OTIS COLLEGE OF ART AND DESIGN

STYLEGUIDE 2.0

OTIS COLLEGE OF ART AND DESIGN

STYLEGUIDE 2.0
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CONTENTS

INTRODUCTION

Established in 1918, as the city's first independent professional school of art, Otis College of Art and Design is a creative community and the proud alma mater of countless pioneering artists. The former IBM Aerospace Headquarters—a 1964 structure by the legendary industrial designer, Eliot Noyes—houses the college's Ahmanson Building (pictured), which is at the heart of a vibrant campus in Westchester.

The building is a living example of Southern California's legacy as the birthplace of modern architecture, and a legacy to the enduring spirit that art, design, and technology have in Los Angeles.

Otis College's student body also proudly ranks among the most culturally diverse, and its various degree programs are among the best in the country.

VISUAL CONCEPT

Flexibility is the intent of Otis College's visual vocabulary. Designed around the rectangular shape and formation of a grid—inspired by the "punch card" windows of the Ahmanson Building—it is, most importantly, intended to operate as a dynamic platform that eschews the monolithic, static branding approach of the 20th century.

At its basis, the brand elements entail setting all text in Linotype Univers along a set grid. As a logotype, the words Otis College must appear in a fixed format, set in all caps with rectangular O's, arranged in a left-aligned, vertical stack. This configuration forms the basis of Otis College's primary logotype, as shown on the right panel.

Beyond these guidelines, the potential applications are wide-open.

On an announcement for a gallery exhibition, the rectangular "O" might be used to contain an artwork, portrait, or graphic; on a printed piece, it might take the form of a custom finish, like foil or die-cut. On screen, it may extend itself into video frames, animations, or be used as a graphic anchor for lower thirds.

Reflexive and flexible, the Otis brand establishes a distinct presence in the art and design landscape—a truly 21st-century institution that recognizes branding as a pluralistic, experiential platform, open to evolution, guided by one scalable grid system.

OTIS COLLEGE OF ART AND DESIGN

VISUAL CONCEPT

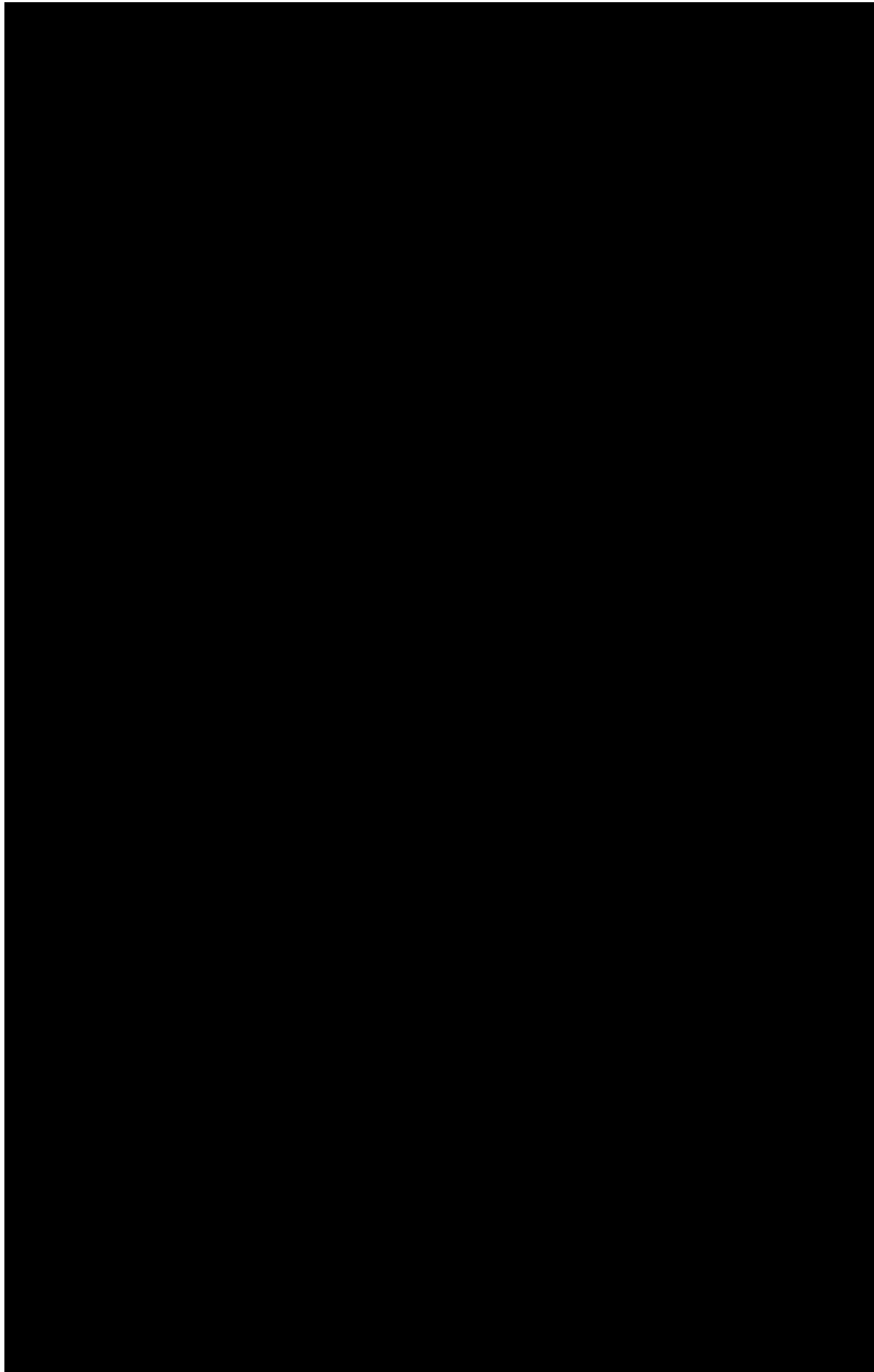The ■ of Otis College is:
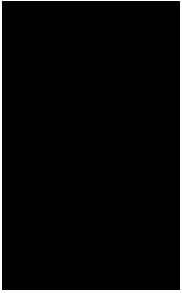
A WINDOW

