



BRAND

BOOK

BRAND GUIDELINES

TABLE OF CONTENTS

Brand Guidelines

- 1** Brand Purpose
- 2** Brand Story
- 3** Brand Voice
- 4** Brand Audiences
- 5** Identity Guidelines

Brand Elements

- 13** Color Palette
- 14** Typography
- 15** Photography

Brand Usage

- 18** Undergraduate
- 20** Graduate and Adult & Continuing Education
- 21** Alumni
- 22** Academics
- 23** Athletics
- 24** Stationery

BRAND PURPOSE

This guide is designed to provide information about the graphic elements and positioning language that define Ohio Dominican University. The guidelines presented here are intended to help everyone at ODU promote the university clearly and consistently.

As Ohio Dominican develops our brand and solidifies its relationship with key constituencies, *it is essential that we adhere to a set of communication standards* that best represent our strengths and differentiators.

On the following pages, you will find clear instruction regarding the university's marketing position and audiences as well as the use of graphic identity and elements.



BRAND STORY

The Ohio Dominican story is clearly reflected in our mission:

Ohio Dominican educates all individuals committed to intellectual, spiritual and professional growth to become lifelong learners committed to serving others in a global society, as ethical and effective leaders grounded in the pursuit of truth, justice and peace.

Ohio Dominican is further guided in its educational mission by the Dominican motto: *contemplare et contemplata aliis trader* — *to contemplate truth and to share with others the fruits of this contemplation*. Ohio Dominican University looks forward to helping individuals continue the search for truth.

BRAND VOICE

Reflective of our values and position, the Ohio Dominican voice is always smart, approachable and direct.

Note that the tone of university communications may shift, depending on the audience being targeted. For instance, a publication directed to prospective 16-year-olds may assume a casual, welcoming tone while a white paper for a peer institution may require more refined, academic language.

In most marketing and communications, the following standards apply:

- Always use straightforward language and a conversational tone.
- Avoid academic jargon and overtly formal language.
- Use an active voice rather than a passive one.
- Write primarily in first- and second-person view.
- Always address your audiences' needs, goals and priorities.



Examples of these standards in action

Find your focus — and your future.

Don't Use: *ODU has academic programs that will help you succeed.*

Here, your passions have purpose.

Don't Use: *Community service opportunities are available at Ohio Dominican.*

Get ready to say WOW.

Don't Use: *Our orientation program is called Weeks of Welcome.*

Make calculus your favorite class.

Don't Use: *ARC offers math labs.*

Connections happen here.

Don't Use: *We're known for small classes and personal relationships.*

Brand Guidelines

BRAND AUDIENCES

Ohio Dominican communications generally fall within three primary target audiences:



Prospective Students and Families

- a Traditional Undergraduate Students
- b Graduate Students
- c Adult & Continuing Education Students



Internal Communities

- | | |
|--------------------|----------------------------|
| a Current Students | c Administration and Staff |
| b Faculty | d Board of Trustees |



External Communities

- | | |
|--|--|
| a Alumni | e Columbus Businesses and Local Government |
| b Friends and Donors | f Neighbors Surrounding the Main Campus |
| c Congregation of Dominican Sisters of Peace | g Other Colleges and Universities |
| d Diocese of Columbus | |

OHIO DOMINICAN UNIVERSITY LOGO

The Ohio Dominican University logo is the anchor of our visual identity. It taps into the heritage of the ODU brand and is designed to be reflective of our history.

The colors of ODU are white, black and gold, a union of the colors of the Dominican Order and the Papacy.

The flame signifies the light shining for an unbelieving world to see. Just as light enables sight, a liberal arts education enables insight and human development.

The shield is two thirds black and one third white, signifying the habit of the Dominicans.

LOGO CONSTRUCTION

The Ohio Dominican University logo is made up of four components: The Ohio Dominican wordmark, the shield mark, the flame mark and the heritage mark.

The complete ODU logo is preferred in most situations.

Note: Under no circumstances should the logo be recreated. The ODU logo should always be reproduced from master artwork supplied.



LOGO VERSIONS

When space allows, please use the primary Ohio Dominican University logo.

When space is limited, you may use the secondary ODU logo.



Primary Logo



Secondary Logo



One Color Use

Identity Guidelines

CLEAR SPACE AND MINIMUM SIZE

A minimum amount of clear space must surround the logo at all times. The absolute minimum space is equal to the height of the “D” in Dominican, as shown.

It is generally preferred that a larger amount of visually uninterrupted space surround the logo for optimal visibility.

To ensure quality reproduction in print, the logo should not be reproduced below the minimum size indicated.



Clear space



Minimum Size

LOGO CORRECT USAGE

The Ohio Dominican University logo should be reproduced in full color wherever possible, using the original Pantone spot colors.

The preferred color treatment is gold (PMS 871) and black. Secondary usage may be used as shown.



Primary Usage

Two Color-Pantone 871 Gold and Black



Two Color-Pantone 871 Gold and Black



Secondary Usage

Four Color Process



Four Color Reversed



One Color Black



Reversed



Four Color Process



Four Color Reversed



One Color Black



Reversed

Identity Guidelines

LOGO INCORRECT USAGE

These examples demonstrate incorrect usage of the Ohio Dominican University logo – in other words, what **not** to do.

The following rules apply to all variants of ODU logo artwork.



Our logo should never be condensed.



