

Graphic Standards Guide



The intent of this document is to provide guidelines to ensure visual consistency in the application of the College of Osteopathic Medicine’s logo and seal. Consistent, accurate and appropriate use of the college logo and seal unifies and strengthens the college’s identity and image. This is integral in building public awareness.

Ohio University Graphic Identity Standards describing the university colors, signature and typefaces are the basis for the Ohio University College of Osteopathic Medicine logo and other parts of the college identity. A brief overview of logo usage is below, and please refer to university’s Graphic Standards Manual for complete, detailed information concerning its application as the college logo (<http://www.ohiou.edu/ucm/style guide/>).

The Ohio University College of Osteopathic Medicine seal, used with the logo, is an important part of the College of Osteopathic Medicine’s graphic identity.

The guidelines apply to all uses including print, electronic, and Web communications.

Please contact Marie Graham, Associate Director for Design Services, at graham@oucom.ohiou.edu for requests and questions concerning the logo and seal.

Ohio University College of Osteopathic Medicine Logo

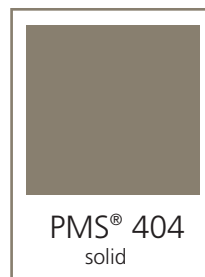
Usage and Color



Please see Ohio University Graphic Identity Standards for complete instructions for logo usage at www.ohiou.edu/ucm/styleguide/. Please send your questions concerning use of the OU-COM logo to Marie Graham at graham@oucom.ohiou.edu.



PMS® 342 (Green)
Process formula: C=100, M=0, Y=60 K=40
RGB formula: R=0, G=49, B=0
Hex Value: #003100



PMS® 404 (Gray)
Process formula: C=0, M=5 Y=15 K=60
RGB formula: R=102, G=102, B=102
Hex Value: #999999

Black and White

There are occasions when “College of Osteopathic Medicine” must be displayed more prominently as part of the Ohio University signature. In this case, the office of communication will determine if readability problems due to size restrictions and dot gain during printing processes are likely, or if visibility in a digital presentation will be poor. Examples of this include use on newsprint and other porous paper products, or in Power Point presentations. Subjective decisions must be made – particularly when the College of Osteopathic Medicine logo is to be displayed alongside other logos – such as when the OU-COM logo appears with partner logos or with other Ohio medical school logos. There may be times when a publication or item needs to be quickly and clearly identified as belonging to the College of Osteopathic Medicine.

In these and other cases, the Ohio University signature and “College of Osteopathic Medicine” are used in the arrangement below:



Send questions concerning appropriate usage to Marie Graham at graham@oucom.ohiou.edu.

Ohio University College of Osteopathic Medicine Seal

Usage and Color



The OU-COM seal has been in use since the college was founded in 1975. The OU-COM seal has been modified since then for better adaptation for electronic and Web reproduction and to refresh its look per Ohio University’s Graphic Identity Standards adopted in 2002. The seal is not the official Ohio University College of Osteopathic Medicine logo.

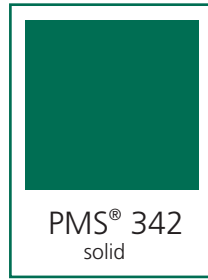
- Special attention must be paid to the use of the OU-COM seal.
- The OU-COM seal may be used in applications directly associated with the college’s academic or service offerings, community programs or OU-COM student organization projects.
- OU-COM seal art is available in different electronic formats. Requests for use and placement of the OU-COM seal **MUST** be approved by the Office of Communication. Please send requests to Marie Graham at graham@oucom.ohiou.edu. The appropriate format, specific to individual requests, will be provided.

The university logo should always accompany the OU-COM seal. There may be instances when the seal is used without the logo. The decision to use the OU-COM seal without the OU-COM logo **MUST ALWAYS BE CLEARED FOR APPROVAL** through the Office of Communication. Please send your questions and requests to Marie Graham at graham@oucom.ohiou.edu. There are a variety of ways that the OU-COM seal can be placed in relationship to the OU-COM logo. The Office of Communication will help you determine the best arrangement.



OHIO
UNIVERSITY
College of Osteopathic Medicine

Pantone® 342 green is the primary identity color for the seal.



PMS® 342 (Green)
Process formula: C=100, M=0, Y=60 K=40
RGB formula: R=0, G=49, B=0
Hex Value: #003100

Black and white are also acceptable colors. On solid, dark backgrounds the seal should appear in white. Do not use complex backgrounds.



Always leave a minimum of 3/16" of clear space around the seal in relation to text, photos, illustrations or any geometric shapes. The minimum size allowed for use is 7/8". If you have a project in which the seal might be used effectively at a smaller size than 7/8", you must obtain resized art and approval from Marie Graham at graham@oucom.ohiou.edu.



Do not redraw, modify or embellish the seal in any way. This includes computer manipulations and animations.

