# Ohio Northern University Visual Identity Style Guide

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VISUAL IDENTITY PROGRAM

In a highly competitive higher education landscape, the advancement of Ohio Northern depends on the compelling quality of its institutional messages and image, secured by appealing and effective academic and co-curricular offerings.

A logo, along with certain other graphic elements, consistently applied, serves as a primary external, visual representation of any organization, such as Ohio Northern. Together these elements comprise a visual identity, and through their imagery project Ohio Northern's organizational label and signature.

In order to meet the expectations attached to a logo, it is important that visual presentations be consistent and that standards be of the highest quality.

Individuals and groups responsible for overseeing the design and printing of materials and for executing other visual representations of Ohio Northern should become familiar with this style guide and should encourage their staff members to follow its rules.

The following sections of the Style Guide describe general rules of usage and give specific examples of logo and typeface applications. Instructions for acquiring reproduction-quality images are included in the Guide. Computer downloads are available at: http://www.onu.edu/news/logos/.

Although many examples of usage and application are covered, it is impossible for this guide to address every conceivable situation. When special situations arise, please seek guidance from the Art and Design Section, Office of University Communications and Marketing, 419-772-2048 or 419-772-2759.
ORIGINS
The creation of the logo had its origins in the charge President Kendall Baker made to a university special task force on marketing in October 1999 when he asked the committee to consider how “to establish Ohio Northern as a positive, differentiated brand name in higher education and to propose how the University’s image can be managed consistently and persuasively.”

In the course of its deliberations, the Task Force audited Ohio Northern’s publications and visual media. The conclusion was that existing presentations lacked coherence and market-wise designs. Among the over 400 separate printing projects managed annually by the Office of University Communications and Marketing, there were varied and often clashing looks, and there was no design device other than the official university seal to bring impact to printed materials or other vehicles conveying Ohio Northern’s image. There was rapid consensus that the University’s graphic image needed to be improved and then managed systematically and stylishly.

As the challenge unfolded, the necessary creative and evaluation process became a collaborative effort drawing on the talent and opinions of many people who understand and identify with Ohio Northern. The process was both intense and exhaustive, including 30 people, 100 submitted designs, and extensive experiments with graphic alternatives. The Office of University Communications and Marketing designers were the managers of the creative process, trying out submissions encouraged from the campus community and working through draft options with the Task Force. A marketing consultant experienced in logo development, evaluation, and implementation in corporate business and higher education was retained to offer counsel on the process.

Several standards guided the work. First, the new logo had to be a graphic that would be strongly and stylishly associated with Ohio Northern. Second, it had to be flexible in the ways it could be used, lending itself to formal applications as well as informal uses. Third, the logo had to be durable, with anticipated appeal for many years to come. Fourth, the logo had to be effective in both color and black and white versions. Fifth, it had to be effective in various sizes, large and small. Finally, the logo had to be adaptable to moving applications and website uses.
After an initial review of twelve designs by the Task Force, designers refined several concepts and worked with the Task Force to identify three “finalist” designs to be considered for adoption. The crucial next step was to test the appeal of the possibilities with Ohio Northern’s core audiences through surveys.

The approach began with an on-campus, web-based survey through which students, faculty, and staff voted their preferences. It appears to have been the first time the tactic has been tried for such market-testing purposes on an American campus. The method guaranteed the authenticity of individual votes and provided a real-time measure of the survey’s progress. The result was a response from 642 students and 202 faculty and staff members who voted 2:1 for the subsequently-adopted version.

Meanwhile, ballots were sent to nearly 20,000 Ohio Northern alumni seeking their views, and Ada-area neighbors were also asked to give their feedback. When the votes were counted, 4076 alumni had responded, with the preferred choice again standing out by a 2:1 margin over the other options. Because of the process, the design was strengthened by incorporating points raised by constituents surveyed.

