



OKLAHOMA  
**PANHANDLE STATE**  
UNIVERSITY

# VISUAL DESIGN STANDARDS

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## PRESIDENT'S MESSAGE

Oklahoma Panhandle State University is one of the best environments in the region for students to receive a degree while obtaining life-learning skills. Let's share this information through our continuous marketing efforts. Join me as we work to create a visible, positive campus image.

We must continuously improve the delivery and presentation of the message we are communicating. Our logo/branding needs to be an instant identifier of who we are and what we do. It must be a symbol of quality, strength, pride, tradition, and a way of life you can only learn by being part of the Panhandle family. Our logo doesn't just identify us, it represents what we stand for...The logo itself is a symbol. It doesn't achieve brand status by itself, the marketing, how we are associated and the accomplishments we tell the world about is what builds our brand. Only by being consistent and committed to our brand can we remind people of what we are all about.

This visual guide is just one way we can effectively work together to brand our university. It is extremely important for all departments and individuals on campus to read the guide very carefully. As you market Panhandle, please take special care to follow the guidelines in this manual. Thank you to everyone for the time and effort that has gone into improving marketing efforts and thank you for your help in marketing Panhandle in a positive light!

Sincerely,

A handwritten signature in blue ink, appearing to read 'T. Faltyn', with a long horizontal flourish extending to the right.

Dr. Tim Faltyn

## DESIGN STANDARDS

As Panhandle State University competes for students, funding and donations, the strength of our marketing communications is increasingly important. One of the basic components of a strong, institutional marketing-communications effort is a unified graphic identity.

Through university-wide collaborations during the development process, a creative and inspired outcome with the goal to promote unity and connectedness throughout our campus community. This guide has been developed to help successfully convey the Panhandle “brand” and maintain the consistency necessary for effective communication to our audiences. It is offered for use by the entire Panhandle community; businesses or companies that create print or electronic publications for the university must follow these guidelines as well.

Understanding that creative resources vary across the university from department to department, this guide offers templates and standards to aid in the design process of most marketing strategies. The aim is to remain flexible enough to allow our brand to constantly grow in strength and branch out through the creativity and self-expression of faculty, staff, students and alumni.

The standards set forth in this document are to be applied to all uses of the logo, university signature and seal, including advertising, signage, stationery, uniforms, vehicles, web content or any other items that carry the Panhandle brand. The Panhandle logo and seal should be used from the original digital files and not be redrawn, repositioned or modified beyond recognition.

Visual standards defined in this guide must be followed and will be enforced. The university logo is trademarked and protected by law; violations of the trademark agreement as well as misuse or improper representation of the university brand, may be met with punitive action.

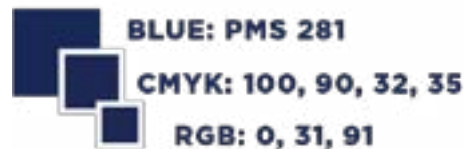
The Office of Campus Communications oversees implementation of the graphic standards. Any use of the logo, university signature or seal must be approved through the Campus Communications Office. Members of the print and broadcast media who need digital files of the Panhandle logo may request them from the Campus Communications. Call 580.349.1356 with questions regarding usage requirements or trademark agreements.

# OFFICIAL SCHOOL COLORS

The primary, official school colors for Panhandle State are red and blue; cool gray may serve as a supporting color along with white. Only these colors should be used in official applications of the university logo, signature and seal; including any and all forms of printed and digital communications as well as promotional items and clothing.

Use of other colors for the sake of special events and promotions, such as pink out games, will require prior approval from the Campus Communications Office.

NOTE: In the case of apparel and promotional items that do not offer these exact Pantone options, the closest stock colors available should be selected.



## LOGO

The university logo, or primary mark, is the visual brand of our institution.

The new Panhandle logo re-invigorates our century-old, distinguished university. The “P” was chosen to focus on the panhandle region in which we serve. The state of Oklahoma was left in the negative space to subtly remind us of our state. Notice that the P tends to lean to the right slightly, with the top serif adding a motion streak to the Panhandle portion of the graphic. This, along with removing the right foot, changes the base from planted to appear to be moving or progressing. This perfectly aligns with our motto “Progress Through Knowledge”.

The new logo will become synonymous with a university that never rests, but always progresses forward.

Best used for most promotional situations:

- Printing (Ads, Signs, Fliers, etc.)
- Embroidery
- Engraving/ Embossing

Do not use if name recognition is required.



# UNIVERSITY SIGNATURE

The University Signature consists of the primary mark (“P”) and the secondary mark or company name (Panhandle State University). The complete signature gives name recognition to the logo.

- Best used when university name recognition is required.
- Don’t use when it must be small as it makes it hard to read.



## FONT PACKAGE

Typography/font families that are recognized and utilized as official Panhandle fonts include:

- Logo Signature Font: Gotham (proprietary)
- Serif Fonts: Garamond, Minion and Times
- Sans Serif Fonts: Arial, Myriad and Verdana

When creating printed publications Arial and Myriad are the suggested sans serif fonts; Garamond and Times are the recommended serif fonts. NOTE: Arial Narrow was used throughout this document (except where noted).

For digital publications Myriad and Verdana are the suggested sans serif fonts; Garamond and Minion are the recommended serif fonts.

## USE OF SCHOOL NAME

The official name is and will remain “Oklahoma Panhandle State University.” This wording will be mandatory when used in official context such as diplomas, certificates, letterhead and other official school documentation, reports and forms.

