Every time someone from Oakwood University communicates with the public, it contributes to our reputation. Newsletters, posters, stationery, T-shirts, websites, videos, displays, and other forms of communication represent not just the individual department or program, but the entire University.

Thus, it is imperative that our visual communications present a clear, consistent, and trustworthy image that reflects Oakwood University's quality, professionalism, and mission. The dependable use of our logos also conveys the message that while are a very diverse community, we are indeed one University.

The Graphic Standards Manual is your resource and guideline for maintaining this consistency and integrity when you are producing any communication materials that bear the University's name. This manual outline, in details, the logo's usage, supporting colors, fonts, placement, and supporting graphics—and how to use this framework to achieve maximum impact.

If you have questions that are not answered in this manual or wish to place a request for assistance, please contact the Office of Integrated Marketing and Public Relations at (256) 726-7202.

Thank you for helping Oakwood University maintain a clear and consistent image that supports our mission, an image we all build together and of which we can be proud.

Sincerely,

Kenn Dixon
Frank L. Peterson was appointed president of Oakwood College in 1946. As a new president, among the improvements he was making on the campus were those of interest to students. Since the college had never had a yearbook, he asked James Dykes and me to design, write, and publish the first college yearbook. Dykes had an extensive background in writing. I had experience in commercial art and served as art editor of the yearbook the year before at Emmanuel Missionary College in Berrien Springs, Michigan.

He and I went to work immediately gathering information and photographs for the new college publication. We decided the name should be, Acorn, since it was the name on a pamphlet published by the college some years earlier. President Peterson hired Ray Simons, a professional photographer who got an occasional assignment from the Message Magazine, as the photographer. While Dykes and I studied and attended class, the three of us worked relentlessly until the 1946 Acorn was completed and ready for the press on the scheduled date. Shortly before it went to press, I informed President Peterson that my plans were to design a college seal. Although there was a place for it on the cover, it was impossible for me to complete it for the first yearbook of the college.

During the previous six months, I had done extensive research on seals of American colleges and universities. There were stacks of paper with sketches on the study table in my dormitory room. Within weeks after the Acorn had gone to press, I had completed more than a dozen acceptable pencil studies of the college seal. After carefully examining each, the one I thought was the most impressive was selected for a final drawing. I made a finished black India ink drawing of it on an 18”x22” Strathmore illustration board. Upon completion I went to the President’s office where I asked his secretary if it was possible for me to see him. Immediately, she informed him of my interest after which I was invited to enter his office.

As President Peterson sat behind his desk, we exchanged pleasantries after which I told him “This is the college seal, I completed” while placing the board containing it on his desk. He thoughtfully examined the jet black illustration of the seal for several minutes. Looking up at me over his eye glasses he said, “Brother Battle this is amazing. I like this drawing, but what is
the meaning of the scroll, pen, and torch?” Again with intense interest, he looked at the large drawing of the seal on the Strathmore board as I began to speak.

I told him the seal contained elements that give legitimacy and authority to Oakwood because they present to the world the mission of the church, college, and students. They symbolize influences of the Bible, Mrs. White, and students who seek to carry the Third Angel’s Message to the entire world. Continuing I told him, I wanted to include a motto on the seal, but felt the symbols would over shadow any meaning found in words. It also purposely eliminates an oak tree that gave Oakwood its name. Instead, the three symbols serve as motifs to convey Oakwood College as an institution where young men and women secure a religious education. The symbols uphold the Adventist view of Christianity as a divine faith for all to follow.

As you see I said, Oakwood College is at the top perimeter of the seal. The lower part has Huntsville, Alabama. I divided the founding date, 1896, on each side of the flambeau to symbolize the separation of Negroes and whites when the college was founded. “You asked about the three symbols in the center of the seal.” Continuing I told him, the scroll in the background is covered by a quill pen made from the hollow spine of a feather. The flambeau is super imposed on the quill and Torah.
The Oakwood University Seal still visually represents the highest ideals and values that it did at its creation by Turner C. Battle III back in 1946. I approach the revival of the Seal with reverence and respect because great care and thought went into its development from the start. The Seal has been used to symbolize this historic institution for decades and is recognized as a symbol of excellence in education worldwide.

As we began the idea of launching this Graphic Standards Manual for 2015, some modifications to the Seal seemed to be in order. The basics of the Seal have endured, however, the Acorns and Compass Points were added in 2015. The Quill and Flambeau were enhanced and the typography was reset. Of course, the Blue & Gold colors are still the foundation of Seal and the ensigns of Oakwood pride.

