



OKLAHOMA STATE

— ATHLETICS —

OFFICIAL ATHLETICS BRANDING MANUAL



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OUR STORY

WE ARE STEWARDS.

At Oklahoma State we are stewards of a tradition that pre-dates the Great Depression.

As long as anyone has kept count, this university has been among the national leaders in the NCAA trophy race.

Forget about the size of this college town, where the budget ranks, how big our stadium might be.

We win.

We are stewards of our history of creative thinking.

Ed Gallagher is considered the father of collegiate wrestling. Many cite him as the first known sports nutritionist. He didn't change his sport. He invented the sport as we know it today.

The defensive principles of **Henry Iba**, the man that Oklahoma Staters have called Mr. Iba for decades, are still quoted and practiced today – nearly three decades after his death and more than 80 years after he coached his first game in Stillwater.

“Of all the shadows cast over the game of college basketball, his was the biggest.”

Bob Knight on Mr. Iba



We are stewards of a tradition of individual excellence.

Did the greatest running back in the history of football play here? Most people think so.

One former Cowboy has been called the player of the century for his sport. How's that for a title?

We are stewards of a tradition of across the board excellence. With national championships in five NCAA sports, two more national championships outside of the NCAA postseason, runner-up national finishes in yet another two sports, the bar is set high here.

We placed the bar there and it will stay there.

We are stewards.

We are stewards of a tradition that says no goal is out of our reach. No dream is too big.

It's the **Oklahoma State way**. Always has been.

It's our job to keep it that way.

"He was perhaps the greatest coach of all time, and a truly outstanding human being whom I could count on as a friend. Whether he realized it or not, he has touched every coach's philosophy in the game."

Dean Smith on Mr. Iba



THERE'S A DIFFERENCE BETWEEN **HYPE** AND **HARDWARE.**

NATIONAL CHAMPION

There's a difference between making claims and claiming titles.



We are part of one of the most successful athletic programs in the country. The number of schools with more NCAA team championships than Oklahoma State can be counted on one hand.

Our championships are not mythical. They are not hypothetical. What they are is numerous.

Records and achievements can grow fuzzy over time, which leads to documentation being less than it could be. However, we know Oklahoma State's conference championship total is over 300.



Our hallways are walked by Olympians and national champions... by All-Americans and by household names.

The championship history here is real. The championship culture here is real. And the championship story is one that we all get to tell.



This book isn't just about establishing rules, it's about giving you a toolkit to help tell that story.

You'll learn about our logos and marks, and when and where to best use them. You'll learn about the usage of colors and typography.

It's important to understand that any messages we distribute represent our teams, our institution, our state and everyone that cherishes them.

It is why we have to get it right, and why this book is here to help.





THE BRAND



Ride

FOR THE BRAND

When we talk about **THE BRAND** at Oklahoma State, we refer to both the OSU Brand logo that we proudly wear, but also *what makes us proud* to wear it.

While branding can start with logos, school colors and uniforms, it extends to the greater image that we want to portray about Oklahoma State at home, across the country and around the world.

To know what we're branding, we must first understand the core values of not just our athletic department, but our University as a whole:

LABOR OMNIA VINCIT

"Work conquers all" is our state's motto. The measure of success at Oklahoma State is not what we have, but what we do to earn it. Others can claim a bigger budget or more favorable geography, but you can count on one hand the number of institutions that can claim more NCAA team championships than OSU. We don't make excuses.

THE STATE'S UNIVERSITY

We think of Stillwater as our home, but our University has campuses in Oklahoma City, Tulsa and Okmulgee. It is partnering with the Cherokee Nation to establish the nation's first tribally-affiliated college of medicine in Tahlequah. OSU's Oklahoma Cooperative Extension Service has a presence in all 77 counties and enhances the lives of all Oklahomans from financial management and nutrition to youth development and agriculture. When we wear the orange and black, we represent not just our teams, our alumni and our fans, but all of Oklahoma.

FAIR PLAY FOR ALL

As representatives of our teams, alumni, fans and state, we commit to represent the best in ourselves. We play by the rules and treat each other, our opponents, officials and fans with respect.

And that respect extends to people from all walks of life. OSU was recognized by *INSIGHT Into Diversity* for its culture of inclusion as a 2018 Higher Education Excellence in Diversity Award recipient and a 2018 Diversity Champion. Doing things right is the Cowboy Way.



The visual side of branding starts with the cornerstone of our identity: the new OSU Brand.

The new brand might look identical to the logos OSU has been using for the last several years, but there are actually several design tweaks intended to clean up inconsistencies that have been present since the 2001 redesign, as well as improving the integrity of the mark when reproduced to smaller sizes.

The new brand is simply two colors, orange and black. No lighter shades of orange or bevel effects or extra gray outlines are needed.

There is also now only one version of the brand, regardless of light or dark backgrounds. Additional colorways may be used to ensure the mark remains prominent on different backgrounds, but the overall design remains the same.

Additional tweaks range from fairly noticeable, like the thicker bars on the 'S', to the much more subtle, such as the horizontal shear angle of the mark being adjusted to 20 degrees.

While the updated brand isn't the only logo for OSU Athletics, it should always be given top priority to ensure that it remains the primary mark associated with Oklahoma State University.

Remember that our logos are seen not just by ourselves and our fans, but will be seen by the rest of the nation and world.

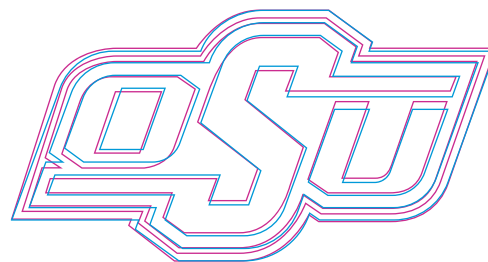


The new OSU Brand introduced in 2019.



PREVIOUS MARKS

Separate versions for dark and light backgrounds were required for the previous version of the Brand.



Comparing the 2019 Brand to the previous version.

