

OWENS COMMUNITY COLLEGE

Brand Guide



R. 5/2023

Your success starts here.



OWENS
COMMUNITY COLLEGE



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College Logo

The Owens Community College Logo

The logo must always appear in a fixed relationship, which may not be altered, adjusted, or modified in any way. The only logos available for use are shown at right. A horizontal version of the Owens Community College logo is not available and should not be produced.

No individual or entity may use the Owens Community College logo without written permission from Owens Community College.

For more information, contact the Office of Strategic Marketing and Communications at communications@owens.edu.



Full Two-Color Logo



Full One-Color Logo



Reversed-out white Logo

The Owens Community College Mark

The logo "mark" may only be used on promotional items, apparel and internal publications.



The Owens Community College Seal

The College seal is reserved for limited use by the Office of the President, Board of Trustees and on commencement materials. The seal should not be used in daily communications by departments or programs. Seal use is approved by the Office of Strategic Marketing and Communications.



All logos that are used by the College are legally protected. Owens retains the right to withdraw permission if the logo is not used correctly, or to enforce a cease and desist order if permission is not obtained.

Logo Usage

Minimum Size

The minimum size represents the smallest version in which the logo remains legible.



One Color Logo, Black

The one-color positive, solid logo should only be placed on 100% white to 30% black backgrounds. Always ensure significant contrast between the logo and the background.



Reversed Out, One Color Logo

If the logo is to appear on a dark colored background, the white, reversed-out logo must be used.



Ribbon Effect

The ribbon effect can be used with the logo mark in certain footers, advertisements, signs and promotional items.



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Incorrect Logo Usage



Black logo is hard to read on dark background



White logo is hard to read on light background



2-Color Logo to be used on white background only



Logo cannot be reproduced in red



Do not use outline form of logo



Do not distort logo, left to right, up or down



Do not use the logo as a screen of any color including black



Do not change the color of the "C" strokes



Do not use the type from the logo unless using the entire logo



Background is too busy for logo placement



Do not use the "C" strokes in red when using the white version of the logo



Do not use the retired horizontal logo in any way



Do not use the retired Owens Express logo in any way

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Signature Logos

Sharing the Brand

When thinking about branding and sub-branding for Owens Community College, think of a clear and simple vision with one logo and one voice. The purpose of the College's sub-branded logos is to enhance and sustain the College's brand identity.

The College's sub-branded logos are a combination of the Owens mark [(O)] and custom type that has been created for the purpose of promoting a specific College area.



OWENS COMMUNITY COLLEGE
**INTERNATIONAL STUDENT
SERVICES**



OWENS COMMUNITY COLLEGE
COUNSELING SERVICES



OWENS COMMUNITY COLLEGE
**CENTER FOR EMERGENCY
PREPAREDNESS**



OWENS COMMUNITY COLLEGE
DEPARTMENT OF PUBLIC SAFETY



OWENS COMMUNITY COLLEGE
VETERANS SERVICES



OWENS COMMUNITY COLLEGE
DISABILITY SERVICES



OWENS COMMUNITY COLLEGE
STUDENT LIFE

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Athletics Logo

Owens Express Logo

The logo must always appear in a fixed relationship, which may not be altered, adjusted, or modified in any way. The Express logo is not be used in conjunction with the Owens Community College Logo in any way. This includes the text Owens Community College.

For more information, contact the Office of Strategic Marketing and Communications at communications@owens.edu.



Full Two-Color Logo



Reversed-out white Logo on Red



Full One-Color Logo



Reversed-out white Logo

Owens Express Mark

The logo "mark" may only be used on promotional items and apparel.



Full Two-Color Mark



Reversed-out white Mark on Red



Full One-Color Mark



Reversed-out white Mark

Examples of sports programs with the Owens Express Mark.



