# Tulsa | BRAND GUIDE

affinity

## PRIMARY ATHLETIC MARK

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## TULSA WORDMARK

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## FLAG MARK

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## GUS T. MASCOT MARK

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## GOLDEN HURRICANE SCRIPT

13 Golden Hurricane

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## TULSA SECONDARY WORDMARK

21 TULSA

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## GOLDEN HURRICANE WORDMARK

25 GOLDEN HURRICANE

26 GOLDEN HURRICANE

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30 GOLDEN HURRICANE

31 GOLDEN HURRICANE

32 GOLDEN HURRICANE

## REIGN 'CANE WORDMARK

33 REIGN 'CANE

34 REIGN 'CANE

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36 REIGN 'CANE

## PRIMARY UNIVERSITY MARK

37 THE UNIVERSITY of TULSA

38 THE UNIVERSITY of TULSA

## ALUMNI MARK

39 ALUMNI

40 ALUMNI
The University of Tulsa Alumni Association

## PRIMARY COLORS

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

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

## TULSA FLAG COLORS

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

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

## METALLIC APPLICATIONS

| | | | |
|---|---|---|---|
| PMS | METALLIC GOLD Pantone 10347C | RGB | NA |
| CMYK | NA | HEX | NA |

## VERBIAGE

The University of Tulsa ®
Tulsa ™
Tulsa Hurricane ®
Golden Hurricane ®
TU ™
TU College of Law ™

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