

Tulsa BRAND GUIDE



PRIMARY ATHLETIC MARK

01



02



03



TULSA WORDMARK

04

Tulsa

05

Tulsa

06

Tulsa

PRIMARY UNIVERSITY MARK

07



08



09

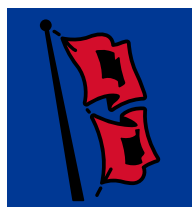


10



FLAG MARK

11



12



13



ALUMNI MARK

14

ALUMNI

15

ALUMNI
The University of Tulsa Alumni Association

TU MARK *

*FOR INTERNAL CAMPUS USE ONLY

16



17



18



UNIVERSITY SEAL *

*SPECIAL PERMISSION REQUIRED

19



PRIMARY COLORS

PMS 661C
CMYK 100,90,9,2
RGB 0, 53, 149
HEX #003595

PMS FLAT GOLD
PANTONE 7502
CMYK 19,25,52,0
RGB 208, 183, 135
HEX #D0B787

TULSA FLAG COLORS

PMS 186 C
CMYK 12,100,91,3
RGB 206, 14, 45
HEX #CE0E2D

PMS
CMYK 0,0,0,100
RGB 0,0,0
HEX #000000

METALLIC APPLICATIONS

PMS Metallic Gold
Pantone 10347c
CMYK NA
RGB NA
HEX NA

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