



TM

CAMERON UNIVERSITY

**BRANDING GUIDE**

AUGUST 2018



## INTRODUCTION

### FROM THE OFFICE OF PUBLIC AFFAIRS

Cameron University, a leader in higher education in southwestern Oklahoma and northern Texas, works tirelessly to improve the economy and quality of life of the region. The growth of the university, its alumni, and increasing regional attention have produced a demand for products that display trademarks, logos, and symbols associated with CU.

The purpose of the *Cameron University Branding Guide* is to protect and

control the use of all marks associated with the university, and to ensure its image and integrity go undamaged. It also protects the name and trademarks of the university, from the university's official seal, to the "Pickaxe C," to the "Sunburst." This is ensured through the approval of the use of the trademarks on all marketing materials and merchandise.

The guidelines contained herein provide information regarding use of CU logos/marks, how our marks are

licensed, and logo/mark usage in various contexts.

These guidelines will help you develop products that promote your association with Cameron, while at the same time ensuring that the university's brand and image remain exceptional in quality – whether it be on promotional items, marketing materials, letterhead, business cards, advertising and merchandise. Working together benefits us all.





## THE CAMERON BRAND

The power of a strong visual identity can only be realized through consistent application over time. It is Cameron University's policy that the official logos, logotypes, and marks found in the following pages are the only branding elements used to represent the university.

Everyone at Cameron can contribute to the development of our brand. Following these guidelines is more than a responsibility, it's an opportunity. Together, we can establish a visual strength that reflects the spirit of Cameron University.

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By unifying under a recognizable system, we communicate more effectively, both internally and externally.

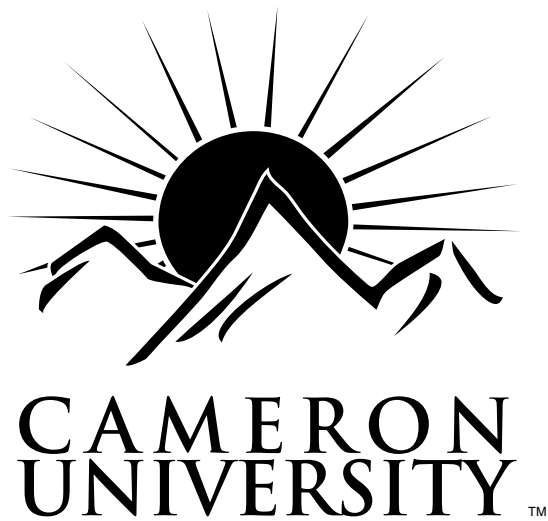


Cameron University's primary logo consists of a bold capital letter C with a pickaxe graphic and beneath it, the Cameron University word mark. For most uses, it is preferred that these elements should not be separated, and the 'TM' symbol needs to accompany the logo at all times.

## THE CAMERON BRAND PRIMARY UNIVERSITY LOGO

The "Pickaxe C" logo is used in most branding materials or advertising representing the university. Examples include print/broadcast/social media advertising, direct mail, videos and web sites. Guidelines on how to use this logo have been established to maintain consistency and are detailed in the following pages.

To ensure that all uses of these marks will be consistent in quality, we ask that schools, departments, and organizations within the university do not attempt to recreate official marks, use photocopies or scans, or manipulate or change them in any way.



This logo is best used on letterheads, business cards, departmental brochures or degree sheets.



Like the primary logo, no element of the secondary logos should be separated from the other, and the 'TM' symbol should accompany the logos at all times.

## THE CAMERON BRAND SECONDARY UNIVERSITY LOGOS

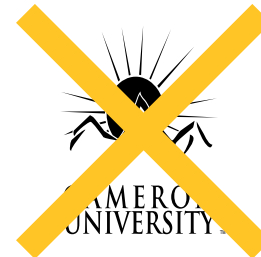
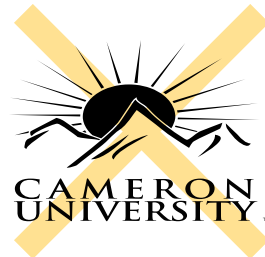
Cameron's secondary logos aim to provide impact without losing the brand established by the primary logo.

### THE SUNBURST

The image of the sun rising over the Wichita Mountains has been associated with Cameron since 1981 when it was first depicted in the university seal. The Sunburst logo was created during the university's 100th birthday celebration as a modern rendition of the mountains and sun image on the seal. This is the version used on most university documents.

