



February 2024

STYLE GUIDE

OXY
Occidental
College

WHY IS VISUAL IDENTITY IMPORTANT?

The Occidental College logo is a symbol of the Oxy community and our set of shared values of excellence, equity, access and service. The logo serves as a visual shortcut for internal and external audiences, representing the attributes that make Occidental special. These guidelines have been developed as a tool for building recognition of the college through consistency. Thousands of forms of communication are produced each year across the College. While every piece does not need to look the same, correctly applying these rules help ensure a level of visual consistency. This guide has been written so the principles are easy to understand, and include a variety of examples that are easy to follow.

If you have any questions or issues that are not covered in this guide please contact our office for assistance.

TABLE OF CONTENTS

IDENTITY

Primary Logo	4
Logo Options	5
Alternate Logo Colors	6
Logo Sizing and Clear Space	10
Logo Usage	11
Centennial Seal	13
Logo Placement	14

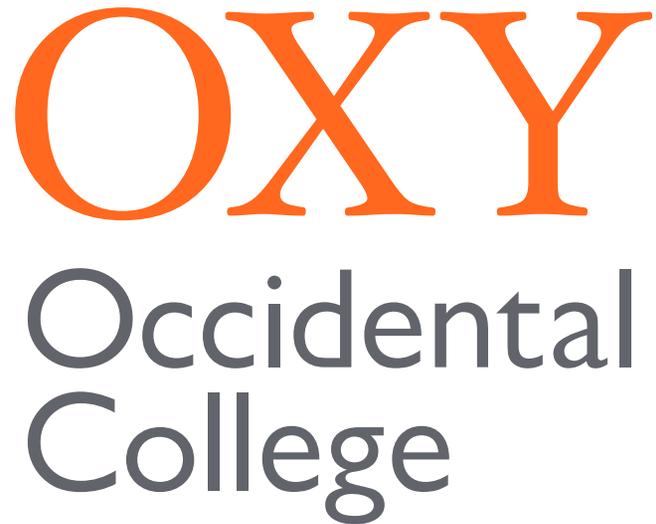
VISUAL LANGUAGE

Color Palette	18
Typography	20
E-mail Signatures	21
Resources and Contacts	22

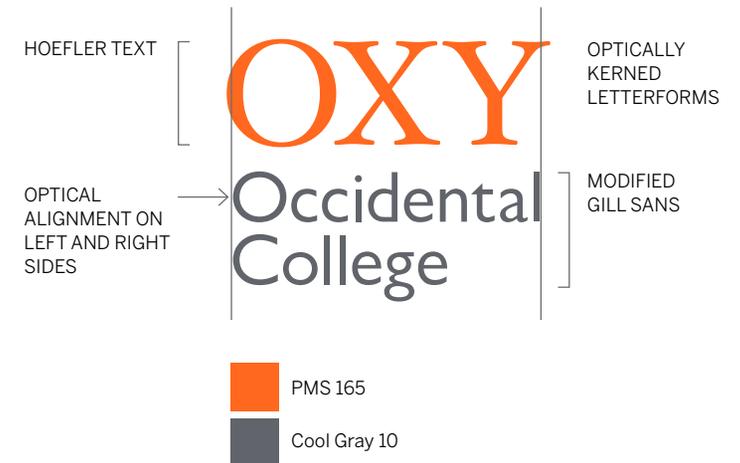
IDENTITY

PRIMARY LOGO

Our logo represents our brand at the very highest level. In its various versions, it acts as a signature, an identifier, and a stamp of quality.



Logo Anatomy



Several file types are available for your use for each logo element and lockup. Please contact the Office of Marketing & Communications to request logos.

LOGO OPTIONS

Additional versions of our logo exist for particular situations and layouts. The vertical logo (previous page) is our preferred logo. When the layout doesn't allow enough space for the vertical logo, use one of the horizontal versions, shown here.

The horizontal configurations below have a more formal feel that might be more appropriate for formal institutional communications.

Secondary Logo



Usage

The horizontal version should be used when space or layout requires a more horizontal configuration.

Tertiary Logo (*Limited Use Only*)



Usage

This version of the logo is intended for limited use.

Use the single-line version for the few situations where vertical space is very limited. Possible applications include web page headers, building signage, and writing utensils.



