OAKLAND
UNIVERSITY™

OAKLAND UNIVERSITY BRAND GUIDELINES

MARCH 2014

INTRODUCTION

Every company, organization, and institution has a brand, including Oakland University. Our brand isn't just our logo, our tagline, or even the materials that we create. It's how we look. How we sound. Above all, it's how we make people feel.

A brand is a powerful thing, to be sure. But it can be even more powerful when we're consistent in how we reinforce it and share it. And that's exactly what these guidelines will show you how to do.

CONTENTS

KNOW OUR
BACKGROUND

Typical brand guidelines don't include historical background. But in our case, our history is the backbone of our entire brand—and that's why we couldn't possibly start anywhere else.

"…The opportunities to here develop an institution of higher learning of great significance to the region, the state, the nation, and the world are almost without bounds. Here again in the words of Andrew Carnegie, there will be erected 'ladders upon which the aspiring can rise.'"

—MATILDA DODGE WILSON

Matilda Dodge Wilson's philanthropic outlook can be defined with this one singular quote—and it can be found within every facet of Oakland University.

As the wife of automobile magnate John Dodge, Matilda had a financial status that gave her access to an abundance of opportunities, and she knew that she had a responsibility to pass them along to others, too. That's why, in 1957, she founded a university that focused on making those opportunities available to all.

BRAND STATEMENT

"Aspire to Rise" is the idea behind the Oakland University brand.
This is how we've taken that idea and used it to make a statement
that's completely—and uniquely—Oakland:

If history has shown us anything, it is that success belongs to those who are willing to reach out and make it happen.

It belongs to those with the drive to succeed, the knowledge to understand, and the willingness to take action.

They advance. They ascend.

Onward. Upward. Higher. Faster.

To reach a personal goal, to realize a better life, and to ensure a brighter future. At Oakland University, we empower our students to take the first step and to keep climbing.

We mentor them.
We apply our research.

We do everything in our power to provide an academic experience that's within reach and without limits.

Because we know that when there are fewer barriers to a quality education, we can all learn more.

Because we know that when everyone has better access to greater opportunities, we can all achieve more.

And because we know that with the right guidance, connections, and preparation,

we can all aspire to rise.

TELL OUR STORY

There are millions of things we could say about Oakland. But focusing on our strongest points—and communicating them consistently—gives us something to stand for, and makes everything we say even stronger.

AUDIENCES

COMMUTER STUDENTS

Who are they?

- They're residents of Oakland or Macomb County

- They're trying to balance work and family matters at the same time as they're going to school

- They're self-made and see college as an opportunity to advance within their career or to expose themselves to new opportunities

- They're not looking for a traditional college experience, but they want an accredited degree

RESIDENTIAL STUDENTS

Who are they?

- They want the academic quality and the traditional campus experience

- They want experiences that go beyond the classroom

TRANSFER STUDENTS

Who are they?

- They're currently attending a community college or another university in the area

- They're looking to move to another university for more hands-on learning experience

- They want a four-year degree, but they don't want to feel like a number

GRADUATE STUDENTS

Who are they?

- They're currently attending Oakland or researching graduate schools in the area

- They're looking to further themselves within their career or to make a possible career change

- They're trying to balance work and family matters at the same time they're going to school

What they need

- **Awareness** about Oakland and its many offerings

How we will deliver

- **Demonstrate the flexibility**, convenience, and quality of an Oakland University degree

- **Reinforce the relevant experience** that they can put immediately into action

- **Create consistent communications** with a compelling story they can embrace

- **Show the value** of an Oakland degree through successful outcomes

- **Expose them to experiences** that exist on campus beyond the classroom

- **Showcase hands-on instruction**

SECONDARY AUDIENCES

GREATER OAKLAND COMMUNITY

Who are they?

• Residents, companies, media, and opinion leaders in Oakland's geographic region

ALUMNI AND FRIENDS

Who are they?

• Graduates of the university

• Parents of alumni and members of the Rochester community who are aligned with the university's mission

DONORS

Who are they?

• Graduates, friends, parents, and corporate supporters who are passionate about supporting the university's mission

FACULTY AND STAFF

Who are they?

• Current and emeritus faculty and staff members who have strong relationships with current students and alumni

What they need

• Pride and further cultivation of their awareness and level of engagement with the university

• Awareness and understanding of Oakland's quality, offer, and value proposition
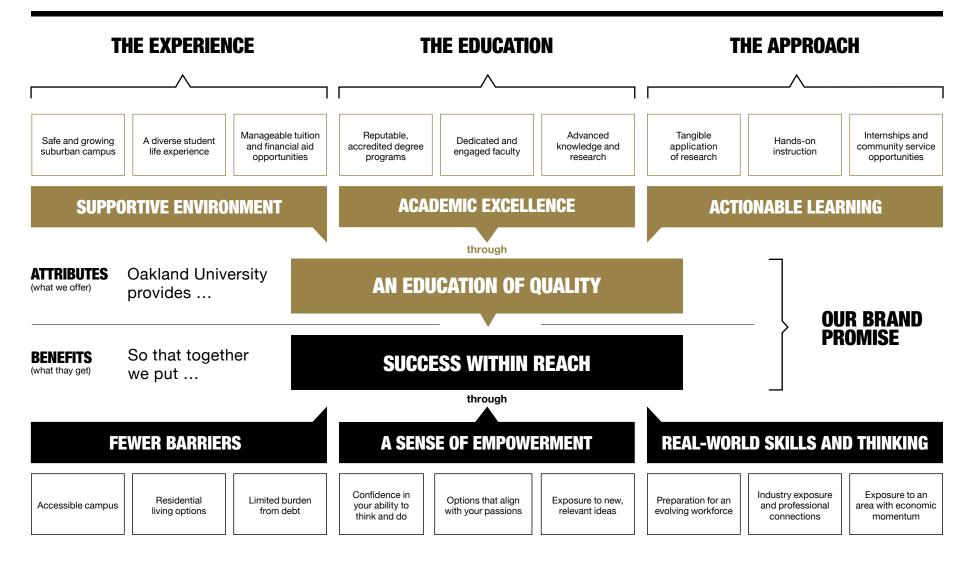
How we will deliver