### HORIZONTAL LOGO

Due to potential space limitations involving the Sunburst, the university has also developed a horizontal orientation of the logo that places the word mark to the right of the mountains and sun graphic.



## THE CAMERON BRAND LOGO GUIDELINES

In order to maintain brand integrity, there are certain guidelines that must be upheld. Becoming familiar with these rules will ensure consistent, appropriate representation of Cameron University.

### PROPORTION

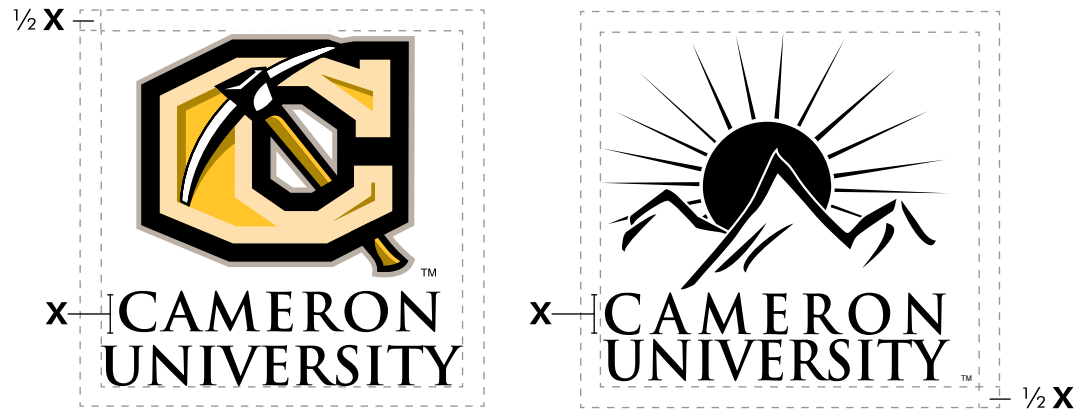
Whether it is the Pickaxe C or a version of the Sunburst, the image and typeface should always be kept in proper proportion to maintain the integrity of the logos. Always use the approved logo files, and never try to recreate the logos yourself. If you need to scale the logo, always constrain proportions so the height and width are scaled together by holding down the shift key as you drag the corner to increase or decrease its size.

If the logo is a raster-based file (.jpeg, .jpg, .gif, .tiff), do not scale up. The logo will decline in quality. The logo may only be scaled up if you are using a vector-based file (.eps, .ai). These types of files are available in the Public Affairs folder on the shared drive.

If a certain size is needed, please request one from the Office of Public Affairs at 580-581-2211 or e-mail [publicaffairs@cameron.edu](mailto:publicaffairs@cameron.edu).



## THE CAMERON BRAND LOGO GUIDELINES



The x-height of the secondary Cameron logo is based on the height of the 'C' in Cameron University. No design elements, type or photos should come any closer to the logo than  $\frac{1}{2}x$ . The actual distance of x will vary depending on how large the logo is scaled.



### MINIMUM SIZE

Any CU logo may be scaled to a size that meets your needs, under certain conditions. Please do not scale the logo smaller than 1" for printed material or 125 pixels wide on screen.

There may be rare occasions such as printing on merchandise (pens, keychains, etc.) that require the logo to be smaller. Please consult with the Office of Public Affairs in these instances.

## THE CAMERON BRAND LOGO GUIDELINES

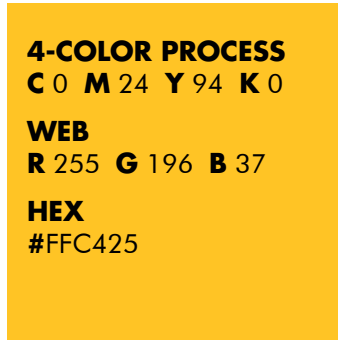
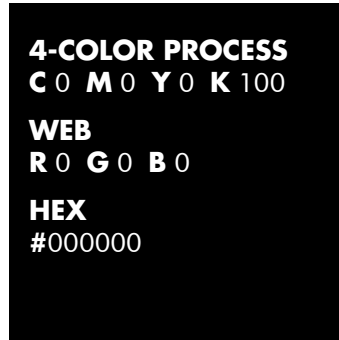


### UNACCEPTABLE USAGE

- 1** Do not display logos in any color other than trademark full-color, gold, dark gold, white or black.
- 2** Do not add an outline to the full-color logo.
- 3** Do not place the logo on a patterned background that interferes with the legibility of the logo.
- 4** Do not change the font of the logo.
- 5** Do not combine any other university insignia with the word mark.
- 6** Do not violate the area of isolation by attaching type or graphics to make a new logo.\*

