



Southeastern Oklahoma
State University

BRANDING & STYLE GUIDE

DEPARTMENT OF UNIVERSITY MARKETING

November 2023

A CONSISTENT BRANDING IDENTITY

The Southeastern Oklahoma State University Branding & Style Guide is a resource for all members of Southeastern and the vendors who work with the university. It is designed to ensure consistent and appropriate use of the university's branding identity.

The guidelines included in this guide 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 branding standards, please contact the Office of University Marketing at the information listed below.

QUESTIONS? NEED LOGOS?

For questions about this Branding & Style Guide, to obtain copies of all active university logos (including department/organization-specific logos) or to speak with someone in the Office of University Marketing, contact:

*Michelle
Hornbeak*

Director of Marketing
(580) 745-2741
mhornbeak@se.edu

CONTENTS

A Consistent Branding Identity	1
Logo and College Seal	2
Logo Usage & Department & Organization Logos	3
Colored Background	4
Color and Typeface	5
The University Name	6
Tagline & Slogan	7
Business Cards	8
Name Badges & Email Signatures	9
Expired Logos & President's Office Logo	10
Athletic Logos	11
Stretch Logo by Sport	12
Specialty Logos	13



LOGO

The Southeastern Oklahoma State University logo is the driving force behind the university's branding identity. It is made up of two key elements:

- 1- the SE symbol
- 2 - the Southeastern Oklahoma State University wordmark

The SE symbol may be used alone and should be used in all cases where the letters "SE" are desired to represent the university. [Example: A t-shirt design for SE Housing & Residence Life should utilize the official SE symbol instead of "SE" in any other design or typeface.]



**Southeastern Oklahoma
State University**

COLLEGE SEAL

The Southeastern Oklahoma State University seal represents the campus of a thousand magnolias and gives nod to the university's founding year and values for "Progress" and "Education."

The college seal is not available for download and is limited to official Southeastern Oklahoma State University instances - legal documents, diplomas, transcripts, certificates, and other uses as approved by the Office of University Marketing.



Horizontal
Logo



Vertical
Logo



Department &
Organization
Logo



LOGO USAGE

The university logo (symbol and wordmark) replaces all other old logos (see EXPIRED LOGOS, pg 10). It is the only approved logo to represent Southeastern Oklahoma State University. Do not try to alter or recreate the logo and always use an approved file.

If you need to resize the logo, do so by locking the aspect ratio so the height and width are scaled together, ensuring accurate proportions and preventing logo distortion.

The logo is designed to be used in two configurations: horizontal and vertical. Do not reposition the SE symbol with the wordmark. Use it only as shown in this guide.

DEPARTMENT & ORGANIZATION LOGOS

Academic departments, administrative offices, and other university organizations may request their own version of the university logo to brand themselves.

These logos include the university logo with the department or organization's name listed below the yellow bar of the university logo. Each department will be provided with a horizontal and vertical logo file for various uses as well as an SE symbol for general branding.



COLORED BACKGROUND

The university logo may be used on a background with color as long as it does not affect the integrity and legibility of the logo. Color background logo variations include:

Wordmark

- Reverse print white wordmark for University Blue backgrounds
- White wordmark for black or other solid backgrounds greater than the equivalent of 50% black
- Black wordmark for grayscale printing and other projects
- Horizontal and vertical wordmark versions are available for each logo variation

SE Symbol

- University Gold outline of SE symbol for University Blue backgrounds
- White SE symbol for black or other solid backgrounds greater than the equivalent of 50% black
- Black SE symbol for grayscale printing and other projects

Still unsure which logo to use? Ask us!

Contact Office of University Marketing at 580-745-2842 or ahicks@se.edu.



PMS 2935

C=100, M=68, Y=4, K=0
R=0, G=93, B=166
#005DA6



PMS 109

C=2, M=16, Y=100, K=0
R=251, G=208, B=11
#FFD100



Gray

C=0, M=0, Y=0, K=35
R=177, G=179, B=182
#C1C1C1

MINION VARIABLE CONCEPT

Regular

Italic

Medium

Medium Italic

LOGO FONT Semibold

Semibold Italic

Bold

Bold Italic

Display

Display Italic

Display Medium

Display Medium Italic

Display Semibold

Display Semibold Italic

Display Bold

Display Bold Italic

UNIVERSITY COLORS

Southeastern Oklahoma State University's brand includes 2 primary colors and 1 accent color:

Primary

- University Blue
- University Gold

Accent

- University Gray

These are the only versions of blue and gold that should be used to represent the university. Utilize the PMS, CMYK, RGB, or Hex Codes to the left for each color in order to ensure you are using the correct university color.

