



OGLETHORPE
UNIVERSITY

STYLE GUIDE

UPDATED NOVEMBER 2024



OUR VISUAL IDENTITY

The Oglethorpe logo is a symbol of the university community and our set of shared values. The logo serves as a visual shortcut for internal and external audiences, representing the attributes that make Oglethorpe unique.

These guidelines have been developed as a tool for building recognition through consistency. Many pieces of communication are produced each year across the university. Correctly applying these guidelines helps to ensure a level of visual consistency.

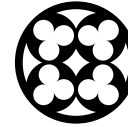
This guide has been written to highlight the main principles and includes a variety of examples that are easy to follow.

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

2	TABLE OF CONTENTS
3	LOGO
6	TYPOGRAPHY
7	COLOR PALETTE
8	BRAND
10	ATHLETICS LOGO
11	ADDITIONAL MARKS
12	RETIRED LOGOS
13	STATIONERY
15	PHOTOGRAPHY
16	SAMPLES
17	MERCHANDISE
18	SIGNAGE
19	CONTACT

THE LOGO

The icon:
Quatrefoil



The wordmark:
Oglethorpe

O G L E T H O R P E

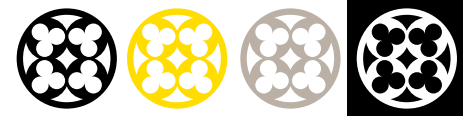
The modifier:
University

U N I V E R S I T Y

The quatrefoil icon can be used independently as a brand signifier or design element **ONLY** if the full logo is visible or otherwise contextually established within the design. The quatrefoil should never be used as the letter O in words.



The quatrefoil should be one color: black, yellow, gray, or white. See p. 13 for details.



The wordmark may be used independently, especially in situations where a horizontal piece of art is preferred.

O G L E T H O R P E

The minimum size of the logo is 1-inch across.



The minimum size of the wordmark is 1-inch across.

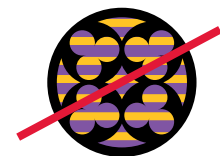


It's important to protect the space around the logo to retain its impact. The minimum clear space should be the same as the letters in OGLETHORPE. No type, imagery, or other graphic elements should appear within this minimum clearance area. Please note that this is a minimum clearance area; additional clearance should be given if possible and appropriate.





OGLETHORPE
UNIVERSITY



The logo is a one color mark and should only be shown in black or white. Exceptions may be made on official merchandise only with the approval of Marketing and Communications.

The logo may be placed on top of photography or patterns provided the icon and typography are clearly articulated.

If placed on a background color or image, the color or image should be clearly visible through the windows of the quatrefoil.

When the quatrefoil is used on its own, it should not be filled with an alternate background color or pattern.

Oglethorpe typography is a balanced combination of Futura and Miller.

**ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
0123456789**

Futura Bold (All Caps) is most often used in headers.

ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
0123456789

Futura Light is most often used for subheads and body copy.

ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
0123456789

Miller Text is most often used as body copy.

*ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnopqrstu vwx yz
0123456789*

Miller, Italic as supporting text.

These fonts can be requested through ITS to add to university computers.

In addition, typographic wordplay stemming from the university initials is standardized.

YOUR NEW HOME

In headlines using all capital letters, the "OU" may be bold or in a different color, but should never be underlined.

yOU'll love it here

OUr unique program

The "OU" should not be capitalized or underlined in a sentence.



Text should not wrap around the outside of the quatrefoil.

HOME

The quatrefoil should never be used as a letter in a word

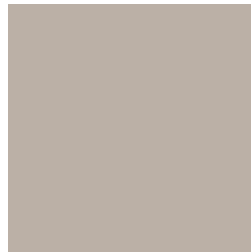
COLOR PALETTE

The primary color is the Oglethorpe yellow.



PMS 109
CMYK 0/10/100/0
RGB 255/215/0
HEX: #ffdd00

Most often the gold is supported by a warm gray and/or a warm white.



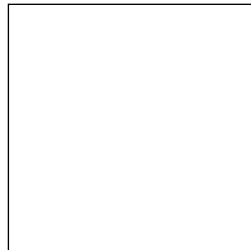
PMS Warm Gray 6
CMYK 0/5/12/31
RGB 187/176/165
HEX: #bbb0a5

The alternate palette is black and white only.