• Arm them with **points of pride** and engage them as ambassadors for the university

• Foster a commitment to **giving back and investing** in Oakland's future

• Encourage them to consider **continued educational opportunities** and their attendance at campus events

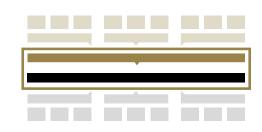• Share **success stories** of current students and alumni

MESSAGING

MESSAGING

THE EXPERIENCE

| Safe and growing suburban campus | A diverse student life experience | Manageable tuition and financial aid opportunities |

SUPPORTIVE ENVIRONMENT

THE EDUCATION

| Reputable, accredited degree programs | Dedicated and engaged faculty | Advanced knowledge and research |

ACADEMIC EXCELLENCE

THE APPROACH

| Tangible application of research | Hands-on instruction | Internships and community service opportunities |

ACTIONABLE LEARNING

through

ATTRIBUTES
(what we offer)

Oakland University provides …

AN EDUCATION OF QUALITY

OUR BRAND PROMISE

BENEFITS
(what thay get)

So that together we put …

SUCCESS WITHIN REACH

through

FEWER BARRIERS

| Accessible campus | Residential living options | Limited burden from debt |

A SENSE OF EMPOWERMENT

| Confidence in your ability to think and do | Options that align with your passions | Exposure to new, relevant ideas |

REAL-WORLD SKILLS AND THINKING

| Preparation for an evolving workforce | Industry exposure and professional connections | Exposure to an area with economic momentum |

Our messaging map organizes our strongest attributes (what we give) and benefits (what our audience gets), laddering up to a brand promise that encapsulates our core offer.
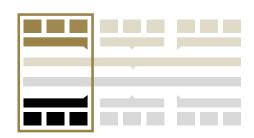
OAKLAND UNIVERSITY PROVIDES AN EDUCATION OF QUALITY SO THAT TOGETHER WE PUT SUCCESS WITHIN REACH.

The brand promise is a defining statement for our brand. It articulates what our institution stands for.

We provide
a supportive environment

Through a safe and growing suburban campus
Through a diverse student life experience
Through manageable tuition and financial aid opportunities

So our students have
fewer barriers

With an accessible campus
With residential living options
With limited burden from debt

FOR EXAMPLE
This copy could be used to communicate
this section of the map:

An education within reach.
A future without limits.

Our affordable tuition means that you can focus on
your future instead of worrying about your debt.

We provide
academic excellence

Through reputable, accredited degree programs
Through dedicated and engaged faculty
Through advanced knowledge and research

So our students have
a sense of empowerment

With confidence in their ability to think and do
With options that align with their passions
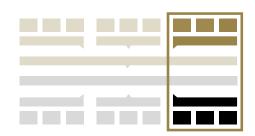With exposure to new, relevant ideas

FOR EXAMPLE
This copy could be used to communicate
this section of the map:

Look closely—and discover more
than you ever could have imagined.

With our extensive research opportunities,
you'll add even more depth to your education—
and gain an entirely new perspective on your future.

We provide
actionable learning

Through tangible application of research
Through hands-on instruction
Through internships and community service opportunities

So our students gain
real-world skills and thinking

With preparation for an evolving workforce
With industry exposure and professional connections
With exposure to an area with economic momentum

FOR EXAMPLE
This copy could be used to communicate
this section of the map:

The real world is waiting.
Will you rise to the challenge?

Keep up with the evolving workforce through
Oakland University's broad range of internships
and hands-on learning opportunities.

PERSONALITY

INDUSTRIOUS
Energetic, hard-working, and diligent

SENSIBLE
Showing good sense and judgment, free of nonsense

EFFECTIVE
Productive, capable of delivering results

WILLFUL
Deliberate and intentional

FOCUSED
Balanced, able to prioritize what's most important

SELF-MADE
Driven toward success

Our message is what we say.
Our personality is how we say it.

Use these traits to guide your tone and make everything you say more uniquely Oakland.

BRAND-SPECIFIC

Only *some* of these are rules: namely, the first point listed below.

Most of these, though, are simply suggestions and general ideas. After all, this document doesn't exist solely to tell you exactly what to do with our brand. It gives you the information and tools you need to make our brand even better—and that especially applies to writing.

ASPIRE TO RISE IS THE OVERARCHING BRAND PROMISE.

If you're using the phrase "Aspire to Rise" for a department-specific piece, always pair it with a "verb-to-verb" phrase (see examples below). All marketing pieces should carry the line "aspire to rise," but you should work closely with the University Communications and Marketing to define—and approve—the appropriate verb-to-verb pairing for your collateral.