A CANVAS

A FRAME

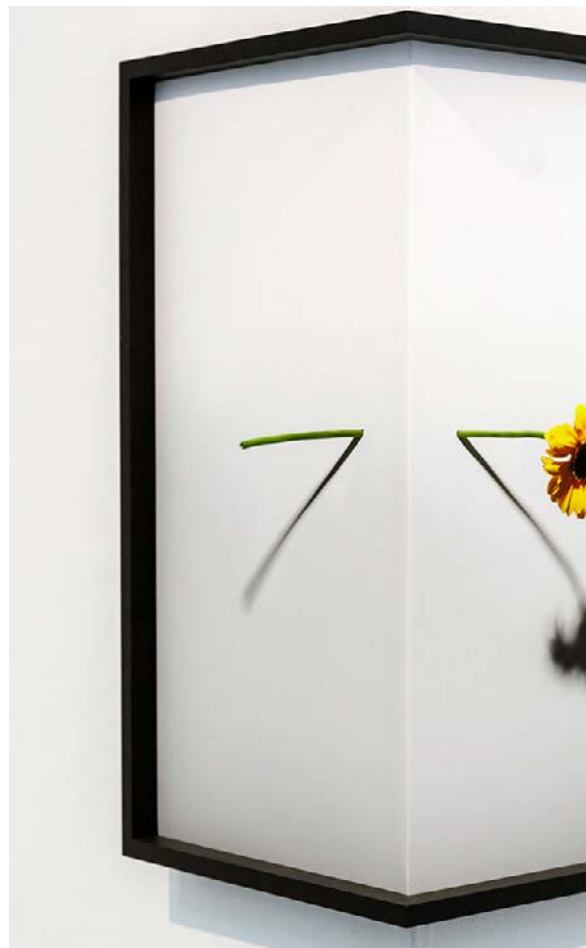AN IDEA

VISUAL CONCEPT

The ■ of Otis College is:

A WINDOW

A CANVAS

A FRAME

AN IDEA

VISUAL ELEMENTS

The brand identity for Otis College of Art and Design consists of the following visual elements:
The Grid
The Primary Stack Logo
The Secondary Block Logo
The Icon
The Wordmark

The exterior façade of the Kathleen Ahmanson building is the visual inspiration and foundation for the Otis branding grid, which in turn, informs the creation and usage of all other brand elements.
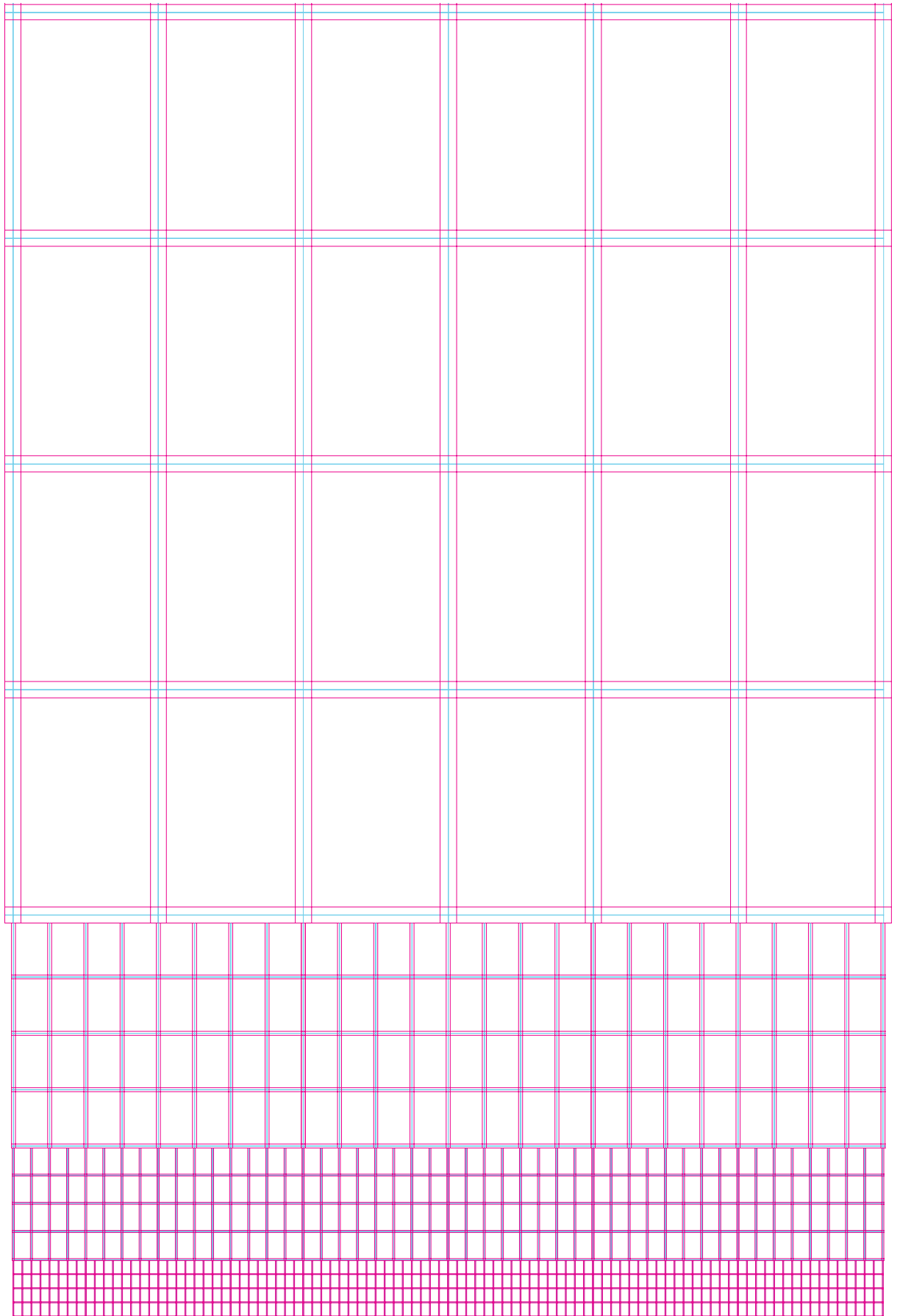
The proceeding pages in this section will introduce each visual element, and provide basic guidelines for usage. Correct and consistent use of the visual elements at all levels helps to reinforce the Otis College brand identity.
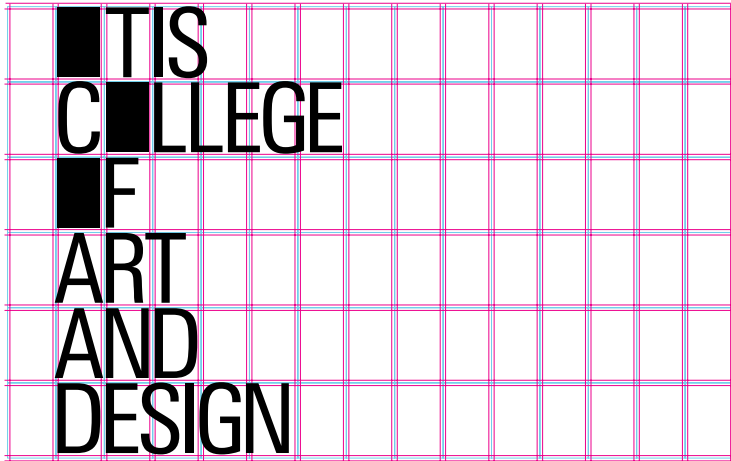
THE GRID

