



The Ohio State University Visual Identity Guidelines

Listed below are excerpts from the cited websites on typefaces and colors. Also listed below is the identity text reference.

For more detailed information and source references, please go to:

<http://www.osu.edu/identity/logo.php> <http://www.osu.edu/identity/typography.php>

Primary logo typefaces:

Univers 67 Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Univers 67 Condensed Bold Oblique

Univers 57 Condensed

Univers 57 Condensed Oblique

Univers 47 Condensed Light

Univers 47 Condensed Light Oblique

Univers 75 Black

Univers 75 Black Oblique

Univers 85 Extra Black

Univers 85 Extra Black Oblique

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Minion Italic

Minion Semibold

Minion Semibold Italic

Minion Bold

Minion Bold Italic

(web only)

News Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Preferred University Logo Colors

Use of Ohio State's official color of scarlet (PANTONE 200) is critical when reproducing the university logo. Black is the preferred alternative when PANTONE 200 is not used. The logo should always be printed in one of the three preferred colors. **Exception: If the publication is printed in one or two colors and none of the colors is one of the preferred colors, the logo must be printed in the darkest of the color(s) used.**

The Ohio State University Scarlet

- PANTONE 200
- CMYK: four-color process formula:
 - 0 cyan
 - 100 magenta
 - 65 yellow
 - 15 black
- Web or interactive: Use web safe hexadecimal: #990000 or RGB values: 153, 0, 0

The Ohio State University Gray

- PANTONE 429
- CMYK: four-color process formula:
 - 6 cyan
 - 0 magenta
 - 0 yellow
 - 34 black
- 35% black
- Web or interactive: Use web safe hexadecimal: #999999 or RGB values: 153, 153, 153

Color Usage

The logo should always maintain maximum visibility over any background color or image. The logo can be screened to 35% black but should never be less than 100% opaque in any other color. The logo may be placed over photographs as long as maximum readability is maintained.

Other Logo Reproduction

The logo may be embossed, foil stamped, or printed in metallic inks providing the colors are gold, silver, gray, smoke, black, or red.

The minimum height for an embossing die is 1".

Unacceptable Color Usage for the Logo

Unacceptable color usage includes:

- Using screen tints of the official university PANTONE 200 or any other color except black
- Mixing the colors in any combination other than the approved usage
- Using color digital files when outputting to a black and white laser printer (This will render the official color of PANTONE 200 red in a screen of black.)
- Using colors for the logo other than the preferred color choices of PANTONE 200, Black, or PANTONE 429. Exception: If the publication is printed in one or two colors and none of the colors is a preferred one, the logo must be printed in the darkest of the color(s) used.

The correct version of the logo is a red (PANTONE 200) box with the words "The Ohio State University" reversed to white. Other versions exist and are indicated below.

Preferred



Acceptable



Identity: Text References

The Ohio State University

After the first full reference to The Ohio State University (note the capital T), the following references are acceptable:

Ohio State the university (always lowercase)

Do not use “OSU” to refer to The Ohio State University. (This is to avoid confusion with Oklahoma State and Oregon State.)

In referring to regional campuses, the first reference in text copy should be to the complete title.

The Ohio State University at Lima offers courses in many areas.

The Ohio State University at Mansfield held a special student seminar.

Subsequent references:

Ohio State Lima

Ohio State Mansfield

Ohio State Marion

Ohio State Newark

The Lima campus