UNIVERSITY TYPEFACES

The University's official typeface is Minion Variable Concept. Minion Variable Concept SemiBold is the only font used within the logo wordmark. Any of the 16 variations of this typeface are acceptable to be used in print or digital marketing materials.



Southeastern Oklahoma State University

Southeastern

SE



SOSU

SEOSU

SE Oklahoma State

Southeastern OK State

THE UNIVERSITY NAME

Southeastern Oklahoma State University will operate under the following name variations in all print/digital media, websites, news releases, documentation, vendors, etc. These guidelines apply to both internal and external university operations.

- Southeastern Oklahoma State University
- Southeastern
- SE

Names to no longer be used when referencing the university in any manner - internally or externally - include:

- SOSU
- SEOSU
- SE Oklahoma State
- Southeastern OK State

UNIVERSITY TAGLINE

Texoma's University

UNIVERSITY SLOGAN

Your Future Starts Here

TAGLINE & SLOGAN

Southeastern Oklahoma State University utilizes 1 tagline and 1 slogan in promotion and branding of the university.

The university's tagline is **Texoma's University**. This tagline is meant to instill a permanent and impactful identity and sense of pride based on the university's location and surrounding areas.

The university's slogan is **Your Future Starts Here**. This slogan describes the impact the university has on its consumers - the students. Because of this, the slogan is primarily used for recruitment purposes.

WHAT'S THE DIFFERENCE?

TAGLINE

A tagline is a brief phrase that encompasses a business's brand or identity. This is generally used to create a lasting impression on a consumer that describes the business itself but not necessarily what the business may offer to the consumer.

Example: Nike - *Just Do It.*

SLOGAN

A slogan is an advertising-focused phrase that embodies a company's mission and is generally used to encourage consumers to buy, use, or consume a company's product.

Example: Lay's - *Betcha can't eat just one.*

SPECIALTY DESIGN

Back: choose one



Front

SIMPLE DESIGN



Back



Front

BUSINESS CARDS

Southeastern Oklahoma State University will utilize two business card designs for all Southeastern faculty, staff, administration, etc.

There are no guidelines as to which design a member of the university should utilize. The choice is at the individual person's discretion based on which design best fits their style/aesthetic, purpose, etc.

1. *Specialty Design* - *The front of the card* will have the person's name, title, department, email, office phone (cell and fax, if applicable), and address with the university's logo (symbol and wordmark) to the left of the person's information. This information will be on top of a partial solid white and blue storm background with a yellow stripe to separate the two. *The back of the card* will have the SE symbol and "SOUTHEASTERN" with the university's slogan (Your Future Starts Here) or tagline (Texoma's University) and web address on top of a blue storm background.

2. *Simple Design* - *The front of the card* will have the person's name, title, department, email, office phone (cell and fax, if applicable), and address with a solid white background and the university logo. *The back of the card* will have the SE symbol and the university web address on a solid white background.

NOTE: All business cards will be printed with a front and back design unless the person asks to leave the back of their card blank for writing space purposes.

NAME BADGE



Size: 3" x 1.5"

EMAIL SIGNATURE

ANNA HICKS
Director
University Marketing
Southeastern Oklahoma State University
425 W. University Blvd. Durant, OK 74701
P: 580-745-2842
E: ahicks@se.edu
W: www.se.edu



NAME BADGES

All Southeastern Oklahoma State University employees will utilize the same name badge to promote a consistent brand for the university.

Each name badge will have the university logo (symbol and wordmark), the person's name (with included degree or other suffixes - IE. PhD, MBA, etc.), and the option to include either their title or department. The background will be the same blue storm background used for business cards and a yellow bar will highlight the person's name.

EMAIL SIGNATURES

The university will recommend that all university faculty, staff, and other university members utilize the same email signature format to further solidify the university's brand.