• Prepare to succeed.
• Choose to excel.
• Resolve to learn.

ON LONG-FORM PIECES, BEGIN SUBHEADS AND SECTION HEADLINES WITH ACTION VERBS.

It's a good way to maintain the active, energetic tone of the brand without locking yourself too firmly into a sentence structure.

CONVEY THE IDEA OF "ASPIRE TO RISE" WITHOUT ACTUALLY USING THE PHRASE.

This can be achieved by using words like "climb," "higher," "reach up," and "ascend," among others.

GENERAL

STAY FOCUSED.

When you try to convey too many messages at once, it can overwhelm your reader and leave them feeling lost. Unless you're creating a comprehensive piece (like a viewbook), keep your copy focused on one key message.

KEEP YOUR AUDIENCE IN MIND.

Before you begin working on a piece, always make sure you know who you're writing for. Think about who they are, what they want to hear, why this particular message should matter to them, and how they can benefit from what you're saying.

ORGANIZE YOUR INFORMATION.

A giant wall of text will alienate your reader immediately. If you make your copy more scannable, it will be easier for people to read. Plus, you'll draw attention to key information, so there's a better chance that your message is heard. So, how exactly can you do that?

• Use headlines, subheads, and body copy.

• Use bullet points (kind of like we're doing right now).

• When the information calls for it, collaborate with **University Communications and Marketing** to create infographics.

INSPIRE ACTION.

Good copy gets the reader's attention. Great copy gets their attention and inspires them to take action. Never leave your reader asking "So what do I do now?" Always include a call to action that tells them exactly what they can do, where they can go, or who they can contact.

MAKE EVERY HEADLINE COUNT.

Headlines shouldn't just be labels for the information you're conveying. Think of each one as a chance to grab the reader's attention and infuse our unique personality into your copy.

DESIGN WITH PURPOSE

The graphic elements we use. The fonts we select. The photos we feature. All of these components (and then some) create a unique visual system that makes our story more powerful and identifiable.

OUR
LOGO

Oakland University's sail is a stylized version of the sail from the ship of the Greek hero Ulysses.

The OU Sail is the official university logo, representing what Oakland has achieved and what it aspires to become. The meaning of the sail is known by current students, faculty, and staff, which is why it can—and should—appear on many internal materials. But although it is part of our primary logo, there are certain situations when the sail should not be used:

• On mediums with limited space that will be viewed at a distance, like billboards and banners

• When addressing audiences that aren't familiar with the sail, and therefore wouldn't recognize it or understand its meaning.

OU SAIL

VARSITY MONOGRAM

MASCOT

WORDMARK + MASCOT

WORDMARK

UNIVERSITY MONOGRAM

Spirit Marks

Academic Marks

The varsity monogram is only to be used by varsity athletics.

The spirit marks should be used almost exclusively for athletics and merchandise materials. Obtain approval from University Communications and Marketing before using either on any publications.

Use the academic marks when a logo is needed, and exclusively for marketing and advertising. The mascot may be introduced for limited academic scenarios, including marketing to prospective students and social work groups.

A succinct version of the Oakland logo has been created for social media applications, for areas where space is very limited, and for a sign-off.

MASCOT

OU SAIL

WORDMARK + MASCOT

WORDMARK

VARSITY MONOGRAM

UNIVERSITY MONOGRAM

SEAL
The OU Seal is for formal academics and presidential use only, and is not interchangeable with the official logo.

Our logo may be produced in black or reversed out in white.

By limiting ourselves to these options, our logo will feel contemporary and modern, while maintaining a strong connection to our heritage. Other brand elements give us a bit more creative freedom to flex the identity, but it's important that our logo retain a singular, iconic identity.
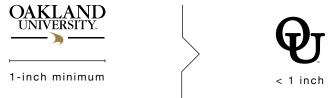
It's a trademarked word combination, therefore it requires a "TM" symbol for all uses.

To obtain this logo, please contact your Account Manager.

Black is the primary color option for our logo. It's intended for use on lighter backgrounds and images to maintain legibility. This is ideal for black-and-white and grayscale scenarios.

When placing the logo on a colored background, it should be reversed out as shown above.

OAKLAND
UNIVERSITY™

OAKLAND
UNIVERSITY™

1-inch minimum

OU™

< 1 inch

OU

0.25-inch
minimum

The Oakland logo should never be the dominant element on the page; instead it should live comfortably and clearly as an identifying mark.

There is no maximum size limit, but use discretion when sizing the logo. Never reproduce the logo at widths smaller than one inch.

When space is limited, the OU monogram is the preferred mark.

When there is more than one inch of space available, use the Oakland logo. A succinct version of the Oakland logo has been created for social media applications, for areas where space is very limited, and for a sign-off. This version was designed to maintain maximum readability at a small scale for size-restricted occurrences.

The monogram should be requested from University Communications Marketing, and never recreated from scratch.

Maintain sufficient white space around
the logo for legibility and prominence.

Use the width of the capital "O" as a measuring tool
for proper clearance.

Photos, text, and graphic elements must all follow
this guideline.

Left edge lockup

Upper edge lockup
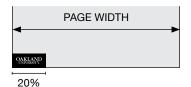
Bottom edge lockup

Bottom corner lockup

PAGE WIDTH

33%

PAGE WIDTH

25%

PAGE WIDTH

20%

The logo tab was created to house the Oakland University logo so it can easily be applied to any tactic or layout, and can be created consistently across nearly all marketing materials.