Our logo should never be expanded.



Our logo's color should never be changed.



Our logo should never be altered.



Our logo should never have elements added to the logo



Our logo should never have spacing altered.



The Flame Mark should never be used separately from our logo. (Exceptions with permission only.)



Our logo should never be used without the type.



Our logo should never be placed on a busy background.

ATHLETIC LOGOS

Ohio Dominican University athletic logos are primarily used by the Department of Athletics. The athletic logotype should never be used to replace the official university logotype.

Choose from the family of Ohio Dominican University athletic logos for all communications relating directly to intercollegiate sports.

A variety of color combinations using black and yellow (PMS 123) are available for use in promoting various sports, teams and events.

Note: The yellow (PMS 123) used for athletics is different than the gold (PMS 871) used for the university primary logo.

*These logos always need to be accompanied by type stating the name of the university somewhere on the apparel or product. For example, if using the panther head or D-Paw logo then somewhere on the product the type Ohio Dominican or Ohio Dominican University needs to be displayed.



Primary Logos



*See restrictions to the left



*See restrictions to the left



Secondary Logos

Identity Guidelines

PRESIDENTIAL SEAL

The Ohio Dominican University Presidential Seal should be used only in conjunction with official events and materials that are coordinated with the Office of the President.

The seal should be used as a secondary supporting mark to reinforce the official brand on core materials. It should not be used as a replacement for the Ohio Dominican University logo.



BRAND ELEMENTS

Color Guidelines

COLOR PALETTE

Color plays a prominent role in all ODU communications and is one of the cornerstones of our visual vocabulary.

Our primary color palette is vibrant, unique, youthful and appealing, and provides a flexible range for communications to multiple audiences.

The following color formulas should be used to ensure consistency of color across various platforms. Screens of colors are permitted in certain applications.

Pantone® spot colors and their equivalents for four- color process printing are provided, RGB colors for screen use and hex colors are provided for the web.

University Logo Colors		Primary Colors	
			
Pantone 871	Pantone Black	Pantone 123	Pantone Black
CMYK C:18 M:30 Y:56 K:0	C:75 M:68 Y:67 K:90	C:0 M:22 Y:91 K:0	C:75 M:68 Y:67 K:90
RGB R:211 G:175 B:126	R:0 G:0 B:0	R:255 G:199 B:44	R:0 G:0 B:0
HEX D3AF7E	000000	FFC72C	000000

University Colors		Accent Colors			
					
Pantone 123	Pantone Black	Pantone 179	Pantone 266	Pantone 7765	Pantone 131
CMYK C:0 M:22 Y:91 K:0	C:30 M:30 Y:30 K:100	C:0 M:87 Y:85 K:0	C:76 M:90 Y:0 K:0	C:14 M:4 Y:100 K:6	C:2 M:39 Y:100 K:10
RGB R:255 G:199 B:44	R:0 G:0 B:0	R:224 G:60 B:49	R:117 G:59 B:189	R:187 G:179 B:35	R:204 G:138 B:0
HEX FFC72C	000000	E03C31	753BBB	BBB323	CC8A00

TYPOGRAPHY

Consistent typography enhances and clarifies messaging.

Not only does it help our audience get a better sense of institutional identity, it also helps them remember and recognize Ohio Dominican communications.

One of the key factors in any identity campaign is the use of a specified type family.

Note: The typefaces displayed should be used at all times. Contact Monica Martin, Graphic Designer, in the Office of Public Relations and Communications, at 251-4514 or martinm6@ohiodominican.edu with a specific request regarding alternate typefaces.

OHIO DOMINICAN UNIVERSITY

Font: Homestead | **Primary Usage:** Headlines and sub heads

Font: Homestead Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ohio Dominican University

Font: Garamond | **Primary Usage:** Headlines | **Note:** This can also be used as body copy font.

Font: Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Font: Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Font: Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

For more than 100 years, Ohio Dominican University has given its students a high-quality liberal arts education in a Catholic environment that nurtures ethical values and community service.

Font: Helvetica Neue | **Primary Usage:** Body copy | **Note:** This can also be used as an accent headline font.

Font: Helvetica Neue 37 Thin Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 57 Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Font: Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY

Photography plays a critical role in developing a vivid and meaningful identity for Ohio Dominican University.

Our image style consists of three categories: caught in the moment, portrait and heritage.