Several file types are available for your use for each logo element and lockup. Please contact the Office of Marketing & Communications to request logos.

LOGO OPTIONS

Whenever possible, the logo should appear in two colors, PMS 165 and Cool Gray 10. Background color is a determining factor for choosing alternate logos. The appropriate logo file is provided for use with any background and print production scenario. Always make sure to maximize the contrast between the background and the logo. Alternate options are used when production limitations prevent the use of the two-color options.

Use these guidelines to help you choose the correct file for your needs.

	Primary Logo	Secondary Logo	Tertiary Logo <i>Limited Use</i>
<p>White or Light Backgrounds</p> <p>OXY ORANGE PMS 165 C0/M70/Y100/K0 R255/103/B31 #FF671F</p> <p>+</p> <p>Cool Gray 10 (LOGO ONLY) C40/M30/Y20/K66 R99/G102/B106 #63666A</p> <p>Available File Formats: .eps and .png</p>	 <p>Occidental_College_Primary_165C.eps Occidental_College_Primary_CMYK.eps Occidental_College_Primary.jpg / .png</p>	 <p>Occidental_College_Two_Line_165C.eps Occidental_College_Two_Line_CMYK.eps Occidental_College_Two_Line.jpg / .png</p>	 <p>Occidental_College_One_Line_165C.eps Occidental_College_One_Line_CMYK.eps Occidental_College_One_Line.jpg / .png</p>

.eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. The background is transparent; color formulas are CMYK for digital printing and spot colors for offset printing. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

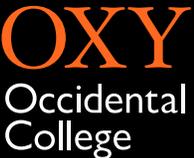
.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

ALTERNATE LOGO COLORS

When the Oxy logo is placed on black, this variations of the logo should be used to retain brand alignment.

Use these guidelines to help you choose the correct file for your needs.

	Primary Logo	Secondary Logo	Tertiary Logo <i>Limited Use</i>
<p>Black Backgrounds</p> <p>Oxy Orange + White</p> <p>Available File Formats: .eps and .png</p>	 <p>Occidental_College_Primary_K_BG_165C.eps Occidental_College_Primary_K_BG_CMYK.eps Occidental_College_Primary_K_BG_.png</p>	 <p>Occidental_College_Two_Line_K_BG_165C.eps Occidental_College_Two_Line_K_BG_CMYK.eps Occidental_College_Two_Line_K_BG.png</p>	 <p>Occidental_College_One_Line_K_BG_165C.eps Occidental_College_One_Line_K_BG_CMYK.eps Occidental_College_One_Line_K_BG.png</p>

.eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. The background is transparent; color formulas are CMYK for digital printing and spot colors for offset printing. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

ALTERNATE LOGO COLORS

When the logo is placed on Oxy orange, knock out the logo to paper-white. It is important to have adequate contrast between the logo and background for optimal visibility.

Use these guidelines to help you choose the correct file for your needs.

	Primary Logo	Secondary Logo	Tertiary Logo <i>Limited Use</i>
<p>Oxy Orange Backgrounds</p> <p>White</p> <p>Available File Formats: .eps and .png</p>	 <p>Occidental_College_Primary_Reverse.eps Occidental_College_Primary_Reverse.png</p>	 <p>Occidental_College_Two_Line_Reverse.eps Occidental_College_Two_Line_Reverse.png</p>	 <p>Occidental_College_One_Line_Reverse.eps Occidental_College_One_Line_Reverse.png</p>
			

.eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. The background is transparent; color formulas are CMYK for digital printing and spot colors for offset printing. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

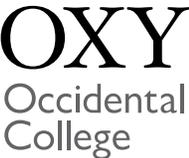
.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

ALTERNATE LOGO COLORS

For rare instances of single-ink black printing, use the second set of color specifications below.

Use these guidelines to help you choose the correct file for your needs.

	Primary Logo	Secondary Logo	Tertiary Logo <i>Limited Use</i>
<p>White or Light Backgrounds</p> <p>Black + 75% Tint</p> <p>Available File Formats: .eps and .png</p>	 <p>Occidental_College_Primary_GS.eps Occidental_College_Primary_GS.jpg / .png</p>	 <p>Occidental_College_Two_Line_GS.eps Occidental_College_Two_Line_GS.jpg / .png</p>	 <p>Occidental_College_One_Line_GS.eps Occidental_College_One_Line_GS.jpg / .png</p>

.eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. The background is transparent; color formulas are CMYK for digital printing and spot colors for offset printing. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

ALTERNATE LOGO COLORS

With backgrounds of a single color other than Oxy Orange, knock out the logo to paper-white. It is important to have adequate contrast between the logo and background for optimal visibility.