With the logo and the visual identity program shaped by it, Ohio Northern embarked confidently on a University-wide effort to strengthen its institutional image and marketing strategies for communicating with various constituencies. The program will advance Ohio Northern’s mission by supporting and promoting every area of the University—from academic programs to student recruitment, fund raising, and athletics. Our audiences are, in a very real sense, all of the individuals and groups whose support might secure the University’s work and whose opinions might elevate the University’s reputation.
NAME, LOGO, COLORS, SEALS
To conform with Ohio Northern’s visual identity program, the names, logotypes, colors, and seals in this guide are the only ones that should be used for publications and printed materials. Requests for exceptions to the approved usages presented in this guide should be directed to University Publications; those requests will be reviewed by the Associate Director for Art and Design in the Art and Design section of the Office of University Communications and Marketing. Call 419-772-2048 to discuss requests.

UNIVERSITY NAMES
The name “Northern” may now be used in publications originating on the campus that are intended for national audiences. Thus, possible nomenclature for our institution includes:

Ohio Northern University
Ohio Northern
Northern
ONU

UNIVERSITY LOGO
• The University logo consists of a stylized, leaning capital “O” articulated by corners in the upper left and lower right, and intersected by a horizontal band on which the capitalized word, “Northern,” is imprinted. Below the logo is an optional word mark, “Ohio Northern University,” in all caps.

• The word, “Northern,” must be displayed in a modified ATClassic letter font.

• The word/mark, “Ohio Northern University,” must be displayed in a modified ATClassic letter font.

• The word/mark, “Ohio Northern University,” should be 66% of the scale of the integrated word “Northern” appearing on the horizontal bar crossing the formed “O.”

The components of the logo are illustrated below.

Northern
Ohio Northern University

The words “Northern” and “Ohio Northern University” always print in black.

The shapes that form the “O” shape are either printed in black or Pantone 172 orange.
When printed in one color, the logo should only be printed in black ink.

The logo will normally be printed offset, but may also be:
• foiled stamped
• silk-screened
• engraved
• embossed in the prescribed colors or gold
• blind embossed

We do not recommend debossing or thermography, but should you have an application that requires one of these two processes, please contact the Associate Director for Art and Design, Office of University Communications and Marketing, for approval.

Other guidelines for general use of the logo include:
• The logo can vary in size, but should not be reduced to less than 3/4 inch in width. For web and video logo usage, the logo should not be smaller than 90 x 55 pixels. Space around the logo should not be less than one-quarter the width of the logo size you are using.

• The TM signifies that the logo is owned by the University and is a trade mark to protect against its unauthorized use; therefore, the logo should not be altered nor the TM removed without the approval of the Associate Director for Art and Design.

To allow for appropriate flexibility, there are six versions of the University logo that can be used on your communications materials. There is an orange logo mark, a black logo mark, an orange logo word mark, a black logo word mark version, a black only logo mark and a black only logo word mark. Following are options with guidelines for each use:

The logo mark is the informal version of the University logotype which can be used for a wide variety of print materials and publications. This logo, and any of the other logotype versions following, can be used in the two colors, or in one color as black. See the “Official Colors” topic later in this section for more information on acceptable color applications.

INFORMAL LOGO VARIATIONS

Orange logo mark version.

Black logo mark version.

Black only logo mark version.

Two color (black and Pantone 172)

Two color (black and Pantone 172)

One color (black)
FORMAL LOGO VARIATIONS

The logo word mark is the formal version of the University logotype. There are three acceptable formal versions of the logotype. This logo can be used in the two colors, or in one color as black. The formal versions of the logotype may be used when the tone of your communication or publication should be official and formal in nature.

REVERSES

These are “reverse” treatments of the logo and should be used when it is necessary and beneficial to reverse the logo out of a dark-colored background. In using this treatment, the “O” shape and the words “Northern” or “Ohio Northern University” appear in white, black, orange, or the color of the paper (background). The word mark does not have to appear in the reverse usage.

Reverses other than the one prescribed should be reviewed and approved by the Associate Director for Art and Design, Office of University Communications and Marketing.