The tab doesn't need to appear on every communication from the university, but its use is encouraged for a suite of related pieces. Use the width of the capital "O" as a measuring tool for creating tabs with correct proportions.

To increase recognition, the logo should be prominent and placed in a consistent location.

Whenever possible, place it along the edge of a communication, at 1/3, 1/4, or 1/5 of the width of the page within the margins as shown above.

LOGO MISUSES

Do not rearrange the logo elements.

Do not stretch, condense, or change the dimensions of the logo.

Do not skew, bend, or rotate the logo in any way.

Do not crop the logo.

Do not use drop shadows or other visual effects with the logo.

Do not use gradients, overlays, or other color effects.

Do not lock up any other elements with the logo.

Do not add colors to individual elements.

Do not outline the logo.

To maintain consistency in our identity, avoid the practices above.

Only use approved versions of the Oakland University wordmark. Contact your University Communications and Marketing account manager to obtain this logo.

Additional considerations:
• Do not recreate the wordmark or alter elements of the mark in any way.

• Do not use the wordmark to replace the word "Oakland University" in text.

• Do not combine with other marks, graphic elements, or words except as specified in the School and Department Lockups section.

• The logo should maintain proportion when reduced or enlarged.

• The wordmark may be used on giveaway and promotional items and must use a licensed approved vendor. Visit **oakland.edu/licensing** for more details.

• See the Color Palette section for appropriate color guidelines in reproduction.

OAKLAND UNIVERSITY™

Type here Upper Lower

OAKLAND UNIVERSITY™

Disability Support Services

103A North Foundation Hall
(248) 370-3266

OAKLAND UNIVERSITY™

Disability Support Services

103A North Foundation Hall
(248) 370-3266 | oakland.edu/dss

With our focus on the strength of the Oakland brand, it's important that we treat our department names with consistency.

All units may use the Oakland University word mark with the sail line in combination with their department name in ITC Garamond Bold.

When space is limited, such as on envelopes and business cards, a minimum distance should be maintained between the Oakland logo and department lockup. Refer to the diagram above, using the capital U as a spacing guide.

School and department names should be kept to a width in proportion to that of the Oakland logo when possible, and should not exceed three lines.

Variations of the department logos should be requested from University Marketing and Communications.

DECAL

OVERSIZE

SUPERGRAPHIC

There are three acceptable applications of our mascot, the Grizz.
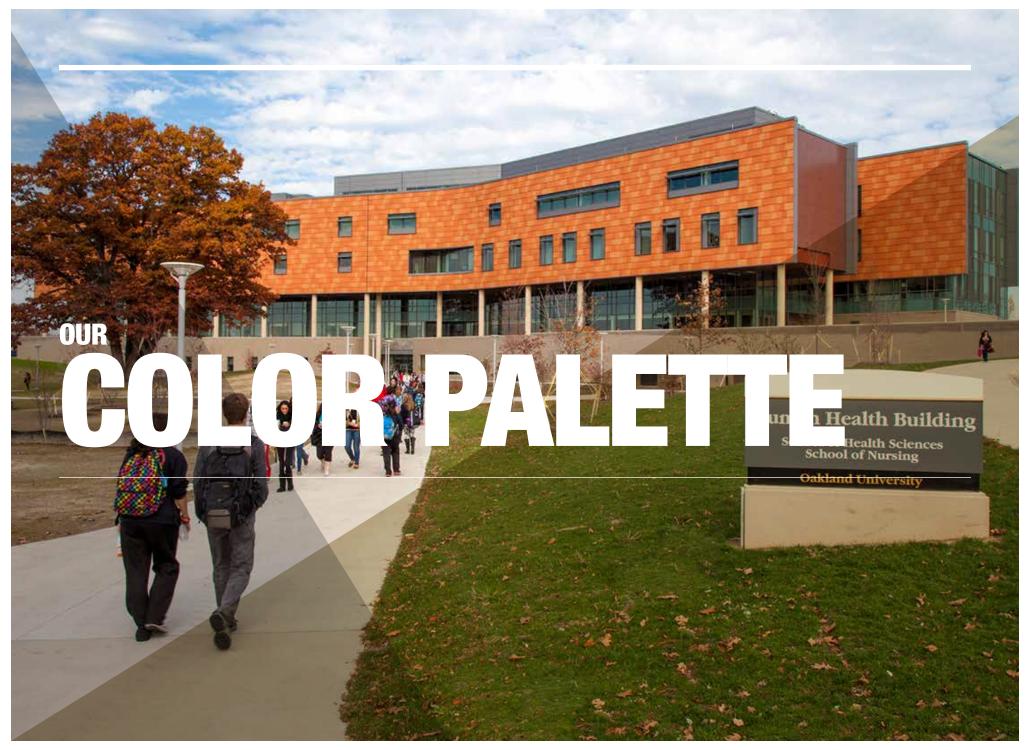
The examples above show proper scale and cropping. Tight cropping can add dramatic scale and impact, but the Grizz should always be recognizable, with both eyes visible. In addition, the Grizz should not be used directly or only with "Aspire to Rise." At the right are several practices to avoid.
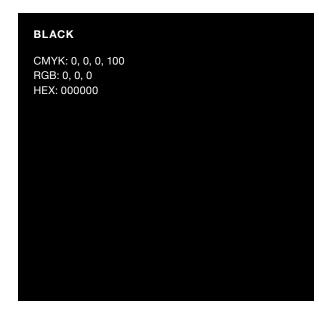
OUR
COLOR PALETTE

BLACK

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

PMS 872*

CMYK: 24, 31, 74, 10
RGB: 181, 154, 87
HEX: B59A57

***PMS 465 is designated
as the alternate to PMS 872
when metallic ink is not available.**

WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFF

These are the official colors of Oakland University, and have represented the university since its founding. They're well-known both inside and outside of the Oakland community.

