



GILCREASE
M U S E U M

*Thomas Gilcrease Institute
of American History and Art*

Graphic Style Guidelines

Table of Contents

THE GILCREASE MUSEUM LOGO

Use of TU and Gilcrease Museum Logos	3
The Gilcrease Museum Logo	4
The University of Tulsa/City of Tulsa Partnership text treatment.....	6
Color Palette	10
Typography	12
EEO/AA Statement	17

Use of TU and Gilcrease Museum Logos

Since The University of Tulsa logo, Gilcrease Museum logo, and various other university marks present an image of TU and the museum, their use is restricted. They should appear on all university and museum publications and advertising, and they must never be manipulated.

All publications containing a TU or museum logo or graphic must be approved by the Office of University Relations. The use of any logo for retail or resale purposes must be approved by TU's Business Office.

This policy is intended as a guideline and should be followed as publication materials are developed. Exceptions will be granted by the Office of University Relations if cause is justified. If publications are found not to conform to this policy and have not been approved as exceptions, the department or program producing the piece will be expected to take corrective action.

Official logos are available from the Office of University Relations by calling 918-631-2365, or e-mailing graphics@utulsa.edu.

Primary Logo



GILCREASE
M U S E U M

*Thomas Gilcrease Institute
of American History and Art*

Secondary Options (when space prohibits the use of the primary logo)

Vertical:



GILCREASE
M U S E U M

*Thomas Gilcrease Institute of
American History and Art*

Strong Horizontal:



GILCREASE MUSEUM

Thomas Gilcrease Institute of American History and Art

The Gilcrease Museum Logo

COMPONENTS AND RELATIONSHIP

The Gilcrease Museum logo is designed as a single unit consisting of the shield, Allan Houser’s *Sacred Rain Arrow* and the logotype (font). These two components are in a fixed relationship, and should not be altered, modified, or repositioned in any way.

The museum community should not develop logos for departments, divisions, buildings, or programs. All of these entities should use the main museum logo.

MUSEUM LOGO WITH CORRESPONDING PARTNERSHIP TEXT

The museum logo should be used with the corresponding partnership text, “A University of Tulsa/City of Tulsa Partnership”, where applicable and primarily on stationery and other printed pieces that allow for the treatment. (See The University of Tulsa/City of Tulsa Partnership text treatment, page 7.)

THE ELEMENTS OF OUR LOGO

The shield, Allan Houser’s *Sacred Rain Arrow* and the words “Gilcrease Museum” along with “Thomas Gilcrease Institute of American History and Art” have been combined to represent the tradition of our institution. Together, they make up our logo. Its unvarying use will build a strong, unified visual image that distinguishes the museum and reflects the institute’s character.

REPRODUCING THE GILCREASE LOGO

When reproducing the logo, use only the official reproduction artwork, which is available in electronic format.



GILCREASE

M U S E U M

*Thomas Gilcrease Institute
of American History and Art*

LOGO COLOR

The Gilcrease Museum logo needs to print in black, or it can be white reversed out of the selected color.



GILCREASE

M U S E U M

*Thomas Gilcrease Institute
of American History and Art*

The University of Tulsa/City of Tulsa Partnership text treatment

The partnership treatment is presented here with the example of the Helmerich Center for American Research.

Artwork for your area logo treatment will be created by the Office of University Relations. Official logos are available from the Office of University Relations by calling 918-631-2365, or e-mailing graphics@utulsa.edu.

The vertical and horizontal applications are for printed documents. The strong horizontal treatment should only be used when spacing requires extreme elongation, like on specialty items (pens) or web banners.

Partnership treatment for Gilcrease Museum



A University of Tulsa/City of Tulsa Partnership

1400 North Gilcrease Museum Road ■ Tulsa, Oklahoma 74127-2100 ■ www.gilcrease.org

Partnership treatment for Helmerich Center for American Research



Helmerich Center for American Research

A University of Tulsa/City of Tulsa Partnership

1400 North Gilcrease Museum Road ■ Tulsa, Oklahoma 74127-2100 ■ www.gilcrease.org/helmerich

Museum Logos and Graphics

CONSISTENT USAGE

A recognizable and memorable logo helps to distinguish an institution and foster its identity. However, a logo can only reach this status with careful adherence to its attributes and implementation. As the cornerstones of our identity system, TU and Gilcrease logos must be used consistently. The Gilcrease Museum logo (and any other logos or graphics) should be applied in the most legible way to preserve the integrity of the identity.

A few simple guidelines are shown here using the Gilcrease Museum logo.