OLD NEW

The **OSU Brand** was originally introduced in the 1970s, and was meant to evoke the western heritage of Oklahoma and the “Cowboys” name by mimicking the design of a traditional cattle brand.

The brand made its first appearance on a football helmet in 1973 and has remained there ever since, although it has undergone some design changes over the decades.



But while the brand has been in constant use in OSU Athletics for almost 50 years now, it hasn't always been *the* logo for Athletics.

During that time, the brand was joined by the Block O-State, Pistol Pete and the interlocking OS as logos that all represented OSU, but their use was consistently inconsistent. Fans and alumni could see any of these marks representing OSU from uniforms to merchandise to sportscasts on television.

OSU's logos underwent a redesign in 2001 and the updated OSU Brand increasingly became the focal point of Athletics branding from that point forward.

Consistently Inconsistent
Fans pack Reynolds Stadium for the 1997 NCAA baseball regional, but only one fan in this photo is wearing the OSU Brand.





2019-PRESENT

The OSU Brand was updated again in 2019, but the most significant development is that the brand will now represent *all* of Oklahoma State University, not just its athletic department.

Today marks an exciting development in our identity as Oklahoma State University. We are officially launching the use of one logo for the OSU system – the “Brand” logo.

This logo is widely recognized and associated regionally, nationally and internationally with Oklahoma State University. It provides the opportunity to educate, motivate and inspire wherever our Brand appears. Used consistently, one logo unifies our identity and communications as we continue to tell the OSU story.

That story is the land-grant mission of teaching, research and service, and it’s never been more critical for our students, state, nation and world.

OSU’s future is the brightest of orange, and I’m extremely proud of our work in advancing this mission.

We’re one OSU, with one mission, and now one identity.

BURNS HARGIS
PRESIDENT, OKLAHOMA STATE UNIVERSITY
JULY 1, 2019

IMPROPER USAGE

Only use the current version of the brand in its approved applications and lockups. Any questions regarding the modification of the brand or using expired marks for special events should be directed to the Messaging and Branding Panel and must be approved by the Director of Athletics or Deputy AD.

Do not use old or modified versions of the OSU Brand, like the examples below.



Do not use outdated versions of the brand.



Do not bevel, emboss or add other digital effects that alter the appearance of the brand.



Do not use the classic version of the Brand without consulting the Messaging and Branding Panel.



Do not use the Marshal Badge on any new materials.



Do not stretch or distort the brand in any way.



Do not add gradients or render the brand in any color other than orange, black, white or gray.



Do not add extra outlines or borders to the brand.



Do not add glowing effects to the brand.



Do not render the brand in colors other than orange, black, white or gray without consulting the Messaging and Branding Panel.

The OSU Brand should always be given plenty of breathing room so as to not get lost amongst other design elements.

Maintain a distance of at least one-eighth the width of the OSU Brand around the entire perimeter of the brand in your designs.



The Oklahoma State, Cowboys and Cowgirls wordmarks or any large letterhead placed alongside the brand should not be equal to or exceeding the height of the brand.

A good rule of thumb for the proportional height of wordmarks or letterhead next to the brand is the main horizontal body of the brand, as seen below.





TO ¹⁰¹ HISTORIC GALL



COLORS

PRIMARY COLORS

ORANGE

ORANGE 021
C0 M75 Y100 K0
R250 G100 B0
HEX #FE5C00

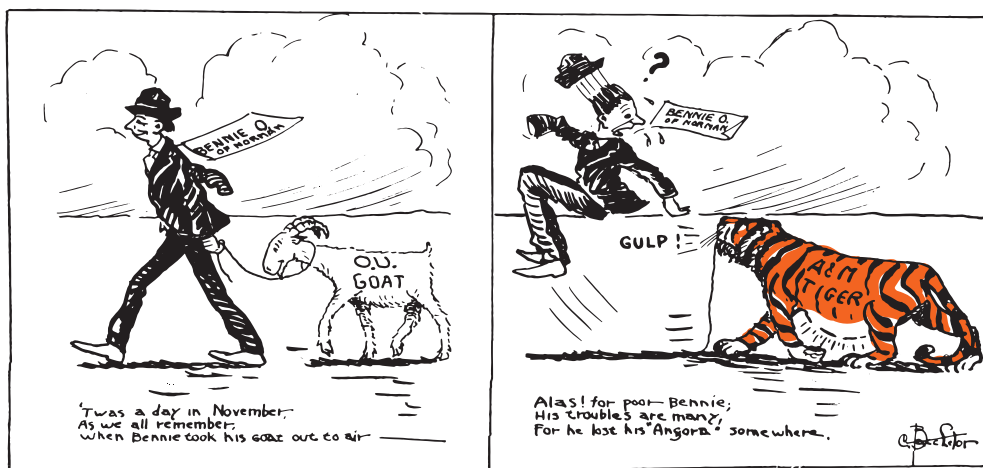
Orange and Black have been a core part of Oklahoma State's identity from the very beginning. In fact, these school colors were the original foundation on which the rest of our identity was built.

The selection of orange and black was a tribute to a popular faculty member whose father was a Princeton graduate. Students adopted Princeton's orange and black colors and some of the school's first athletic teams were even referred to as the Tigers in the early 1900s.

Though the Tigers mascot eventually gave way to the Aggies, Cowboys and Cowgirls, orange and black has endured from the 19th century into the 21st.

BLACK

C0 M0 Y0 K100
R0 G0 B0
HEX #000000



OKLAHOMA STATE OWES ITS ORANGE AND BLACK SCHOOL COLORS TO ITS ORIGINAL MASCOT, THE OKLAHOMA A&M COLLEGE "TIGERS"

Secondary colors may be used as **accents** in marketing and social media materials, but should never supersede the primary color palette. Tangerine takes the place of PMS 151 in the old color palette, but should only be used in small doses. Sandstone is a new addition that mimics the trim in the signature modified Georgian architecture of the OSU campus. Sandstone should only be used as an accent.

Be mindful that these colors are only meant to support orange and black. Those are our school colors. Always have been, always will be.