The many options shown in this guide make it possible to incorporate the new University visual identity into any design. Some samples of how the logotype has already been used successfully on printed materials are shown later in this guide.

None of the elements of the logotype of Ohio Northern University may be altered, recreated or presented in any way other than as prescribed in these pages. There is no existing font to match the word mark because the text has been altered from its original font to accent the logo mark.

USE OF LOGOTYPE

The logotype should be used conspicuously on all University publications and printed materials, preferably on the front cover. For all publications that represent the University and are intended for external audiences, the logotype must appear on either the front or back cover. No other logo or seal should appear larger than the University logo so as not to distract from the logo or visual appeal of your publication.
OFFICIAL COLORS OF OHIO NORTHERN UNIVERSITY
The official colors of the University are orange and black. The specification for
the orange ink is Pantone 172.

If the logo is being used for electronic (Web) publications or Web pages, the logo
must be used in its original orange (#FF6633) and black (#000000) rendition.

UNAUTHORIZED VERSIONS
It is vitally important that the integrity of design and fidelity of the color palettes for the logo remain intact in order to maintain a consistent visual identity. Therefore, no painting, sketch, sculpture, rendering, drawing or other artistic interpretation or representation of the mark or logotypes may be undertaken or commissioned.

UNIVERSITY SEAL
The seal of the University will remain unchanged and will be used to authenticate the highest official University documents, such as diplomas and legal instruments. It may be used on other materials only at the discretion of the President and Trustees. Permission to use official certificates with the University seal embossed and engraved in full color, to celebrate outstanding achievements of certain students, faculty, and staff, may be requested from the Associate Director for Art and Design, Office of University Communications and Marketing. All certificates are to be printed under the supervision of the Art and Design section, Office of University Communications and Marketing. The design and typography of all certificates shall be prescribed by the Associate Director for Art and Design, Office of University Communications and Marketing.

The seal, when presented in full color will be in green (Pantone 575), purple (Pantone 2685), drab or brown (Pantone 463), orange (Pantone 172), cream (Pantone 1215), and red (Pantone 185). The letters, borders, and illustrations for each college are gold. The seal may also be silk-screened, printed or foil-stamped in black, white, burnished gold or Pantone 172. It may also be engraved or embossed. Minimum size for the seal shall be 3/4 inch in diameter.

SCHOOL, COLLEGE, UNIT, DEPARTMENT OR PROGRAM IDENTITIES
Adopted college seals may be used for internal purposes at the discretion of each dean. Use of such seals for general circulation materials should be restricted and will be managed by the Associate Director for Art and Design, Office of University Communications and Marketing. College seals should not be used on the same page or spine with the Ohio Northern logotype. The same is true for units, departments, or programs on campus with an established visual identity which will be used in conjunction with the University logotype.
When the school, college, unit, department, or program's visual identity must be the more prominent identifier, then the University logotype should appear on the inside or back page of the publication or printed piece, but not on the same visible surface as another logotype or symbol.

In some cases it may be appropriate to use the University logotype along with a strong, visible typeface identifier for your area to establish a presence for both the University and your school, college, unit, department or program on the cover or same page of a print piece. An example of this treatment is shown at the right.

Many areas on campus frequently produce materials in collaboration with other areas, corporations, organizations, etc. Please exercise good judgment in selecting the placement of the University identity on print pieces, and that you contact the Art and Design section, Office of University Communications and Marketing, 419-772-2048 or 419-772-2759, for assistance.

Remember, the goal is to use the University visual identity often, and in a manner that strengthens the image of Ohio Northern.

Following are sample illustrations of how the visual identity has been successfully incorporated into print pieces for areas that also have the need to retain their own identity within and/or outside of the campus community.
SPRING BREAK! WITH HABITAT FOR HUMANITY?