The treatments shown below are not consistent with the established guidelines of Gilcrease Museum's identity. Please avoid any treatment that obscures legibility or changes the integrity of the logo:

- Stretching logos
- Reconfiguring logos
- Adding drop shadows
- Using tinted background images
- Using patterned backgrounds
- Placing logo over an image



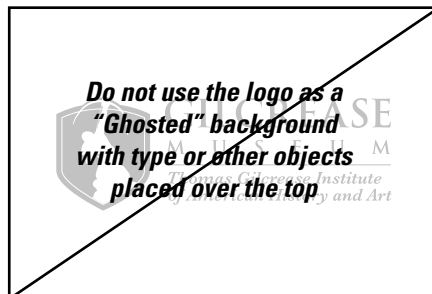
Stretching/Horizontal Expanding



Stretching/Vertical Condensing



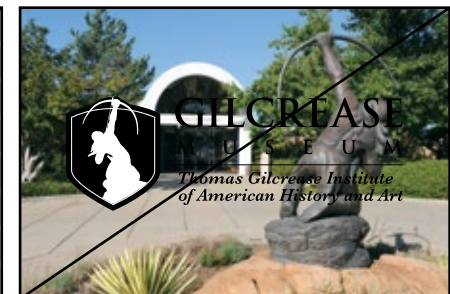
Shadowed



Ghosting/Watermark



Pattern



Image



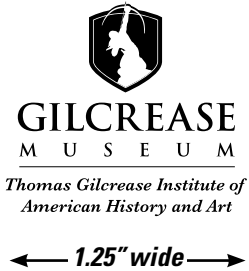
Museum Logos and Graphics

LOGO CLEARSPACE

To assure its integrity and visibility, the Gilcrease Museum logo should be kept clear of competing text, images, and graphics. It must be surrounded by an adequate clearspace.

LOGO SIZE

The Gilcrease Museum logo may be scaled proportionately to fit everything from banners to small brochures. To ensure successful reproduction, the Gilcrease Museum logo should not be reproduced smaller than 1.25" wide



Color and Typography

CREATING THE SYSTEM

The University of Tulsa's graphic system is designed to be flexible. In this section you will see various ways to use Gilcrease Museum typography and the Gilcrease color palette. These guidelines assure that each graphic element reinforces Gilcrease Museum's identity in a clear and consistent way.

THE ROLE OF TYPOGRAPHY

Typography plays an essential role in Gilcrease Museum's identity program. Using the typefaces that follow for every communication establishes a distinctive, cohesive and memorable style.

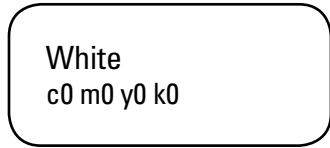
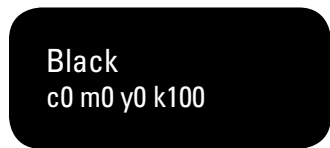
There are four typefaces used for the Gilcrease identity: three serif typefaces and a sans serif typeface for both PC and Macintosh platforms. All of the selected typefaces are legible, dignified and reflect the established identity of Gilcrease Museum.

Serif: Literally means "feet." This kind of typeface has accented "feet" and noticeably thinner and thicker lines.

Sans Serif: Literally means "without feet." This kind of typeface has no accented "feet" and generally no noticeably thicker and thinner lines.

The Gilcrease Museum Color Palette

TU's creative platform uses bold, solid colors to convey a sense of vibrant intensity and youthful energy. Using the following color palette supports and reinforces TU's identity for Gilcrease Museum.

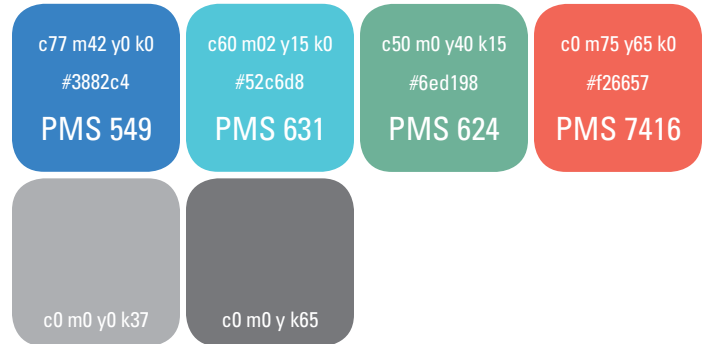


PRIMARY COLORS

Wherever possible, black should be used to anchor all major communications pieces.

Secondary Colors

These colors should be used selectively as supporting elements to give the designer more options.



Printed Color

Gilcrease Museum's primary palette which is black and white.

The colors in this palette are specified in a value of Pantone Matching System® with “Built” and “Projected” color equivalents.