**MEN'S
BASKETBALL**



**WOMEN'S
BASKETBALL**



VOLLEYBALL



BASEBALL

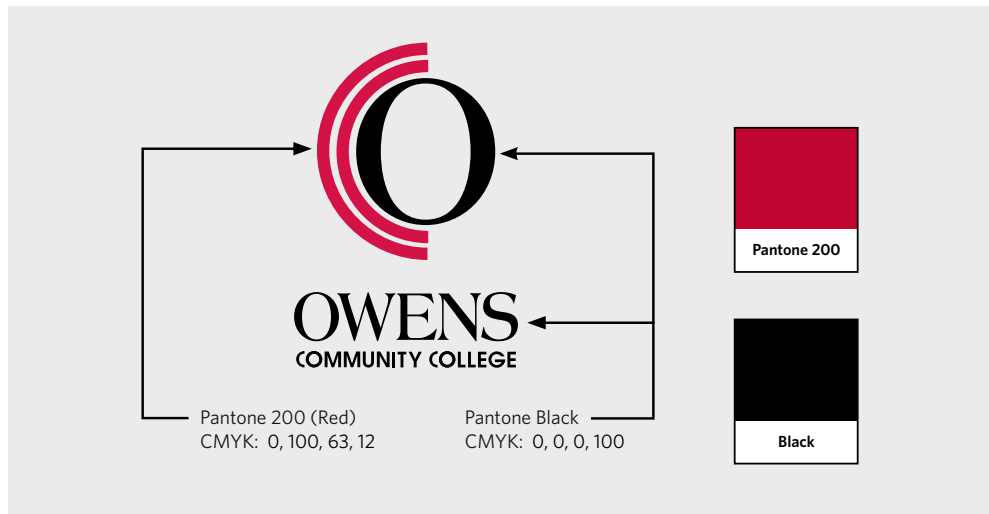


SOFTBALL

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Colors

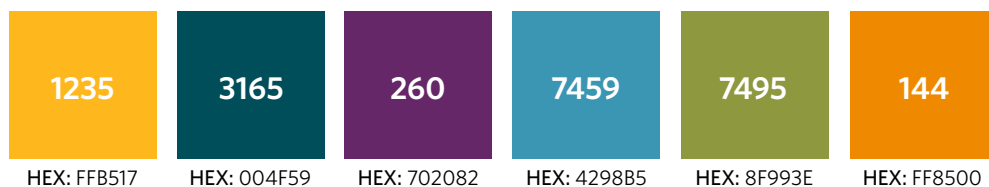
Official Owens Community College school colors are red and white. A color palette has been created to enhance the Owens brand.



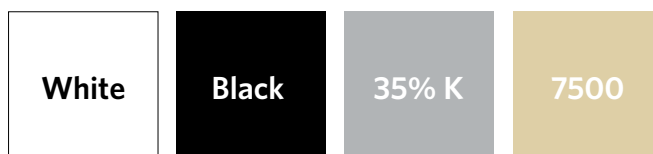
Primary:



Secondary: Secondary colors can be used as highlights within a publication or layout.



Neutrals



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Textures, Gradients & Patterns

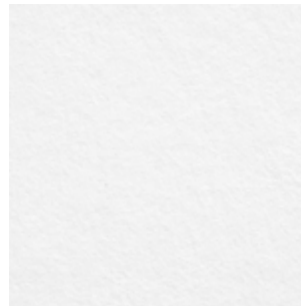
These textures, gradients and patterns can be used as backgrounds and accents within a layout.