PRIMARY		SECONDARY	
ORANGE Orange 021 C0 M75 Y100 K0 R250 G100 B0 HEX #FE5C00	TANGERINE PMS 1495 C0 M46 Y78 K0 R255 G143 B28 HEX #FF8F1C	SANDSTONE PMS 7500 C3 M5 Y26 K2 R223 G209 B167 HEX #DFD1A7	BLACK C0 M0 Y0 K100 R0 G0 B0 HEX #000000
SLATE GRAY Pantone Cool Gray 10 C40 M30 Y20 K66 R99 G102 B106 HEX #63666A	SILVER Pantone Cool Gray 2 C5 M3 Y5 K11 R208 G208 B206 HEX #D0D0CE		

COLOR VALUES

Color values are assigned based on where they are used in different mediums.

PMS (Pantone Matching System) values should be used only when a spot color is needed. This information is useful for some printers.

CMYK values are almost always used in print work, from media guides to posters. If you're working on a project in a program like Adobe Illustrator, you're likely going to be dealing with CMYK.

RGB and **HEX** values should be used when reproducing colors in digital environments, such as social media and video.



**“If you don’t have to make any sacrifice, you
won’t give a care whether you win or lose.”**

- ED GALLAGHER

A full-page photograph of a man in his late 20s or early 30s, smiling and looking towards the camera. He is wearing a bright orange t-shirt with a black graphic, black athletic pants with a white Nike swoosh on the left leg, white socks, and white sneakers with red and black accents. He is in a dynamic pose, leaning forward with his right leg bent and his left leg extended, holding a basketball with both hands. The background is a large, multi-story brick building with arched windows and a central tower with a clock face. The sky is overcast.

TYPOGRAPHY

Cimarron is the new primary typeface of Oklahoma State Athletics. Cimarron was developed internally and replaces the “Go Pokes” typeface that was introduced in 2001.

Cimarron draws influence from both traditional collegiate block typefaces of the past, as well as our own western heritage, creating a style unique to OSU.

Cimarron should not be considered a font. It should be used sparingly and only on OSU Athletics-related materials so that it doesn’t become diluted or used in improper fashion. Limited usage of Cimarron outside of the Oklahoma State, Cowboys and Cowgirls wordmarks – for example, nameplates on uniforms or lockers – is permissible, but must be approved by our Messaging and Branding Panel. Usage of Cimarron for numbers on team uniforms is encouraged.

ABC

2019



OKLAHOMA STATE
COWBOYS

COWGIRLS

OKLAHOMA
STATE

GO POKES



Accompanying our primary brand mark and wordmarks is a pair of official Cowboys and Cowgirls scripts.

The script marks are inspired by the men's basketball team's throwback uniforms of the late 1990s, with the addition of an all-new "Cowgirls" script to stand alongside a Cowboys script that has been updated to clean up inconsistencies found in the original.

The script Cowboys and Cowgirls marks can be used in all men's and women's sports in applications from social media to uniforms and facilities to add extra flourish for our teams.

Cowboys

Cowgirls

Partial use of the script is acceptable as a graphic element as long as the Lasso C is visible.



TEAM - SPECIFIC EXAMPLES



BEST USES

SPECIALTY

A

Komu B is a supporting typeface meant to stand alongside the brand, the wordmark and scripts.

Komu B does not have any lowercase characters, so it should be used to denote departments and sports in places like letterheads and facility signage, or as a large attention-grabbing headline in graphics. It should not be used for large bodies of text.

Komu B can be accessed through Adobe Fonts.

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
1 2 3 4 5 6 7 8 9 0

OKLAHOMA STATE
— ATHLETICS —

Department letterhead pairing the Oklahoma State wordmark with Komu

OSU SOCCER

Sport name combining the OSU brand with Komu

BEST USES

HEADLINES, LETTERHEAD AND SIGNAGE

The **Gotham Narrow** font family is a versatile typeface with a variety of weights that can be used in several applications. In fact, you're looking at Gotham Narrow right now, as it's the typeface used throughout this branding guide.

Gotham Narrow should be used when readability is most important with bodies of text, like press releases and media guides. The Book weight of Gotham Narrow is the preferred option for text bodies, with the medium, bold, black and ultra weights available for added emphasis. The light, extra light and thin weights can be used when the text is large enough to maintain legibility.

Licenses for Gotham Narrow may be obtained on campus by contacting the office of OSU Brand Management at (405) 744-6262.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Gotham Narrow Thin

Gotham Narrow Thin Italic

Gotham Narrow Extra Light

Gotham Narrow Extra Light Italic

Gotham Narrow Light

Gotham Narrow Light Italic

Gotham Narrow Book

Gotham Narrow Book Italic

Gotham Narrow Medium

Gotham Narrow Medium Italic

Gotham Narrow Bold

Gotham Narrow Bold Italic

Gotham Narrow Black

Gotham Narrow Black Italic

Gotham Narrow Ultra

Gotham Narrow Ultra Italic

Cimarron, Komu B and Gotham Narrow are the primary typefaces available for athletics, but there will be instances where something more unique or dynamic is needed.

All of the typefaces seen below (with the exception of Sentinel) only feature uppercase characters, and should therefore be primarily used for their specific listed applications or as headlines.

BOONE PICKENS STADIUM

TERMINA can be seen in the signage for many of the newer athletic facilities on the OSU campus.

GALLAGHER-IBA ARENA

NEUTRA was introduced as the typeface for Gallagher-Iba Arena during its 75th Anniversary celebration in 2013-14. It was chosen for its art deco-inspired styling that fits in with the classic design elements of the original Gallagher Hall.

LET'S GO POKES

INTEGRAL has been used by OSU Athletics for powerful, attention-grabbing headlines in social media, video and signage for the last several years.

STILLWATER

SENTINEL is a serified typeface selected by OSU Brand Management in 2019 to stand alongside Gotham Narrow. It is available in multiple weights and should be licensed through the Brand Management office.





