Our Brand Promise

Owens Community College is an inclusive, welcoming environment that engages and supports our students and our communities by providing a solid educational foundation.
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 below. 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 Marketing and Communications at (567) 661-7114.

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 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.
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 Marketing and Communications at (567) 661-7114.

Owens Express Mark
The logo “mark” may only be used on promotional items and apparel.

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.
Examples of sports programs with the Owens Express Mark.
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.
Incorrect Logo Usage

- Black logo is hard to read on dark background
- White logo is hard to read on light background
- 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
- Do not change the color of the “C” strokes
- 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 horizontal logo in any way
- Do not use the retired Owens Express logo in any way
- 2-Color Logo to be used on white background only
- Black logo is hard to read on dark background
- White logo is hard to read on light background
- 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
- Do not change the color of the “C” strokes
- 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 horizontal logo in any way
- Do not use the retired Owens Express logo in any way
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.
A color palette of warm tones has been created to enhance the Owens brand.

**Primary Colors:**

- Pantone 200 (Red)
  - CMYK: 0, 100, 63, 12
  - RGB: 211, 18, 69
  - HEX: C32032

- Pantone 202
  - CMYK: 0, 0, 0, 100
  - RGB: 139, 35, 50
  - HEX: 8D2332

- Pantone 1235
  - CMYK: 0, 0, 0, 100
  - RGB: 255, 184, 25
  - HEX: F2B632

- Pantone 2767
  - CMYK: 0, 0, 0, 100
  - RGB: 21, 40, 75
  - HEX: 212C4A

**Secondary Colors:** Secondary colors can be used as highlights to a publication or layout.

- Pantone 7495
  - CMYK: 100, 0, 0, 0
  - RGB: 211, 18, 69
  - HEX: C32032

- Pantone 7459
  - CMYK: 100, 0, 0, 0
  - RGB: 139, 35, 50
  - HEX: 8D2332

- Pantone 144
  - CMYK: 100, 0, 0, 0
  - RGB: 255, 184, 25
  - HEX: F2B632

- Pantone 731
  - CMYK: 100, 0, 0, 0
  - RGB: 21, 40, 75
  - HEX: 212C4A

- Pantone 7500
  - CMYK: 100, 0, 0, 0
  - RGB: 211, 18, 69
  - HEX: C32032

- Pantone 260
  - CMYK: 0, 0, 0, 100
  - RGB: 139, 35, 50
  - HEX: 8D2332

- Pantone 357
  - CMYK: 0, 0, 0, 100
  - RGB: 255, 184, 25
  - HEX: F2B632

- Pantone Black
  - CMYK: 0, 0, 0, 100
  - RGB: 21, 40, 75
  - HEX: 212C4A

**Textures and patterns:** Textures are to be used in backgrounds or accents within a layout as seen throughout this document.
The fonts Whitney, Sentinel and My Lucky Penny have been chosen as fonts for the brand. The modern font Whitney Book should be used for body copy, while Sentinel can be used in captions or quotes. The script font My Lucky Penny is to be used for titles. The font My Lucky Penny was chosen to add a personal and inviting feel to layouts.
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” will serve as the foundation for College Messaging.

Tagline
The tagline should not be altered in any way. The only font to be used for the tagline is My Lucky Penny. For examples, see Applying the Brand on page 9.

Your Success Starts Here.

For more information on how to use the tagline, contact the Office of Marketing and Communications at (567) 661-7114.
Owens Community College photography shows a sense of sincerity and warmth. The photography supports our brand promise of being an inclusive, welcoming environment.

For example, when showing photographs of faculty, they should be engaged with the student/s. Natural lighting should be used whenever possible.
Applying the Brand

Focusing on Your Success.

Owens Community College prepares you for in-demand careers.

Your Success Starts Here.
Classes begin May 18 and June 15. • Apply Today! • owens.edu

Newspaper Ad
Register Now for Spring Semester classes!

Avoid the late registration fee and register on Ozone today!

Classes begin January 12. • owens.edu

Your Success Starts Here.
Applying the Brand

Branding in Social Media
Applying the Brand

Your Success Starts Here.

CLASSES BEGIN JAN. 12.

Your Success Starts Here.

CLASSES BEGIN JAN. 12.

Focusing on Your Success.
CAREERS IN WELDING

Outdoor Billboard – Digital and Static
Applying the Brand

https://www.youtube.com/watch?v=MrlfqK4tHeI

https://www.youtube.com/watch?v=PVCXEBQKSE

https://www.youtube.com/watch?v=NxQRIrOsQ9I

TV Campaign
Applying the Brand

Your Success Started at Owens Community College

www.owens.edu/alumnistrong

www.owens.edu/alumnisuccess

Alumni Postcard