Graph Paper



Concrete



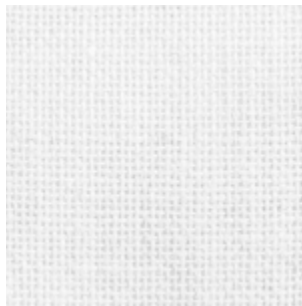
White Paper



Craft Paper



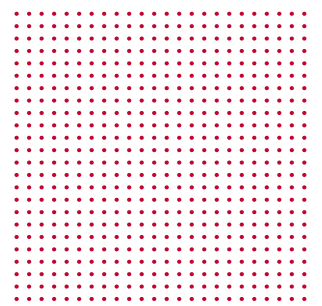
Natural Paper



Canvas



Brushed Nickel



Dot Grids



PMS 200 to PMS 202
Gradient



PMS 200 to PMS 3155
Gradient



PMS 3155 to White
Gradient

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Fonts

The fonts Whitney, Sentinel and H.H. Samuel are the brand fonts. Body copy is generally Whitney Book at a minimum point size of 10. The H.H. Samuel font can be used for titles, headers and accent text.

Sentinel

Light | Book | Medium | Semibold | Bold | Black

Light | *Book* | *Medium* | *Semibold* | *Bold* | *Black*

Whitney

Light | Book | Medium | Semibold | Bold | Black

Light | *Book* | *Medium* | *Semibold* | *Bold* | *Black*

H.H. Samuel

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Specialized Use

Avenir is used in Signature Logos and some campus wayfinding signs.

Trade Gothic Condensed is used on some campus wayfinding signs.

Academic M54 is used for Express Athletics and merchandise items.

Avenir

Trade Gothic

ACADEMIC M54

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College Tagline

Slogans, or taglines, are part of the brand identity of an organization. Working together with a name, logo and design elements, it helps create the image and message marketers want to convey about their organization.

The tagline “Your Success Starts Here” serves as a foundation for College Messaging.

For more information on how to use the tagline, contact the Office of Strategic Marketing and Communications at communications@owens.edu.

Tagline

The tagline should not be altered in any way. The only font to be used for the tagline is Sentinel Bold.

Your success starts here.

Your success starts here.

Your success starts here.

Your success starts here.

Tagline – Retired Type Treatment

The previously used font for the tagline was My Lucky Penny. Its appearance in existing materials is permitted, but new applications of the tagline must appear in Sentinel Bold.

Your *Success* Starts Here.

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Icons

Social Media

These icons may be used in email signatures, on our website, in promotional materials and other communications.

Facebook



Twitter



YouTube



Instagram



LinkedIn



Snapchat



Communications

These icons may be used for contact information.



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Photography

Photography is an essential component of our brand identity. We aim to showcase **welcoming and relatable** photographs that capture the essence of our diverse student body and campus community. Our photography generally falls into one of four categories:

Learning: Studying in the library, participating in a classroom discussion or working on a group project. These photos should showcase the academic environment and the dedication of the students.

Connections: Students, faculty and staff interacting with each other and building connections on campus. This could include photos of students chatting in the hallway, working with an advisor or attending a Student Activities event. These photos should capture the social aspect of college life and the sense of community that is built on campus.

Environments: Photographs of the campus itself, including the architecture, natural surroundings, environmental graphics and any unique or noteworthy features. These photos can help to showcase the beauty of the campus and create a sense of pride among students, staff, and alumni.

Portraits: Showcase our storytellers' personalities and experiences. Portraits could include headshots, candid shots or posed shots that capture the essence of the subject.

Our photography style should showcase a warm and inviting atmosphere. Below are some guidelines to achieve this style:

- **Use Natural Light:** Owens is a lively and dynamic place buzzing with activity. To capture this energy in our photography, we encourage the use of natural light whenever possible.
- **Shallow Depth of Field:** To create a sense of intimacy and focus on the subject, we recommend using a shallow depth of field in your photography. This will blur the background and make the subject pop, drawing the viewer's attention to the people and moments that make our college community so special.
- **Relatable and Approachable:** Owens is made up of a diverse range of people, each with their own unique experiences and perspectives. To capture this diversity, seek out and document moments that are relatable and approachable, highlighting the human element of our college community.
- **Candid Shots:** Candid shots that capture natural moments and interactions are a great way to showcase the authenticity and connection of our college community. Try to capture moments that are spontaneous and unplanned, showing the real-life experiences of our students, staff and faculty.
- **Inclusivity:** Our college is committed to fostering an inclusive and welcoming environment for all members of our community. In your photography, strive to represent the diversity of our community in terms of race, ethnicity, gender identity, sexual orientation and ability.
- **Editing:** Keep editing to a minimum and strive for a natural and realistic look. Avoid overly saturated or stylized filters that detract from the authenticity of the image.

