OBERLIN COLLEGE VISUAL STYLE GUIDE

OBERLIN COLLEGE LOGO

Oberlin has one logo that should be used for all college and conservatory materials. Below are the most commonly used versions. When reproducing the logo, use official, high-resolution files. The logo can be downloaded in a variety of formats at **communications.oberlin.edu**. *(For OC athletics logos, please visit goyeo.com.)*

COLOR LOGO
For use in two- or four-color printing.

GRAYSCALE LOGO
For use in one-color printing.

BLACK LOGO
For use in one-color printing.

REVERSED LOGO
For use over a field of solid color.

The Oberlin logo should appear with an appropriate amount of clear space surrounding it. As a general rule, leave approximately one "N" of space around each side.

The logo should not be shortened, skewed, stretched, or distorted in any way.

OBERLIN COLLEGE SEAL

The Oberlin College seal is reserved for use by the president, board of trustees, and the Office of Safety and Security for signage and official college documents.

COLOR PALETTE

Oberlin's official school colors are red and gold. In print, gold is used primarily as an accent color.

PMS: 186
C:12 **M:**100 **Y:** 91 **K:** 3
R:207 **G:**16 **B:**45
HEX: cf102d

PMS: 123
C:0 **M:** 32 **Y:** 94 **K:** 0
R:255 **G:**184 **B:**29
HEX: ffb81d

TYPEFACES

Oberlin has two preferred typefaces: **Trade Gothic LT Std** and **Minion Pro**. Each typeface is available in a variety of weights.

Trade Gothic LT Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890