A. Caught in the moment

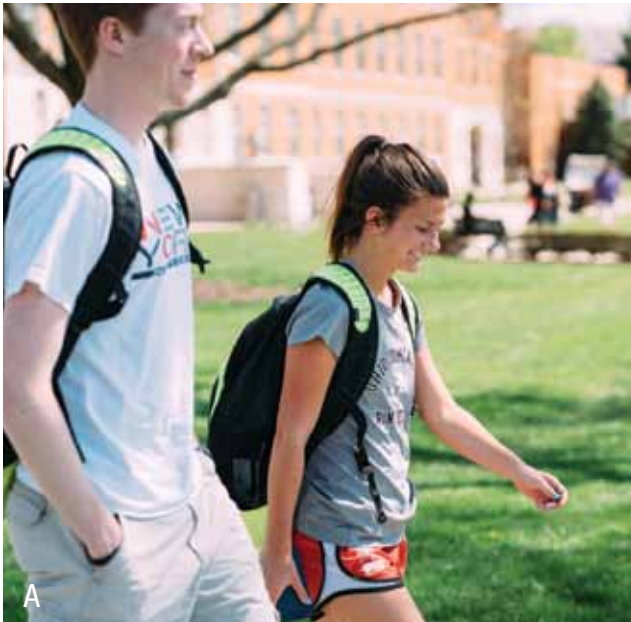
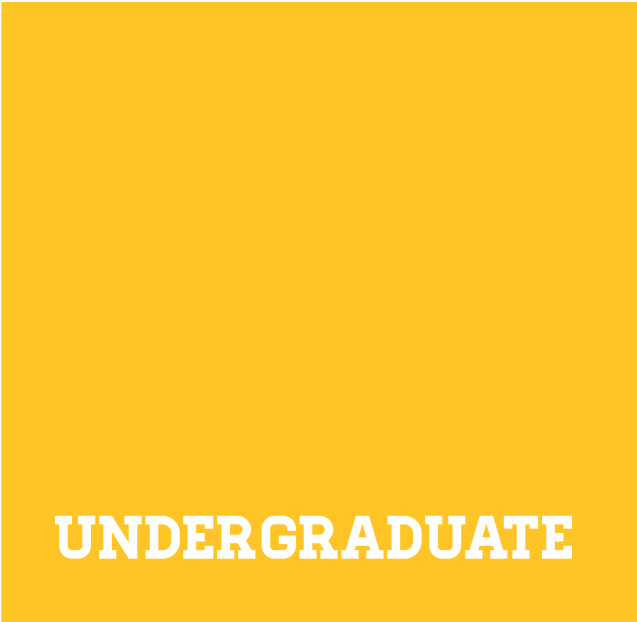
Ohio Dominican's dominant photography style is meant to convey a candid feel, as though the subjects are unaware of the photographer. In cases where subjects acknowledge the camera, the feel should be spontaneous – not forced or posed.

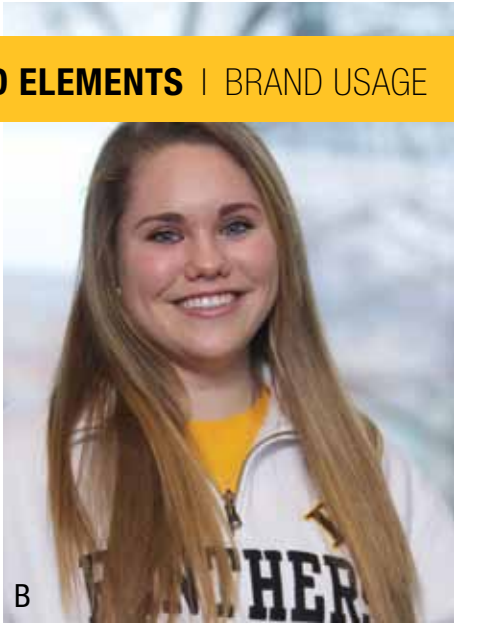
B. Portrait

Portraiture is used to accompany student / faculty / staff profiles and articles that feature a specific individual or concept. Note the comfortable, relaxed portrait style, whether the subject is facing the camera or not. Both color and black-and-white portraits may be used.

C. Heritage

When a sense of Ohio Dominican's history is to be emphasized, heritage shots may be used. As represented in the heritage photos shown here, the feel is often playful and nostalgic.





**BRAND
USAGE**

EXAMPLES

Best Practices

Our logo, typography, color palette, and graphic elements provide a platform for producing a wide range of creative materials. Used correctly, these elements can help convey the Ohio Dominican story with clarity and authenticity.

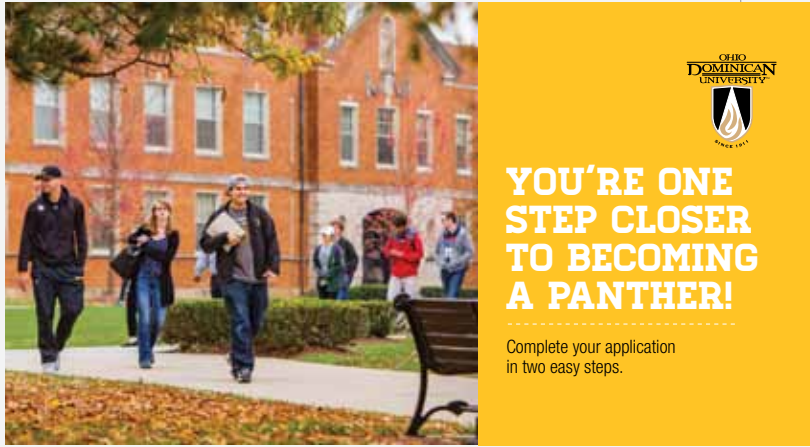
The following pages feature examples of “best practices” within the existing ODU family of creative communications.

Undergraduate – Clubs and Organizations

Vibrant photography, direct call-to-action and bold colors characterize pieces targeted at current students – particularly when promoting campus events and organizations.

Undergraduate – Recruitment

Compelling campus, classroom and experiential photography is layered with additional design elements and snapshots to convey all that happens at ODU every day.



Postcard



Advertising



Student Planner



Brochure



Bill Stuffer



COME WITH
PASSION.
LEAVE WITH
PURPOSE.