By Todd Boga

Spring break 2006 was a whirlwind for hundreds of students who volunteered their time and sweat at Habitat for Humanity. Students from all over the United States and around the world came together to build homes for families in need. This year, Ohio Northern University hosted a group of students who participated in the Habitat for Humanity program. The group traveled to the neighborhood of Lakewood, Mississippi, to help build homes for families in need.

The Habitat for Humanity program is a nonprofit organization that helps families in need by building and repairing homes. The group worked long hours, working hard to complete the projects. They built homes for families who had been living in poor conditions, and the families were overjoyed to receive their new homes.

The experience was not just about building homes. The group also had the opportunity to bond with each other and learn about the culture of the Mississippi Delta. They visited local businesses and learned about the history of the area. The experience was truly unforgettable.

The students who participated in the Habitat for Humanity program were proud of their achievements. They knew that they had made a difference in the lives of people in need. The experience was a valuable lesson in compassion and hard work. The students learned that even small acts of kindness can make a big difference in the world.

The Ohio Northern University Habitat for Humanity group is just one of many groups of students who participate in this program. The organization is constantly growing, and more students are joining the cause every year. The group is looking for new volunteers to help build homes for families in need. If you are interested in volunteering, please contact the Habitat for Humanity organization.

Continued on page 2...
Large Enough to Challenge, Small Enough to Care!
TYPOGRAPHY

TYPE FOR PUBLICATIONS AND OTHER PRINTED MATERIALS

Letterforms and typography can be a powerful influence on how a reader perceives your message. Your campus colleagues who put together this visual identity package have drawn on their years of collective experience and taken many variables into consideration before deciding on the typefaces we believe to be most appropriate and practical for this University at this time.

The preferred typeface to be used for all University publications is Adobe Garamond. When used with the University logotype, they reinforce the visual identity system. Adobe Garamond is a versatile typeface that is suitable for a great variety of reproduction methods and materials. For more information regarding the typeface, contact the Art and Design section, Office of University Communications and Marketing, 419-772-2048 or 419-772-2759.

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY
At right is 12 point AGaramond. It is recommended for use as body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EMPHASIS WITHIN BODY COPY
At right is 12 point AGaramond Italic. Italics may be used sparingly to emphasize words appearing in body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINES OR SUBHEADS
At right is 12 point AGaramond Semibold and AGaramond Bold. Boldface is recommended for use as headlines or subheadlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EMPHASIS WITHIN HEADLINES OR SUBHEADS
At right is 12 point AGaramond Semibold and AGaramond Bold Italic. Bold italics may also be used for headlines or subheads.
For best results, high-resolution output of electronic files (1240 to 2480 dpi) should be used whenever possible. For printed materials to be distributed internally, 300 or 600 dpi should suffice.

QUESTIONS?
The Office of University Communications and Marketing, located on the third floor of the Lehr building, is responsible for administering the visual identity program and editorial style as they relate to publications, printed materials, Websites, and signage. Any questions about the program or requests for exceptions should be directed to that office, 419-772-2048 or 419-772-2759.

TRADEMARKS AND LICENSING
Federal, state, and common laws govern the University’s rights to its Marks. These laws place an obligation on the University to control its Marks to avoid misrepresentation of the University’s relationship to a product or service. Licensing others to use the Marks and monitoring their use provides the needed control.

The name “Northern” and “Ohio Northern University,” in addition to the new mark, logotypes, and the University seal, are trademarked and owned by the University. Any commercial or third-party uses of the University’s name, logotypes, mark or seal, or any uses that run counter to the policies in this guide, will be considered trademark infringement and may be punishable by law. For further information contact the Vice President for University Advancement, 419-772-2036.

The Vice President for University Advancement and the Office of University Communications and Marketing is responsible for control of the University’s identifying marks and for managing the negotiation of licensing agreements. No other office or department is authorized to perform trademark licensing program administration. Organizations or persons intending to produce products, promotions or services bearing the University’s names, marks or logotypes for commercial application, distribution or resale must be authorized in writing from the Vice President for University Advancement and the Office of University Communications and Marketing, 419-772-2036.
Written and Printed Materials

The following pages contain information about basic stationery package components and other common print pieces used to communicate by various areas on campus.