Use these guidelines to help you choose the correct file for your needs.

	Primary Logo	Secondary Logo	Tertiary Logo <i>Limited Use</i>
<p>Other Single-Color Backgrounds</p> <p>White</p> <p>Available File Formats: .eps and .png</p>	 <p>Occidental_College_Primary_Reverse.eps Occidental_College_Primary_Reverse_.png</p>	 <p>Occidental_College_Two_Line_Reverse.eps Occidental_College_Two_Line_Reverse.png</p>	 <p>Occidental_College_One_Line_Reverse.eps Occidental_College_One_Line_Reverse.png</p>

.eps files

Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. The background is transparent; color formulas are CMYK for digital printing and spot colors for offset printing. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

.jpg files

Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

.png files

With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

LOGO SIZING AND CLEAR SPACE

Consistent use is critical to the appearance of the logo. Following these simple guides will ensure a clear and compelling visual brand across all communications.

Preferred Logo Size

Whenever possible, use this preferred logo size on all printed pieces to create consistent application of the logo. As more materials are issued, your marketing suite will remain consistent.

There is no maximum size limit, but use discretion when sizing the logo. In most cases, it is not the dominant element on the page; instead it should live comfortably and clearly as a signature. Video and digital applications will have their own set of conditions for best applying the identity, but most of these principles still apply.



1.25 INCH



2.25 INCHES



2.5 INCHES

Clearance

It's important to protect the space around the block logo to retain its impact. The minimum clear space shown below must be used and maintained throughout all official documents.



Minimum Size

Below are the recommended minimum sizes for each logo orientation. Some rare applications may require even smaller scale—but use discretion when going beyond these recommendations.



0.75 INCH



1.5 INCHES



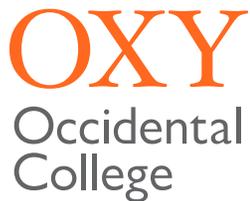
1.75 INCHES

LOGO USAGE

It's important that we preserve the integrity of our logo. Shown here is the correct use of the logo and some common violations and misinterpretations. This is by no means an exhaustive list, and it applies to all parts of our identity. To avoid these issues, always use original logo artwork without modification. These rules are intended to maintain the integrity of the logo and its alternate configurations. It does not discourage creative expression around the word OXY.

DO USE THE ENTIRE LOGO

Our logo represents our brand at the very highest level. It acts as a signature, an identifier, and a stamp of quality. Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from imposters or unauthorized uses.

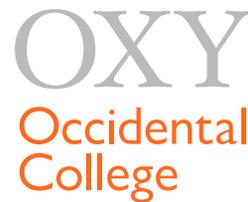


DO NOT CHANGE THE LOGO

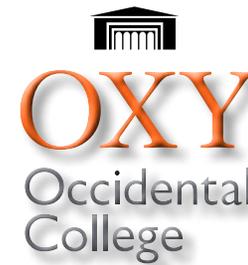
The logo should not be altered in any way.



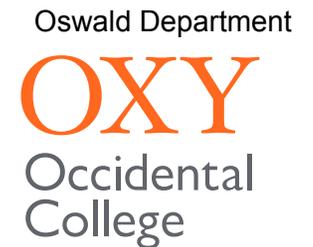
DO NOT USE ANOTHER TYPEFACE FOR THE SIGNATURE.



DO NOT CHANGE THE COLORS OF THE LOGO, EXCEPT THOSE INDICATED.



DO NOT ADD DROP SHADOWS OR OTHER VISUAL ELEMENTS TO THE LOGO.



DO NOT ADD TYPE TO THE LOGO.



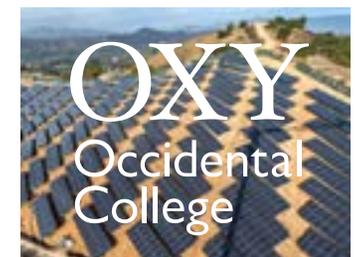
DO NOT CHANGE THE SCALE OF THE LOGO'S ELEMENTS.