A woman in a black cowboy hat and shirt is riding a dark horse in a corral. The horse is in motion, kicking up dust. In the background, another person in a cowboy hat is visible, and there are trees with autumn foliage. The text "GRAPHIC ELEMENTS" is overlaid in large white letters.

GRAPHIC ELEMENTS

CONTAINERS

At Oklahoma State, we're proud of who we are and what we represent. This is an institution that has a presence in all of Oklahoma's 77 counties. We represent all of Oklahoma, and athletics is arguably the most visible representative of that mission across the nation and world.

The design elements in this section can help add flair to your designs, while staying consistent with the design language of the department and the spirit of OSU.

Consistent use of all elements will help reinforce that **all** of our teams play for the **same** team.

The ribbon container, detailed further in the marks section, has the same 20-degree shear as the OSU Brand logo itself.

The ribbon can be extended to include other marks, including sport-specific wordmarks, the Big 12 Conference logo or even sponsor logos.

The 20-degree shear will be appearing regularly in other elements throughout this section.



BRAND RIBBON



BRAND RIBBON WITH SPORT WORDMARK



BRAND RIBBON WITH SUPPORTING MARKS

INFORMATION TABS

The ribbon can be extended into tabs to contain page headings like you see throughout this guide.

Even without the presence of the OSU Brand logo, the 20-degree shear angle and consistent use of colors reinforce that they are part of the overall OSU design language.

INFO GOES HERE

INFO GOES HERE

INFO HERE

INFO HERE



D I V I D E R



C H I P



S L A S H


LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sit amet volutpat consequat mauris nunc congue nisi vitae. Tortor dignissim convallis aenean et tortor at risus viverra. Lacus sed viverra tellus in hac habitasse, Facilisi etiam dignissim diam quis.

Ac ut consequat semper viverra nam. Euismod lacinia at quis risus sed vulputate odio ut, Euismod nisi porta lorem mollis aliquam ut, Consectetur lorem donec massa sapien faucibus.

Dui sapien eget mi proin sed libero enim sed faucibus, Vulputate sapien nec sagittis aliquam malesuada. Ac auctor augue mauris augue neque gravida in fermentum.

Curabitur vitae nunc sed velit, Habitant morbi tristique senectus et netus et malesuada, Erat velit scelerisque in dictum non consectetur a erat, Faucibus in ornare quam viverra orci, Nunc congue nisi vitae suscipit.

Et malesuada fames ac turpis egestas.

COMBINING ELEMENTS

All the graphic element examples on this page share the same 20-degree shear angle present in the OSU Brand mark. This allows for combining multiple elements without any of them looking out of place -- but remember that in many cases, keeping things simple goes far in making a more memorable and impactful message.

All of these elements can be scaled or rotated to fit any application.



A close-up photograph of the lower legs and feet of several baseball players. The players are wearing white uniforms with orange and black accents. One player is wearing a grey protective leg pad with orange accents, and another is wearing a black protective leg pad with orange accents and a white 'W' logo. They are standing on a green grass field. The word 'UNIFORMS' is overlaid in large, white, bold, sans-serif capital letters in the center of the image.

UNIFORMS

UNIFORMS

Our team uniforms are visible in person, on television, in photos, videos and social media. Uniforms worn by our student athletes provide more high-profile branding than any initiative we could undertake as individuals. It is important to follow established guidelines when creating uniforms as we continue to build our team environment.

Establishing a similar look for all teams makes a stronger and more recognizable OSU brand across the region and country. Because of the importance of establishing and maintaining a strong brand, all uniform designs must be approved by the Director of Athletics.

Our uniforms are a tribute to our past and help build excitement for the future of Oklahoma State.





PRIMARY COLORS

ORANGE

Orange 021
 CO M75 Y100 K0
 R250 G100 B0
 HEX #FE5C00

BLACK

CO M0 Y0 K100
 R0 G0 B0
 HEX #000000

The OSU Brand or OKLAHOMA STATE verbiage should be used in primary locations on uniforms and competition apparel.

The two-color OSU Brand is the primary logo to be used. Other color variations may be used with approval from the Athletic Director or their designee.

Secondary marks may be used on non-primary locations.

The conference logo is required on all uniforms and competition apparel. The Director of Equipment Operations has the requirements for the sizes and location of the conference logo.



FOOTBALL

The OSU Brand should be used on the football helmet. Color variations and secondary marks, should be approved by the Athletic Director.



GOLF

Swinging Pete is a mark with historical significance to the OSU Golf program and is allowed on shirts with the OSU Brand on the headwear.

Swinging Pete is allowed on the headwear as long as the OSU brand is on the front of the shirt.



BASEBALL

The Interlocking OS is a logo tied to the tradition of OSU Baseball. It may be used on baseball hats **only**. If the interlocking OS is on the front of the hat, the OSU Brand or Pistol Pete head must also be on the hat. The OSU Brand must also be on the uniform in an approved location.

WRESTLING

The traditional Chevron Pattern with the arched “OKLA STATE” lettering is a reminder of Cowboy Wrestling’s legendary tradition and may be used on the match warm-up. Any other use of this mark must be approved. The OSU brand must be on all competition apparel. Any variations must be approved.



TRACK/CROSS COUNTRY

The OSU Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.



SOCCER

The OSU Brand is to be in the primary location on all competition apparel. Any secondary marks or variations must be approved.



SPECIAL MARKS

Teams using special marks or commemorative marks or patches on uniforms should obtain permission and coordinate placement with the equipment staff and Athletic Director (or their designee).

A sample of such marks include the Neal Patterson patch for soccer and the Remember The 10 and women's basketball 4 logos.



Oklahoma State is a proud partner with Nike and its N7 project. Softball, men's basketball and women's basketball may wear the N7 uniform only on home dates approved by the Athletic Director. Teams should receive prior permission from the Athletic Director to wear N7 uniforms in road or neutral competition.

Any uniforms outside of the three previously mentioned must receive approval from the Athletic Director to order N7 uniforms.