Making them a prominent part of our communications is one of the clearest ways to ensure that our materials reflect a cohesive Oakland brand, especially with audiences who are less familiar.

White space also plays a key role in our visual identity. Think of white space as a pause (not as a blank area), and don't rush to fill it. Generous amounts of white space can focus greater attention on color, typography, and graphic elements within the layout.

COLOR PALETTE

CORE PALETTE   EXPANDED CORE PALETTE   ACCENT PALETTE

Black, gold, and white are important identifiers, and the colors we choose in our communications should make everything we create instantly recognizable as Oakland.

However, to equip ourselves with everything we'll need to keep the Oakland brand fresh and up to date, a larger palette is required. So we've added a palette of brights and neutrals to create consistency in our communications. These colors should be used to complement our core colors, and should never replace them.

Color can range from formal to casual and from subtle to bold, depending on the purpose and audience of each communications piece. Distinct and interesting color combinations can be created from as few as two or three brights or neutrals.

It's important to maintain a sense of hierarchy, balance, and harmony when using the Oakland color palette. Our color system is flexible, but colors outside our core palette should be used only with approval from University Communications and Marketing.

EXPANDED CORE PALETTE

PMS 144

CMYK: 0, 51, 100, 0
RGB: 237, 139, 0
HEX: ED8B00

PMS 450

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

PMS 411

CMYK: 30, 42, 34, 75
RGB: 94, 81, 77
HEX: 5E514D

PMS 116

CMYK: 0, 14, 100, 0
RGB: 255, 205, 0
HEX: FFCD00

PMS 466

CMYK: 8, 23, 52, 15
RGB: 198, 170, 118
HEX: C6AA76

PMS 408

CMYK: 12, 19, 19, 40
RGB: 151, 140, 135
HEX: 978C87

PMS 1205

CMYK: 0, 3, 43, 0
RGB: 248, 224, 142
HEX: F8E08E

PMS 7501

CMYK: 6, 10, 30, 2
RGB: 217, 200, 158
HEX: D9C89E

PMS 400

CMYK: 6, 7, 13, 16
RGB: 196, 191, 182
HEX: C4BFB6

GOLDS

NEUTRAL GRAYS

Our expanded core palette is composed
of a group of complementary golds and a
set of neutral grays.

Use these colors in combination with our heritage colors, never
in place of them. Color and publications are most effectively
defined by high-end photography, and should not be defined
solely by these colors.

ACCENT PALETTE

PMS 174

CMYK: 8, 86, 100, 36
RGB: 150, 56, 33
HEX: 963821

PMS 229

CMYK: 26, 100, 19, 61
RGB: 103, 33, 70
HEX: 672146

PMS 534

CMYK: 95, 74, 7, 44
RGB: 27, 54, 93
HEX: 1B365D

PMS 561

CMYK: 84, 20, 58, 54
RGB: 0, 89, 76
HEX: 00594C

PMS 356

CMYK: 94, 4, 100, 25
RGB: 0, 122, 51
HEX: 007A33

BOLDS

PMS 1655

CMYK: 0, 73, 98, 0
RGB: 252, 76, 2
HEX: FC4C02

PMS 1925

CMYK: 0, 97, 50, 100
RGB: 224, 0, 77
HEX: E0004D

PMS 7460

CMYK: 100, 6, 2, 10
RGB: 0, 134, 191
HEX: 0086BF

PMS 3275

CMYK: 90, 0, 52, 0
RGB: 0, 179, 152
HEX: 00B398

PMS 368

CMYK: 65, 0, 100, 0
RGB: 120, 190, 32
HEX: 78BE20

BRIGHTS

Bold colors add richness and brights add vibrancy to our communications.

Designed to be supplemental components of our primary palette, these colors should be used only with approval from University Communications and Marketing, and with appropriate audiences in mind.