Social Media Photography vs. Marketing Photography

While the guidelines mentioned above are essential for capturing the essence of Owens through photography, it is important to note the differences between social media photography and professional marketing photography. *See the following pages for definitions and examples.*

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Photography

Social Media Photography

Social media photography is typically casual and spontaneous, reflecting the real-life experiences and moments of the college community. It may be shot on a smartphone or with a DSLR camera, but it should still adhere to the Owens style. Social media photography should be used to engage and connect with current and prospective students, staff, faculty, alumni and the community through platforms such as Instagram, Facebook, LinkedIn and Twitter.



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Photography

Marketing Photography

Professional marketing photography is deliberate and purposeful. It should be planned, coordinated and executed with the goal of promoting the college brand and its offerings. Professional marketing photography sometimes involves a team of marketing professionals who work together to create a cohesive visual identity for the college. It may be used in print materials, billboards, websites and other promotional materials.

When shooting professional marketing photography, photographers should pay close attention to lighting, composition and subject matter, as well as the specific goals of the marketing campaign. The photographs should be carefully edited to ensure they align with the college's brand and messaging.



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Applying the Brand

PRINT ADS

Your success starts here.



 **Apply today!**
owens.edu/findlay

 Visit us at:
3200 Bright Road
Findlay, OH 45840



 owens.edu/openhouse



Join us! **OPEN HOUSE**
Monday, October 17



 owens.edu/preview



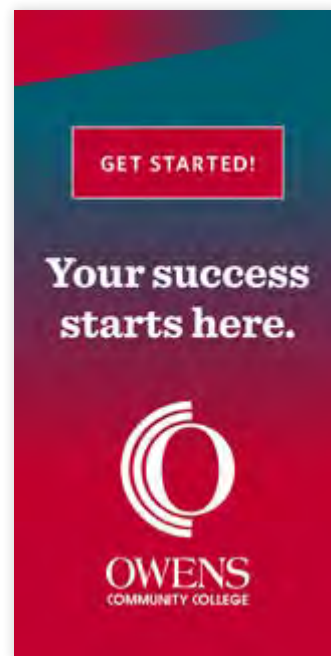
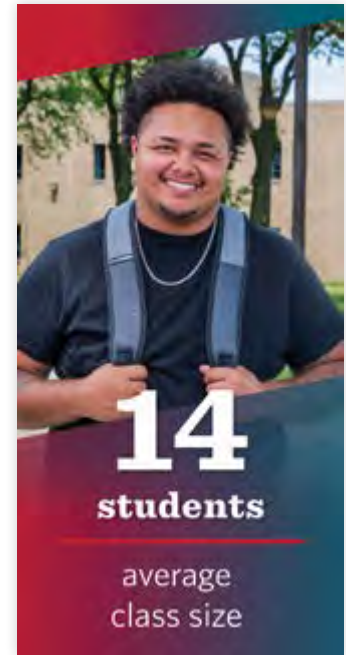
PRESIDENT'S DAY
Preview
Monday, February 20



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Applying the Brand

DIGITAL ADS



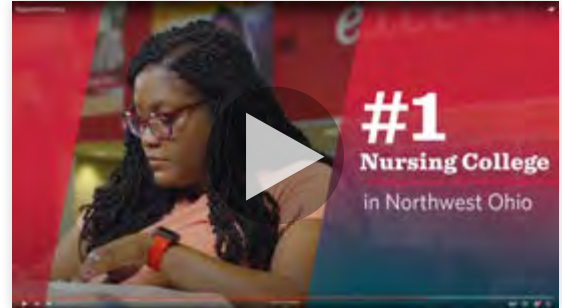
All logos that are used by the College are legally protected. Owens retains the right to withdraw permission if the logo is not used correctly, or to enforce a cease and desist order if permission is not obtained.