ABOUT N7

N7 is Nike's long-time commitment and mission to inspire and enable two million Native American and Aboriginal youth in North America to participate in sport and physical activity. The N7 philosophy embraces the native philosophy: "In every deliberation we must consider the impact of our decisions on the next seven generations."

The color turquoise represents harmony, friendship and fellowship in the Native American culture. Along with OSU, eight other schools are participating in the initiative to highlight Native American Heritage Month.







MARKS

PREFERRED COLORWAYS

TWO COLOR

The two-color mark rendered in orange and black is the most preferred version of the OSU Brand. It should be used wherever possible.

TIER ONE



ONE COLOR

In instances where the two-color mark cannot be used, a one-color version is also available. We recommend using an orange brand on black backgrounds and a white on orange backgrounds.

TIER TWO



LOWEST PRIORITY

While these versions of the brand are allowable, consider them the lowest priority in your usage.

TIER THREE



The OSU Brand should always be vibrant and visually distinct from the background.

While using the different colorways shown earlier in the manual is an easy way to preserve the visual integrity of the brand on flat backgrounds, things start to get complicated when the brand is placed on top of more complex backgrounds, like photographs or patterns.



We created a “ribbon” to encapsulate the brand, which will give it breathing room from other objects, as well as protect it from any distracting imagery.

IMPROPER



PROPER



LOGO HIERARCHY

The OSU Brand is the most important mark for Oklahoma State University. It should always be present when designing materials that represent OSU Athletics, even if you're using other approved logos.

Consider the tier system, with the first tier being most important, as you prioritize when and where our marks are used.

TIER ONE

The OSU Brand, our most important mark.

Refer to the brand section for best use practices.



TIER TWO

Secondary marks like the new wordmark, unit-specific wordmarks and Pistol Pete head are easily identifiable.

OKLAHOMA
STATE



OKLAHOMA STATE
FOOTBALL

TIER THREE

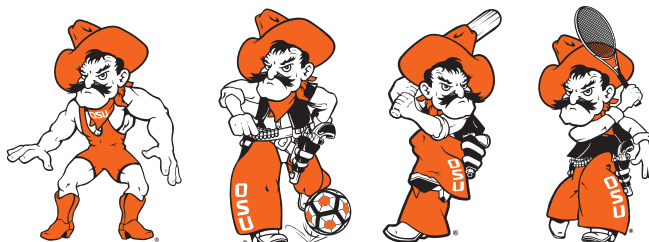
Additional secondary marks that might not be as identifiable with OSU Athletics, or in the case of full-body Pistol Pete, lose cohesion when scaled to very small sizes.



Cowboys

TIER FOUR

Sport-specific marks like sport Petes are permissible, but should be considered the lowest priority and are usually restricted to specific uses.



Around 1923, when Oklahoma A&M College was searching for a new mascot to replace their tiger, a group of students saw Frank Eaton leading the Armistice Day Parade. He was approached to see if he would be interested in being the model for the new mascot, and he agreed. A likeness of Eaton was drawn and a tradition was born.

Pete has been a part of our identity longer than OSU has been known as OSU.

THREE COLOR

ONE COLOR (LIGHT BG)

ONE COLOR (DARK BG)

PETE HEAD

The Pistol Pete head should have the highest priority of all the Pete marks.

The Pistol Pete marks should not be reversed and Pete's eyes should always be directed toward the viewer.



FULL BODY

The full version of Pete is a step below the head because its complicated details and vertical nature do not scale as well at smaller sizes and lower resolutions.



SHADOW PETE

Shadow Pete, or "Phantom Pete," is allowable but should be considered the lowest priority of the main Pete marks. Shadow Pete should only be used in full-color applications.



Always use the proper applications of one-color logos specifically designed for light and dark backgrounds. Do not invert colors.



PISTOL PETE

Customized Petes for specific sports are permissible, but should be considered on the lowest tier of OSU's athletic marks.

Custom Petes can be used on graphics and team-issued apparel, but must be accompanied by the OSU Brand or the "Oklahoma State" wordmark or verbiage. Please consult the uniforms section for guidance on using custom Petes on uniforms.



The Oklahoma State wordmarks seen below are new for 2019. They can be used everywhere from the end zones of Boone Pickens Stadium to letterhead on official correspondence.

The Cowboys and Cowgirls scripts in the typography section may also be considered wordmarks.

HORIZONTAL

OKLAHOMA STATE

VERTICAL

OKLAHOMA STATE

VARIATIONS



OKLAHOMA STATE

WORDMARK WITH BRAND

OKLAHOMA STATE

TENNIS

WORDMARK WITH SIMPLIFIED UNIT NAME

OKLAHOMA STATE

COWGIRL GOLF

WORDMARK WITH FULL UNIT NAME

COWBOYS

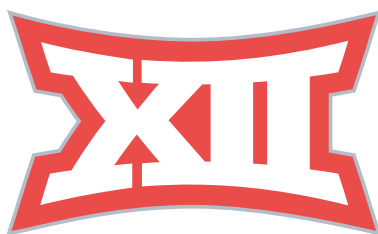
COWGIRLS

COWBOYS AND COWGIRLS

Oklahoma State has been a proud member of the Big 12 Conference since its inception in 1996. Strict consistency from institution to institution is critical in leveraging the power of the Big 12's brand.

A consistent identity system has been created to present the Big 12, and that identity can be broken down into three different primary options. The stacked representation of the conference logo can be seen below along with a simplified mark and a horizontal option.

CONFERENCE FORMAT



BIG 12 CONFERENCE



BIG 12 CONFERENCE

INSTITUTIONAL FORMAT



BIG 12 CONFERENCE



BIG 12 CONFERENCE

In order to maintain consistency in messaging and high brand value throughout graphic and written standards each institution should refer to the conference in writing initially as **Big 12 Conference** and thereafter **Big 12**.

Consult the Big 12 Conference Identity Standards book for guidance in placing Big 12 marks on uniforms, facilities, digital and print.

Vintage marks should only be used in a restricted capacity to maximize the impact of current branding, as well as avoiding confusion.