One scalable grid for universal use throughout all design applications.
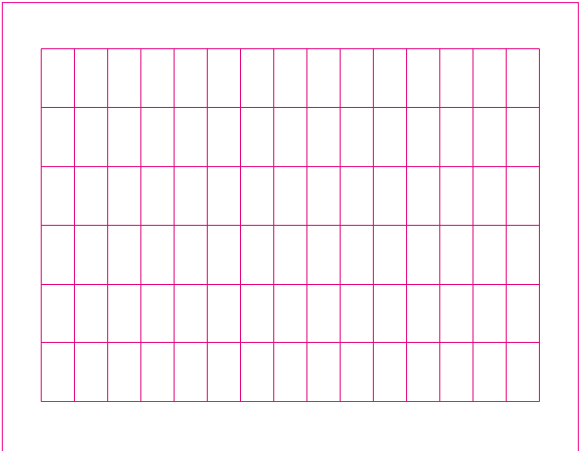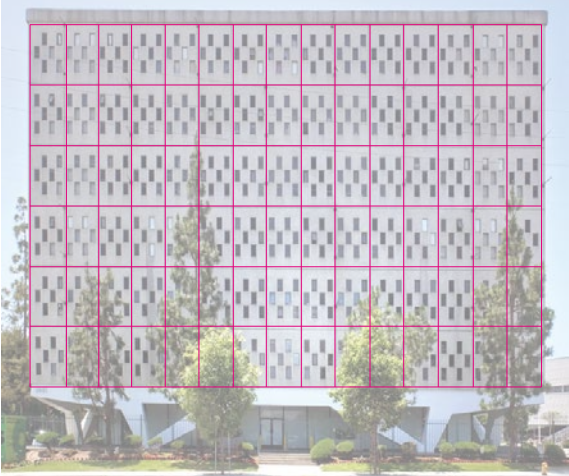
LOGO SYSTEM

PRIMARY STACK LOGO

CHARACTERISTICS: vertical configuration, formal usage

WHEN TO USE: the stack logo should be used whenever possible as the primary identifier for Otis College of Art and Design. The primary stack logo consists of the college icon built within a vertical configuration of the wordmark. Combined in this manner, these elements create a distinct logo for Otis, which should never be recreated. Always use approved artwork.

SECONDARY BLOCK LOGO
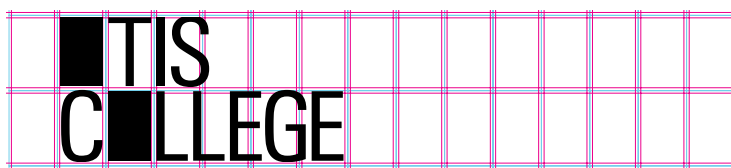
CHARACTERISTICS: square configuration, informal usage

