



# Oklahoma

Current Revision Date: 04/20/18

**Established:** 1890

**Location:** Norman, OK

**Mascot:** Sooners

**Mascot Name:** Sooner Schooner

**Conference:** Big 12

## Verbiage

The University of Oklahoma®  
Oklahoma Sooners®  
Sooners®  
OU®  
Boomer Sooner®  
Sooner®

Sooner Magic®  
Sooner Nation®  
There's Only One Oklahoma™  
Lloyd Noble Center™  
Gaylord Family - Oklahoma Memorial Stadium™

### Crimson

**PANTONE 201 C**  
MADEIRA Rayon: 1181  
MADEIRA Polyneon: 1982

### Cream

**PANTONE 468 C**  
MADEIRA Rayon:1084  
MADEIRA Polyneon: 1723

### White

**White**  
MADEIRA Rayon: 1001  
MADEIRA Polyneon: 1801

#### Primary Athletics Mark

- Black version of OU mark (5) is only allowed for black/white applications and will be reviewed on a case-by-case basis.



#### Athletics Word Marks

**OKLAHOMA**

**OKLAHOMA**

**OKLAHOMA**

**SOONERS**

**SOONERS**

**SOONERS**

**BOOMER  
SOONER**

**BOOMER  
SOONER**

**BOOMER  
SOONER**

NOTE: The marks of The University of Oklahoma are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.



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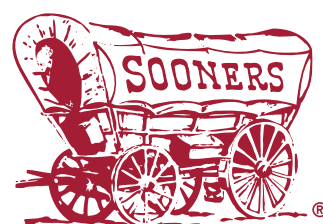
#### Helmet Marks



#### State Marks



#### Schooner Marks



#### Institutional Word Marks

  
*The UNIVERSITY of OKLAHOMA*

  
*The UNIVERSITY of OKLAHOMA*

  
*The UNIVERSITY of OKLAHOMA*

  
*The UNIVERSITY of OKLAHOMA*

#### Institutional Marks



*Seed Sower - Restricted Use Only*



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#### BRANDING GUIDELINES & ADDITIONAL PERTINENT INFORMATION

- OU will not approve any designs that contradict its key brand attributes: timeless, classic, tradition-rich.
- OU does not approve alterations to the American flag.
- The interlocking OU should never be turned upside down.
- The interlocking OU should not be covered by any word/phrase, graphic, etc.
- Marks of The University of Oklahoma should not be used to replace letters in a word.
- Please avoid products that are primarily black and red, as these are the primary colors of Texas Tech University.
- When a mark is used on a background that is 50% black or darker, please use the version of the interlocking OU with a white outline.
- "Sooners" is only to be used as a noun; when used as an adjective (e.g. "Sooner Football"), the singular version is to be used.
- When incorporating a football into any design, please ensure that the football has stripes on each end of the ball. This differentiates footballs used in college vs. the NFL.

- University seal and Seed Sower are not permitted on products for resale (limited use: reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.
- Cross licensing with other marks may be permitted with an additional agreement.
- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

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