Social MediaGraphics

GRAPHIC ELEMENTS and EXAMPLE USAGE

PRIMARY

32pt **Gotham Narrow**
Display, Headers, Body copy, Graphics

28pt **FjallaOne**
Display, Headers, Graphics

SECONDARY

40pt *Parkside*
Display, Headers, Graphics

32pt **Raleway**
Graphics, Non-lining figures

32pt **Stud**
Graphics

Oklahoma **STATE** *Cowboys* 1890

Stillwater, OK • № 74078

Graphic Elements

Graphic elements can be warped as long as both ends are either 90º vertical or both have a forward 20º angle.

We Dream
AS BIG AS THE SKY!

IT ISN'T IN OUR CLOTHES, IT'S IN OUR
Character!

> We dream as big as the sky. Being a Cowboy isn't in our clothes, it's in our character. We do what's right even when it's hard. We end the day knowing we gave it everything we had.

WE END THE DAY KNOWING WE GAVE IT *Everything* WE HAD.

> Through leadership and service, OSU improves the lives of people in Oklahoma, the nation and the world. Built on the value of high-quality teaching, research and outreach, OSU gives students the resources and education they need to make a difference in the world.

— OSU Land Grant Mission Statement

What's your favorite spot on campus?

- Library Lawn
- Theta Pond
- BPS

FIND PETE'S PET POSSE ON CAMPUS TODAY!

All of the Pete's Pet Posse pups will be on campus Monday, August 17th seeking all your scratches, hugs, and belly rubs.

So look out!

Did you know...

- Pistol Pete is based on real-life US Marshal Frank Eaton.
- Oklahoma State Athletics has 52 National Championships.
- Oklahoma A&M College was established December 24, 1890.

OSU

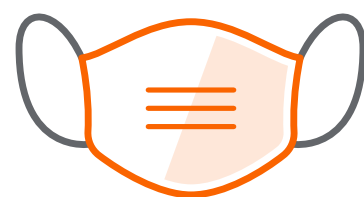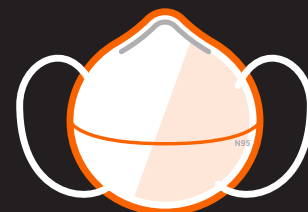**What's your favorite spot on campus?**

- Library Lawn
- BPS
- Old Central

Cowboys Coming Back

40,100

CLOTH MASKS

Cowboys Coming Back

5,280

N95 MASKS

Cowboys Coming Back

125,000

DISPOSABLE MASKS

We end the day KNOWING WE GAVE IT EVERYTHING WE HAD.

FIND PETE'S PET POSSE ON CAMPUS TODAY!

All of the Pete's Pet Posse pups will be on campus Monday, August 17th seeking all your scratches, hugs, and belly rubs. So look out!

a. b. c.

WHAT'S THE MOST ICONIC BUILDING ON CAMPUS?

a. Edmon Low Library
b. Boone Pickens Stadium
c. Old Central

We end the day KNOWING WE GAVE IT EVERYTHING WE HAD.

LIVE EVENT

VIRTUAL TOWN HALL
FOR STUDENTS AND PARENTS

Hear from campus leaders about updates to academics, campus life and public health this fall.

Tuesday, July 28 | *3:30 p.m.*

LIVE EVENT

PETE'S PET POSSE
VIRTUAL PET THERAPY

Meet some of your favorite pups from Pete's Pet Posse. First Cowgirl Ann Hargis will be joining the session.

Tuesday, July 28 | *3:30 p.m.*

Live Event
PACK-A-CRITTER

The Student Union Activities Board is hosting its annual Pack-A-Critter event in the SU Ballroom. *This year's critter is a dog with its own Pete's Pet Posse vest.*

Tuesday, July 28 | *3:30 p.m.* • *First come, first served. 400 critters.*

LIVE EVENT

PETE'S PET POSSE
VIRTUAL PET THERAPY

Tuesday, July 28 | *3:30 p.m.*

UPCOMING LIVE EVENT

A Community Conversation: Faith and Race in Oklahoma

PRESENTED BY OSU RELIGIOUS STUDIES IN PARTNERSHIP WITH CAIR OKLAHOMA

7 p.m. | OState.TV and facebook.com/CAIRoklahoma

ONCE YOU VISIT CAMPUS

OSU

YOU'LL UNDERSTAND

Social MediaGraphics

TYPOGRAPHY, COLOR PALETTE and PHOTO TREATMENTS

Gotham Narrow Display, Headers, Body copy, Graphics — 8 Styles

Gotham Narrow family (not limited to bold and book italic) used primarily for institutional or informational university posts, such as campus updates, messages from the university and events.

Oklahoma State University

Go Pokes! #okstate 1890 18/22

FjallaOne Display, Headers, Graphics — 1 Style

FjallaOne is a primary digital font for OSU and is best used in display, headlines, CTAs, and graphics.