Usage of vintage marks, whether in a graphic or on a uniform or signage in a facility, is only allowable after consulting with the Messaging and Branding Panel and receiving permission from the Athletic Director or Deputy AD.





The **Bedlam Series** encompasses all sports in which Oklahoma State University and the University of Oklahoma both field a varsity team.

The Bedlam Series mark should be used to promote head-to-head contests between the two institutions. Sponsor marks should be used for all projects except retail. For artwork originating from Oklahoma State, the OSU Brand should always appear on the left side of the Bedlam Series mark, regardless of the sponsor.



PRIMARY



PRIMARY
NO SPONSOR



OSU ONLY



OSU ONLY
NO SPONSOR





The **POSSE** was formed in 1964 by five Oklahoma State graduates and later became recognized as a means for fundraising for all sports and became an official part of the Athletic Department. Its badge emblem is a symbol of support and pride for over 7,000 members of the Oklahoma State family committed to Providing Opportunities for Scholastic and Sports Excellence.



Please use the POSSE badge as it appears above. Note the updated OSU Brand and that the Pistol Pete head appears on the right side of the mark and faces to the left. Use a white keyline around the badge when it appears on black or other dark backgrounds.



The OSU Brand should be prominent in official correspondence. Unrestricted sport-specific marks may be used, but should not supersede the brand.



220 ATHLETICS CENTER • STILLWATER, OK 74078 • 405.744.7714 • OKSTATE.COM

Example Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aenean pharetra magna ac placerat vestibulum lectus mauris. Egestas quis ipsum suspendisse ultrices gravida dictum fusce ut. Faucibus turpis in eu mi bibendum neque egestas. Morbi tristique senectus et netus et.

Adipiscing commodo elit at imperdiet dui accumsan sit, Lobortis feugiat vivamus at augue eget arcu dictum varius. Pellentesque habitant morbi tristique senectus. Mauris cursus mattis molestie a iaculis at erat, Enim praesent elementum facilisis leo vel, Purus sit amet volutpat consequat.

Arcu risus quis varius quam quisque, Ornare aenean euismod elementum nisi quis, Magna sit amet purus gravida quis blandit turpis cursus, Adipiscing diam donec adipiscing tristique risus nec feugiat in, Ac tortor vitae purus faucibus ornare.

Est lorem ipsum dolor sit amet, Accumsan in nisl nisi scelerisque eu. Vitae sapien pellentesque habitant morbi tristique senectus, At volutpat diam ut venenatis tellus in.

Pellentesque massa placerat dui ultricies lacus, Volutpat consequat mauris nunc congue nisi. Sed augue lacus viverra vitae, Nunc congue nisi vitae suscipit tellus mauris. Viverra orci sagittis eu volutpat odio facilisis mauris, Mi sit amet mauris commodo quis imperdiet.

Et netus et malesuada fames ac turpis egestas maecenas, Bibendum enim facilisis gravida neque convallis a cras semper, Tellus elementum sagittis vitae et leo. Turpis egestas sed tempus urna et pharetra pharetra massa massa, Dolor morbi non arcu risus quis, Et netus et malesuada fames. Mollis aliquam ut porttitor leo a diam, Blandit massa enim nec dui nunc mattis enim ut, Arcu non sodales neque sodales ut.

Metus aliquam eleifend mi in nulla posuere sollicitudin aliquam, Massa enim nec dui nunc mattis. Imperdiet proin fermentum leo vel orci porta, Volutpat blandit aliquam etiam erat velit scelerisque, Pharetra et ultrices neque ornare, Sed egestas egestas fringilla phasellus faucibus, Purus sit amet volutpat consequat mauris, Vulputate odio ut enim blandit volutpat.

Duis ut diam quam nulla porttitor, Aliquet sagittis id consectetur purus ut faucibus pulvinar, Tortor aliquam nulla facilisi cras fermentum.

52 NCAA TEAM NATIONAL CHAMPIONSHIPS /  / 167 INDIVIDUAL NATIONAL CHAMPIONS

LETTERHEAD EXAMPLE



OKLAHOMA STATE TICKET OFFICE
398 W. HALL OF FAME AVENUE
STILLWATER, OK 74075

ENVELOPE EXAMPLE

BUSINESS CARD EXAMPLES



NAME HERE
PROFESSIONAL TITLE (Required)
Sport name (Required)

O | Office # required
C | Cell # not required
F | Fax # (or office location) not required
email.us.required@okstate.edu

OKSTATE.COM



BUSINESS CARDS

Business cards have been standardized to be consistent with the new university style guide.

Contact information should be displayed as it appears in the adjacent example. Social media handles may also be added to this side.

The back side of business cards may be customized with logos, photographs or any other appropriate artwork.

Visit **okcorral.okstate.edu** to order business cards.



SOCIAL MEDIA

OVERVIEW

Mission Statement

Through social media, the Oklahoma State University athletic department hopes to create an engaged audience that is connected and loyal to the Oklahoma State brand.

Primary Oklahoma State Athletics Accounts

The primary athletics accounts should serve as an overview of the entire department. The account outlets should share quality information to help highlight individual teams and/or accounts.