TYPEFACE FOR WRITTEN COMMUNICATIONS
To ensure compatibility with the logotype and help unify the Ohio Northern image, the typeface (font) Adobe Garamond should be used in the complementary headings for letters, envelopes, and memoranda. The body copy of this document is Adobe Garamond.

LETTERS AND MEMOS
Letters are used for all external communication and formal internal communication, and memos are the appropriate format for most internal communication. Both reflect on you and your department as well as on the University as a whole. A standard typing format compatible with the new stationery design is shown on page 18-19. Please note that memoranda are used for internal audiences; they should be written on official memorandum paper available through University Printing Services, not on letterhead.

The preferred typefaces for the text of letters and memoranda are CG Times 12, Times New Roman 12, and Arial 12.

INVITATIONS AND CERTIFICATES
The invitation format shown below is the new format designed for Ohio Northern. Other versions can be designed by contacting the Art and Design section, Office of University Communications and Marketing, 419-772-2048.
A sample of an approved University certificate is shown below using the logo. Other versions can be designed by contacting the Associate Director for Art and Design, Office of University Communications and Marketing, 419-772-2048.

GETTING ARTWORK AND/OR DOWNLOADING ELECTRONIC IMAGE FILES
You may download the electronic image files from http://www.onu.edu/news/logos/. If you have further questions, or need more information about getting the University logo, contact Art and Design for information at 419-772-2048 or 419-772-2759.

In the following sections dealing with outside printers, the following guidelines should be followed. The standards depicted are those followed by the University Printing Services.

ORDERING STATIONERY
The stationery system—letterheads, envelopes, business cards, mailing labels, memoranda, note pads, fax cover sheets, and “personal” note cards—is a primary form of visual communication between Ohio Northern and the public. It reflects the visual institutional identity of the University and leaves an impression on those who receive it. To maintain consistent quality and ensure maximum cost economies, all letterhead, envelopes and business cards should be ordered through University Printing Services at 419-772-2064.

The stationery system, including standard envelope sizes, is printed offset on Fox River Arctic White, Wove, 24-pound writing stock in specified official Ohio Northern University colors.

QUESTIONS?
If you have questions about ordering stationery, please call the University Printing Services, 419-772-2064.
LETTERHEAD
The letterhead will be printed in Ohio Northern orange, Pantone 172 and black or all in black. The logotype is centered at the top and the business address are positioned centered at the bottom. The official name of the unit, school, or college, telephone and fax numbers, e-mail address, and website URL will appear at the bottom. In accordance with official University stationery policy, stationery will not be personalized.

ENVELOPES
Envelopes will be printed in Ohio Northern orange, Pantone 172. The logotype, name of the office/unit, and return address are positioned in the upper left corner of the envelope. Envelope stock is same as letterhead except without the Ohio Northern University watermark.

BUSINESS CARDS
Ordinarily, business cards bearing the logotype of the University may contain the following information: Ohio Northern University, name, title(s), unit, address, telephone numbers (voice, fax), e-mail address, and a website URL. Year of graduation from Ohio Northern is an option for alumni/ae who are employees of the University. All information is set flush left and positioned to the right of the logotype. The order of information may vary slightly, as shown in samples on these pages. Foldover cards are available when more information is required, such as alternative phone numbers or detailed campus addresses.

MAILING LABELS
The University logotype and business address are centered at the top of all mailing labels and meet required postal regulations. Mailing labels are also available as a standard item without office names. Departments may also purchase labels with the office name and address printed below the Ohio Northern logotype and above the address in Ohio Northern orange, Pantone 172.

OFFICIAL LETTERHEAD
PAPER STOCK:
Stationery stock is Fox River Select, 24 lb. writing, 25% cotton, wove finish, Arctic White, 50% recycled/30% post-consumer waste. Letterhead paper will feature the Ohio Northern logotype as its watermark.