The enhancements made to the Oakwood University Seal are both for aesthetic value and to more clearly convey our story. The redrawing of the quill, for instance, defines the object more realistically. The Flambeau is simplified, yet dimensional—in keeping with the look of the other objects. The Flame burns a little higher. The typography is bolder and more modern, thus easier to read and reproduce. Added Compass Points on the inner circle speak to the global reach and influence of our University. The use of plain, round bullets is now replaced by more meaningful Acorns (Faith & Hope)—giving homage to the oak, the Yearbook, and the deeper insight of the potential in the seed.

The refinements made to parts of the imagery will help to modernize the look of the Seal for a new era of leadership under the current forward-thinking administration.
The Oakwood University Seal is a trademark of Oakwood University and may not be used, edited, modified, copied or reproduced without the express permission of an authorized representative of Oakwood University.

**Faculty, staff, administrators, graduates, supporters and friends of Oakwood University are dispersed throughout the four corners of the globe—not to mention the influence of our mission, missionaries and message.**

- **Torah**, the oldest symbol, represents original Hebrew Scripture that contains the first divine laws. This compilation of knowledge allows individuals to find guidance as they pursue fundamental questions concerning God, man, and salvation.
- **Quill** represents Mrs. Ellen G. White. She, as many authors of that time, used it to write her interpretation of God’s plan for His people from Adam to the Second Coming of the Savior.
- **Flambeau** depicts wisdom, knowledge, and education that portray a beacon of light and guidance while it prepares the mind, character, and religious conviction for this life and finally eternity.
- **Acorns**. Embedded within these small seeds are the makings of a great oak. God, by His Spirit will plant in us the seeds of faith and hope. By believing in God first, Oakwood students will grow to find the magnificent destiny He has planned for each of them.

- **Compass Points.** Faculty, staff, administrators, graduates, supporters and friends of Oakwood University are dispersed throughout the four corners of the globe—not to mention the influence of our mission, missionaries and message.

! "#$%&’ ( ) *+,-./ is at the top perimeter of the seal. The lower part has Huntsville, Alabama. The founding date, 1896, is divided on each side of the flambeau to symbolize the separation of Negroes and whites when the college was founded.

- **Blue** is the color associated with depth and stability. Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.
- **Gold** is the color of success, achievement, triumph and abundance. Gold is associated with higher ideals, understanding and enlightenment. It inspires spirituality.

Written by Turner C. Battle III
The Blue and Gold are the flagship colors that continue to represent Oakwood University. These colors, as shown here, are used in almost every aspect of design and presentation authorized by Oakwood University. The colors are chosen from the industry standard Pantone Matching System and interpreted for offset or digital CMYK printing and web or electronic use.
Grayscale & Single Color Variations

Official Oakwood University Logo in preferred color application

Official Oakwood University Logo in grayscale application

Official Oakwood University Logo in 1 color application on dark background

Official Oakwood University Logo in 2(3) color application on dark background
ELEMENTS of the
OAKWOOD UNIVERSITY BRAND

Complete Logo

Distance between Seal and Wordmark is same as wordspace gap in Wordmark.

Seal is measured by inner circle equaling the size of Trajan “O” in Wordmark.

Type Faces

Gotham Medium
AaBbCcDdEeFgGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz~1234567890!

Translated into ASCII:
!"#$%&'()*+,-./0123456789:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^_`abcdefghijklmnopqrstuvwxyz`
The Oakwood University Logo is a trademark of Oakwood University and may not be used, edited, modified, copied or reproduced without the express permission of an authorized representative of Oakwood University.
Elements of the Oakwood University Brand

Official Configurations

Complete Logo Horizontal version 1>

Complete Logo Horizontal version 2>

Complete Logo Vertical version 1>

Complete Logo Vertical version 2>

OakwoodUniv_SealType_H1_2015_CMYK.eps

OakwoodUniv_SealType_H2_2015_CMYK.eps

OakwoodUniv_SealType_V1_2015_CMYK.eps

OakwoodUniv_SealType_V2_2015_CMYK.eps
Preferred Configurations with Schools & Departments

**School of Arts & Sciences**

Department of English & Foreign Language

Gotham Bold (caps) 11/7 > ITC Century (Book Italic & Book) 9/7 >

- School is set in all caps at half-height of the space used to gauge distance of School below Wordmark.
- Department is 2 points smaller than School.

- Use the same ratios as above for the Seal, School, and Departments. Center elements horizontally under Wordmark.