COLOR IN USE

PROSPECTIVE STUDENTS,
CURRENT STUDENTS, FACULTY, AND STAFF
This bright, energetic palette relies heavily on the full brand palette, with more of an emphasis on the primary and secondary colors.
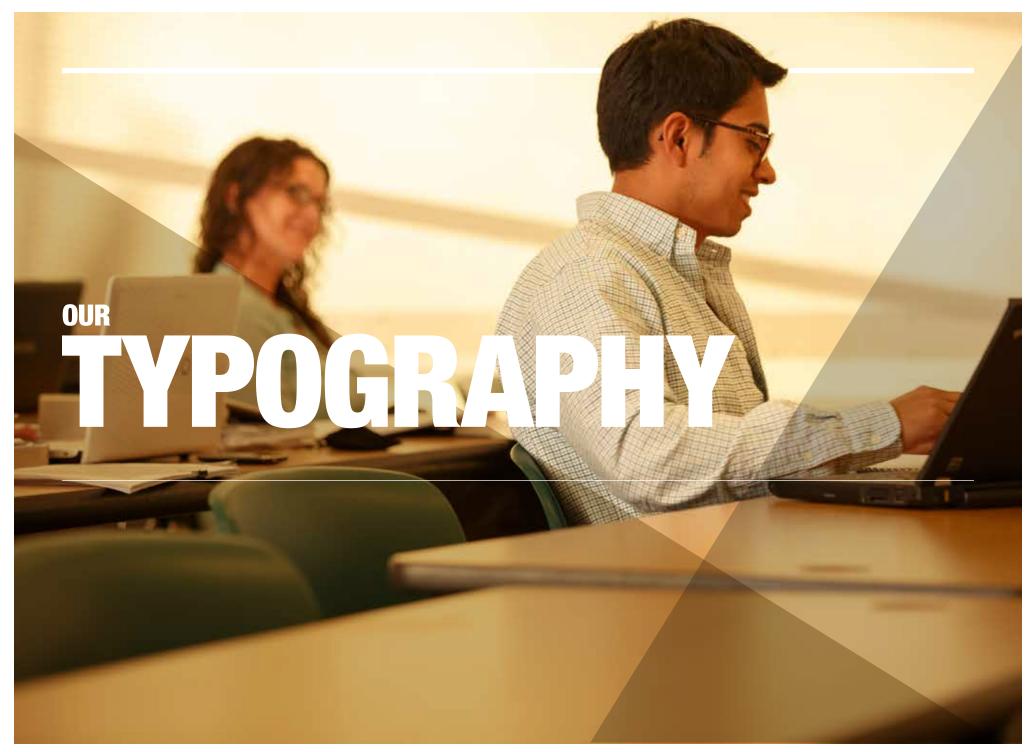
ALUMNI AND COMMUNITY
Use golds from the brand palette to connect alumni to their past experiences at our college.

When communicating to each audience, our palette should be used in different ways.

The examples on this page will help make color selections accordingly, though colors outside the core palette should be used only with approval from University Communications and Marketing

OUR
TYPOGRAPHY

HELVETICA NEUE BLACK CONDENSED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

ITC Garamond

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

Just as we choose different words to convey different messages, the typeface we use can have a profound effect on our messaging.

Consistently using the official fonts selected for Oakland University strengthens and reinforces the brand. Primary and secondary font choices for OU's print communications are displayed above.

HELVETICA NEUE BLACK CONDENSED
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Helvetica Light
Helvetica Light Oblique
Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

Helvetica Neue Black Condensed is a modern sans-serif that does a lot of the heavy lifting for the Oakland University identity.

It should be used primarily for headlines in core messaging materials. It is bold and impactful, yet clear and easy to read.

The Helvetica Neue family offers a versatile range of weights that can extend this headline style to secondary messaging.

Helvetica is available and approved to use in a variety of weights, as shown above.

If Helvetica is not available, Arial may be substituted.

ITC Garamond

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

ITC Garamond Light
ITC Garamond Light Italic
ITC Garamond Book
ITC Garamond Book Italic
ITC Garamond Bold
ITC Garamond Bold Italic

ITC Garamond is a traditional serif style that complements Helvetica.

Its elegant looks are matched with an intelligent, familiar nature. Understated and serious, this secondary typeface pairs well with our primary typeface. It should be used primarily for introductory and formal copy.

ITC Garamond is available and approved to use in a variety of weights, as shown above.

If Garamond is not available, Times Roman may be substituted.

LOREM IPSUM DOLOR SIT

Et in esequidi dolorrum as pro omnis vellaccus ea sunt volent quam.

Et in esequidi dolorrum as que pro omnis vellaccus ea sunt volent quam, as alitem ut quam quibusdaecae abores remolut militia quo ea doluptatur?

HEADLINE

Helvetica Neue Black Condensed
Size: 54/42 pt.
Kerning: Optical
Tracking: -20

SUBHEAD

Helvetica Neue Bold Condensed
Size: 24/32 pt.
Kerning: Metrics
Tracking: 10

INTRODUCTORY COPY

ITC Garamond Book
Size: 18/20 pt.
Kerning: Metrics
Tracking: 0

Et in esequidi dolorrum as que pro omnis vellaccus ea sunt volent quam, as alitem ut quam quibusdaecae abores remolut militia quo ea doluptatur.

 Acilis ex et mosapid qui nullaccum sum remolendus re, nobit min estiandis arcimincta consequatin pos apernam haruptatia aliquia entur? Ovit ullatur, optiur autemquo eseque re sit, to blaceri orporem estio tem re nos sunt fugiam re eum qui assimaxim fuga. Nequo eatur accae ius aliquibus ea sit qui renitia doluptat. Itate conest omnis eatum, officit erchicab ipsam ius incit la siti ut atat officit, cusam que volut vid que nem quam, quia volor aut verspe re eliataere et que molupta

sectio omnimusapid que comnis archit fugitio bearuntem saped quia venimin imenti occumqu aeptati aessum verrum voluptae lam re, cus.Us autempe liquatem rehenditat eria quid exces coribus unt voluptatur, voloreptiae esto molupta tquassu santotatur acescienda cuptas et aut ut venditasi si dolorro viduci. Pero ellectur acea veliquatiur audantor aut velles re dolupta turiaspit molestibus.

