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WHY IS A CONSISTENT SOUTHEASTERN VISUAL IDENTITY IMPORTANT?

The Southeastern Oklahoma State University Visual Standards Manual is a resource for all members of the Southeastern community and the vendors who work with the university. It is designed to ensure consistent and appropriate use of the university’s visual identity.

Consistency is the number one factor for developing a successful brand identity. Southeastern’s logo and word marks are part of the university brand. For that graphic identity to retain its power, meaning and recognizability, the guidelines in this visual standards manual must be adhered to faithfully. Please give your close attention to the mandatory usage guidelines presented in this manual. The guidelines apply to both printed and electronic forms of the Southeastern Oklahoma State University visual identity. These guidelines do not apply to athletic marks. See the Athletic Logo and Graphic Standards and Style Guide.

The Southeastern academic or administrative programs may be co-branded with Southeastern athletics marks with the approval of the Department of University Marketing. University policy dictates that all printed and electronic material intended for external audiences must be developed and produced under the guidance of the Southeastern Department of University Marketing. Use of the logo must not deviate from the guidelines in this manual. Any visual effects applied to the logo in print, video or web mediums must be submitted to the Department of University Marketing for approval.

The guidelines included in this manual represent official university policy related to any and all graphic representation of Southeastern and its programs. For additional information or further clarification of the university’s visual standards, please contact the University Advancement at (580) 745-3079 or kstafford@SE.edu.
The Southeastern Pillars Logo

The roofed columns in the design represent the supreme institution of higher education upheld and sustained by the pillars of knowledge. The rising sun graphic element represents Southeastern’s historical designation as “The School of the Rising Sun”, a former institutional motto that grew out of a 1923 university fight song.

**Ideal For:**

- Almost all applications
- All print applications
- Engraving or embossing
- Embroidery

**Not Recommended For:**

- Where name recognition is desired

The logo should not be reproduced less than 1/2 inch in size at its greatest width. The logo may be blind embossed or printed in Southeastern blue, gold, black or white on backgrounds that are darker than the equivalent of 50% black.

If material is printed in black and one additional color, then logo and signature should be printed in black or reversed.

All merchandise that includes the Southeaster Oklahoma State University name or logos must be approved through the SE Department of University Marketing, prior to submitting artwork or design to vendors for production. An officially licensed vendor must produce all Southeastern branded merchandise.
The Southeastern Oklahoma State Signature

The complete signature of the university gives name recognition to the logo and must appear on off-campus signage, advertisements and must be the first identifier of Southeastern in all printed documents.

**Ideal For:**
- The cover of all publications
- Formal print applications
- Where university recognition is required

**Not Recommended For:**
- Small online usage
- Small application merchandising
- Other small applications

The signature logo must appear as the first identifier of Southeastern in all official printed documents (including, but not limited to, letterhead, e-mail letterhead, electronic/Internet web sites, publications and reports, catalogs, handbooks and master plans) and on off-campus signage and non-athletic advertisements.

The signature logo should not be reproduced less than 1/2 inch in size at its greatest width. The logo may be blind embossed or printed in Southeastern blue, gold, black or white on backgrounds that are darker than the equivalent of 50% black.

If material is printed in black then logo and signature should be printed in black or reversed.

There should never be a deviation from the proportions and layouts shown here.
THE SOUTHEASTERN OKLAHOMA STATE UNIVERSITY SEAL

The Seal of Southeastern Oklahoma State University was designed, on paper, by Max McClendon, faculty member from the Art Department, for the 1987 investiture of President Larry Williams. The seal is hexagon-shaped, with the six sides representing the six Oklahoma regional universities, and thus Southeastern’s membership in a statewide network of higher education. The words “Progress” and “Education” appear on the inside edge of the hexagon, indicating the University’s mission. Within the hexagon is a triangle, symbolizing the convergence of the Red, Blue, and Washita Rivers in this part of the state. Within the triangle are two iconic images of the Southeastern campus: Morrison Hall and a magnolia blossom. At the bottom of the seal, the year 1909 indicates when the University was founded.

The Southeastern seal is to be used only for official business of the university. It is designed to function as a stamp of validation and not as a logo.

Approved usage:
- Special resolutions
- Diplomas
- Commencement-related items
- Official publications
- Letters of certification
- Transcripts
- Grant applications
- Course catalogs
- Academic certificates
- Legal documents
- Pre-approved gifts (not for resale)

Non-approved usage:
- Stationery or forms
- Business cards
- Random program publications
- Ads (print, web, television)
- Signage
- Materials that publicize a facility, event or service
- PowerPoint presentations
- Merchandise available for sale
- Web sites
- Videos
- Printed material: brochures, magazines, newsletters, etc.

