

OAKLAND UNIVERSITY ATHLETICS



BRAND

GUIDELINES

PRIMARY LOGO, TYPEFACE, & COLORS

PRIMARY LOGO



FOR DARK BACKGROUNDS

TYPEFACE

SERPENTINE

SERPENTINE BOLD

SERPENTINE BOLD ITALIC

COLOR CODE



BLACK

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: 000000



GOLD

CMYK: 38, 41, 82, 11

RGB: 181, 154, 87

HEX: B59A57

PMS PANTONE: 872

FOR GEAR/MERCHANDISE USE "VEGAS GOLD"

SECONDARY LOGOS & TYPEFACE

SECONDARY LOGOS



TYPEFACE

HELVETICA NEUE CONDENSED BOLD

HELVETICA NEUE LIGHT

HELVETICA NEUE LIGHT ITALIC

HELVETICA NEUE REGULAR

HELVETICA NEUE ITALIC

HELVETICA NEUE BOLD

HELVETICA NEUE BOLD ITALIC

HASHTAGS & BRAND NAME GUIDELINES

HASHTAGS

GOLDEN GRIZZLIES OFFICIAL HASHTAG

#WEARtheBEAR

INDIVIDUAL SPORTS

M.Basketball: #OaklandMBB W.Basketball: #OaklandWBB

M.Soccer: #OaklandMSOC W.Soccer: #OaklandWSOC

M.Golf: #OaklandMGolf W.Golf: #OaklandWGolf

Baseball: #OaklandBB Softball: #OaklandSB

Swim & Dive: #OaklandSD Volleyball: #OaklandVB

Track & Field: #OaklandTF Cross Country: #OaklandXC

Tennis: #OaklandTennis

NAME GUIDELINES

DO USE

“Oakland University” or “Oakland” or “Golden Grizzlies”

DO NOT USE

“OU” or “Oakland U.” or “Grizzlies”