Collateral



CURIOSITY'S
PLAYGROUND

You won't find cavernous lecture halls with professors lecturing at you. Our classrooms are different. They're spaces where curiosity thrives and critical thinking evolves. No matter if you're in the classroom or in the lab, you won't be bored. And you certainly will not be anonymous. Why? Because we're just as passionate as you are. We share in your excitement as you transform from a freshman to a wise-beyond-your-years graduate. We love it when you ask the tough questions. We want you to take risks and push yourself. We don't talk at you. We work alongside you.

Sneak Peek! Your First Year
We get it. You may not have everything figured out just yet. That's OK. And even if you do know exactly what you want, you may change your mind. Many students do. That's why the first year at Ohio Dominican is all about you. Peer advisors will show you the ropes. Your academic advisor will make sure you're taking the right courses. Best of all, you'll start your own adventure. Special freshman experiences include:

- Summer Orientation
- Welcome Week
- ODU WOW – Welcome activities for first-year students throughout fall semester
- Fall convocation
- Aspire – Offering motivated students leadership, service intercultural and faith experiences
- Student Organization Fair
- Plus: Explore your major with your academic adviser

The ODU Core
Every ODU student takes courses in our Core curriculum. You'll learn how to be a lifelong learner, think critically, and develop strong writing skills and ethics that will help you stand out in your career and in life. Seminars include:

- What Does It Mean to be Human?
- What is the Common Good?
- What is Justice?
- What Truths Have We Learned?

105+ Years
As Central Ohio's only Catholic university (since 1911), we have your success down to a science.

Market-Driven Majors
Prepare yourself for careers that are in-demand. Our market-driven majors are the ones employers are looking for – right now. You'll learn from faculty who have real experience and success in their field. Plus, you'll get real-world, hands-on experience either in the classroom or through an internship.

- **Education** – We have 10+ Education majors and relationships with 20+ school districts.
- **Exercise Science** – The foundation to a career or graduate studies in a health-related field.
- **Insurance & Risk Management** – You'll be guaranteed an internship and job interview.
- **Natural Sciences (Biology & Chemistry)** – Choose the path that's right for you: study and research more in graduate school or start your career.
- **Software Engineering** – Study with an award-winning team in one of the market's fastest-growing jobs.



13 Countries,
18 States

High-Demand 4+1 Programs
Earn Two Degrees in Only Five Years. Streamline your education. Get on with the rest of your life — sooner. Spend four years on your bachelor's degree, taking graduate courses in your senior year. Then take just one more year to complete your master's degree.

- Master of Business Administration
- Master of Science in Sport Management

Early Assurance Programs
Lock-Down Early Admission to Medical School or a Master's Degree. Fulfill your desire to become a doctor or a physician assistant. At ODU, a select number of highly qualified students are chosen for early admission to the Ohio University Heritage College of Osteopathic Medicine or ODU's Master of Science in Physician Assistant Studies program.



17:1
Student-to-Faculty Ratio

- Undergraduate Majors**
- Accounting
 - Art
 - Arts Education
 - Biology
 - Biopsychology
 - Business Administration
 - Chemistry
 - Chemistry Education
 - Computer Science
 - Criminology & Criminal Justice
 - Cross-Disciplinary Studies, Bachelor of Arts
 - Cross-Disciplinary Studies, Bachelor of Science
 - Early Childhood Education
 - Economics
 - Educational Studies
 - English
 - Environmental Science
 - Exercise Science
 - Finance
 - Graphic Design
 - History
 - Insurance & Risk Management
 - Integrated Language Arts Education
 - Integrated Mathematics Education
 - Integrated Science Education
 - Integrated Social Studies Education
 - Intervention Specialist (Mid/Moderate)
 - Intervention Specialist (Moderate/Intensive)
 - Life Science Education
 - Mathematics
 - Middle Childhood Education
 - Philosophy
 - Political Science
 - Psychology
 - Public Relations & Marketing Communications
 - Social Work
 - Software Engineering
 - Sociology
 - Sport Management
 - Theology
- Undergraduate Pre-Professional Programs**
- Medical School Early Assurance Program (in conjunction with Ohio University)
 - Physician Assistant Early Admission Program
 - Pre-Health Professional
 - Pre-Law
 - Pre-Med
 - Pre-Nursing (in conjunction with Mount Carmel College of Nursing)
- Graduate Degrees**
- Master of Arts in English
 - Master of Arts in TESOL
 - Master of Arts in Theology
 - Master of Education – Curriculum & Instruction
 - Master of Education – Educational Leadership
 - Master of Science in Healthcare Administration
 - Master of Science in Physician Assistant Studies
- Fast Track to Masters: 4+1**
- Master of Business Administration
 - Master of Science in Sport Management



Buttons



Photography

Brand Usage


EXAMPLES

Graduate and Adult & Continuing Education

Designed for a more mature, goal-driven audience, these materials reflect a more subdued, professional approach.



Graduate Studies
ohiodominican.edu/Grad



Learn more about ODU's Graduate programs.


Areas of Study:

- Allied Health
- Business
- Education
- Liberal Studies
- Science
- Theology

Bachelor of Science and Certificate in Accounting



Program Overview



Program Objectives

Ohio Dominican University's Accounting program will help you develop the values-based reasoning skills you need for an entry-level accounting position or to pursue graduate studies. The curriculum fulfills the minimum requirements for the Certified Management Accountant/Certified Financial Manager (CMA/CFM) exams. To apply for the Uniform Certified Public Accountant Exam, you need to meet the examination board's 150-hour professional program requirement. ODU's Accounting courses are designed to enhance your knowledge, skills and abilities related to the University's core competencies of reasoning, communication, collaboration, reflectivity and information technology.