For marketing purposes, however, the acceptable and preferred way to refer to the school is as follows when using the lone “P” logo, for imprinted merchandise, athletic uniforms, and other promotional and marketing items.

These terms may be used in conjunction with one another or in conjunction with a specific sport, group or organization (i.e. Panhandle Aggies, Panhandle State HALO, Aggie Football, Panhandle State Alumni):

- Panhandle State
- Panhandle
- Aggies

Please refrain from the use of acronyms (OPSU, PSU, PS) on any promotional items, apparel, uniforms or marketing items and utilize the spelled-put names shown above.

## UNIVERSITY SEAL

The original Panhandle State seal was reinstated in 2016 under the leadership of Dr. Tim Faltyn. Faltyn worked with a cross-section of the entire campus and the group arrived at the consensus to return to the original seal.

Panhandle State University has served the educational needs of this area for over 100 years. The University was established in 1909 as Pan-Handle Agricultural Institute as a secondary agricultural education center for the Panhandle region. From modest beginnings, PAI has seen many changes and grown from Panhandle Agriculture and Mechanical College to Panhandle State College to what we now know as Oklahoma Panhandle State University

The seal is a unique symbol of Panhandle. This defining mark is to be used only on the most official of documents.

The seal features the Latin “Progressio Per Scientiam.” Classical education started in the Greek and Roman period and universities are founded on what the Romans taught. We pay tribute to this long-standing legacy by utilizing the Latin heritage in expressing our official school motto, “Progress through Knowledge.”

The seal features a book and flame which represent lighting one’s way with education. The book symbolizes knowledge and the “flame of knowledge” represents action along with the burning desire to learn. The fire of knowledge is an ancient symbol that represents lighting a torch to light your future with knowledge.

The scale on the seal symbolizes the balance education provides. With a strong foundation in subjects of general education such as science, math, humanities, history, political science, reading and writing, one is better prepared to enter the fray of life and work, as well as handle whatever may come their way.

The wheat represents the fact that we are an agricultural-based school and we are situated on the High Plains in prime agricultural land.

Usage: The seal is to be used for official university business only. It is designed to function as a stamp of validation and not as a logo.

Best used for:

- Official University Documents (transcripts, certificates and other formal or ceremonial documents)
- Commencement related items (diplomas)
- Ads, signs, promotional materials, etc.



# STATIONERY PACKAGE

A coordinated system of stationery is important to presenting Panhandle's brand identity clearly and consistently. Letterhead, envelopes and business cards often serve as the first graphic representation of the university to our audiences.

Please contact the the Campus Communications Office to order.

OFFICIAL LETTERHEAD



OFFICIAL BUSINESS CARD



OFFICIAL ENVELOPE





## EMAIL AND WEB STANDARDS

If an employee chooses to use an email signature we request that they follow the prescribed standards to promote consistency of image and brand communication. An example is provided below. Additional information may be added, such as an appropriate quote or saying that you feel expresses your individuality. Further web and social media guidelines are being considered and may be added to this guide for future reference.



Logo size should not exceed  
700 x 150 pixel-size

**Danae Moore**  
**Director of Campus Communications**  
Office: 580.349.1356  
Fax: 580.349.1350  
PO Box 430 / 323 W. Eagle Blvd.  
Goodwell, Oklahoma 73939  
opsu.edu / opsuaggies.com

**(Myriad Pro size 12, Bold)**  
**(Myriad Pro size 10, Bold)**  
(Myriad Pro size 10, Regular)

(OPSU Blue was used in this example)

## MERCHANDISE AND PROMOTIONAL ITEMS

The designs represented in this guide were created to establish a distinct identity for Panhandle State. Products or materials bearing Panhandle's marks should be easily identifiable and represent the university with quality that portrays our pride, traditions and reputation. Apparel and promotional items representing the university without an official Panhandle logo should reflect the university brand.

In order to maintain our trademark agreement, any organization or company outside of the university that wishes to use the Panhandle logo on any piece of merchandise must enter into a licensing agreement or logo-use agreement with the university. Vendor agreements and a list of licensed vendors are available through the Campus Communications Office.

Registered student organizations and university departments may sell or give away products (such as t-shirts) that utilize university marks in combination with the names and logos of that organization, department or activity. NOTE: Please refer to the "Use of School Name" section defined in this guide on page 5.

**IMPORTANT:** Any custom designs being added to promotional items, apparel, uniforms, singage, etc. must be approved by either Campus Communications (non-athletic) or Sports Information (athletics only) prior to submitting an order; AND any design proofs received from the vendor should also be sent to those offices for final approval prior to shipment. Reorders with previously used designs do not require approval unless a change has been made to the original artwork.

The purchasing procedures outlined in this guide are intended for (but not limited to) the following entities:

- University offices and departments
- Registered student organizations
- Residence life groups
- Athletic groups

COLOR OPTIONS FOR STANDARD "P" LOGO

WHITE BACKGROUND



# LOGO OPTIONS FOR RED BACKGROUND

RED BACKGROUND



# LOGO OPTIONS FOR BLUE BACKGROUND

BLUE BACKGROUND



# LOGO OPTIONS FOR GRAY BACKGROUND

GRAY BACKGROUND



# SAMPLE USES FOR "P" LOGO

## APPAREL



## ATHLETICS



## PROMOTIONAL / RECRUITING ITEMS



## MARKETING / ADS