OKLAHOMA STATE UNIVERSITY
Go Pokes! #okstate 1890 18/22

SECONDARY

Parkside Display, Headers, Graphics — 6 Styles

Parkside is an official OSU script typeface. For social media posts, Parkside should primarily be used for student-focused messaging rather than university communications in an official voice. It should never be used in an all-caps situation.

Oklahoma State University
Go Pokes! #okstate 1890 20/22

Raleway Graphics, Non-lining figures — 18 Styles

Raleway is intended to compliment Gotham Narrow's lack of non-lining figures. Its primary function in OSU's social media identity is for graphics and non-lining figures. It should not be used as body copy.

OKLAHOMA STATE UNIVERSITY

Go Pokes! #okstate 1890 18/22

Stud Graphics — 1 Styles

Stud embodies the western character of Oklahoma State's identity. Because of its extreme width it should function only as a graphic element or design feature. Its use should be limited based on appropriateness.

OKLAHOMA STATE UNIVERSITY

Go Pokes! #okstate 1890 14/22

OKLAHOMA
STATE
Cowboys
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COLOR PALETTE

PRIMARY

OSU Orange
250, 100, 0

SECONDARY

Soft Grey
230, 230, 230

Light Grey — Cool Gray 2
208, 208, 206

Medium Grey — Cool Gray 5
177, 177, 179

Charcoal — Cool Gray 10
99, 102, 106

Deep Charcoal
64, 64, 68

Standard RGB Black
35, 31, 32

Absolute Black
0, 0, 0

Teal
0, 200, 200

Pale Yellow
255, 205, 60

Teal and Pale Yellow should be used sparingly. These secondary colors are for accents and highlights only.

COLOR BLOCK

80% Opacity — Regardless of the color being used.

No effects are applied or added to the color block.

GRADIENT
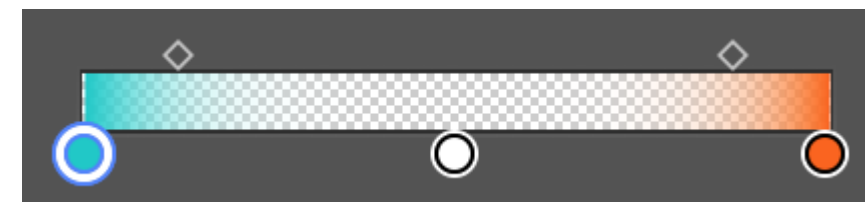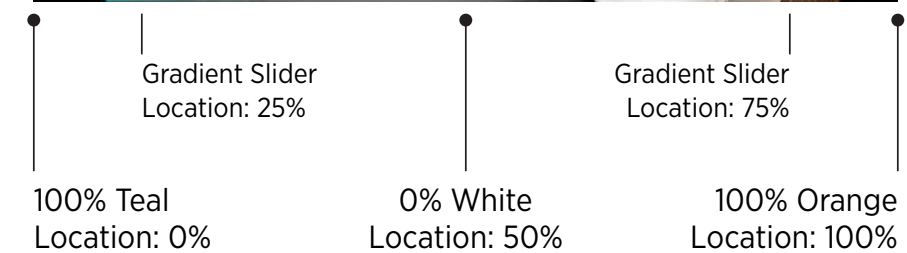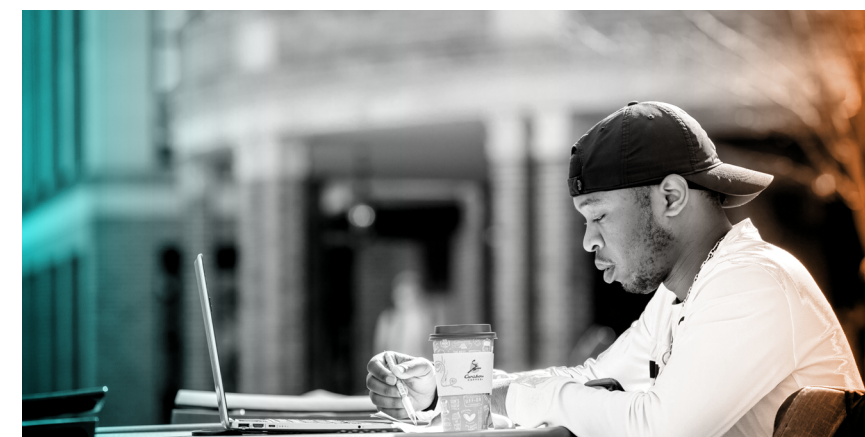
Teal to Orange

Photoshop Application

Layer Effect: Gradient Overlay — Color

Illustrator Application

Transparency — Effect: Color

Gradient Slider
Location: 25%

Gradient Slider
Location: 75%

100% Teal
Location: 0%

0% White
Location: 50%

100% Orange
Location: 100%

Clipping masks can be applied to graphic elements angled at 20º to create secondary texture.

WE END THE DAY KNOWING WE GAVE IT *Everything* WE HAD.

Color block treatment on photos highlights text. Angled container creates additional emphasis.

The non-lining figures of Raleway should be used to enhance Gotham Narrow and add visual interest to graphics heavy posts.

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