DO NOT STRETCH, CONDENSE, DISTORT, OR CHANGE THE LOGO'S DIMENSIONS.



DO NOT PUT THE LOGO IN A BOX OR OTHERWISE ENCLOSE IT WITH RULES, OUTLINES, SHAPES, OR COLOR.



THE LOGO CAN BE PLACED ON PHOTOGRAPHY, BUT ONLY IN AN AREA WITH LITTLE CONTRAST IN TONE OR TEXTURE. CROP OR MANIPULATE THE PHOTO TO CREATE SPACES FOR THE LOGO TO OCCUPY.

CENTENNIAL SEAL

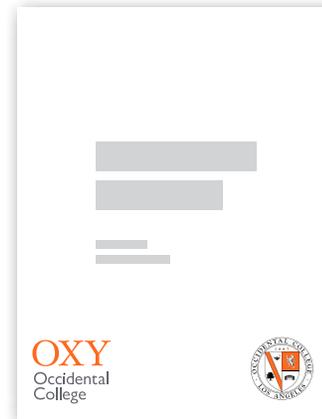
The mark below was created for use in conjunction with the College's centennial in 1987. It is not the official College seal (which is used on diplomas), nor is it the College logo. The centennial seal is used only on limited occasions when a formal seal is called for, and never in conjunction with the College logo. If using the centennial seal, be sure to use only the version you see here, and not an older version.

Centennial Seal



Place seal apart from college logo

When used, the centennial seal should be placed apart from the college logo - never adjacent to the logo (as shown below)



LOGO PLACEMENT

Placing the logo consistently throughout our marketing materials will create continuity and help establish brand awareness. Below are three recommended options for logo placement.



Primary Logo

The primary logo aligns well along the left margin. When placing elsewhere, align it to a prominent element like a headline, due to its strong vertical structure.

LOGO PLACEMENT



Secondary Logo

A similar logic should be applied to secondary horizontal logo.

LOGO PLACEMENT



Tertiary Logo (Limited Use)

The single-line structure offers a different range of placement options, including centered and vertical.

VISUAL LANGUAGE

CORE COLOR PALETTE

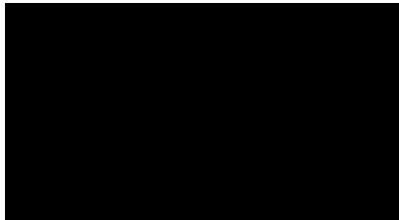
Our color palette helps audiences identify us at a glance, and the way we use color sets the mood for each of our pieces.

Core Colors

Instantly recognizable as Oxy, our core colors should be visible in all communications.



OXY ORANGE
PMS 165
C0/M70/Y100/K0
R255/G103/B31
#FF671F



Black
C0/M0/Y0/K100
R0/G0/B0
#000000

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS

An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our orange or gray is necessary.

CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

SECONDARY COLOR PALETTE

Our secondary palette adds balance and flexibility to our communications. These colors are generally intended to complement our primary palette.

Secondary Colors



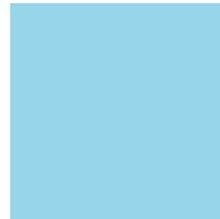
PMS 5115
C51/M91/Y21/K70
R81/G42/B68
#522A44



PMS 275
C100/M100/Y7/K56
R32/G23/B71
#201747



PMS 7467
C97/M0/Y30/K0
R0/G163/B173
#00A0AF



PMS 2975
C34/M0/Y5/K0
R153/G214/B234
#96D5EA



PMS 348
C96/M2/Y100/K12
R0/G132/B61
#00833E



PMS 137
C0/M41/Y100/K0
R255/G163/B0
#FFA400



Cool Gray 10
C40/M30/Y20/K66
R99/G102/B106
#636569



Cool Gray 4
C12/M8/Y9/K23
R187/G188/B188
#BBBBBB

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS

An acronym for Pantone Matching System®, this color system is also often referred to as “spot” colors. This color system is for print jobs when an exact color match of our orange or gray is necessary.