The university seal should not be reproduced less than 1/2 inch in size at its greatest width. The logo may be blind embossed or printed in Southeastern blue, gold, black or white on backgrounds that are darker than the equivalent of 50% black.
**OFFICIAL SOUTHEASTERN OKLAHOMA STATE UNIVERSITY COLORS**

Southeastern’s official colors are Royal Blue and Gold. When possible, use the Pantone Matching System (PMS) colors 2935 for blue and 109 for gold. The black used as an accent color is a pure black.

When using a grayscale palette, Blue will be represented by pure black or 85% pure black and Gold will be represented by 35% pure black. (see grayscale logo on page 5).

**PROTECTED AREA**

The protected area around any of the approved logos ensures that no other distracting graphic elements or typography interfere with its clarity and integrity.

The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

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**Southeastern Oklahoma State University**

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**Southeastern Oklahoma State University**

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MINIMUM SIZES

The university logos have a minimum allowable size. In order to ensure clear reproduction and legibility, the marks may not be used any smaller than the sizes shown on this page. The art should be used at these minimum sizes only when necessary. It is preferred that they be used larger than shown on this page.

Vector files, or files with an .EPS extension, are to be used if the logo is needed for large-scale production.

IDENTITY TYPEFACES

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Times New Roman Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Times New Roman Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Times New Roman Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
USING THE SOUTHEASTERN LOGO – APPLICATIONS

Brochures

The logo was designed with various usages in mind. The logo should appear in all university publications, whether print or electronic. It may also be used as identification on promotional items. Here are a few examples of how you might apply the logo.

The Pillars signature logo must appear on all official printed documents (including, but not limited to, letterhead, email letterhead, electronic/Internet websites, publications and reports, catalogs, handbooks and master plans) and on off-campus signage and advertisements.

Merchandise

All merchandise that includes the Southeastern name or logos must be approved through the Department of University Marketing, prior to submitting artwork or design to vendors for production. An officially licensed vendor must produce all Southeastern Oklahoma State University branded merchandise. The list of officially licensed vendors is available at www.SE.edu/dept/university-marketing/vendors. For any merchandise licensing questions, contact the Department of University Marketing at (580) 745-3079 or kstafford@se.edu.

Office Forms

Stationery, memo forms, fax cover sheets, message pads, business cards, envelopes, etc… are available from SE Printing Services, (580) 745-2660 or www.se.edu/dept/ancillary-services/.

Customized Logos

The layout options for the Pillars logo with customized department name are shown. Contact the marketing department for layout and design.
Promotional Items

An approved vendor holding a standard or restricted license must produce items that bear any Southeastern mark intended for promotional purposes. Examples include, but are not limited to, departmental shirts, coffee mugs, key chains, sport mini-balls, towels, etc.

Retail Items

Items produced for resale (e.g., intended to be sold to the public), which bears any Southeastern mark, must be produced by an approved vendor holding a standard license. These items must strictly adhere to the identity guidelines set forth in this standards manual. Southeastern Oklahoma State University shall have the right to disallow the production of any promotional item deemed inappropriate.

Southeastern Oklahoma State University Logos

Non-Commercial Purposes

For additional information regarding the use of Southeastern non-athletics logos, and for advice on and approvals for their use in non-commercial purposes, please contact the Department of University Marketing (580) 745-3079 or kstafford@se.edu.

Contact us for:

• Questions about university visual identity standards
• Permission to use the university identity marks
• Production and/or approval of SE off-campus communications
• Digital logo files
• Including departmental logos

For athletics logos, please refer to the Athletic Graphic Standards and Style Guide.
**COLOR INFORMATION**

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2018.

<table>
<thead>
<tr>
<th>COLORS</th>
<th>PANTONE®</th>
<th>HTML</th>
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<th>PROCESS</th>
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<td>R:0 G:93 B:166</td>
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<tr>
<td>Gold</td>
<td>109</td>
<td>FFD100</td>
<td>R:255 G:209 B:0</td>
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<tr>
<td>Gray</td>
<td>20% Process Black</td>
<td>C1C1C1</td>
<td>R:210 G:211 B:213</td>
<td>C:0% M:0% Y:0% K:20%</td>
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SECONDARY ATHLETIC MARKS

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SECONDARY ATHLETIC MARKS (CONTINUED)

SOU75-00037

SOU75-00031

SOU75-00036

WORDMARKS

SOU75-00005

SOU75-00007

SOU75-00008

SOU75-00041

SOU75-00009

SOU75-00011

SOU75-00012

SOU75-00010

SOU75-00042

SOU75-00006

SOU75-00043

SOU75-00013

SOU75-00047

SOU75-00044

SOU75-00050

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WORDMARKS (CONTINUED)

SOUTHEASTERN

SOUTHEASTERN PRIDE STRENGTH

RESILIENCE

RESILIENCE PRIDE STRENGTH

BASEBALL MARK

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SPORT SPECIFIC MARKS (CONTINUED)

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