OSU

COLLEGE OF
ARTS AND SCIENCES

Style Guide
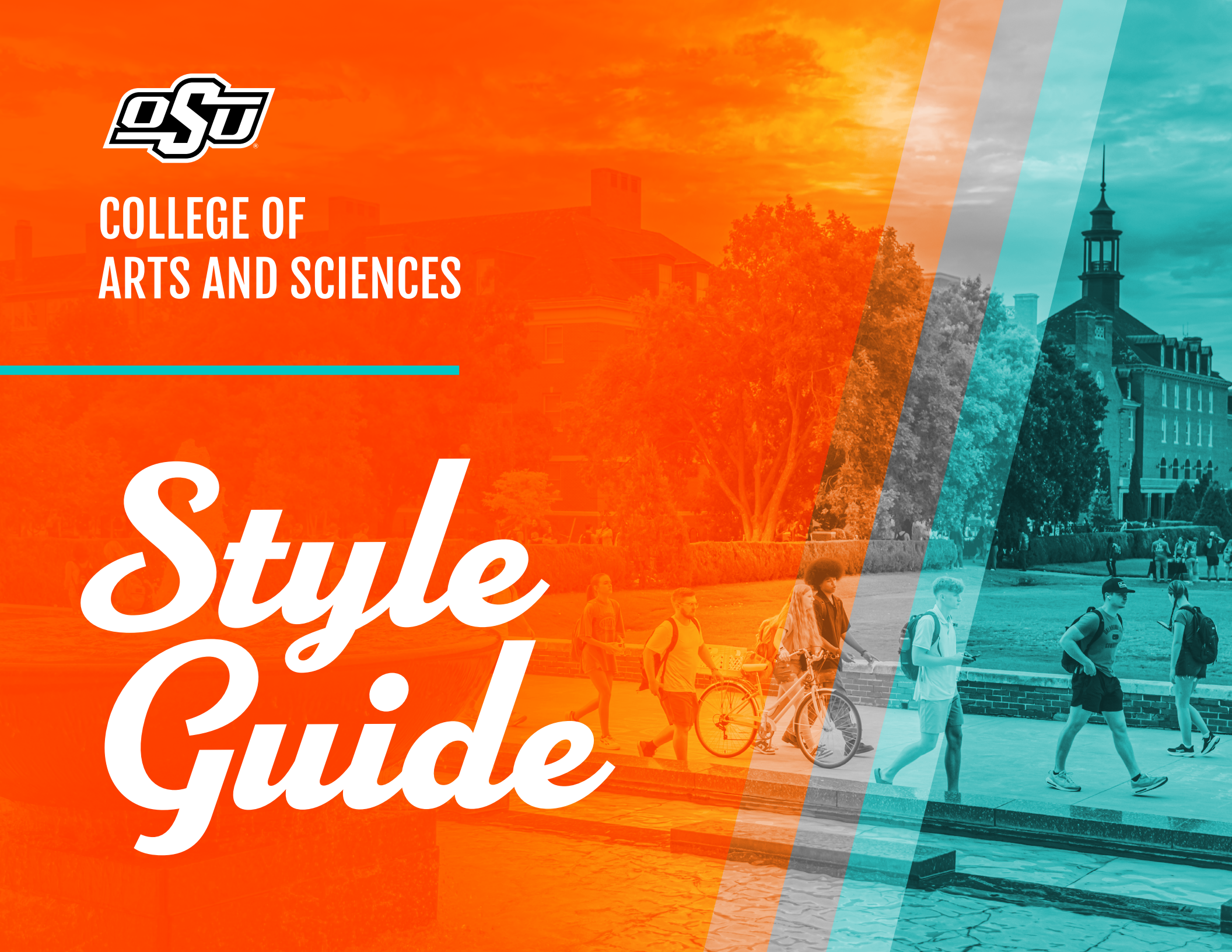
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Brand Story

About CAS

The College of Arts and Sciences (CAS) at Oklahoma State University is an inclusive extension of the University. Our team is dedicated to spreading education, encouragement and success to all. A well developed Style Guide will allow CAS to communicate this message across campus. By following this style guide, we hope to strengthen our brand image through visual consistency while supporting the college's goal of ensuring that every student finds success and fulfillment during their college career.

Tagline

CONNECT. ACHIEVE. SUCCEED.

The three words in our tagline represent the CAS acronym, and represent our main audiences:

- **Prospective students CONNECT with CAS**
- **CAS faculty and staff help students ACHIEVE academic excellence**
- **CAS alumni SUCCEED all over the world**

COLLEGE OF
ARTS AND SCIENCES

Logos and Marks

CAS follows OSU branding and logo usage guidelines for all promotional materials. Please only use logos and marks provided by CAS Communications and Marketing and/or have been approved by OSU Brand Management.

College and department logos and marks can be downloaded for use from the CAS Marketing and Communications site.