Odit eumquam, eum apere porem et omniam, ute cupta cum est, unt alitios dis num quas doloriore accusap isimus adi corro erore net quaernam exped quost dis velias solorporum explani sintiae milit.

BODY TEXT

Helvetica Neue Regular
Size: 8/11 pt.
Kerning: Metrics
Tracking: 0

Always set paragraph styles to unjustified text (ranged left), and hyphenation turned off.

Hyphenated and force-justified text degrades legibility at small sizes, as shown at the right.

Et in esequidi dolorrum as que pro omnis vellaccus ea sunt volent quam, as alitem ut quam quibusdaecae abores remolut militia quo ea doluptatur? Acilis ex et mosapid qui nullaccum sum remolendus re, nobit min estiandis arcimincta consequatin pos apernam haruptatia aliquia entur? Ovit ullatur, optiur autemquo eseque re sit, to blaceri orporem estio tem re nos sunt fugiam re eum qui assimaxim fuga. Nequo eatur accae ius aliquibus ea sit qui renitia doluptat. Itate conest omnis eatum, officit erchicab ipsam ius incit la siti ut atat officit, cusam que volut vid que nem quam, quia volor aut verspe re eliataere et que molupta sectio omnimusapid que comnis archit fugitio bearuntem saped.

OUR
PHOTOGRAPHY

IN THE MOMENT

STUDENT-FACULTY INTERACTION

SENSE OF PLACE

EVENTS AND DOCUMENTATION

Photography plays a major role in how we communicate.

Whether you're choosing from our existing library or creating new images, each photograph should focus on one of the following categories:

• In the Moment
• Student-Faculty Interaction
• Sense of Place
• Events and Documentation

**IN THE MOMENT AND
STUDENT-FACULTY INTERACTION**
People should have genuine expressions and should not be posed. They can either exude confidence, or look more passive and reflective.

SENSE OF PLACE
These images should express a sense of atmosphere: wide open spaces, people interacting with their environment, architectural close-ups, etc.

EVENTS AND DOCUMENTATION
This category of photos should capture the story behind the event and showcase the energy of the experience.

NOTE: The photography throughout these guidelines is for placement purposes only. It is intended to be used as a reference for style in creating or acquiring new photography, and should not be used outside of this document.

PHOTOGRAPHY STYLES

Our photography should accurately represent what happens at Oakland University—actual people doing real things in specific places.

To appropriately focus on these real stories, always include a variety of tight shots on the subject, or extreme wide-angle shots.

Documentary-style photography of work or events should be shot in the way that best captures the spirit of the event.
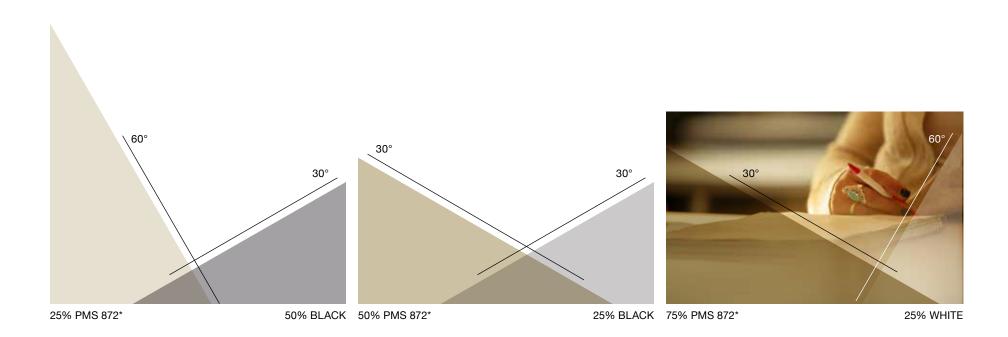

Overlay PMS 872 on full-color images to create a warm tone.

NOTE: The photography throughout these guidelines is for placement purposes only. It is intended to be used as a reference for style in creating or acquiring new photography, and should not be used outside of this document.

OUR
GRAPHIC
ELEMENTS

25% PMS 872*   50% BLACK   50% PMS 872*   25% BLACK   75% PMS 872*   25% WHITE

*PMS 465 is designated as the alternate to
 PMS 872 when metallic ink is not available.

The apex is a distinct graphic shape that adds a dynamic layer to our photography and communications.

A visual reference to altitude and aspirational heights, these transparent angles can quickly activate a photograph or layout, incorporating our heritage colors to frame or direct attention toward a subject matter.

Place a full-color image in a layout using Adobe Illustrator or InDesign. Overlay graphic shapes that align with the image frame and set the fill color to a combination of gold, black, or white. Place the shape on top of the image, lower the opacity to one of the percentages shown above, and set the blending mode to Multiply (unless the shape is white).

113

LOREM IPSUM

It's a ladder to the future — and if you're willing to climb, we're committed to helping you rise even higher.

130
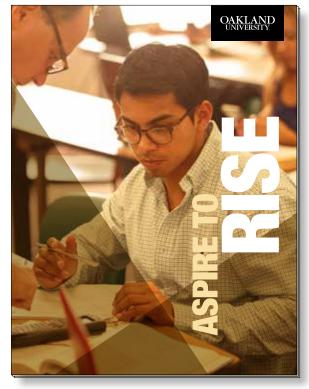
BACHELOR'S DEGREE PROGRAMS

Rules can frame large headlines and information within layouts.

