



### ATHLETIC MARKS



### SPORT SPECIFIC MARKS



### ALTERNATE ATHLETIC MARKS



These marks may be used only with another Ohio University mark or wordmark.

Typeface is "Compacta Bold".

### VERBIAGE

Ohio University™

Bobcats™

Ohio® (When used in a manner that clearly demonstrates association with the University or its athletics program.)

Ohio Bobcats™

OU™ (Should be used in conjunction with "Ohio University")

- Athletic marks may not be combined or used with university marks.

- OU™ is not an athletic mark and must be used in conjunction with "Ohio University™"

### 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., 2007.

UNIVERSITY COLORS	PANTONE® COLORS	PROCESS COLORS
<b>Bobcat Green</b>	For Bobcat Green, use PANTONE® 342	C:100% M:0% Y:71% K:43%
<b>Bobcat Tan</b>	For Bobcat Tan, use PANTONE® 728	C:0% M:21% Y:48% K:10%
<b>Bobcat Black</b>	For Bobcat Black, use PANTONE® Process Black	

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### UNIVERSITY MARKS



**OHIO**  
UNIVERSITY™



**OHIO**  
UNIVERSITY™



**OHIO**  
UNIVERSITY™



**OHIO**  
UNIVERSITY™

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**OHIO**  
UNIVERSITY™

### USAGE GUIDELINES

The Ohio University Signature should be used in all white whenever it is placed on a dark background. When using the Signature or Logotype on a complex background, it should be placed within a solid, single-color shape (e.g., a box or bar) to avoid confusion. Be sure that the shape does not intrude upon the Signature mark's clear zones.

The clear zone for the Signature and the Logotype is the width of the "l". Maintain this distance proportionately between any part of the Signature, the copy block beneath, and any other elements appearing with them and/or the edge of the page. The maximum size for the University Signature is 526 pixels wide by 143 pixels high.

The following alterations to the University Signature are **not** allowed:

1. Never switch colors of the Signature.
2. Never rearrange the Signature.
3. Never change typefaces in the Signature or Logotype.
4. Never use unapproved color combinations.
5. Never re-space parts of the Signature.
6. Never add taglines to the Signature.

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UNIVERSITY COLORS	PANTONE® COLORS	PROCESS COLORS
<b>Ohio University Green</b>	For Ohio University Green, use PANTONE® 342	C:100% M:0% Y:71% K:43%
<b>Ohio University Gray</b>	For Ohio University Gray, use PANTONE® 404	C:0% M:8% Y:22% K:56%
<b>Ohio University Black</b>	For Ohio University Black, use PANTONE® Process Black	

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