GRADUATES ARE ABLE TO:

- Apply Generally Accepted Accounting Principles (GAAP) related to financial statement preparation and disclosure.
- Analyze financial statements using cost accounting methods and decision-making strategies.
- Understand the business, legal and regulatory environment.
- Research appropriate standards, pronouncements, laws and other authority related to all accounting fields.
- Identify and recommend ethical courses of action related to business decisions and issues.

ADMISSIONS REQUIREMENTS

- Previous cumulative GPA of 2.25 or higher
- Two years of recent full-time work experience

Two Ways to Advance Your Career

Certificate in Accounting

- No postsecondary education required
- Students who already hold a bachelor's degree from an accredited college or university have the opportunity to complete the requirements to sit for the Certified Public Accountant (CPA) exam.
- 12-month program (if full time, two courses per week)
- One-time class registration
- Accelerated eight-week format for core courses
- Evening classes offered from 6-10 p.m.
- Structured course work

Bachelor of Science in Accounting

- Aligns with CPA exam knowledge area requirements
- One-time class registration
- Evening classes offered from 6-10 p.m.
- Structured course work
- Classes offered one night a week for majority of course work (Core Accounting classes are taken two nights per week.)
- No postsecondary education required
- Accelerated six-week format, on average
- Opportunity to participate in ODU's Volunteer Income Tax Assistance (VITA) program
- Opportunity to double major in Business Administration

HOW TO APPLY

Applicants without Transfer Credits

- Applicants must submit official transcripts of high school graduation or GED prior to consideration for acceptance, and must have graduated from high school or earned a GED.

Applicants with Transfer Credits


- Transfer credits earned from a regionally accredited college or university, or from CLEP, PEP, ACE or other standard evaluations, will be accepted under the following conditions:
 - They are from a postsecondary degree-granting institution of higher education accredited by one of the six regional accrediting bodies.
 - They reflect a grade of C- or higher.
 - You must submit a high school transcript for fewer than 24 transferable credit hours.
- An application is required as well as all official transcripts from accredited colleges and universities attended.
- You can enter the B.S. in Accounting program at three different points, depending on the number of transferable credits.*
 1. 0-10 transferable credits: Program length of 4 years
 2. 11-32 transferable credits: Program length of 3 1/2 years
 3. 33 or more transferable credits: Program length of 2 1/2 years

All Applicants Must:

- Submit an application and \$25 application fee.
- Submit official transcripts from all high schools and accredited colleges or universities previously attended.
- Have a TOEFL score of 550 or equivalent electronic score, if applicable.

*Students with transferable credit hours in a related course at ODU may sit that course out.

At ODU, we believe in you, too.



We have a program for you.

On Campus | Online

- Accounting
- Business
- Cross-Disciplinary Studies
- Insurance & Risk Management
- Project Management
- Supply Chain Management
- Teacher Preparation (AYA)

Attend our June 7 Open House.
ohiodominican.edu/Adult

Adult & Continuing Education | 614.251.7400
1216 Sunbury Rd. | Columbus, OH 43219
Founded by the Dominican Sisters of Peace.



Advertising

Banner

Collateral



Photography

Brand Usage

EXAMPLES

Alumni

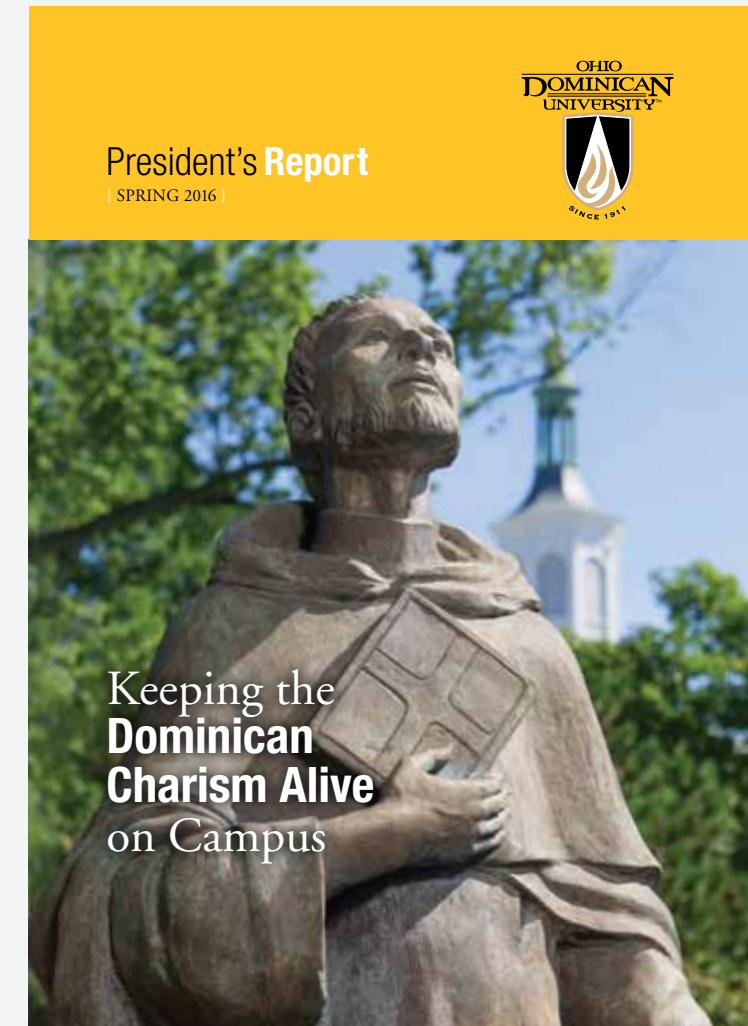
To create both a sense of nostalgia and to welcome alumni back to a dynamic, engaging campus, a mix of heritage imagery and current photography is used.



