

# **LOGO GUIDELINES**

The Ohio State University Department of Athletics

#### Primary Mark

The primary mark is the main identifier of the athletics brand. Consistent and proper use of the logo strengthens recognition for Ohio State and provides the visual foundation. By adhering to a standardized use, we reinforce the image of Ohio State athletics as a cohesive, powerful entity and amplify the impact of our visual communications.

Four variations of the logo are provided, each specified for the background it is applied to.



on white/outline



on scarlet

#### 1 color



scarlet



black



white gray



on gray



on black

1

## Grayscale Backgrounds

Application of the logo on tints of black may be confusing in certain instances. The guide provided here indicates the correct logo to be used based on a 10% scale.



10% (outlined)



20% (outlined)



30% (on gray)



40% (on gray)



50% (on gray)



60% (outlined)



70% (outlined)



80% (on black)



90% (on black)

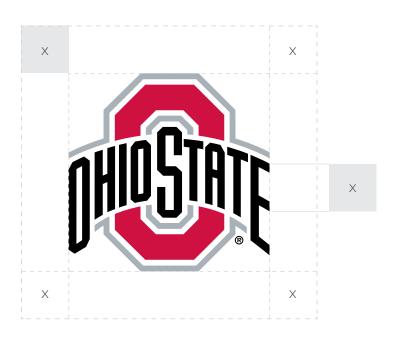


100% (on black)

### Clear Space

"Clear space" is the protected area around the logo that maximizes its impact. This space must be kept free of all other graphics and text, including other logos. It is also the minimum distance the logo can be from the edges of an electronic document or printed piece. To regulate this, an exclusion zone has been established around the mark.

The minimum required amount of clear space is defined by the space between the top and middle bar of the letter E.



#### Minimum Size

In order to ensure clear reproduction and legibility, the mark must not be used any smaller than the sizes shown on the right.

The primary mark should not appear smaller than 0.5 inches tall in print. The minimum size on screen is 40 pixels tall, but 60 pixels tall is preferred if possible.







#### Incorrect Uses

To maintain consistency in the application, the logo must be used as provided. It is strictly forbidden to redraw the logo or alter the logo appearance, components, colors, proportions, or any other property.

Examples of incorrect logo uses are provided to the right.





do not change approved color(s)



do not apply a drop shadow



do not rotate



do not skew, stretch or adjust the proportions





apply correct logo to background color



do not adjust the outline to mimic shape of the E





apply outlined logo on images or busy backgrounds



do not adjust opacity or use as a watermark



do not add effects



do not use two or more logos on same graphic/document



do not use as a letterform



do not add elements on top of mark