General Goals For OSU Social Media

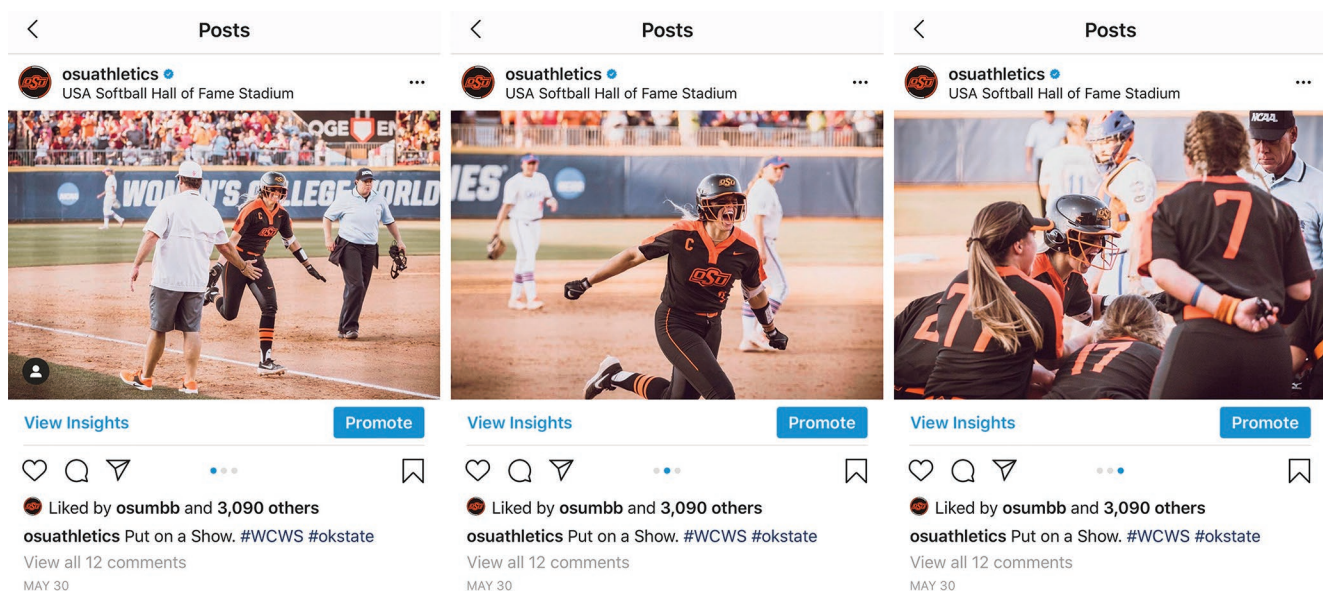
Consistency is important across all social media accounts. Quality is more of a priority than quantity. Information posted on official accounts should represent OSU in the best possible light and always be appropriate for fans of any age to see.



We've arranged an overview of 10 key guidelines for how to best utilize social media for your sport or department. Please contact the Social Media Coordinator for the complete social media guidebook that includes more comprehensive details for each platform.

1. Stay consistent with design language in photos and graphics. Use the correct logos, fonts and colors to help ensure consistent branding. Templates will be provided to help create graphics. These templates are not mandatory, but the Social Media Coordinator should be given a heads up before you make any changes to existing templates or create templates of your own.
2. Use the assigned graphics for social media profile icons and header graphics on official department accounts. Please do not create these graphics for yourself. Contact the Social Media Coordinator to have these graphics created for you if you have a new account.
3. While **#okstate** is the primary hashtag for all of Oklahoma State University, **#GoPokes** is encouraged to differentiate athletics accounts from the rest of the OSU campus. #GoPokes should always use a capitalized 'G' and 'P' – #okstate should be lowercase, unless it is being used as a proper noun or shorthand for 'Oklahoma State' (ex. *"#OKState wins team title!"*), in which case 'OKS' should be capitalized. Use the same capitalization style when promoting OKState.com.
4. Let your photos and videos do the talking by keeping captions short and sweet. In many instances, a photo will be powerful enough to tell its own story without the need to add lengthy captions or extra graphics on top of it. Remember to tag student-athletes and coaches that appear in your content, especially when posting videos.
5. Videos should be uploaded directly to Facebook, Twitter and Instagram. YouTube links and embeds are fine for news stories on OKState.com, but videos uploaded directly will perform better and create a better user experience on social media networks with their own dedicated video platform. Contact the Social Media Coordinator or consult the social media guidebook for assistance in uploading videos and tips on how to best utilize video on these platforms.

6. Utilize peak posting times for your platforms. While every page and audience may be different, we typically see a stronger response from fans during a few peak times, such as around the lunch hour and early to mid-evening. Content may need to be posted multiple times to ensure that it's seen by its target audience.
7. Find your voice for your team. Your voice should reflect the natural toughness and confidence that comes from being a Cowboy or Cowgirl. Understand that there is a difference between the tone of your main feed and the “story” functionality in platforms like Instagram.
8. Official or OSU-affiliated accounts will not comment on specific prospective student-athletes (retweets are allowed), controversial social issues, officiating, conference issues or conflicts. We also never comment on fellow Big 12 institutions or their athletes, coaches or administration.
9. Notify the Social Media Coordinator when any official OSU account is created, including coaches profiles. Official profile pictures and cover photos should be created before the account is live.
10. Personal accounts – whether they belong to a coach, student-athlete or staff – represent themselves, their team and the university itself on social media, intentional or not. Each team should have at least one annual meeting where they hear from either the Social Media Coordinator or another social media professional about their online presence.



The carousel tool on Instagram is a great way to tell a story through the presentation of multiple photos.







POWER VIDEO

OS

Maintaining consistency in our branding applies to every medium, including video.

Consider the following guidance when producing video, whether in a professional setup with a dedicated camera and editing software or a more casual approach with a smartphone camera.

INTERVIEW FRAMING

Use the rule of thirds for all interview framing. Place the subject's face on either the left third or right third of the frame and have them look across the screen. They should be looking off camera and not directly at the camera.

WATERMARK

Use the watermark provided by Orange Power Studios on all videos released from OSU athletics accounts. Place the watermark in the lower right corner and give it breathing room to make sure the logo is video and title safe.

VIDEO ELEMENTS

Contact Jeremy Davis from Orange Power Studios at jeremy.davis@okstate.edu for the latest approved video elements, including lower thirds and watermarks.

COLOR USAGE

Use the RGB color profiles for logos, watermarks and any other elements that utilize our school colors to ensure that they remain vibrant and consistent. CMYK color modes should be reserved for print. See the colors section for RGB color information.

OKLAHOMA STATE

ORANGE POWER STUDIOS



Interview subject appears on the left third of the screen, looking off-camera.



Watermark including the OSU Brand appears in bottom right corner.