WHEN TO USE: the block logo should only be used when space is limited or when an abbreviated expression of the brand is understood due to the proximity of the full name of the College being spelled out in headline messaging or displayed by another brand element (such as the wordmark). The secondary block logo consists of an abbreviated configuration of the college icon and wordmark. Combined in this manner, these elements create a distinct logo for Otis, which should never be recreated. Always use approved artwork.
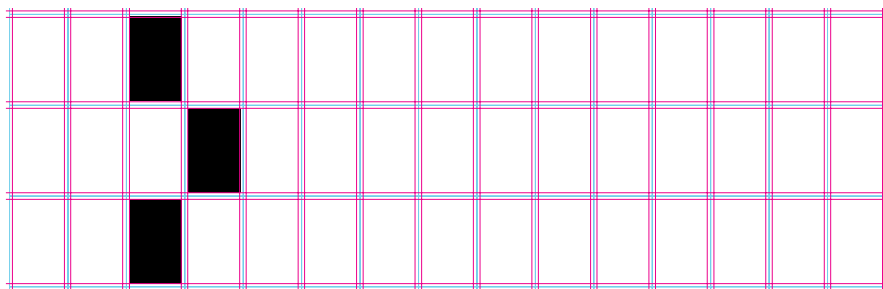
WORDMARK
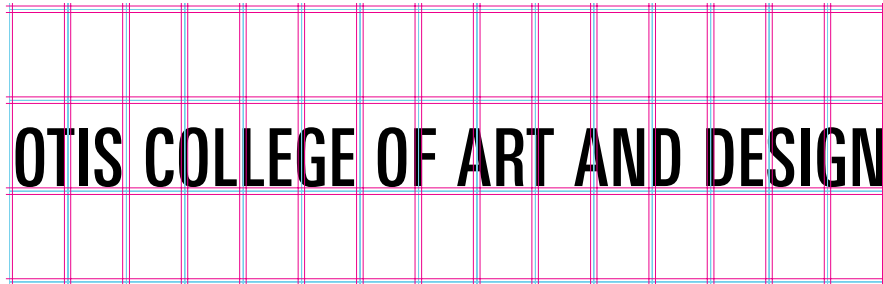
CHARACTERISTICS: horizontal configuration, tertiary usage

WHEN TO USE: The wordmark is a tertiary identifier for the College and can be used in conjunction with any of the other brand elements (primary stacked logo, secondary square logo, and icon) to reinforce the full name of the College, as long as the guidelines for clear space and size are followed (see next page). The wordmark is distinctly typeset and should never be recreated. Always use approved artwork.

ICON

CHARACTERISTICS: vertical configuration, tertiary usage

WHEN TO USE: The icon is a tertiary identifier for the College consisting of the rectangles represented in the Otis College branding grid and the primary logo. It can be used in conjunction with any of the other brand elements (primary stacked logo, secondary square logo, and wordmark) to reinforce the full name of the College, as long as the guidelines for clear space and size are followed (see next page). The icon is distinctly created and should never be redrawn or reinterpreted. Always use approved artwork.

AREA OF ISOLATION

Due to the unique nature of the Otis College logos, legibility is very important. To ensure that the brand marks are distinct, visible, and readable, they must always remain separated from other graphics. This distinction is referred to as the area of isolation, or minimum required clear space.

Below, you will find visual guidelines for the area of isolation around each Otis brand mark, denoted by pink rectangles.

PRIMARY STACK LOGO

MINIMUM SIZE REQUIREMENT:
1.25"width X 2.75"height
200px width X 400px height

SECONDARY BLOCK LOGO

MINIMUM SIZE REQUIREMENT:
2.5"width X 1.25"height
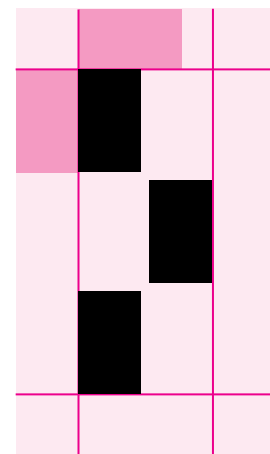200px width X 100px height

As a general rule of thumb, for the primary stack logo, the secondary block logo and the icon, any graphics surrounding the marks should be isolated by the horizontal width of the rectangle used within the mark itself. For the wordmark, the area of isolation should be twice the size of the scale of the mark, on all sides, as shown.

To retain brand distinction and readability, do not allow any other graphic elements to impede the area of isolation.
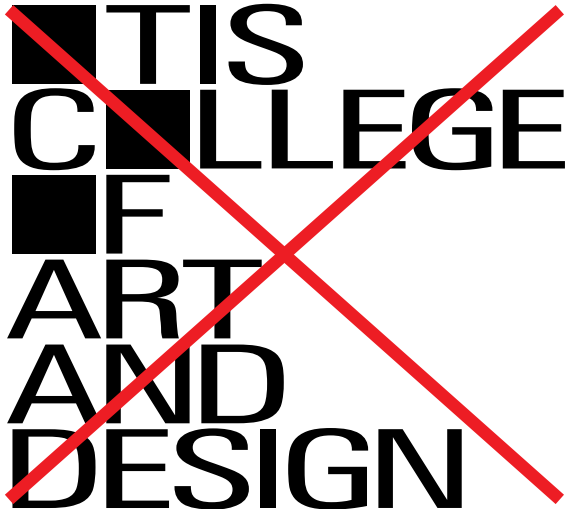
WORDMARK

MINIMUM SIZE REQUIREMENT:
1.75"width X 0.125"height
100px width X 50px height

ICON

MINIMUM SIZE REQUIREMENT:
0.5"width X 1.25"height
50px width X 100px height

INCORRECT USAGE

DO NOT DISTORT OR STRETCH THE LOGO

DO NOT CROP LOGOS OR USE OTIS AS AN ISOLATED MARK
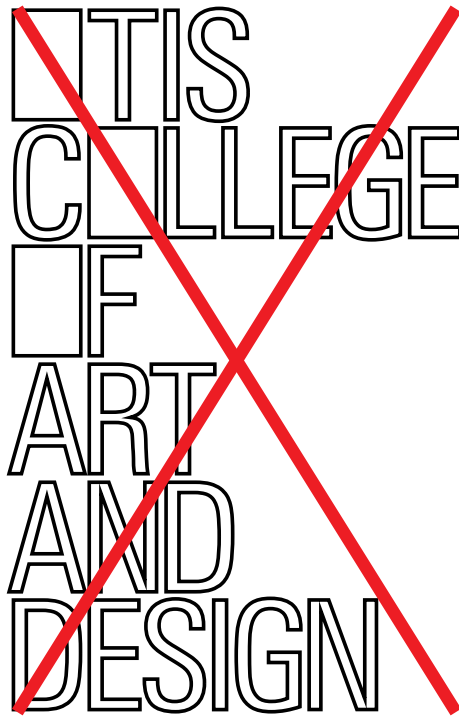
DO NOT ISOLATE THE LETTERFORMS