T-shirt



Postcard



Collateral



Photography

EXAMPLES

Academics

To highlight the strengths of individual programs, interactive photography with students and faculty conveys interactivity and strong academic relationships.



Collateral

“I’m learning things at Ohio Dominican that I wouldn’t learn at a typical university because of ODU’s tie into liberal arts and personal identity.”

Olivia Philpot » Middletown, Ohio
Public Relations & Marketing, and Business Administration Major
Class of 2018

“The professors do a great job of relating their teachings to the real world.”

Trey “Jimmy” Smith » Cleveland, Ohio
Accounting and Finance Majors
Class of 2018

ART
Art
Why ODU? You’ll have access to internships with companies such as NSource, The Limited, JPMorgan Chase, Merrill Lynch, Huntington Bank and Nationwide Insurance. In fact, many of our alumni have been successful in finding full-time employment immediately upon graduation with companies just like these. **What are some of the careers for which a Finance degree from ODU will prepare you?** Stock or mortgage broker, investment banker, treasury analyst, real estate finance

Graphic Design
Why ODU? You’ll explore the graphic design process to develop your technical abilities and critical-thinking skills. Within eight months of graduating, 75 percent of alumni who responded to our survey are employed. **What are some of the careers for which a Graphic Design degree from ODU will prepare you?** Design, communications, marketing, advertising

BUSINESS
Accounting
Why ODU? Many of our graduates are employed with the Big 4 international accounting firms. You’ll have an opportunity to get hands-on experience as you participate in ODU’s Volunteer Income Tax Assistance Program. **What are some of the careers for which an Accounting degree from ODU will prepare you?** Public, corporate, government and not-for-profit accounting

Business Administration
Why ODU? Our optional 4+1 MBA program allows qualified students to save time and money by earning their bachelor’s in Business Administration and an MBA in five years. Within eight months of graduating, 94 percent of alumni who responded to our survey are employed or pursuing graduate degrees. **What are some of the careers for which a Business Administration degree from ODU will prepare you?** Banking, finance, government, information technology management, marketing

Economics
Why ODU? Our Economics graduates have been accepted to graduate schools at top universities. You may also apply for our 4+1 MBA program, which saves qualified students time and money by earning a bachelor’s degree and an MBA in five years. **What are some of the careers for which an Economics degree from ODU will prepare you?** Economics, finance, government, international trade, law, public policy, research

Finance
Why ODU? You’ll have access to internships with companies such as NSource, The Limited, JPMorgan Chase, Merrill Lynch, Huntington Bank and Nationwide Insurance. In fact, many of our alumni have been successful in finding full-time employment immediately upon graduation with companies just like these. **What are some of the careers for which a Finance degree from ODU will prepare you?** Stock or mortgage broker, investment banker, treasury analyst, real estate finance

Insurance & Risk Management
Why ODU? Our industry partnerships provide our students with professional opportunities that give them an edge in the competitive job market. In fact, students who major in Insurance & Risk Management are guaranteed an internship and a job interview after graduation. **What are some of the careers for which an Insurance & Risk Management degree from ODU will prepare you?** Risk manager, compliance officer, claims manager, actuary, loss control consultant

Public Relations & Marketing Communications
Why ODU? Most of our students complete multiple internships prior to graduation. Industry leaders are on our board of advisors, allowing you to establish professional contacts prior to graduation. Within eight months of graduating, 80 percent of alumni who responded to our survey are employed full time. **What are some of the careers for which a Public Relations & Marketing Communications degree from ODU will prepare you?** Public relations, business, government, nonprofit

Sport Management
Why ODU? We have established relationships with the sports industry – including the Columbus Blue Jackets, Columbus Crew SC and the Ohio Machine. Within eight months of graduating, 100 percent of alumni who responded to our survey are employed or are pursuing graduate degrees. **What are some of the careers for which a Sport Management degree from ODU will prepare you?** Athletic director, director of marketing, recreational director and positions in sports-related fields at all levels, including prep, collegiate, recreational and professional

EDUCATION
Education
Why ODU? We have relationships with more than 20 school districts, allowing you to gain classroom experience with diverse populations. You’ll have a minimum of