Note: Files are provided in **.png** and **.pdf** formats, which support transparent backgrounds. This makes our logos ideal for placing on designs and avoiding unnecessary white background boxes.

PRIMARY

The primary mark is the principal graphic signature of CAS, its team, extension services and units. Other university symbols, marks or logos may not be more prominent than the primary mark without approval.

Wordmark - Vertical

COLLEGE OF
ARTS AND SCIENCES

Wordmark - Horizontal

COLLEGE OF
ARTS AND SCIENCES

SECONDARY

Pistol Pete can be used to represent the university on all materials where a "spirit" symbol is appropriate. In other applications, Pistol Pete should not replace the primary OSU mark. Pistol Pete must always face to his right. The OSU licensing office must approve any use of Pistol Pete.

The emblem's focal point is the land-grant triangle, which represents the three core components of OSU's mission of scholarship, instruction and service. The 1890 marks the year OSU was established. The academic emblem is intended only for scholarly uses, research and faculty communication. It is not to be used for any other purpose.

Logos and Marks

Guidelines for department logos and marks follow those for CAS and OSU logos and marks (see previous page).

The full collection of department wordmarks can be downloaded from the [CAS Marketing and Communications site.](#)

The College of Arts and Sciences logo should take priority on designs, but a department logo can be used when appropriate in place of the CAS logo or mark. The list below illustrates a selection of wordmarks of various lengths and a variety of naming conventions.

DEPARTMENT OF
ART, GRAPHIC DESIGN, AND ART HISTORY
College of Arts and Sciences

DEPARTMENT OF
ENGLISH
College of Arts and Sciences

MICHAEL AND ANNE GREENWOOD
SCHOOL OF MUSIC
College of Arts and Sciences

DEPARTMENT OF
COMMUNICATION SCIENCES AND DISORDERS
College of Arts and Sciences

DEPARTMENT OF
GEOGRAPHY
College of Arts and Sciences

DEPARTMENT OF
PSYCHOLOGY
College of Arts and Sciences

DEPARTMENT OF
COMPUTER SCIENCE
College of Arts and Sciences

BOONE PICKENS
SCHOOL OF GEOLOGY
College of Arts and Sciences

DEPARTMENT OF
MICROBIOLOGY
College of Arts and Sciences

Logo Usage

CAS follows OSU branding and logo usage guidelines for all promotional materials. No logos outside of the logos provided by CAS Communications may be used on behalf of the department.

PROPER USAGE

Wordmarks are available in three color schemes to allow for a variety of visual designs.

Default
Black text, orange logo

For use on
light backgrounds

All white
White text, white logo

For use on
orange or dark backgrounds

White text
White text, orange logo

For use on
dark or black backgrounds

IMPROPER USAGE

Avoid the following:

Do not place on busy backgrounds

Do not distort or crop the wordmark

Do not cover the wordmark

Department Icons

These icons are intended to assist with quickly identifying CAS departments. When an icon is used, the name of the department should be displayed prominently on the document or design.

Icons can be downloaded from the [CAS Communications and Marketing website](#).

The icons should not be used to replace the department logo.

Aerospace Studies	Art, Graphic Design and Art History	Communication Sciences and Disorders	Chemistry
Computer Science	English	Geography	Geology
History	Integrative Biology	Languages and Literatures	Mathematics
Microbiology	Music	Philosophy	Physics
Plant Biology, Ecology and Evolution	Political Science	Psychology	Military Science
Media and Strategic Communications	Sociology	Statistics	Theatre

Typography

Typefaces are available from specific sources:

OSU Brand Management
Gotham Narrow, Sentinel

Google Fonts
Fjalla One, Rubik

Adobe Fonts
Bickham Script Pro, Parkside

You are not limited to these typefaces. Be creative when the message allows.

Gotham Narrow
The primary sans serif typeface
Used for headers, body copy

Gotham Narrow Black
Gotham Narrow Bold
Gotham Narrow Medium
Gotham Narrow Book

Sentinel
The official serif typeface
Used for headers, titles

Sentinel Black
Sentinel Bold
Sentinel Semibold
Sentinel Medium

Fjalla One
A secondary typeface
Used for large headings

Fjalla One Regular

Rubik
A secondary typeface
Used for subheaders, body copy

Rubik Bold
Rubik Regular

Bickham Script Pro
The formal script typeface
Used for headers, avoid all-caps

Bickham Script Pro Bold
Bickham Script Pro Semibold
Bickham Script Pro Regular

Parkside
The casual script typeface
Used for headers

Parkside Black
Parkside Bold
Parkside Regular
Parkside Light

Colors

Primary Colors
Primary colors are the official colors of OSU.

Secondary Colors
Secondary colors are used to complement the OSU colors.