DO NOT APPLY A FILL TO THE LETTERFORMS

DO NOT USE ANY OUTDATED LOGOS OR ELEMENTS FROM THE OLD OTIS BRAND IDENTITY
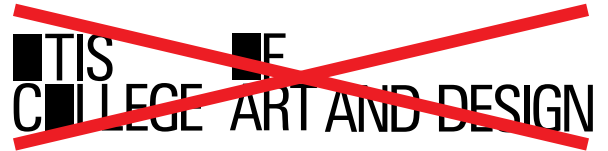
DO NOT USE THE HORIZONTAL STACKED OTIS COLLEGE OF ART AND DESIGN LOGO

DO NOT USE BRAND ELEMENTS IN SUCH A WAY AS TO RECREATE A NEW MARK

DO NOT POSITION LOGOS ON BUSY BACKGROUNDS OR COMPLEX PATTERNS

DO NOT REPRODUCE ANY BRAND ELEMENTS IN MORE THAN ONE APPROVED COLOR

DEPARTMENT LOGOS

Otis College of Art and Design is comprised of many departments, including seven BFA majors, two MFA programs, a continuing education / certificate degree program (Extension), and several other academic minors, and administrative divisions.

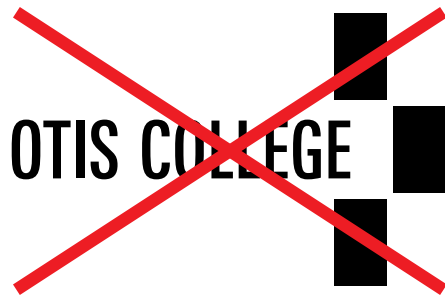Many of these areas of distinction have their own logos, which must only be used in conjunction with the primary stack or secondary block Otis logos in order to reinforce the brand connection.

To strengthen brand equity, it is imperative that the Otis primary stacked logo or the secondary block logo is used as the main brand indicator, in conjunction with a department logo, to create a consistent look for the College across a range of programs, media and materials and to align the Otis identity to be reflective of the exceptional caliber of students, faculty and multi-disciplinary education.

Department logos are shown on the proceeding page. Examples of how they can be used in conjunction with the primary logo are provided in the Applications section of this document.

For questions regarding logo usage, or if you would like to inquire about requesting a logo for your area, please email **communications@otis.edu**.

COMMUNICATION ARTS

DIGITAL MEDIA

ENVIRONMENTAL DESIGN

FASHION DESIGN

FINE ARTS

PRODUCT DESIGN

TOY DESIGN

SUB-UNIT LOGOS FOR BFA MAJORS

MFA FINE ARTS

MFA GRAPHIC DESIGN

SUB-UNIT LOGOS FOR MFA PROGRAMS

EXTENSION

SUB-UNIT LOGOS FOR EXTENSION PROGRAM

TYPOGRAPHY

LINOTYPE UNIVERS

The official typeface for Otis College is Linotype Univers, a font that expresses modern qualities of the brand. As shown, the font family offers a wide range of weights and styles appropriate for both display (headline) and body text, allowing for digital and small-use applications without degradation.

Correct and consistent use of the official typefaces at all levels helps to reinforce the Otis College brand identity.

Please contact **communications@otis.edu** if you have questions about licensing or usage of Linotype Univers.

Note: If you cannot use Linotype Univers because your platform does not have access to the font, please use Arial.

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
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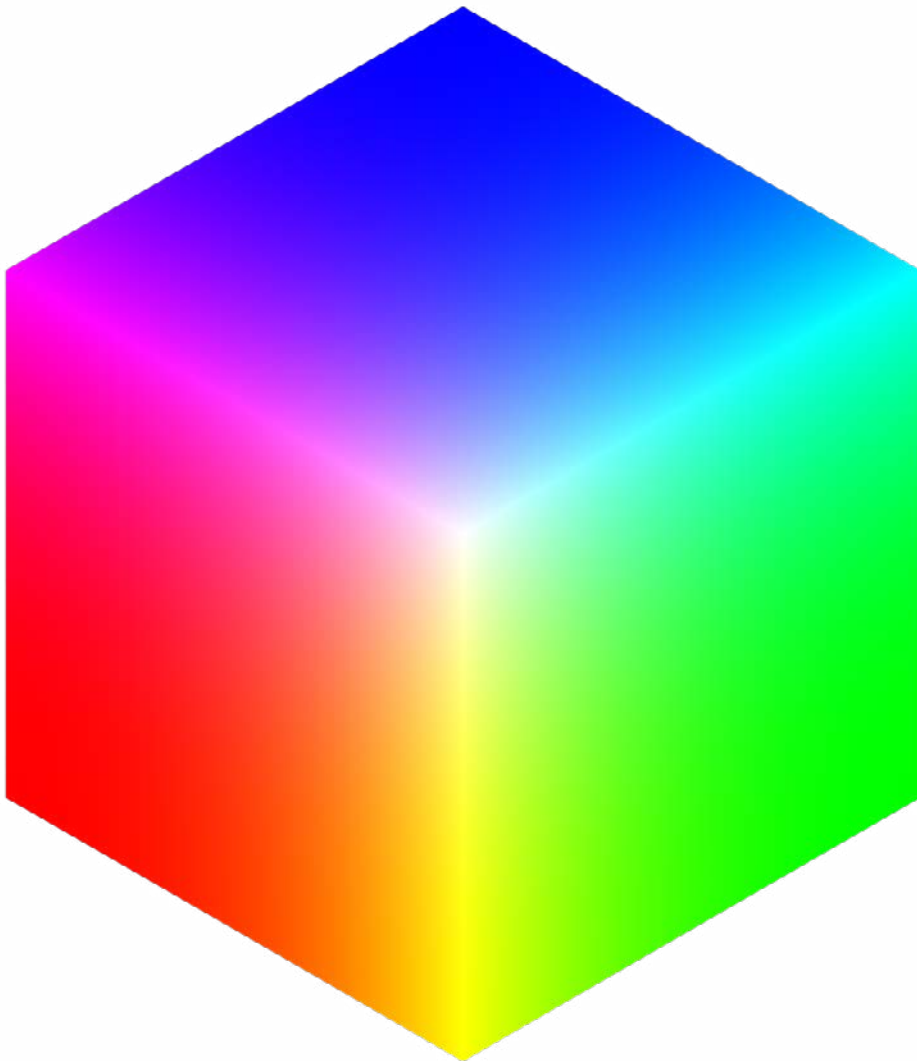The quick brown fox jumps over the lazy dog
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COLOR