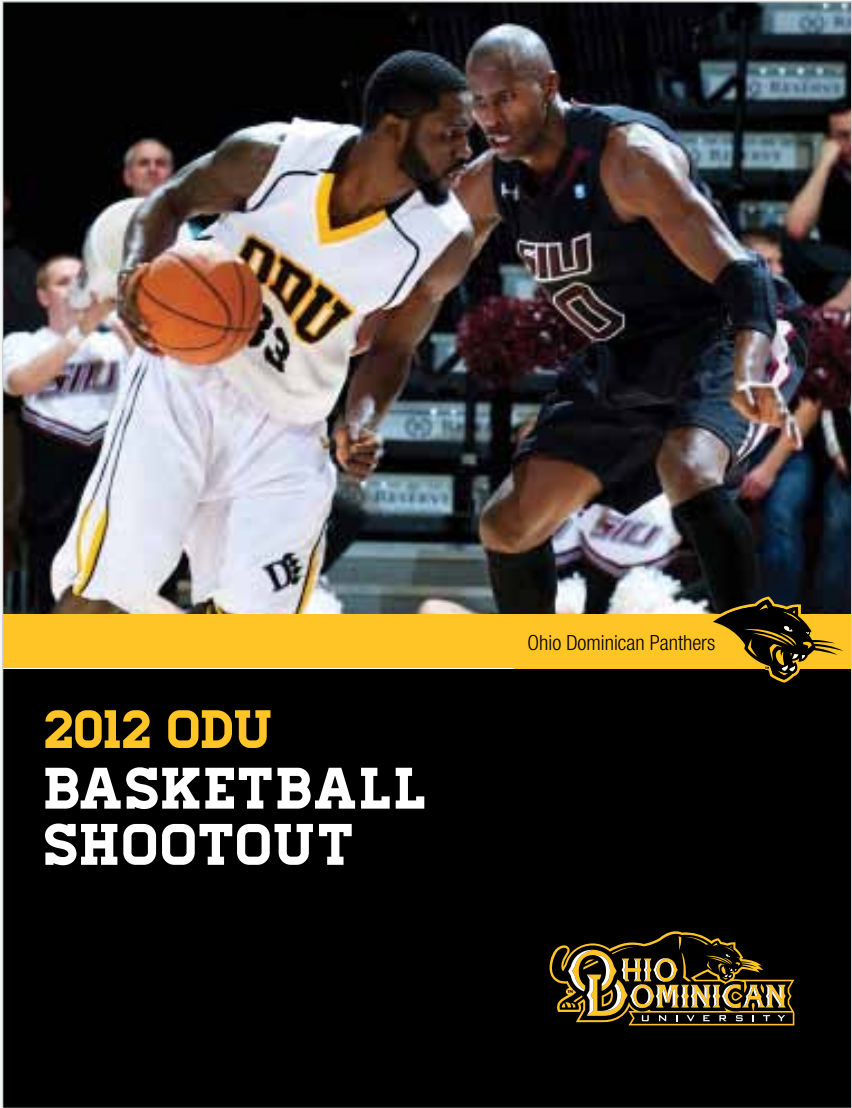
Photography

Brand Usage

EXAMPLES

Athletics

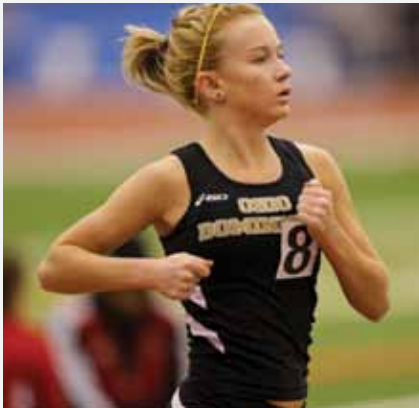
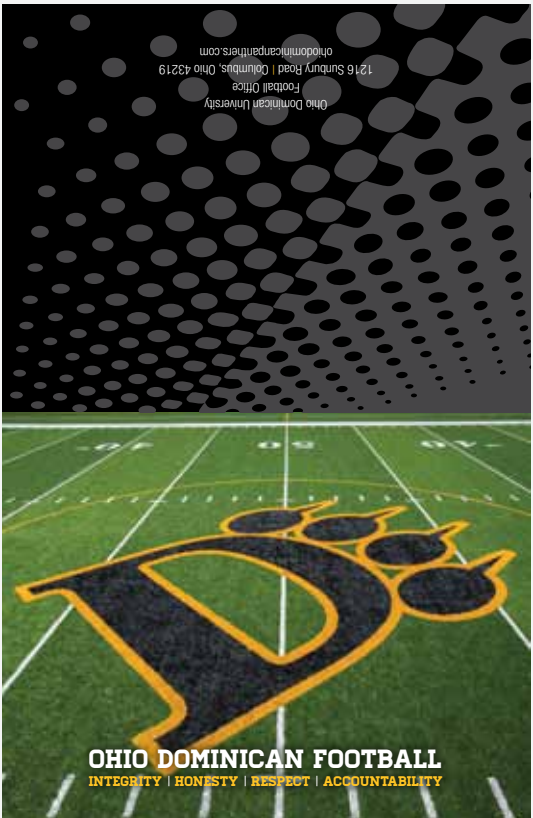
Athletic materials reflect the energy and challenge of ODU athletics, combined with a strong sense of Panther pride. Athletic logos may be used exclusively in these communications.