Applying the Brand

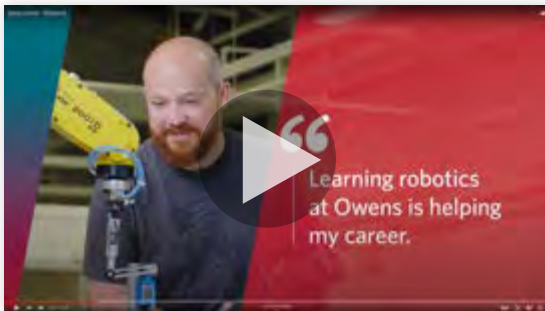
ADS FOR TELEVISION AND STREAMING



Your Success Starts Here



Registered Nursing



Dana Center - Robotics



Scholarship Students

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Applying the Brand

POSTCARD



Front



Back

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Applying the Brand

BROCHURE



Do not let stigma play a role in your decision to seek help.

We're here to help!

The Learning Commons offers you a safe, friendly and nonjudgmental opportunity for academic support. Our professional tutors are experienced experts in their areas and are here to assist in your journey of changing your academic behaviors and attitudes related to achieving academic success.

Locations

Toledo-area Campus
Learning Commons, College Hall 173
Science Tutoring, Math/Science Center 105

Findlay-area Campus
Education Center 149 & 149A
Science Tutoring, Education Center 046

🕒 Hours Posted Online

Contact us!

📞 (567) 661-7034
✉ tutoring@owens.edu
🌐 owens.edu/tutoring



Your success starts here.



Learning Commons

Providing free, personalized tutoring services.

🌐 owens.edu/tutoring



Outside

The Learning Commons provides free, personalized tutoring services to all currently-enrolled students. If you are having difficulties with coursework, wish to improve an average grade or want to enhance your learning, the Learning Commons is here to help.


Tutoring complements classroom learning and provides you with additional academic support. Tutors will not do your homework for you; they are here to help you learn how to identify and address difficulties you may be having in your courses or help you improve your academic skills.

Tutoring is available in a variety of courses including:

Accounting	IST Courses
American Sign Language (ASL)	Marketing
Business	Math
Economics	Science
	Writing Support (all classes)

Our writing tutors can assist you at any stage of the writing process to help you address common issues in college-level writing including organization, structure, citations and more. Writing tutors do not edit or provide proofreading services.

You can expect to be actively involved in all of your tutoring sessions.



Appointments


Appointments can be made 12 hours in advance and are available virtually or in-person. Each student is allowed five, one-hour appointments per week. To schedule an appointment, please visit owens.edu/tutoring.

Walk-in hours

Walk-ins are available in-person and no appointment is necessary. Walk-in tutoring allows students to reach out and receive quick access to academic assistance. Students drop-in during the posted times and a tutor is available to assist. Please visit owens.edu/tutoring for walk-in hours and locations.

Goals

- Encourage you to develop skills, strategies and attitudes to reach academic goals.
- Provide help in specific course material and integrate study and learning strategies to promote independent learning.
- Help you become a more confident, independent learner.




Inside

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Applying the Brand

EVENT PROMOTION





***“Hire” Education:
Student Employment
& Federal Work-Study***

Wednesday, February 10
2 p.m.
Attend via Blackboard Collaborate

Join us to learn about the Student Employment and Federal Work-Study Program. Plus, discover all the job opportunities available and how to apply!

LEARN MORE

 owens.edu/studentemployment

 studentemployment@owens.edu

Your Success Starts Here.