The Otis College color palette aims to be reflexive and flexible. In lieu of limiting the brand to three or four official colors, the Otis brand is about having the ability to use all of the hues of the color spectrum. To help define those colors, so that there is some ease of use and consistency when specifying breakdowns, we have assembled the swatch palette on the right panel.

RED	ORANGE	YELLOW
PMS 032	PMS 804	PMS YELLOW
C=0 M=100 Y=100 K=0	C=0 M=50 Y=100 K=0	C=0 M=0 Y=100 K=0
#EB2123	#FF8E02	#FFF200

NEON GREEN	GREEN	LIGHT BLUE
PMS 802	PMS GREEN	PMS 0821
C=40 M=0 Y=100 K=0	C=80 M=0 Y=60 K=0	C=50 M=0 Y=5 K=0
#06FF04	#008E5B	#00C5FF

BLUE	NAVY	NEON PINK
PMS REFLEX BLUE	PMS 281	PMS 806
C=90 M=85 Y=0 K=0	C=100 M=90 Y=30 K=30	C=0 M=100 Y=0 K=0
#000BFF	#1A2857	#FF5BC5

PURPLE	BLACK
PMS VIOLET	PMS BLACK
C=65 M=80 Y=0 K=0	C=60 M=40 Y=40 K=100
#6C07C5	#000000

ONE COLOR RULE

The ONE COLOR RULE is the only rule or guideline that exists within the Otis brand identity. To adhere by the rule, simply use any one color from the approved color palette (as shown on page 27) and pair it with Black (100% K). Or, conversely, pick any one color from the palette, and pair it with ONE other complementary color. Below are examples of the application of the ONE COLOR RULE to a variety of designs. See the applications section of this document for more.

WE ARE THE
ORIGINALS,
ADVENTURERS,
AND CREATORS.

WE DON'T SIT BY
AND WATCH.

WE WORK HARD
AND WORK
IS OUR PLAY.

WE WELCOME
SUPPORT
AND INCLUDE.
DIVERSITY DEFINES US.
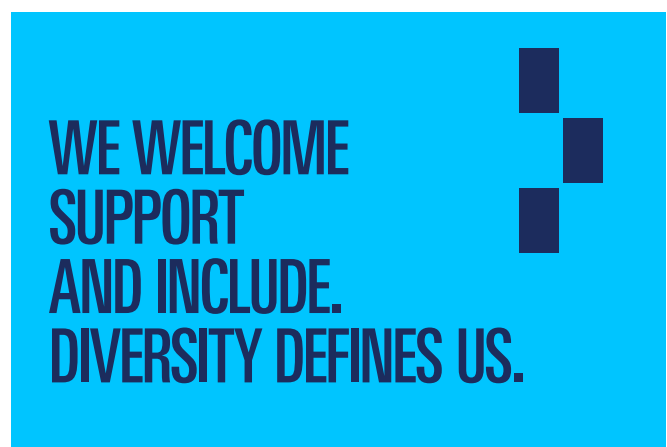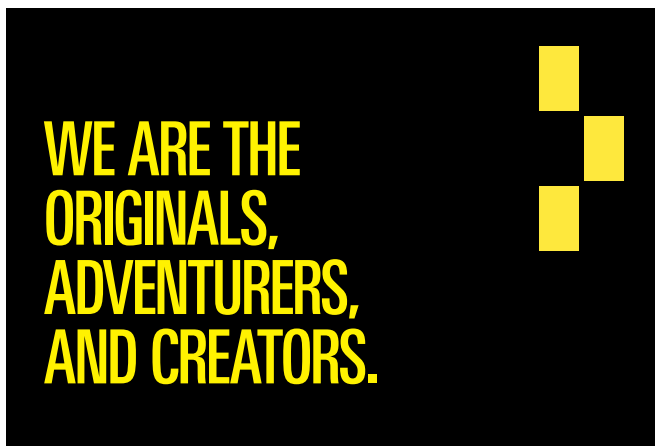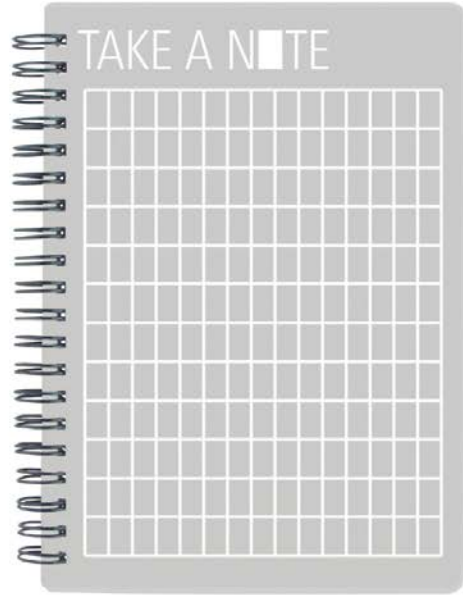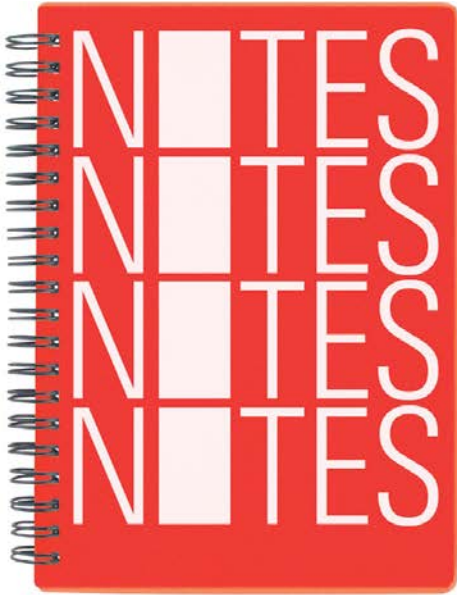
PHOTOGRAPHY