\* There may be unique circumstances that justify modification of this rule. Permission to make any modification must be obtained in writing by the Senior Director in the Office of Public Affairs. If you have questions regarding proper logo usage, please contact the Office of Public Affairs at 580-581-2211 or e-mail [publicaffairs@cameron.edu](mailto:publicaffairs@cameron.edu)



**PANTONE® 123****PANTONE® BLACK**

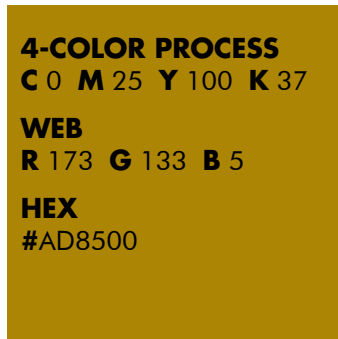
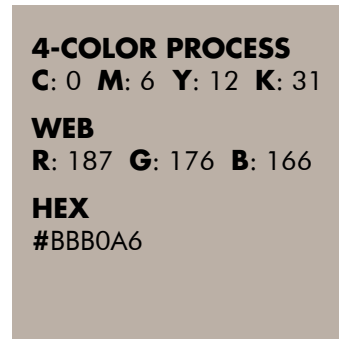
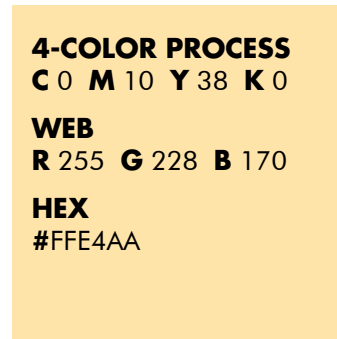
## THE CAMERON BRAND

### OFFICIAL SCHOOL COLORS

#### PRIMARY COLOR PALETTE

The official colors of Cameron are black (Pantone® Black) and gold (Pantone® 123). Using colors outside of this palette can weaken the strength of our visual branding.

Gold type may be used for headings and subheadings but never for blocks of body copy. The Cameron logo may only appear in black, white, Pantone® 123, or Pantone® 126.

**PANTONE® 126****PANTONE® WARM GRAY 6****PANTONE® 123 at 40%**

#### SECONDARY COLOR PALETTE

The secondary colors of Cameron include dark gold (Pantone® 126), warm gray (Pantone® Warm Gray 6) and gold highlight (Pantone® 123 at 40%). These secondary colors can be used to complement the official primary colors, but are not meant to serve as a replacement color scheme.

The Pantone matching system is an internationally recognized color matching system used to specify and control colors. When Pantone inks are not available, however, please use the provided formulas for 4-color printing and digital media.

## THE CAMERON BRAND OFFICIAL TYPEFACES

### TRAJAN PRO | REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

### TRAJAN PRO | BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

Because Trajan Pro consists of only capital letters, its usage should be limited to headings and subheadings only. For blocks of body copy, please use Futura.

### PRIMARY TYPEFACE

Trajan Pro is the signature font family for Cameron University. Trajan Pro appears in the Pickaxe C and Sunburst word marks. This typeface is available for purchase online through official font vendors.

This font has acceptable alternatives that are more widely available. If you are not able to access Trajan Pro, please use the substitute typeface, Garamond.

### Futura | Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### Futura | Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### Futura | Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### Futura | Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

### SECONDARY TYPEFACE

Futura is available as Cameron's secondary typeface. Its sans-serif style offers a modern alternative to the traditional serif design of Trajan Pro.

The university name may be displayed in Futura as a part of a headline or subheading, but it should never replace Trajan Pro when part of the logo.

If you are not able to access Futura, please use the substitute typeface, Arial.

## THE CAMERON BRAND

### OTHER LOGOS

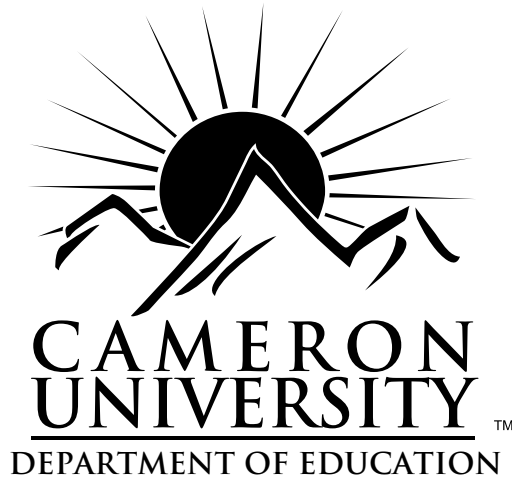
#### SPIRIT LOGOS

The Cameron logos featuring mascot Ole Kim and the pickaxe were developed in 2004. These logos have been used primarily to promote Aggie sports teams, but may be used on merchandise, advertising and promotional materials when appropriate. These logos are not typically used on academic publications or internal university materials.



