

OAKLAND UNIVERSITY ATHLETICS



BRAND

GUIDELINES

THE ETHOS OF OAKLAND UNIVERSITY ATHLETICS

Oakland Golden Grizzlies Athletics will provide a **first-class** experience for student-athletes and promote an environment that fosters success in the classroom, in competition, and in the community, while maintaining a focus that is consistent with University objectives for excellence in all areas:

Create and maintain an environment that encourages personal and professional growth, and the pursuit of **knowledge**, while advancing University and Athletics goals;

Be **innovative** and creative to consistently seek once unimaginable accomplishments by utilizing a **forward-thinking** mindset;

Reinforce a positive image of Oakland University and metro Detroit on the regional and national stage;

Commit to the principles of fiscal responsibility and **efficiency**, gender equity, diversity and good sporting conduct by all coaches, administrative staff and student-athletes and;

Have a **positive attitude** and give **maximum effort** in trying to achieve the broader University mission statement and values while providing a **welcoming environment** and be **relationship oriented** when interacting with University students, faculty, staff, alumni, sponsors, donors and friends.

PRIMARY LOGO, TYPEFACE, & COLORS

PRIMARY LOGO



FOR DARK BACKGROUNDS

TYPEFACE

SERPENTINE

SERPENTINE BOLD

SERPENTINE BOLD ITALIC

COLOR CODE



BLACK

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: 000000



GOLD

CMYK: 38, 41, 82, 11

RGB: 181, 154, 87

HEX: B59A57

PMS PANTONE: 872

FOR GEAR/MERCHANDISE USE "VEGAS GOLD"

SECONDARY LOGOS & TYPEFACE

SECONDARY LOGOS



TYPEFACE

HELVETICA NEUE CONDENSED BOLD

HELVETICA NEUE LIGHT

HELVETICA NEUE LIGHT ITALIC

HELVETICA NEUE REGULAR

HELVETICA NEUE ITALIC

HELVETICA NEUE BOLD

HELVETICA NEUE BOLD ITALIC

HASHTAGS & BRAND NAME GUIDELINES

HASHTAGS

GOLDEN GRIZZLIES OFFICIAL HASHTAG

#WEARtheBEAR

INDIVIDUAL SPORTS

M.Basketball: #OaklandMBB W.Basketball: #OaklandWBB

M.Soccer: #OaklandMSOC W.Soccer: #OaklandWSOC

M.Golf: #OaklandMGolf W.Golf: #OaklandWGolf

Baseball: #OaklandBB Softball: #OaklandSB

Swim & Dive: #OaklandSD Volleyball: #OaklandVB

Track & Field: #OaklandTF Cross Country: #OaklandXC

Tennis: #OaklandTennis

NAME GUIDELINES

DO USE

“Oakland University” or “Oakland” or “Golden Grizzlies”

DO NOT USE

“OU” or “Oakland U.” or “Grizzlies”