturing lectures and stimulating moments of professors demonstrably teaching.
- **The Oklahoma City Community:** The OCU Law campus attracts students because it's a major campus nestled in downtown Oklahoma City, therefore, iconic imagery of OKC buildings, the skyline and landmarks should be frequent subject matter in the OCU Law brand. All images must be of interesting views and angles to provide variation and scale.
- **Our Building:** Current photography relies heavily on the vintage architecture of the OCU Law building (both interior and exterior) and decorative architectural aspects of it. An empty building is inactive and unengaging. Used as part of a group of images, an building image adds depth and a sense of place.
- **Graduation:** Capture candid graduation moments, group shots, hugging family; this is the moment they are working toward.

Overall, the collective imagery should portray a welcoming, approachable, diverse, inclusive and collaborative environment. Photography should highlight the downtown location and reflect the campus in proximity to OKC, evoking a more modern feel than a stereotypical law school located in a small college town.



OCU Law School Voice

Tone & Voice

The tone of the OCU School of Law is approachable, encouraging and vibrant. There's an almost casual sense of conversation among OCU Law and its friends. We have a rich, accepting history and we want every student, alumni and visitor to feel inspired and welcomed when among us.

Our voice should be approachable, identifiable, easy-to-read and exciting. There is a place for casual whimsy tempered by elegant descriptions to reflect our purpose as a unique, modern campus with a diverse student body. Express the vibrancy and activity of our campus through our words – both spoken and written.

When speaking about OCU Law, do not use a passive voice. OCU Law's voice and brand are active. Descriptive, conversational sentences inspire imagination as well as give a wide variety of individuals access to our brand. Choose words and phrases that suggest warmth, community, education and family.

“If you truly believe in freedom, you must be the first to defend it for your neighbors who may live differently than you. We understand what freedom really means in Oklahoma City.”

– **DAVID HOLT** | *Dean, OCU Law, Mayor of Oklahoma City*





Contact

For questions about brand usage and accessing brand elements, please contact OCU School of Law's Director of Marketing & Communications, Destry Holzschuh, at (405) 208-5197 or dkholzschuh@okcu.edu.



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