



ODESSA
COLLEGE

LOGO + USAGE GUIDELINES

Updated 2024

INTRO: IMPORTANCE OF GRAPHIC STANDARDS

Graphics standards provide information, policies and procedures for achieving a high quality and consistent look in Odessa College's print and web materials. Odessa College's graphic standards consist of logo usage, the college's official font and color palette, as well as design examples for business papers, billboards, and brochures.

The goal is to create a distinguishable brand for Odessa College by interpreting and communicating the soul of the college to separate it from similar organizations. It conveys this message visually in a way that frames a straightforward, positive and lasting image of the organization for all of Odessa College's various audiences.

The consistent use of the college's logo and graphic standards will further enhance the image of the college in many ways. The Odessa College Logos and Usage Guide will streamline the production of marketing materials (apparel, publications, etc) as well as increase the overall quality, consistency, and coordination of printed items. Uniform branding will not only further illustrate Odessa College as a well-organized and quality institution for higher education, but also enable various departments to stay in sync and reinforce each other.

Due to the clear benefits of consistent branding, the college requires that the graphic standards described in this guide are adhered to by all staff of the college and all outside agencies creating college publications or using the college logo. This guide has been developed to supply clear and specific information on Odessa College's mandatory standards for the college logo and stationery.

FOR MORE INFORMATION

For additional information about using the Odessa College brand and the college's Logos and Usage Guide for creating printed materials, please contact the Odessa College Office of Media Relations and Publications.

ORDERING BUSINESS MATERIALS

To order college stationery, business cards, letterhead, or other business papers please contact the college's Office of Media Relations and Publications.

ODESSA LOGO AND LEGAL USES

A logo is a graphic symbol that is designed to personify an organization over time. As the trademark for Odessa College, the logo needs to be used in a consistent manner and should not be altered in any way. The logo is used in a broad range of applications and all official Odessa College materials call for a minimum of at least one of the preferred brands. The college logo is the official mark of the college and is the only logo that can be used to represent college departments and programs. The Odessa College and Wrangler Logos cannot be redrawn, reproportioned, recolored or altered in any way. Department logos are required to be visually subsidiary to the Odessa College Logo, and may not use another logo unless they have been

granted permission. Please take counsel from the Odessa College Office of Media Relations and Publications for assistance with regards to supplemental department logos. The Odessa College logo may not be used by any individuals, entities, or other organizations without the permission of the college. Odessa College owns all of the rights, titles, and interests in the logo, and “Odessa College.” The Odessa College name and logo are trademarks filed with the State of Texas.

COLORS, OFFICIAL TYPEFACES & ALTERNATES

The ink designation for Odessa College's logo is Pantone 293 U; Please refer to the Odessa College Official Color Palette on page 4 for further guidance.

When printing the logo in one color, use blue if available; when blue is not available, the logo should be printed in black or white.

The official font for the Odessa College logo is Gill Sans MT. Materials printed by Odessa College will utilize the typeface on all publication materials. If Gill Sans MT is unavailable for internal college communications (emails, letters, memos, etc), departments may substitute one of the following sans serif fonts— Azo Sans or Calibri.

ODESSA WRANGLER BRAND USAGE

The Wrangler brand must always face right and be depicted in a brand compliant color. Any exceptions to this need to be cleared by MMR.

Athletic and/or "Spirit" brands are forbidden from being used in place of the official Odessa College Logo in any and all academic implementations; exceptions are made for athletics.

ABOUT CLEAR SPACE

The Odessa College logo should always have sufficient clear space. Please use good judgment when incorporating the OC logo amongst graphics, text, and backgrounds. Separating the logo from text and other graphics allows the mark to look clean, prominent, and uncluttered. If necessary, use the guides depicted below as a starting point.

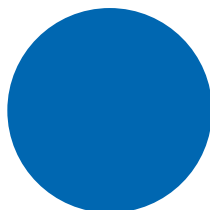


BRANDING COLORS

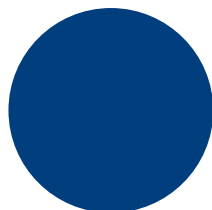
WHITE (#FFFFFF) IS ALSO AN APPROVED ACCENT COLOR

USE OF BLACK SHOULD BE LIMITED; PLEASE UTILIZE
MIDNIGHT LOCOMOTIVE WHEN POSSIBLE

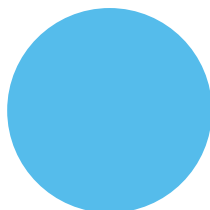
ODESSA
COLLEGE
BLUE



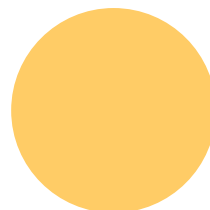
MIDNIGHT
LOCOMOTIVE



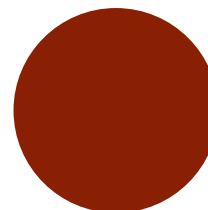
NEPTUNE
BLUE



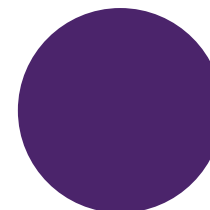
SUMMIT
GOLD



FIRED BRICK



LIBERAL
ARTS
AMETHYST



USE CASE

MAIN COLOR OF
INSTITUTION

DARK ACCENT

LIGHT ACCENT; COLOR
FOR SCHOOL OF
HEALTH & SCIENCES

COMPLIMENTARY
ACCENT

COLOR FOR THE
SCHOOL OF BUSINESS
& INDUSTRY

COLOR FOR THE
SCHOOL OF LIBERAL
ARTS & EDUCATION

PANTONE

293

281

2915

134

1815

269

CMYK

100
57
0
2

100
72
0
32

59
7
0
0

0
21
70
0

0
90
100
51

83
100
20
18

RGB

0
103
177

0
62
126

85
188
235

255
204
102

138
32
3

75
36
107

HEX

0067B1

003E7E

55BCEB

FFCC66

8A2003

4B246B



HEADER FONTS

Gill Sans MT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

Priori Sans OT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

Aleo

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

BODY FONTS

Calibri

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

Azo Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

All traditional font weights and styles (bold, italic, black, light, extra light, fine, bold italic, etc.) are acceptable to be used

Condensed styles should only be used as a special case use with prior approval