OFFICIAL BUSINESS CARD
PAPER STOCK:
Business card stock is Fox River Select Cover, wove finish, Arctic White, 50% recycled/30% post-consumer waste, 80 lb. cover.

MEMORANDA AND NOTE PADS
Memoranda sheets and note pads may be printed with the office or unit name.
January 1, 2006

Mr. John Doe
123 Anystreet
Yourtown, OH 00000

Dear Mr. Doe,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Somebody Q. Else
Dean

SQE/sl
Enc.
Mrs. Susanne Smith  
123 Anystreet  
Yourtown, OH 00000

Dear Mrs. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
SIGNAGE AND VEHICULAR USE
FAX COVER SHEETS
The fax cover sheet can be printed with the office name, voice phone number and fax number at the top of the page. It can be preprinted, as shown, or left blank for offices that prefer to type their fax cover sheets. Electronic templates of these documents can be downloaded from the Website and are compatible with Microsoft Word. MAC and PC versions will be available.

“PERSONAL” NOTE CARDS
“Personal” note cards may be imprinted with office and/or personal names as appropriate.

NEWSLETTERS/E-NEWSLETTERS
It is important that we maintain a consistent visual appearance among the University’s many publications including those distributed or online. We do this by consistently applying elements of the new visual identity: the logo, color palette, and typography to the design of our publications. All are in compliance with the visual identity program. If your newsletter is intended for external audiences, the full logotype must appear on the front or back cover.

If you are unsure about your own newsletter, or would like assistance or advice designing the next issue of your newsletter according to the new visual identity program, please contact the Art and Design section, Office of University Communications and Marketing, at least six weeks before your desired delivery date.
ORIGINS

Born March 16, 1923, the Polar Bear was officially chosen on that date as mascot for the Ohio Northern athletic teams. The polar bear was chosen by an overwhelming vote of the student body to personify the spirit of ONU (replacing the goat).

The late G. Walter Eighmy ’26 ENG, gave this eyewitness account, quoted in the December 1993 edition of the Ohio Northern Alumni Magazine: “It happened at Lehr Auditorium. President Albert Edwin Smith, Dr. Thomas J. Smull, Dr. James Otto Newton, and other members of the faculty asked the student body for suggestions to name a university mascot. After several recommendations, I remember a football player, Anthony Muto, who sat in back of me, stood up and said, ‘I suggest the name of Polar Bear. It is big, strong and is all white for purity.’ After much applause it was unanimously approved.”

The new Polar Bear was officially unveiled at a news conference on the first day of classes, Sept. 5, 2006.

GETTING ARTWORK AND/OR DOWNLOADING ELECTRONIC IMAGE FILES

You may download the electronic image files from http://www.onu.edu/news/logos/. If you have further questions, or need more information about getting the Polar Bear logos, contact Art and Design for information at 419-772-2048 or 419-772-2759.

The following depictions of the Polar Bear are the only official versions authorized for use in representing or promoting Ohio Northern, a University event, or an athletic team.
FIVE POLAR BEAR OPTIONS

ATHLETIC TEAM OPTIONS WITH POLAR BEAR
SUGGESTED POLAR BEAR USAGE ON PROMOTIONAL PRODUCTS
Visual Identity Resources

Office of University Communications and Marketing

The Art and Design section of the Office of University Communications and Marketing is located in the Lehr Building at the front of campus. Our primary function is to create and maintain the visual and editorial image of the University. We do that by editing, designing, and arranging for the printing and delivery of all official University publications.

Please call 419-772-2048 for information or to make an appointment for a consultation.

Art and Design is a service component of the Office of University Communications and Marketing and under the direction of the Director of University Communications and Marketing, 419-772-2047.

ADDITIONAL ON-CAMPUS RESOURCES:
In future releases of this guide a list of additional on-campus resources will be listed here. You will be able to contact Art and Design or any other listed resource for guidance on use of the new Ohio Northern visual identity system.