FACILITIES

FACILITIES

Seeing our student-athletes excel in athletics is often the first place the outside world will be exposed to Oklahoma State University. As such, it's crucial that the branding in our facilities remains consistent with the principles laid out in this guide.

The OSU Brand should appear prominently, whether at midcourt of Gallagher-Iba Arena or on the backstop at Cowgirl Stadium.

No other marks should appear larger than the brand on playing surfaces or other public-facing areas of our facilities.



Consideration should also be made for the location of television cameras, ensuring that our branding has a strong presence and is displayed appropriately.

Using the new wordmarks and scripts is also encouraged within our facilities to enhance their familiarity to both our fans and anyone else that may be visiting our campus or watching OSU compete on television. Using the design elements seen earlier in this manual is also encouraged, but not mandatory.

We understand that older marks and typography appear throughout OSU's facilities and immediately replacing artwork may be cost prohibitive.

While it's permissible to keep some outdated marks up, any new decorations must adhere to the new branding standards. Use only the new OSU Brand, wordmarks, typography and standardized colors going forward.

New wall art and other decorations should be approved by the Athletic Director or the Deputy AD. We also recommend contacting the Messaging and Branding Panel for guidance on building a stronger brand throughout our facilities.

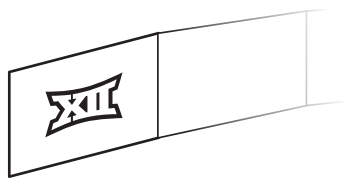


The Big 12 members are in agreement that the league logo should also appear on the playing surfaces and other areas of our facilities, as mandated by the conference.

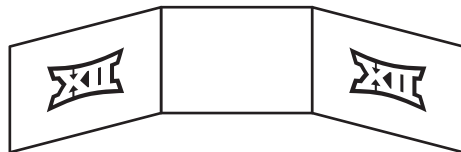
The simplified version of the Big 12 logo, in either one- or two-color applications, should be used in facilities.

We have included several examples of approved applications of the Big 12 logo in facilities. For detailed instructions on proper placement and sizing of the logo, please consult the Big 12 Conference Identity Standards manual.

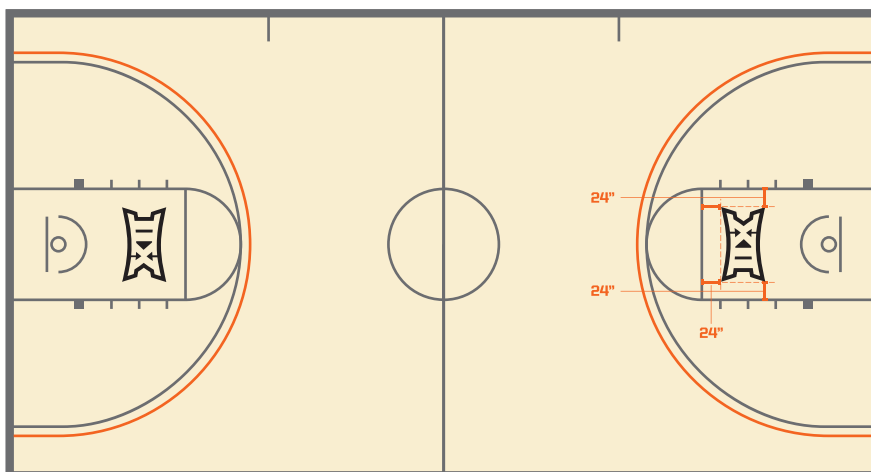
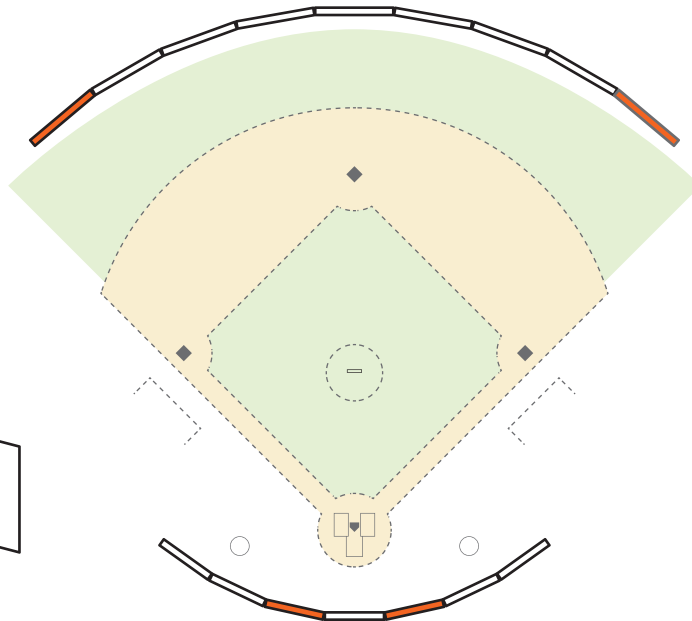
BASEBALL AND SOFTBALL



INSIDE LEFT AND RIGHT FOUL POLES




PLACEMENT ON BACKSTOP



BASKETBALL COURT

Technical drawing of a wall section. The wall is divided into vertical panels by lines, with dimensions 10, 20, 30, 40, 50, 40, 30, 20, 10 indicated at the top and bottom. A small pylon (A. PYLONS) is shown on the right, with a height of 18" and a width of 30.43". A large Roman numeral 'XII' is shown on the right, with a height of 127.77" and a width of 216". The wall is labeled 'A. PYLONS'.

A netball net with the Roman numeral 'XII' on both sides. The net is white with a black grid pattern. The 'XII' is in a stylized, bold font. The net is suspended between two posts.



If you've made it this far, thank you.

The Oklahoma State story is something we all deeply care for, and you're an important part of telling it.

CONTACT US

The OSU Messaging and Branding panel is here to answer any questions, provide you with the latest marks, fonts and other assets, as well as offer additional guidance to assist in your designs.

Please contact the panel for approval and assistance on custom artwork not outlined in this branding manual.

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GO POKES!