Black
CMYK 0/0/0/100
RGB 35/31/32
HEX: #000000

Black and white works best when the emphasis is on photography.



White
CMYK 0/5/12/31
RGB 255/255/255
HEX: #ffffff

Additional accent colors:

Accent colors are just that - an accent. These colors should be used in a small percentage of a designed piece, not as a primary color.



PMS 7458
CMYK: 54-16-15-0
RGB: 114-177-200
HEX: #71b2c9



PMS 186
CMYK: 12-100-91-3
RGB: 207-10-44
HEX: #c8102e

Printing specifications:

Coated sheet: PMS 109 or equivalent CMYK.
Uncoated sheet: PMS 108 spot only - no CMYK.

Please note that when designing materials for the web or digital publications, the Web Content Accessibility Guidelines (WCAG) color contrast standards should be followed to meet accessibility requirements.

Generally, white text on the Oglethorpe yellow, and the reverse, does not meet these standards. The same is true of the blue accent color and white text.

In digital materials, prioritize using black text on a white or yellow background.

Despite the vast array of Oglethorpe’s activities, programs and products, the strongest and most recognizable brand that Oglethorpe organizations can project is the brand of Oglethorpe University itself.

The identity system allows some discretion in expressing the unique qualities of Oglethorpe’s many entities to their many audiences. If distinct identity needs are determined to best serve students, they can be determined on a case-by-case basis.

With this in mind, it is seldom necessary and generally discouraged for Oglethorpe departments to create new logos or stand-alone illustrative or typographic configurations apart from those suggested here.

IDENTIFIER

Identifiers are used to demonstrate belonging.

The university logo may be modified to include university institutions, University departments or messaging.

In these situations the word “University” is substituted with new information.

Identifiers may be created with or without the icon.



OGLETHORPE
UNIVERSITY



OGLETHORPE
STUDENT SUCCESS



OGLETHORPE
CAREER DEVELOPMENT

OGLETHORPE
ALUMNI



SUB-BRAND

Sub-brands are used when the existing identity of an individual Oglethorpe program boosts the external presence of the university as a whole.

Oglethorpe University Museum of Art, Stormy Petrels Athletics and Hammack School of Business are such sub-brands.



STORMY PETRELS ATHLETICS

The Stormy Petrels Athletics program has its own unique logo system. The colors used in the logo are the same as the university's primary colors. The colors of the logo should never be inverted.

The primary athletics logo can be used in a vertical or horizontal format. The logo should be used in an appropriate format to suit the design, and should not be squeezed or forced into a shape that contorts the dimensions or impacts the readability.

It can also be used in full-color, as shown above, or in black and white.

The logo icon should only be used in rare instances when there is not enough space for a standard logo with text.

The logo image should never be reversed (the Petrel should always face left). The logo shape should not be altered or tilted, nor should additional text be placed in the logo.

Team logos

Each Stormy Petrels team has a logo signifier with the team name. These logos follow the same guidelines above.

The Stormy Petrels Athletics program has specific logos for designated team uniforms. These should be used only with the permission of the Athletics department or Marketing and Communications.



THE UNIVERSITY SEAL

The university seal includes the official name of the institution along with a specific campus identifier and the year of the university's founding. The seal is a formal insignia that signifies special occasions and events.

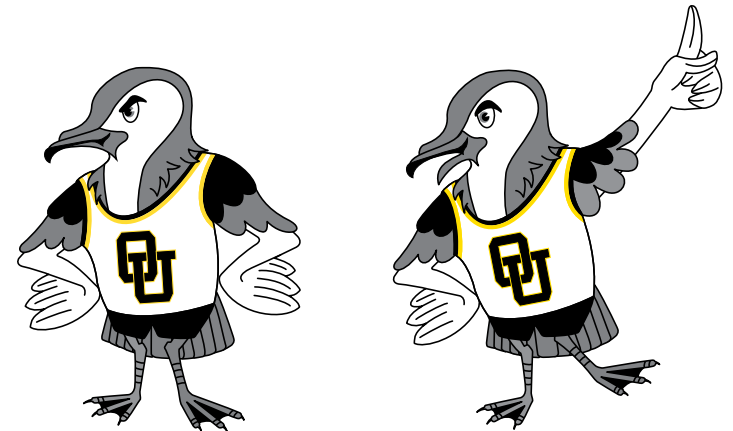
The seal may be used in university materials to convey formality or to signify a special occasion or event. The seal is primarily used on official university documents like diplomas, certificates, and commencement programs, as well as official, ceremonial or historical materials. The seal may also be designated for use in other special communications or fund-raising initiatives.