CMYK

CMYK (or “process”) refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB

RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX

Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

TYPOGRAPHY

Just as our words carry weight, so does our typography. They can reinforce our bold and inspirational voice, or back up a smart and insightful idea.

Primary Sans Serif Font

Benton Sans Comp(ressed) is our primary sans-serif typeface. It should be used for headlines and subheads. Its solid, structured nature provides a good balance with other typefaces.

BENTON SANS COMP

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ

Font Substitutes for PC applications and Mac users

Helvetica is an acceptable substitute for Benton Sans Comp in Word documents, PowerPoint presentations, and other PC applications.

However, anything that is professionally printed or that appears on our website should use our brand fonts.

Helvetica Regular ABCabc123
Helvetica Bold ABCabc123

For PC users, Arial is the preferred substitute for Benton Sans Comp.

Primary Serif Font

Hoefler Text is our primary serif typeface. It can be used for headlines and body copy, or for factoids and other larger callouts.

Hoefler Text

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ

Font Substitutes for PC applications and Mac users

Times New Roman is an acceptable substitute for Hoefler Text in Word documents, PowerPoint presentations, and other PC applications.

However, anything that is professionally printed or that appears on our website should use our brand fonts.

Times New Roman Regular ABCabc123
Times New Roman Bold ABCabc123

For Mac users, Hoefler Text is available. It can be found at Typography.com for use on websites.

EMAIL SIGNATURE

This is our all-purpose email signature. It was built for legibility and functionality on all platforms.

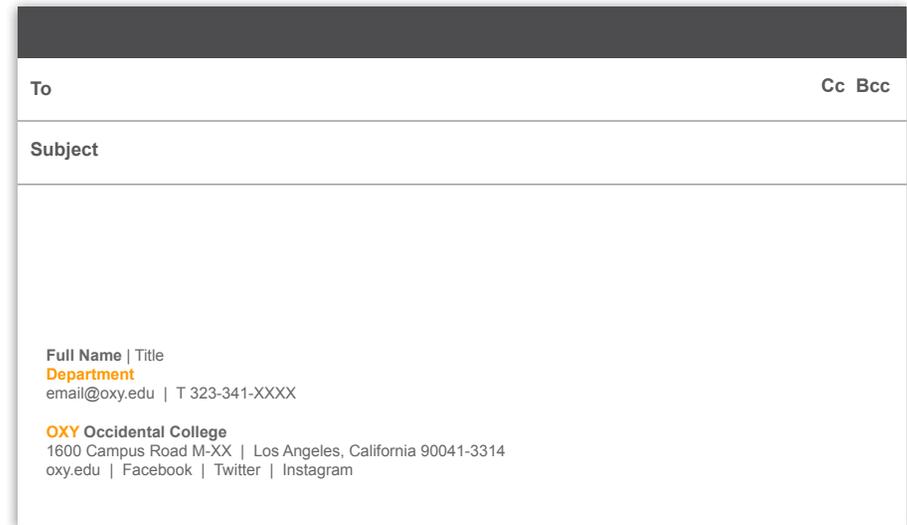
All type is 10 points, using Arial Regular and Bold.

We recommend not including images, including logos, in email signatures. The use of images in emails can present problems such as; increasing the size of email in-boxes, images can show up in email clients as message attachments, and some email clients and mobile devices block the appearance of images.

Full Name Title } _____	Arial Bold Arial Regular
Department } _____	Arial Bold
email@oxy.edu T 323-341-XXXX } _____	Arial Regular
OXY Occidental College } _____	Arial Bold Arial Bold
1600 Campus Road M-XX Los Angeles, California 90041-3314 } _____	Arial Regular
oxy.edu Facebook Twitter Instagram } _____	Arial Regular

Optional:
Below are the links to include the College's official social media accounts in your signature.

Facebook: <https://facebook.com/occidental>
Twitter: <https://twitter.com/occidental>
Instagram: <https://www.instagram.com/occidental>



Download the e-mail signature in the templates section at oxy.edu/omc

RESOURCES AND CONTACTS

Please contact the Office of Marketing & Communications with questions and requests for using the assets presented in this document.

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Rod Leveque

Vice President
Marketing & Communications
leveque@oxy.edu
323-259-2934

The Occidental College Office of Marketing & Communications is located in lower AGC Administrative Building, suite 113.