PRIMARY COLORS

OSU ORANGE
Pantone | 021 Spot
CMYK | 0, 75, 100, 0
RGB | 250, 100, 0
HEX | FE 5C 00

BLACK
CMYK | 0, 0, 0, 100
RGB | 0, 0, 0
HEX | 00 00 00

LIGHT GRAY
Pantone | Cool Gray 2 Spot
CMYK | 5, 3, 5, 11
RGB | 208, 208, 206
HEX | DD DD DD

DARK GRAY
Pantone | Cool Gray 10 Spot
CMYK | 40, 30, 20, 66
RGB | 99, 102, 106
HEX | 75 75 75

WHITE
CMYK | 0, 0, 0, 0
RGB | 255, 255, 255
HEX | FF FF FF

SECONDARY COLORS

Use sparingly as an accent in designs.

LIGHT TEAL
CMYK | 68, 0, 28, 0
RGB | 0, 200, 200
HEX | 00 C8 C8

DARK TEAL
CMYK | 89, 53, 61, 44
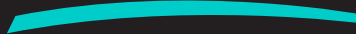**RGB |** 20, 70, 70
HEX | 14 46 46

Graphic Elements

These visual elements supplement the CAS message.

Download elements here:
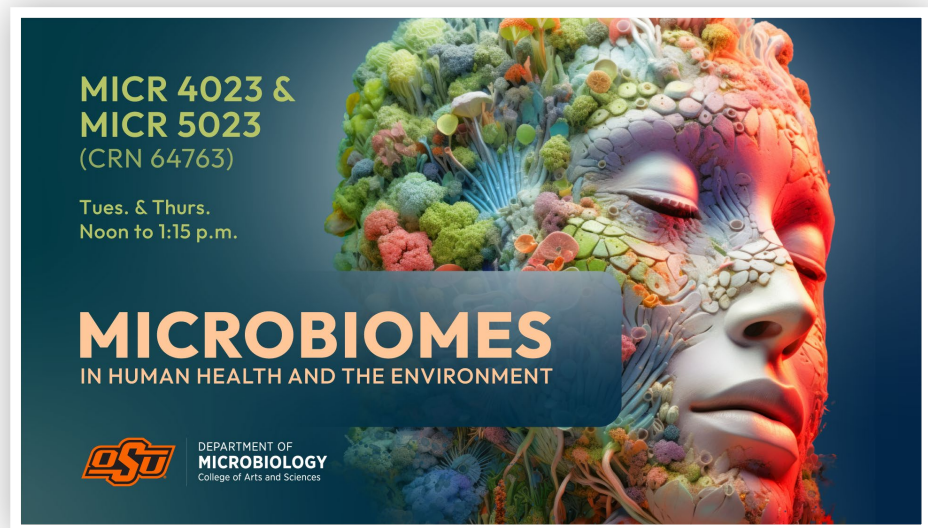**casinfo.okstate.edu/graphics/ graphic-elements.zip**

Graphic elements can be adjusted as long as both ends are either 90º vertical or both have a forward 20º angle.

Examples

These past designs illustrate how the OSU logo, wordmarks, official colors and typefaces have been used.

Editorial Style

AP Standard
For more on OSU editorial style, visit the [OSU Brand Management website](#).

In line with OSU Brand Management guidelines, the CAS Outreach and Communications team uses Associated Press Style for editorial, online and social media content.

OSU has AP Style exceptions, and your department or center may have some too. At the end of the day, we favor consistency and clarity over all else, e.g. If you make an editorial style exception in one paragraph of your web page, it should be made throughout the page for consistency.

Quick Tips
Acronyms: Use the full name on first reference and add the acronym in parentheses directly after. Example: The Boone Pickens School of Geology (BPSoG) has several degree options.

Department Names: Note the difference in capitalization between the official and informal names of departments, e.g. Department of History versus history department.

The Associated Press Stylebook: Access the AP Stylebook website through the Edmon Low Library using your OKey login.

Oxford Comma: AP Style discourages use of the Oxford or serial comma. However, it should be used if needed to improve sentence clarity.

Questions?
Reach out to the CAS Marketing and Communications Team

Elizabeth Gosney - egosney@okstate.edu - 405-744-7497

Social platforms are important for maintaining student, alumni, faculty and staff engagement around the world. Although social media can feel more casual, the same attention should be paid to polished and consistent design, text and photography. CAS channels and department channels represent both the college and the university.

Quick Tips for Social

- Follow OSU and CAS Branding Guidelines
- Reach out to CAS Marketing & Communications for help with designs and photos
- If possible, standardize usernames or handles across all platforms
  - For example, The College of Arts and Sciences is **@okstatecas** on Instagram, Facebook and Twitter/X.
- Use the same profile image or graphic for all social platforms
- Be sure to tag **@okstatecas** so we see your posts and can reshare them!
- Record and share your username and password with the appropriate people in your department to avoid ever being locked out of your account, e.g. if an admin leaves OSU

Social Media

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