PANTONE NOTES

- *The colors displayed on your screen or printed from your computer are only approximate representations of solid printed inks. Please refer to the Pantone® guides.*
- *Pantone® Color Specifier is available in three paper finishes: uncoated, matte and coated. Please check with your vendor or University Relations for more information.*
- *Please be sure to consult with your vendor to match the Pantone® chips, as accurately as possible. This is especially crucial when dealing with media other than paper.*

FOUR COLOR PROCESS NOTES

- *Four Color Process Printing should not be confused with “four-color printing,” which can consist of any four solid colors, while “Process” refers to using a mixture of only Cyan, Magenta, Yellow and Black.*
- *Color office printers (including inkjet and color copiers) use CMYK values to build colors and will not match Pantone® specifications.*

SOLID COLOR, PANTONE (PMS)

Pantone Matching System® (PMS) is a printing and design industry standard system of blended solid inks that are available through local printers worldwide. They are specified by a number code.

Advantages

- A. Color control/consistency can be achieved relatively easily even when printing in various locations, by specifying an existing standard ink.
- B. Fine lines (especially type) remain solid, allowing for colored type at small sizes.
- C. Tinting a solid PMS color creates a wider range color by using a limited number of inks.

Disadvantages

- A. Limited range of color.
- B. Color photography and artwork can not be replicated.

BUILT COLOR, 4 COLOR PROCESS (CMYK)

Four Color Process Printing (“CMYK”) uses mixtures of Cyan, Magenta, Yellow and Black to “build” a desired printed color, in a way similar to an office laser or inkjet printer.

Advantages

- A. Color photography and artwork can be reproduced with relative accuracy.
- B. A wide range of color is possible.

Disadvantages

- A. Color fine lines and type will not remain clear, since 4 colors must overlap precisely.
- B. Matching solid colors is approximate.

Primary Typography

SANS SERIF:

Yanone Kaffeesatz Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%&

Typography

SERIF:

Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Baskerville Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*

Baskerville SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&**

Baskerville SemiBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&***

Baskerville Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&**

Baskerville Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&***

PLEASE NOTE

“Univers” should be used in italic/oblique only to differentiate certain words

Typography

SANS SERIF:

Univers 47 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 47 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 57 Light Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 57 Light Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 67 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 67 Bold Condensed Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

PLEASE NOTE

“Univers” should be used in italic/oblique only to differentiate certain words

Typography

SANS SERIF:

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 45 Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&

Univers 55 Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*

Univers 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890!@#%&**

Univers 75 Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&**

Univers 85 Extra Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#%&**

Typography

SERIF (FORMAL HEADLINE TYPE):

TRAJAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&

TRAJAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$\$%&

EEO/AA and Disability Statement

All University of Tulsa and Gilcrease Museum publications must have the EEO/AA statement and disability information.

MULTIPLE PAGE BOOKLETS OR BROCHURES: MAGAZINES, NEWSLETTERS, VIEWBOOKS

The University of Tulsa does not discriminate on the basis of personal status or group characteristics including, but not limited to individuals on the basis of race, color, religion, national or ethnic origin, age, gender, disability, veteran status, sexual orientation, gender identity or expression, genetic information, ancestry, or marital status in the administration of its educational policies, admissions policies, employment policies, scholarship and loan programs, athletic and other University sponsored programs. Questions regarding implementation of this policy may be addressed to the Office of Human Resources, 800 South Tucker Drive, Tulsa, Oklahoma 74104-9700, 918-631-2616. Requests for accommodation of disabilities may be addressed to the University's 504 Coordinator, Dr. Tawny Rigsby 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

BROCHURES, POSTERS

The University of Tulsa does not discriminate on the basis of personal status or group characteristics including, but not limited to individuals on the basis of race, color, religion, national or ethnic origin, age, gender, disability, veteran status, sexual orientation, gender identity or expression, genetic information, ancestry, or marital status. Questions regarding this policy may be addressed to the Office of Human Resources, 918-631-2616. For accommodation of disabilities, contact TU's 504 Coordinator, Dr. Tawny Rigsby, 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

POSTCARDS, FLIERS

The University of Tulsa is an equal employment opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact Dr. Tawny Rigsby 918-631-2315. To ensure availability of an interpreter, five to seven days notice is needed; 48 hours is recommended for all other accommodations.

SMALL POSTCARDS & ADS INVITING PUBLIC TO A TU VENUE

The University of Tulsa is an equal employment opportunity/affirmative action institution. For EEO/AA information, contact the Office of Human Resources, 918-631-2616; for disability accommodations, contact Dr. Tawny Rigsby, 918-631-2315.

ADS THAT ARE INFORMATION ONLY (NOT INVITING PUBLIC TO CAMPUS.)

TU is an EEO/AA institution.

Have a question?

LOGO PROTOCOL or DESIGN ASSISTANCE

Contact the Office of University Relations

Leslie Cairns, Creative Director • 918-631-2365 • graphics@utulsa.edu