#### UNIVERSITY SEAL

The university seal is intended for official university documents such as diplomas, transcripts and business cards, and to adorn buildings under campus control. The seal is not intended for use as an alternative to the primary university logo. Requests for use of this logo must be evaluated by the Office of Public Affairs and cannot be used without written permission.



## THE CAMERON BRAND

### OTHER LOGOS

#### LOGO SIGNATURES

To ensure all facets of the university are properly represented, logo signatures are available for all schools, departments, and campus offices. The logo signature helps identify these areas as integral parts of the university without sacrificing the established brand. These logos are subject to the same guidelines as the university logo.

To maintain brand consistency, please use the university sanctioned logo signature and do NOT attempt to recreate it or develop your own. The Office of Public Affairs can assist departments with the development of logo signatures at no charge.

If you have a question about your unit logo, contact the Office of Public Affairs at 580-581-2211 or e-mail [publicaffairs@cameron.edu](mailto:publicaffairs@cameron.edu).



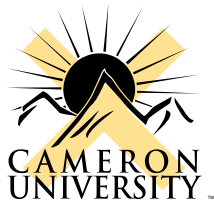
#### PRINTING LOGOS

Due to printing costs, it is often not feasible to use the intricate full-color Pickaxe C logo. A simple outline version has been created for use on T-shirts, pencils and promotional items.





If your department or office has existing letterhead with an older logo, you may use it for internal use only until supplies are exhausted. After that, current logos should be used when reordering stock.



## THE CAMERON BRAND

### OTHER LOGOS

#### DISCONTINUED LOGOS

Discontinued and historical logos are not to be used in any university publication or informational materials affiliated with Cameron University. If you see these logos being actively used, please notify the Office of Public Affairs.

#### LOGOS ON SOCIAL MEDIA

The widespread growth of social media has created many challenges for regulating use of CU logos. It is the university's stance that 1) the official seal should not be used on social media, except on university-owned sites; 2) other CU logos are not subject to licensing requirements if they do not promote a business, sell products or solicit funds; 3) no logo may be used in an objectionable manner; 4) logos cannot be altered; and 5) discontinued logos should never be used.

If you see any Cameron University logo being used inappropriately on social media, please make a note of its location and contact the Office of Public Affairs at 580-581-2211 or [publicaffairs@cameron.edu](mailto:publicaffairs@cameron.edu).



CAMERON UNIVERSITY

OFFICE OF PUBLIC AFFAIRS

May 4, 2018

Mr. John Smith  
Office of Public Affairs  
CAMPUS MAIL

Dear Mr. Smith

Ceperit officaborit quis audanti andigen danitis ipsae ipictintArcia sed molor abo. Dus.



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## THE CAMERON BRAND STATIONERY

### STATIONERY & BUSINESS CARDS

Cameron University Printing Services offers official university stationery and business cards that may be personalized with your contact information. They offer a letterhead and envelope set and business card designs to choose from.

For questions about stationery or business cards, call Printing Services at 580-581-2459. To order stationery or business cards, visit [www.cameron.edu/printing](http://www.cameron.edu/printing).



## THE CAMERON BRAND LICENSING

### LICENSING GUIDELINES

The CU Office of Public Affairs is responsible for ensuring the correct use and integrity of CU trademarked assets, including marks and verbiage.

Your office may want to purchase shirts, cups, hats, pens, or other merchandise printed with the current logo marks on them. We welcome you spreading the Cameron brand!

The use of CU marks on any merchandise, whether for retail sale or simply as a giveaway promotional item, requires permission from CU and licensing from Learfield Licensing Partners. Learfield administers the license application process for all vendors on behalf of Cameron University and assists with issues of legality and enforcement.

For a list of vendors that have been licensed to produce CU merchandise, please visit [www.cameron.edu/public\\_affairs](http://www.cameron.edu/public_affairs).

Please direct any requests for licensing to the Office of Public Affairs at 580.581.2211 or [publicaffairs@cameron.edu](mailto:publicaffairs@cameron.edu).



## QUESTIONS ABOUT CU'S BRANDING GUIDE?

PLEASE CONTACT

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