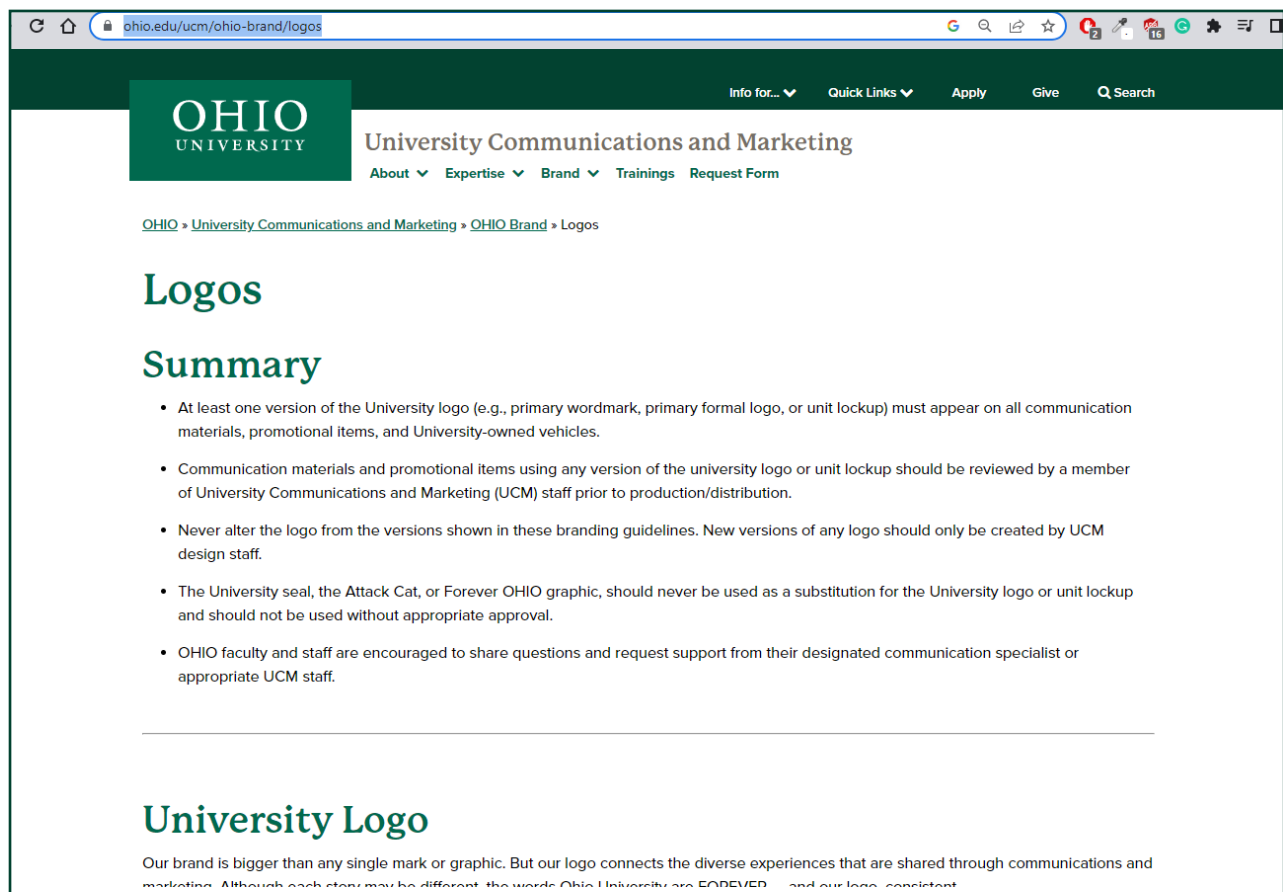


OHIO UNIVERSITY BRAND

Ohio University keeps their brand standards online.
You can find them at

ohio.edu/ucm/ohio-brand

A screenshot of a web browser displaying the Ohio University brand standards page. The browser's address bar shows "ohio.edu/ucm/ohio-brand/logos". The page features a dark green header with the Ohio University logo on the left and navigation links like "Info for...", "Quick Links", "Apply", "Give", and "Search" on the right. Below the header, the page title is "University Communications and Marketing" with sub-links for "About", "Expertise", "Brand", "Trainings", and "Request Form". A breadcrumb trail reads "OHIO > University Communications and Marketing > OHIO Brand > Logos". The main heading is "Logos" followed by a "Summary" section. The summary contains five bullet points detailing logo usage rules. Below the summary is a section titled "University Logo" with introductory text.

OHIO UNIVERSITY

University Communications and Marketing

About Expertise Brand Trainings Request Form

OHIO > University Communications and Marketing > OHIO Brand > Logos

Logos

Summary

- At least one version of the University logo (e.g., primary wordmark, primary formal logo, or unit lockup) must appear on all communication materials, promotional items, and University-owned vehicles.
- Communication materials and promotional items using any version of the university logo or unit lockup should be reviewed by a member of University Communications and Marketing (UCM) staff prior to production/distribution.
- Never alter the logo from the versions shown in these branding guidelines. New versions of any logo should only be created by UCM design staff.
- The University seal, the Attack Cat, or Forever OHIO graphic, should never be used as a substitution for the University logo or unit lockup and should not be used without appropriate approval.
- OHIO faculty and staff are encouraged to share questions and request support from their designated communication specialist or appropriate UCM staff.

University Logo

Our brand is bigger than any single mark or graphic. But our logo connects the diverse experiences that are shared through communications and marketing. Although each story may be different, the words Ohio University are FOREVER, and our logo, consistent.

Consolidus works with University Communications and Marketing to ensure that all artwork we produce is brand-friendly.

For questions, please contact us at artwork@ohiopromoshop.com
or Sarah Stewarts in UCM at stewarts@ohio.edu