- Use the same ratios as above for the Seal, Wordmark, School and Department when used in white on dark background.
Elements of the Oakwood University Brand

Incorrect Usage

Altering the design, configuration, colors, typefaces, size relationships or other aspects of the Oakwood University Logo are prohibited. Here are just a few examples of what not to do when producing print, electronic, video, signage, gifts, clothing or other media with the Official Oakwood University Logo, Seal or Wordmark. The graphic design director in the Office of Integrated Marketing and Public Relations can help with questions regarding proper use of our branding standards.
Preferred Configurations with Divisions and Offices

Oakwood University

Gotham Bold 11/7>
ITC Century (Book Italic & Book) 9/7 >

Special Uses

There are special uses which call for variations of the Oakwood University Seal & Wordmark. The graphic design director in the Office of Integrated Marketing and Public Relations can advise when and how to discern the special uses.
Tag Line

GOD First!

Oakwood University functions solely for the purpose of training young people to first and foremost, serve, honor and glorify God—ergo our official Tagline—GOD First!

The Tagline is used for many of our printed products, collateral materials and communication tools to help keep us, (and our global community) focused on our mandate from Christ; “But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you.” (Matthew 6:33)

The Tagline should be used as portrayed here without variation unless approved by graphic design director in the Office of Integrated Marketing and Public Relations.
Graphic Features

Accompanying graphic features are the Acorn pattern in Blue or Gold and the Waves. These embellishments will be used by the design team in various ways to enhance the Oakwood University brand.
The mission of Oakwood University, a historically black, Seventh-day Adventist institution, is to transform students through biblically-based education for service to God and humanity.

Standard business cards for staff, faculty and approved representatives of Oakwood University will feature the Logo, Tagline and Mission Statement on a fresh two-sided design. The back side of the standard card has the tone-on-tone Acorn pattern in Blue PMS 2728. The back side of the card for the President and Provosts offices displays the tone-on-tone Acorn pattern in Gold PMS 123.
Stationery

Standard stationery (letterhead, envelopes) for staff, faculty and approved representatives of Oakwood University will feature the Logo and Tagline. The inside of the envelopes feature the Acompattern in Blue PMS 2728. The stationery pieces for the President and Provosts offices displays the Waves with the Logo and Tagline.
Ordering Stationery

Ordering official University stationery is now an online procedure administered by College Press, our vendor of choice. The Integrated Marketing & Public Relations (IMPR) Director George Johnson is the vendor liaison and final approval representative for ordering stationery, using the following process:

1. Log on to: http://tinyurl.com/OUcards
2. If you choose, set up a departmental account for repeat orders, etc. (This step is optional.)
3. Follow instructions onscreen for ordering stationery items.
4. Fill in fields to order business cards, departmental stationery, etc.
5. Click “Save & Preview.”
6. Enter your initials and click “Approve.”
7. Click “Review Cart.”
8. Capture and save screen shot of products ordered.
9. Request purchase order through Jenzabar, and obtain P.O. from Accounting.
10. When you have PO number, return to website, click on “Checkout.” You will need P.O. # to complete checkout process. Include P.O. # in “Special Instructions” box.
11. Click “Confirm.”
12. Order will then go to IMPR Director George Johnson for approval.
Email Signature

Standard email signatures for administration, staff, faculty, and approved representatives of Oakwood University will feature the small-use Seal, Tagline and photo of the campus (or your building—IMPR will provide) on a clear, consistent design. The setup of the email signature is a fast, easy online process that can be done by each individual or a member of the IMPR Staff can assist in the process. The Social Media icons will be the common Oakwood University approved sites (listed below, left).

These email signatures can include your personal cell phone number if you choose, however it must be free of all personal photos, quotes, anecdotes, etc.

https://htmlsig.com
A fun Alternate Logo has been developed for Oakwood University to set some designation apart from the Official Seal. The Alternate Logo will be used for clothing, gifts, collateral items, sports teams and some other uses determined by the IMPR team. It features the signature Oakwood colors while capturing the OU initials in the form of an acorn—one of our most familiar symbols. The Alternate Logo also features an accompanying sans-serif, customized Wordmark.

The Blue and Gold are the flagship colors that continue to represent Oakwood University. These colors, as shown here, are used in almost every aspect of design and presentation authorized by Oakwood University. The colors are chosen from the industry standard Pantone Matching System and interpreted for offset or digital CMYK printing and web or electronic use.
ELEMENTS of the OAKWOOD UNIVERSITY LOGO