OUR MASCOT PETEY

Petey the Petrel is identified as the university mascot and is an iconic figure for the Oglethorpe community. In university publications, the illustrated version shown is the current image that may be used.

The Petey graphics are supplemental graphics and are not intended to serve as Oglethorpe's primary logo or mark.



COLLEGIATE COAT OF ARMS

The university's coat of arms is emblazoned with three boar's heads and the inscription Nescit Cedere. The coat of arms has very limited use in marketing materials and is reserved for specific university materials. This icon should not be used without permission from Marketing and Communications.



RETIRED LOGOS

These logos were used in previous years but are no longer considered part of the brand matrix.

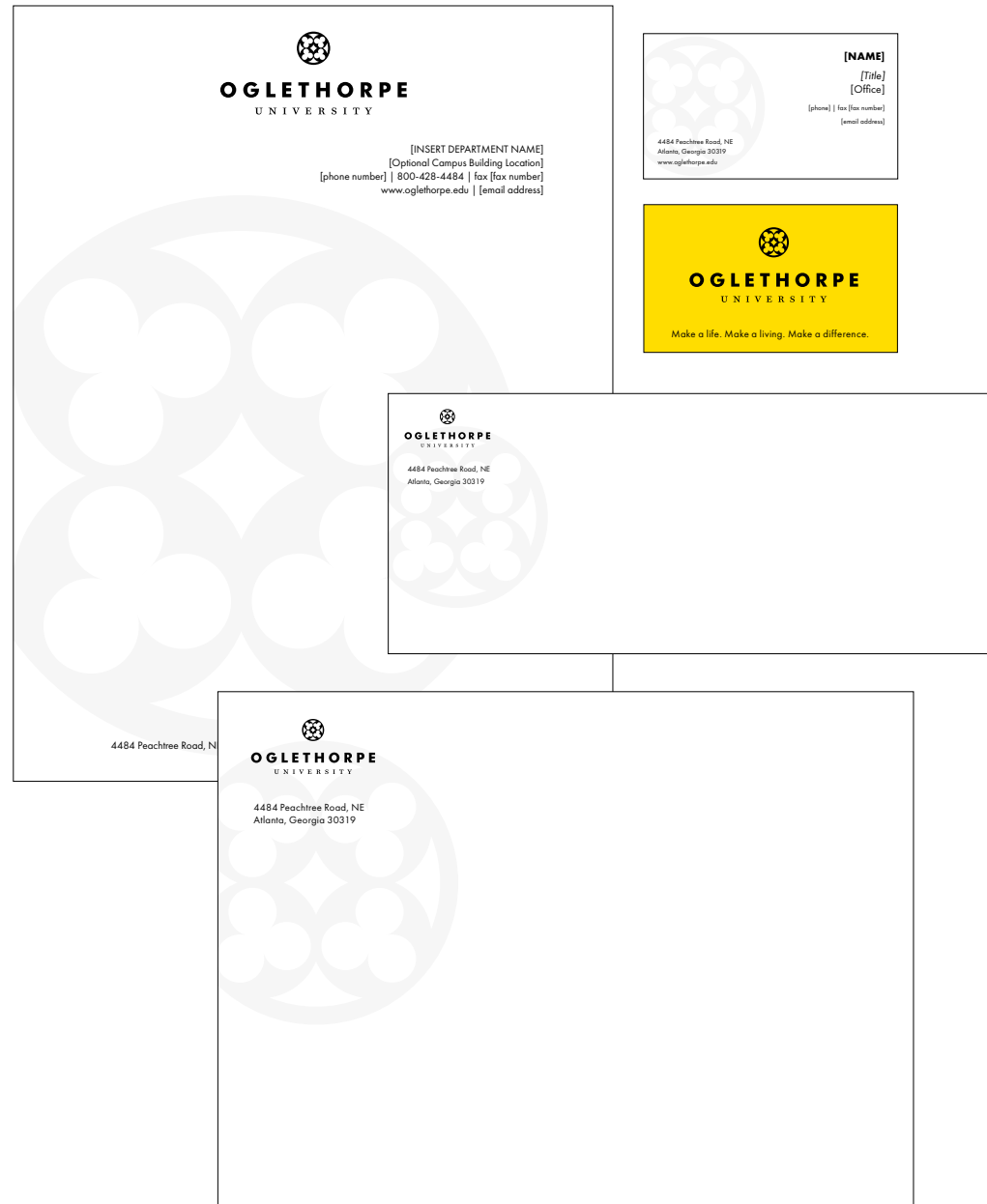
These logos should never be used.



