



OhioLINK

An **OH·TECH** Consortium Member

Branding Guidelines

The visual standards in these guidelines represent the OhioLINK brand under the OH-TECH brand strategy as a secondary brand identity. The OhioLINK logo should appear on all materials produced for any OhioLINK unit.

A company's identity is one of its most valuable assets. With proper usage, these standards ensure that the OhioLINK identity is consistently and effectively applied so that all visual communications reinforce and convey a uniform image. By using and adhering to the standards in this guide, OhioLINK can maintain the integrity of its organizational identity. These standards have been modified and adapted from similar graphic standard guides used frequently in marketing activities.

OhioLINK Usage

OhioLINK should always be spelled out the same as in this document. "Ohio" with normal case and "LINK" in all capital letters with no space between "Ohio" and "LINK"

Core Mark Variations

The OhioLINK core mark is available for use in two variations.

1. The tagline mark



OhioLINK

An **OH·TECH** Consortium Member

Ohio's Academic Library Consortium

2. The tagline and URL mark

www.ohiolink.edu



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The minimum size is determined by the height of the logotype. The minimum size for the OH-TECH horizontal core mark is 1/4" high. The minimum size of the vertical mark is 5/8" high.

Core Elements

The OhioLINK core mark consists of two elements: the icon and the logotype with full name and OH-TECH affiliation.



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The position, size, color, spatial and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

A. Icon

The icon is a carefully illustrated symbol. The logotype should never be altered.





B. Logotype with full name and OH-TECH

The full name and OH-TECH affiliation has been carefully typeset and should not be altered.

Core Elements Typography

Typography is a strong extension of our brand's personality. Two typefaces are used for OhioLINK: Serifa (bold and Roman) and Univers (bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Only these typefaces may be used for OhioLINK materials. Serifa and Univers can be purchased from Fontshop at www.fontshop.com.

Please see the reverse side for the OhioLINK Color Palette.

| Primary | PANTONE | CMYK | RGB | HEX |
|---------|--|-----------------------------|----------------------|--------|
| 1 |  Pantone 186 C | C: 000 M: 100 Y: 081 K: 004 | R: 242 G: 000 B: 023 | EF1217 |
| 2 |  Pantone 195 C | C: 000 M: 100 Y: 060 K: 055 | R: 112 G: 000 B: 023 | 700017 |
| 3 |  Pantone Cool Gray 7 C | C: 00 M: 00 Y: 00 K: 37 | R: 161 G: 161 B: 161 | A1A1A1 |
| 4 |  Pantone Cool Gray 11 C | C: 00 M: 02 Y: 00 K: 68 | R: 82 G: 80 B: 81 | 525051 |

| Secondary | PANTONE | CMYK | RGB | HEX |
|-----------|--|-----------------------------|----------------------|--------|
| 5 |  Pantone 284 C | C: 055 M: 019 Y: 000 K: 000 | R: 115 G: 165 B: 204 | 73A5CC |
| 6 |  Pantone 7404 C | C: 000 M: 007 Y: 084 K: 000 | R: 244 G: 218 B: 064 | F4DA40 |
| 7 |  Pantone 381 C | C: 011 M: 000 Y: 100 K: 000 | R: 206 G: 220 B: 000 | CEDC00 |
| 8 |  Black | C: 00 M: 00 Y: 00 K: 100 | R: 000 G: 000 B: 000 | 000000 |
| 9 |  White | C: 00 M: 00 Y: 00 K: 00 | R: 255 G: 255 B: 255 | FFFFFF |

Core Elements Color Palette

To ensure that the OhioLINK brand communicates consistently and true to brand equity, an extensive 9-color palette has been developed for use in all applications. Only these colors should be used for OhioLINK materials.

The core colors for OhioLINK are Pantone 186 red and Pantone Cool Gray 11. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

About OH-TECH

The Ohio Technology Consortium (OH-TECH) was established in 2011 to serve as the research and technology arm of the Ohio Board of Regents (OBR), offering innovative technology resources and services for Ohio higher education, K-12 schools and state and local government. OH-TECH, comprised of the Ohio

Academic Resources Network (OARnet), the Ohio Supercomputer Center (OSC), OhioLINK and eStudent Services, leverages the strengths and increases operational efficiency of each organization. For more, visit www.oh-tech.org.

OH·TECH | Ohio Technology Consortium
A Division of the Ohio Board of Regents

If you have questions about OH-TECH branding, please contact:

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