University email signatures may include:

- Person's name
- Title
- Department
- University Name
- Address and/or Office Number
- Phone Number
- Email Address
- Website

NOTE: All university email signatures should include the university logo (symbol and wordmark) or the SE symbol in their email signature. If using the SE symbol alone, the university name must be spelled out in the email signature.

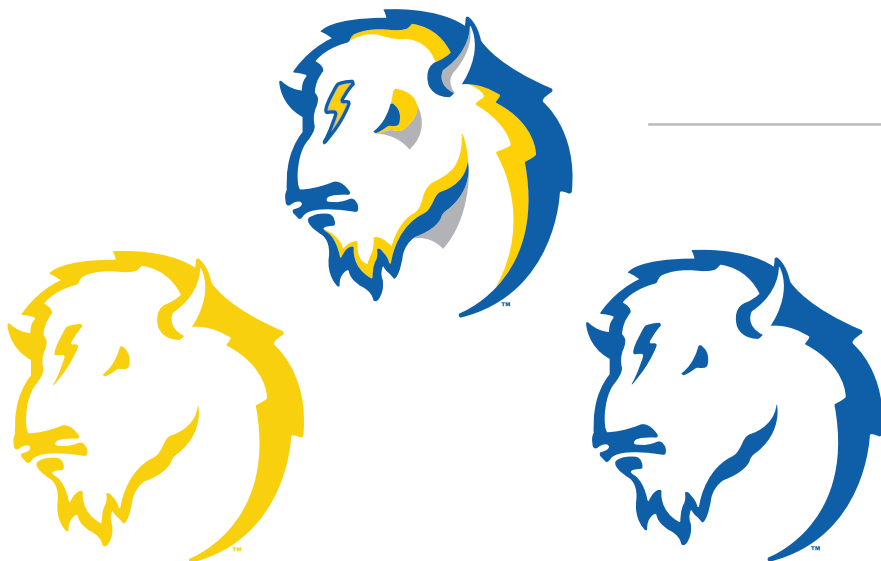


EXPIRED LOGOS

In order to present a consistent branding identity, past logos for Southeastern Oklahoma State University are to no longer be used to represent the university in any form by anyone. This includes the University Pillars, SE Oval with Southeastern spelled out, the traditional SE Oval, as well as other past logos shown to the left.

PRESIDENT'S OFFICE LOGO

The University Pillars logos is to be used by the President's Office **ONLY**. This logo will include the words "Office of the President" above the Southeastern Oklahoma State University wordmark. No other Southeastern departments, offices, organizations, vendors, or other external entities may use this logo.



ATHLETIC LOGOS

Southeastern Oklahoma State University Athletics will utilize the following logos:

- 1 - Southeastern Oklahoma State stretch logo - as well as custom logos for each sport]
- 2 - SE symbol with Athletics wordmark
- 3 - Bolt mascot - 1 all color, 1 university gold, 1 university blue

These logos are to be used by university athletics, however, the Bolt mascot logo may be used by other university departments, offices, and organizations to promote university spirit and for recruitment purposes as well.

For questions or to obtain athletic logos, contact:

MATT THOMAS

Assistant Athletic Director / Communications
580-745-2646
mthomas@se.edu

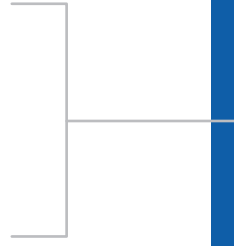
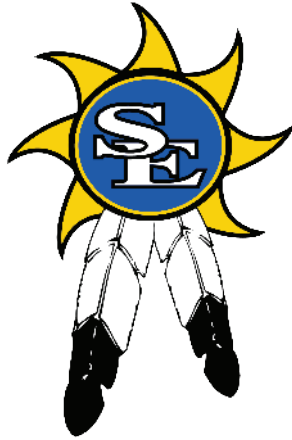
SETH DUTTON

Associate Athletic Director / External Operations
580-745-2433
sdutton@se.edu

STRETCH LOGO BY SPORT

Southeastern Oklahoma State University Athletics will utilize the Southeastern Oklahoma State stretch logo for each sport and include the sport's name in the yellow bar beneath the Southeastern Oklahoma State wordmark.





SPECIALTY LOGOS

This is the official logo of the Native American Institute and its related programs. Please contact the NAI for permission to use the logo.