Stationery Package:

Letterhead, envelopes, business cards, notecards and name tags

These and other stationery products are available from our preferred printer, Trinity Press. Orders are placed in an online stationery store by one designated staff member in each department. Contact Marketing and Communications if you do not know who the representative is in your department.



Athletics Stationery Package:

Letterhead, envelopes, business cards, notecards

These and other stationery products are available from our preferred printer, Trinity Press. Orders are placed in an online stationery store by one designated staff member in each department. Contact Marketing and Communications if you do not know who the representative is in your department.



OGLETHORPE UNIVERSITY ATHLETICS
4484 Peachtree Road, NE, Atlanta, Georgia 30319 | 404-261-1441
www.gopetrels.com

Photography used in Oglethorpe publications prioritizes images that feature natural interactions, individual personality, our beautiful campus and unique perspectives. Photography is used boldly to tell our story in impactful ways.

Marketing and Communications maintains online Flickr albums with approved photos that can be downloaded for different uses, including seasonal campus photos, campus locations and university traditions. Find them at: [oglethor.pe/flickrcollections](https://www.flickr.com/photos/oglethorpe/)



Contact Marketing and Communications to help design or approve your public-facing brochures, invitations, posters, flyers, and other marketing materials.

ARE YOU A PETREL?

Is there such a thing as a "typical" Oglethorpe student? Not really... because we don't do "typical." We prefer the eclectic, eclectic and extraordinary. We are an inclusive community, where you can be you.

BE CURIOUS
Our students are bright, curious and engaged. They're independent, individual and involved. They're entrepreneurial thinkers who aren't afraid to explore new ideas and learn new things.

BE PASSIONATE
Whether you're an athlete or an artist, a scientist or a sociologist—or all of the above—your field urges you to do more of it here, and it's better. Explore what excites you. Learn from your interests. Practice your passion with all your heart.

BE DEDICATED
Our students are the type to work with everything they're put on in the classroom, on the job, in the community and on the playing field. They consume literacy. They give feedback. They know what matters. They're really into what they're doing.

BE OPEN-MINDED
The Oglethorpe community is an accepting one where differences are embraced. We believe in the power of diversity, the strength of interdisciplinary, and the magic that happens when innovative minds unite. They're a Petrel! We can't wait to meet you.

Oglethorpe earns an "A" in diversity from the U.S. Department of Education, and is ranked 13th most diverse student body among liberal arts colleges nationwide by the U.S. News & World Report.

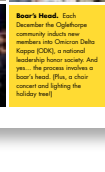
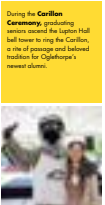
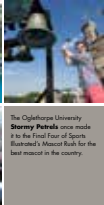
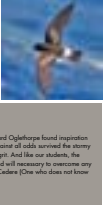
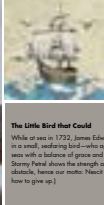
The world's most famous time capsule, Oglethorpe's *Crypt of Civilization* is recognized by the Guinness Book of World Records as the world's first attempt at burying a record for future inhabitants of Earth. It's not scheduled to be opened until May 28, 3113.

While at sea in 1732, James Edward Oglethorpe found inspiration in a small, wandering bird—who against all odds survived the stormy seas with a balance of grace and grit. And the sea students, the Stormy Petrel, show the strength and will necessary to overcome any obstacle. Hence our motto: "Never Quitter" (One who does not know how to give up.)

During the *Carillon Ceremony*, graduating seniors around the lights that had been set to ring the Carillon, a rite of passage and beloved tradition for Oglethorpe's newest alumni.

Petrels of Fire, Like Carolina's
The Oglethorpe University Stormy Petrels crew made it to the First Four of Sports Illustrated's March Madness for the last season in the country.