A variety of weights should be used to add hierarchy to a layout, but use them consistently throughout the document.
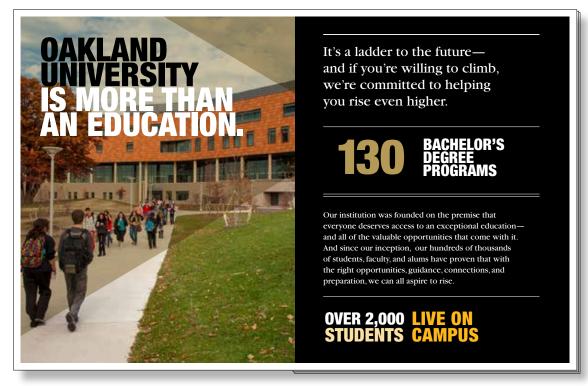
BRING
IT TO LIFE

We've given you the tools you need to work with our brand. Now here are a few examples of how it can translate to our communications. Don't think of these as rigid rules or templates. Instead, use them as a guide to understand how the brand can flex for each audience, and how all of our brand elements can come together to create an engaging, effective suite of marketing materials.
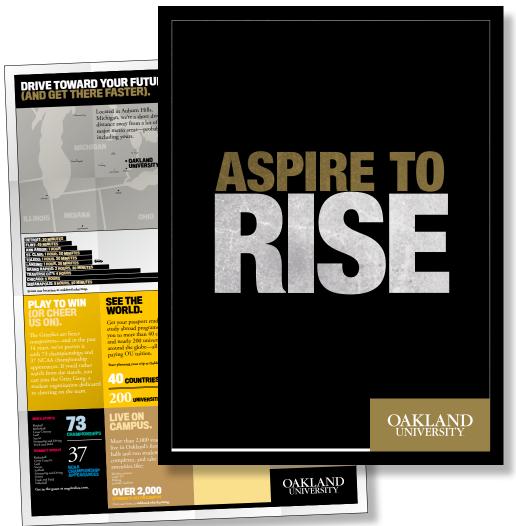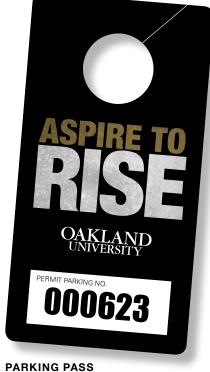
SAMPLE COVER

OAKLAND
UNIVERSITY
IS MORE THAN
AN EDUCATION.

It's a ladder to the future—
and if you're willing to climb,
we're committed to helping
you rise even higher.

130 BACHELOR'S
DEGREE
PROGRAMS

Our institution was founded on the premise that
everyone deserves access to an exceptional education—
and all of the valuable opportunities that come with it.
And since our inception, our hundreds of thousands
of students, faculty, and alums have proven that with
the right opportunities, guidance, connections, and
preparation, we can all aspire to rise.

OVER 2,000 LIVE ON
STUDENTS CAMPUS

SAMPLE INTERIOR SPREAD

ADMISSIONS PACKAGE

POSTER BACK

Beginning a series of headlines with an active verb creates a simple structure that ties back to the brand theme, "Aspire to Rise."

POSTER FRONT

In pieces that are intended to inspire, language can be lifted directly from the concept statement.

PARKING PASS

WEB BANNER AD

SAMPLE WEB BANNER

Using short phrases and comparative adjectives (like *fewer*, *more*, *better*, and *brighter*) is a simple way to apply the brand voice.

SAMPLE WEB BANNER ANIMATION
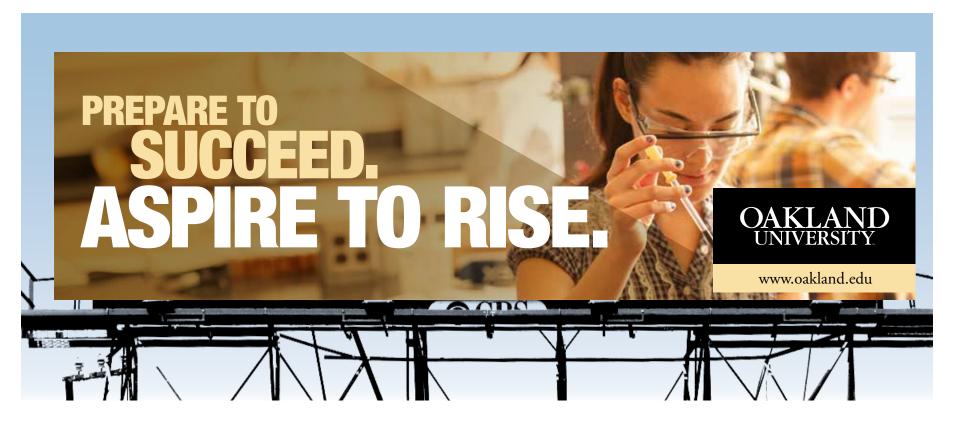
CAMPUS BANNERS

SAMPLE POLE BANNERS

For tactics that require a shorter message, using a simple headline structure—"[Verb] to [verb]. Aspire to rise."— extends the concept while reinforcing the key brand theme.

Banners feature duotone photography to showcase Oakland's heritage palette of black and gold.

BILLBOARDS

SAMPLE BILLBOARDS

OAKLAND
UNIVERSITY™

For questions or clarifications about any portion of these brand standards, please contact:

University Communications and Marketing
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