The visual standards in these guidelines represent the Ohio Supercomputer Center (OSC) brand under the OH-TECH brand strategy as a secondary brand identity. The Ohio Supercomputer Center logo should appear on all materials produced for any OSC unit.

A company's identity is one of its most valuable assets. With proper usage, these standards ensure that the OSC identity is consistently and effectively applied so that all visual communications reinforce and convey a uniform image. By using and adhering to the standards in this guide, OSC can maintain the integrity of its organizational identity. These standards have been modified and adapted from similar graphic standard guides used frequently in marketing activities.

OSC Usage

In first usage, Ohio Supercomputer Center should be spelled out followed by (OSC). It should be referenced as "Ohio Supercomputer Center (OSC), an OH-TECH Consortium member", and all following usage as "OSC".

Core Mark Variations

The OSC core mark is available for use in two variations.

1. **The tagline mark**

   Ohio Supercomputer Center
   An **OH·TECH** Consortium Member
   Empower. Partner. Lead

2. **The tagline and URL mark**

   www.osc.edu

   Ohio Supercomputer Center
   An **OH·TECH** Consortium Member
   Empower. Partner. Lead

The minimum size is determined by the height of the logotype. The minimum size for the OH-TECH horizontal core mark is 1/4" high. The minimum size of the vertical mark is 5/8" high.

Core Elements

The OSC core mark consists of two elements: the icon and the logotype with full name and OH-TECH affiliation.

A   B

Ohio Supercomputer Center
An **OH·TECH** Consortium Member

The position, size, color, spatial and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

A. **Icon**
   The icon is a carefully illustrated symbol. The logotype should never be altered.

B. **Logotype with full name and OH-TECH**
   The full name and OH-TECH affiliation has been carefully typeset and should not be altered.

Core Elements Typography

Typography is a strong extension of our brand's personality. Two typefaces are used for OSC: Serifa (bold and Roman) and Univers (bold and Roman). Serifa is used primarily for display and headline copy, while Univers is used primarily as body copy. Only these typefaces may be used for OSC materials. Serifa and Univers can be purchased from Fontshop at www.fontshop.com.

Please see the reverse side for the OSC Color Palette.

Primary		PANTONE	CMYK	RGB	HEX
1		Pantone 186 C	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2		Pantone 195 C	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3		Pantone Cool Gray 7 C	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4		Pantone Cool Gray 11 C	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051

Secondary		PANTONE	CMYK	RGB	HEX
5		Pantone 284 C	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6		Pantone 7404 C	C: 000 M: 007 Y: 084 K: 000	R: 244 G: 218 B: 064	F4DA40
7		Pantone 381 C	C: 011 M: 000 Y: 100 K: 000	R: 206 G: 220 B: 000	CEDC00
8		Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9		White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

Core Elements Color Palette

To ensure that the OSC brand communicates consistently and true to brand equity, an extensive 9-color palette has been developed for use in all applications. Only these colors should be used for OSC materials.

The core colors for OSC are Pantone 186 red and Pantone Cool Gray 11. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.

About OH-TECH

The Ohio Technology Consortium (OH-TECH) was established in 2011 to serve as the research and technology arm of the Ohio Board of Regents (OBR), offering innovative technology resources and services for Ohio higher education, K-12 schools and state and local government. OH-TECH, comprised of the Ohio Academic Resources Network (OARnet), the Ohio Supercomputer Center (OSC), OhioLINK and eStudent Services, leverages the strengths and increases operational efficiency of each organization. For more, visit www.oh-tech.org.

OH·TECH | Ohio Technology Consortium
A Division of the **Ohio Board of Regents**

If you have questions about OH-TECH branding, please contact:

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