Beard's Head, Tush December the Stormy Petrel, the member Leo, Olexen Daba Yegge (COE), a national leadership honor society. And yes... the process involves a bear's head! (Yes, it's a bear's head and lighting the volcano too!)



~1,500 STUDENTS
40% ARE FIRST IN THEIR FAMILY TO ATTEND COLLEGE
58% IDENTIFY AS STUDENTS OF COLOR
35 STATES
30 COUNTRIES

ALUMNI WEEKEND

July 16-18, 2020

"Whether you are celebrating a milestone reunion or simply looking to reconnect with friends, I hope you will make plans to join us for Alumni Weekend this year! Alumni Weekend is a great opportunity to reminisce about your days on campus, catch up with old friends, and make new friends. See you soon, Petrels!"

— Sarah Phuff '10, President, Alumni Board

Special Events for the Weekend:

- Alumni Luncheon with **Retired and Current Faculty and Staff** 12:00 - 1:30 p.m.
- Alumni Award and **Alumni Hall of Fame Recognition and Ceremony** 4:00 - 5:30 p.m.
- 10th Annual John S. Salmons '94 Alumni Soccer Tournament, Men's & Women's** 5:00 p.m.
- Team Oglethorpe** 6:00 p.m.
- Alumni Reception and Dinner** 7:00 p.m.
- Alumni Family Picnic** 12:00 - 2:00 p.m.

Schedule Highlights

Friday, April 19

Alumni Luncheon with Retired and Current Faculty and Staff
12:00 - 1:30 p.m.

Alumni Award and Alumni Hall of Fame Recognition and Ceremony
4:00 - 5:30 p.m.

10th Annual John S. Salmons '94 Alumni Soccer Tournament, Men's & Women's
5:00 p.m.

Team Oglethorpe
6:00 p.m.

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7:00 p.m.

Alumni Family Picnic
12:00 - 2:00 p.m.

"Your support has changed the lives of many students. As a Biology major learning about new technologies in the classroom with phenomenal professors, I thank you for extending a helping hand in assisting me in receiving an incredible education."

— Fantasia Smith, Class of 2021

The Board of Trustees at Oglethorpe University cordially invites you to become a member of The James Edward Oglethorpe Circle through your leadership support of the Annual Fund for the 2019-2020 academic year.

The James Edward Oglethorpe Circle recognizes alumni, families, and friends who contribute \$1,000 or more to the Annual Fund or specific budgeted programs during the university's fiscal year. Your philanthropy is among the most powerful dedications you can make each year of your belief in Oglethorpe and is vital to continuing unprecedented momentum.

Thank you.

YOUR STORMY PETRELS

A CASE FOR SUPPORT

PROVIDING OPPORTUNITIES AND INVESTING IN CHAMPIONS

Since 2019, the Stormy Petrels Booster Club has been a vital part of the athletic experience at Oglethorpe. Our members are committed to providing the best possible experience for our athletes, and we are proud to support the success of our Stormy Petrels. We are currently seeking new members to help us continue our mission of providing the best possible experience for our athletes.

THE PATH TO SUCCESS

Your engagement and support can provide critical resources to enhance our athletes' experience and success. We are currently seeking new members to help us continue our mission of providing the best possible experience for our athletes.

STUDENT-ATHLETE EXPERIENCE

Support for the best of student-athlete development is critical to the success of our athletes. We are currently seeking new members to help us continue our mission of providing the best possible experience for our athletes.

COACHING DISTINCTION LEADING THE WAY

Support for the best of coaching distinction is critical to the success of our athletes. We are currently seeking new members to help us continue our mission of providing the best possible experience for our athletes.

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Oglethorpe merchandising should follow the style guidelines as closely as possible.

Regarding color choices, the first instinct will be to revert back to the traditional black/gold color combination, but — as much as possible — yellow/white, gray/yellow, black/white and black/yellow combinations should be favored.

Merchandise should be ordered through the Campus Store and be approved by Marketing and Communications.



All signage should use the Oglethorpe logo, color palette and typography to reflect the university's identity.

Signage design requests should come through Marketing and Communications.





OGLETHORPE
UNIVERSITY

Marketing and Communications
Oglethorpe University
4484 Peachtree Rd, NE
Atlanta, GA 30319
404-504-1530
universitycommunications@oglethorpe.edu