 @OwensStudEmploy

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Applying the Brand

PROMOTIONAL VIDEOS



Admissions



First Generation

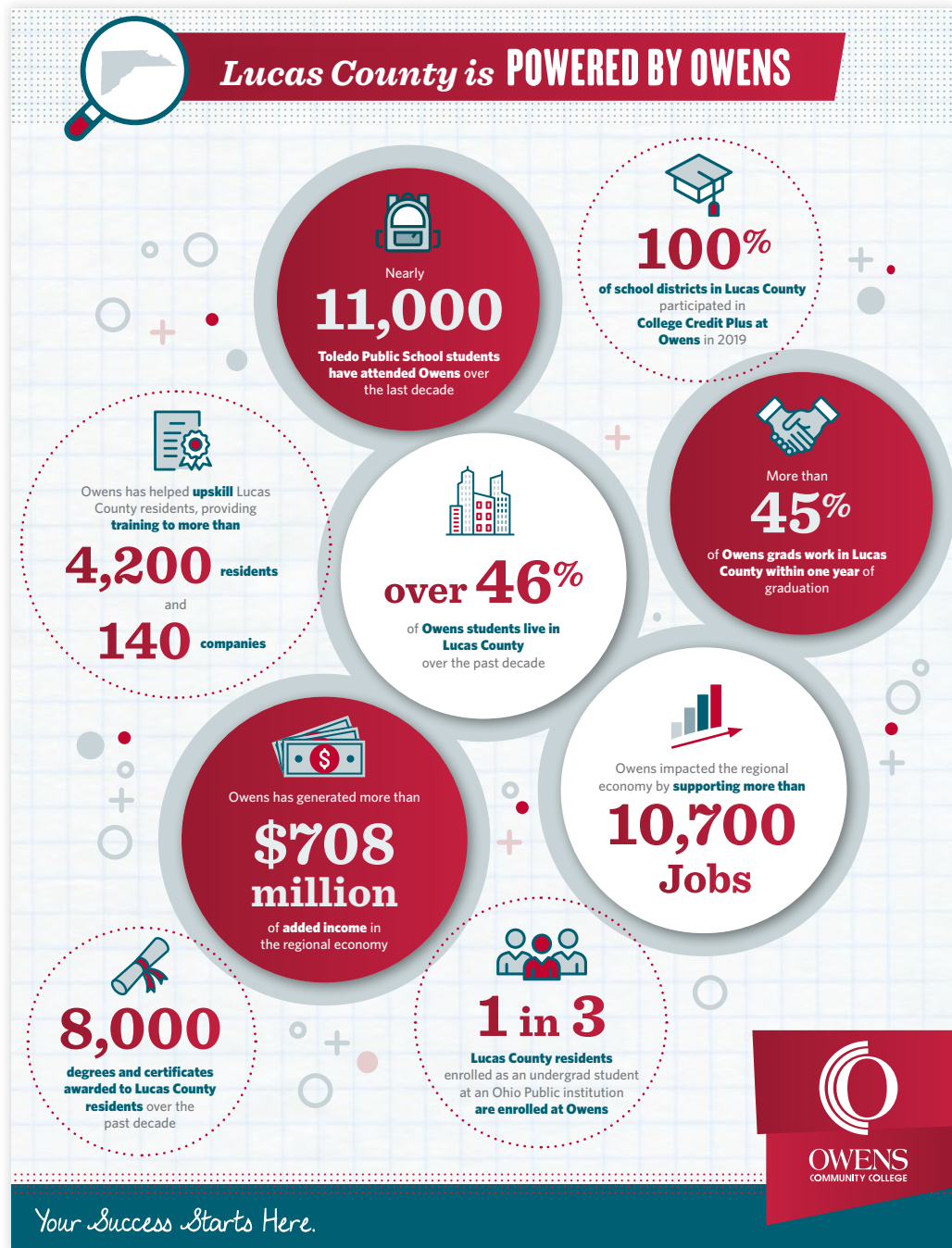


Career and Transfer Services

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Applying the Brand

INFOGRAPHIC



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Applying the Brand

CO-BRANDING



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Applying the Brand

MERCHANDISE



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