Collateral



Notecards



Photography

EXAMPLES

Letterhead

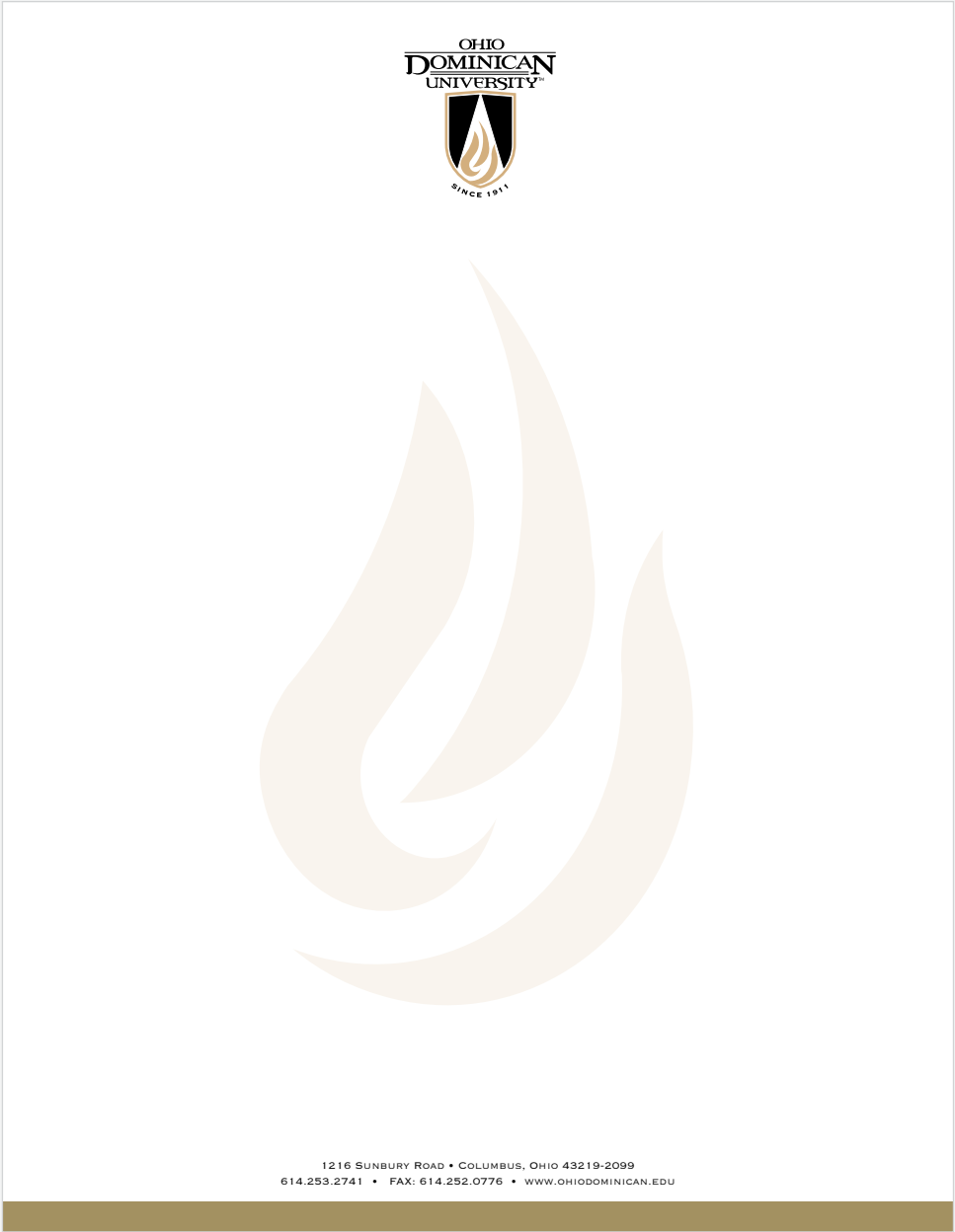
Institutional and Athletic Department letterhead must follow the format displayed.

Note: The letterheads displayed should be used at all times. These should be ordered through Central Stores. Contact Debbie Crum, Purchasing Assistant, in Purchasing, at 251-4654 or crumd2@ohiodominican.edu with a specific request regarding department letterhead templates.

Business Cards

Institutional and Athletic Department business cards must follow the format displayed.

Note: These should be ordered through Central Stores. Contact Debbie Crum, Purchasing Assistant, in Purchasing, at 251-4654 or crumd2@ohiodominican.edu.





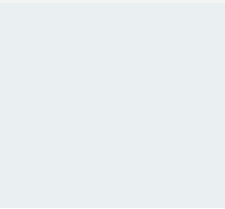


WEB ELEMENTS

Web Color Guidelines

WEB COLOR PALETTE

Color carries a strong message and is the visual glue that holds your brand together. Keeping your color palette consistent is key to keeping your brand consistent.

					
	Pantone 123	Pantone 131	Pantone Black	Cool Gray 7	Pantone 7541
CMYK	C:0 M:22 Y:91 K:0	C:2 M:39 Y:100 K:10	C:30 M:30 Y:30 K:100	C:43 M:35 Y:35 K:1	C:4 M:3 Y:3 K:0
RGB	R:255 G:199 B:44	R:204 G:138 B:0	R:0 G:0 B:0	R:153 G:153 B:153	R:242 G:242 B:242
HEX	FFC72C	CC8A00	000000	999999	F2F2F2

WEB TYPOGRAPHY

Typography needs to be clean and easy to scan. Keeping the number of font weights and styles to a minimum makes for good practice.

Ohio Dominican University

Font: Proxima Nova | Primary Usage: Use for all copy except for web links

Font: Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Font: Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Ohio Dominican University

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