The next few pages provide visual examples and broad-stroke photography guidelines. For a database of approved photos, visit the official Otis College Flickr page: flickr.com/photos/otiscollege.

Keep photos current and genuine. Show people in their spaces, being real. Avoid the group line-up or the stepped crowd shot. Choose high-quality photos that best represents the Otis brand and that best support the story or narrative you are telling.

For images of faculty and students, consider candid shots and natural lighting, action-oriented imagery showing them at work, in collaboration, or in a setting that provides greater context as to who they are.

Avoid using stock photos unless absolutely necessary. When using stock art, be judicious. Images should support narrative. Whenever possible, original art should be submitted with the story. When stock art is the only option, it should not be trite or promote stereotypes.

All images must be licensed and credited. Otis must have the legal right to use an image before it's published or shared. Photos must be taken by either (1) Otis staff or (2) photographers whose images were purchased or who granted usage rights. Rights may also be provided by (3) the photo subject, who is sharing images he/she owns (these photos are credited as "Courtesy of Subject Name"). Don't use photos with expired rights or without photo credits. Don't copy photos from the Internet. Whenever possible, attribute artwork and caption the photo with names of the people or things shown in the image.
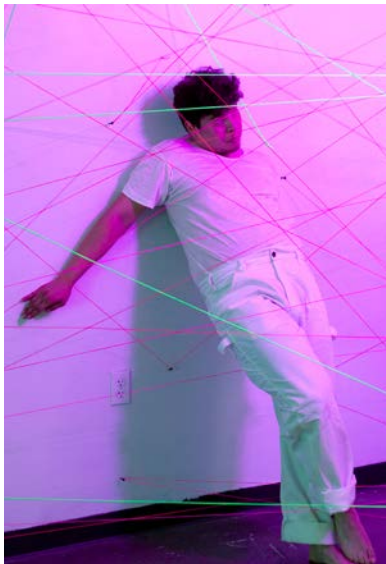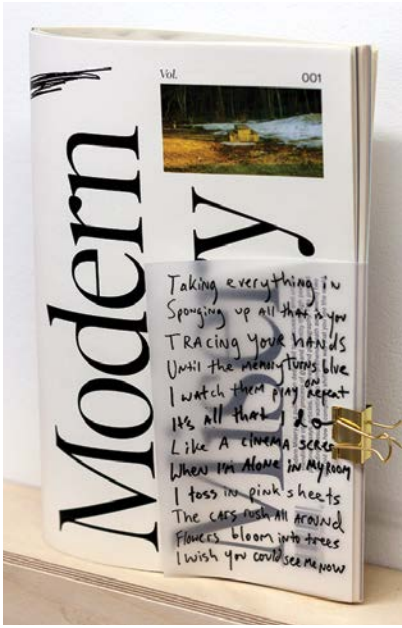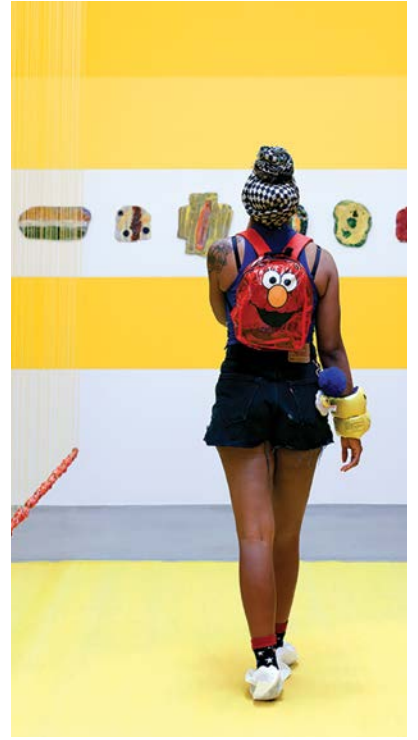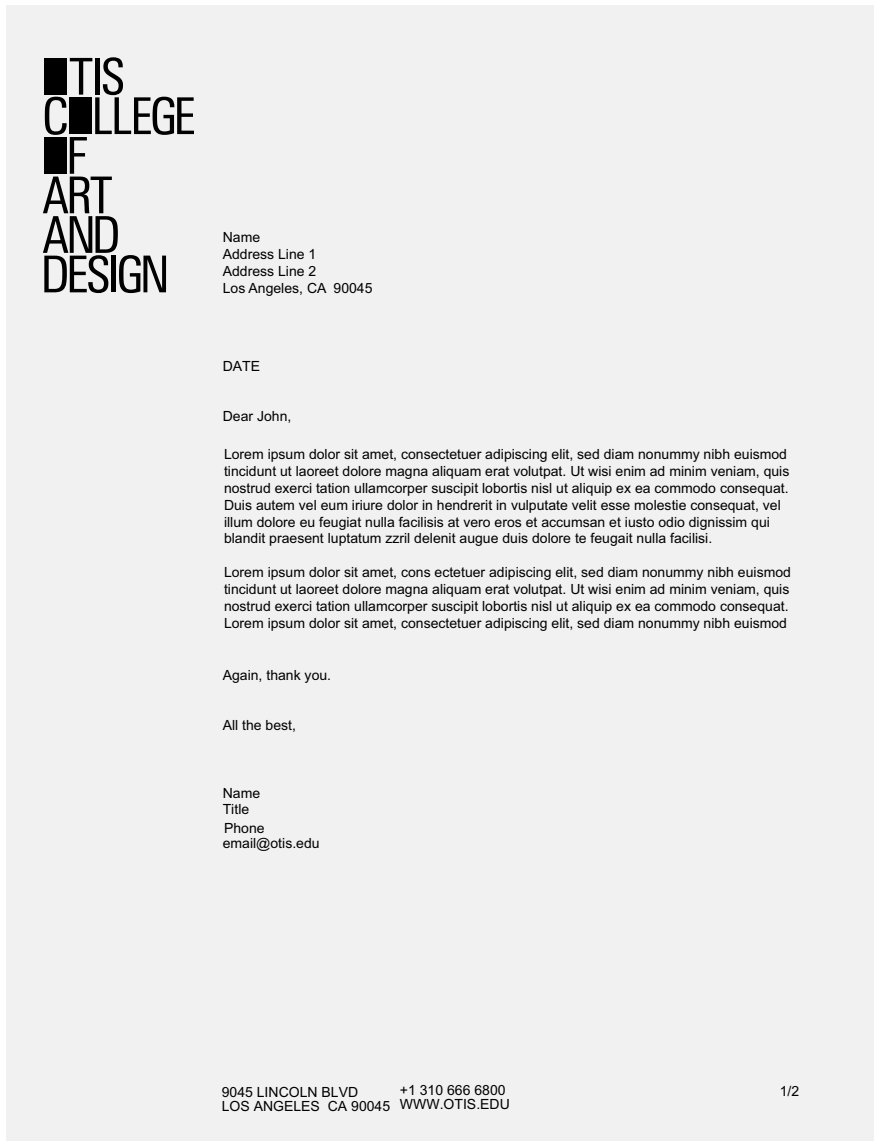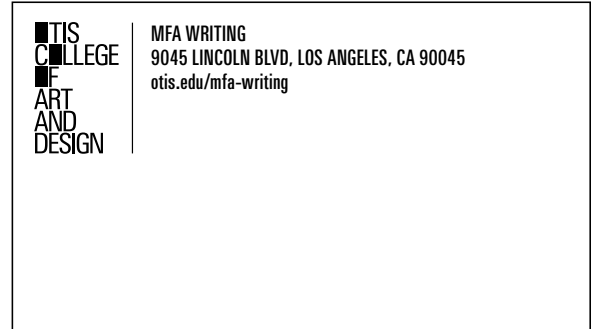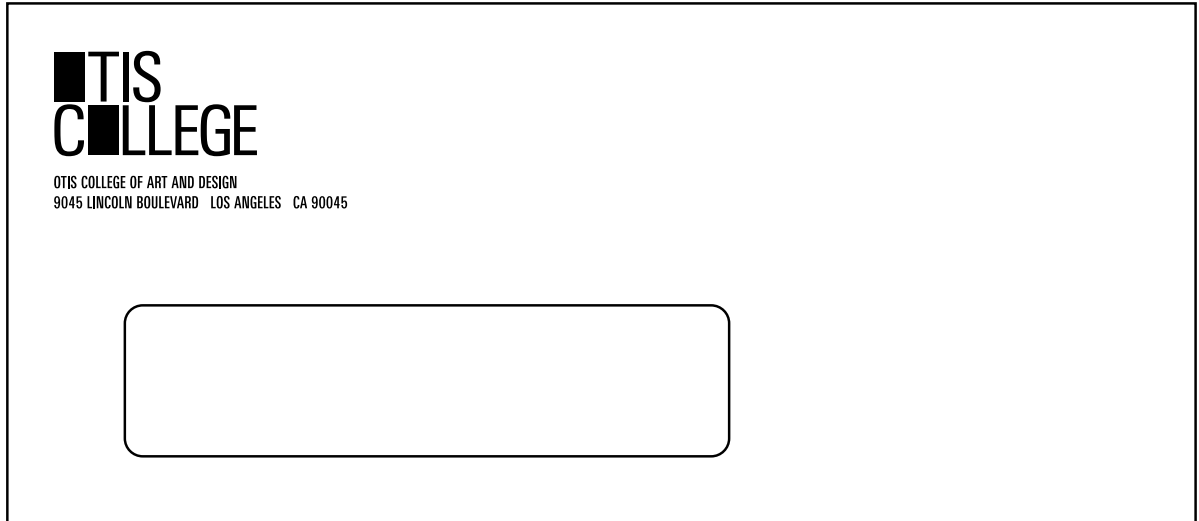
APPLICATIONS

The next few pages provide a visual glimpse into some of the available templates and applications of the Otis College branding. A complete template system of approved, custom-designed files are available to all Otis College of Art and Design employees at **otis.edu/communications-marketing**.
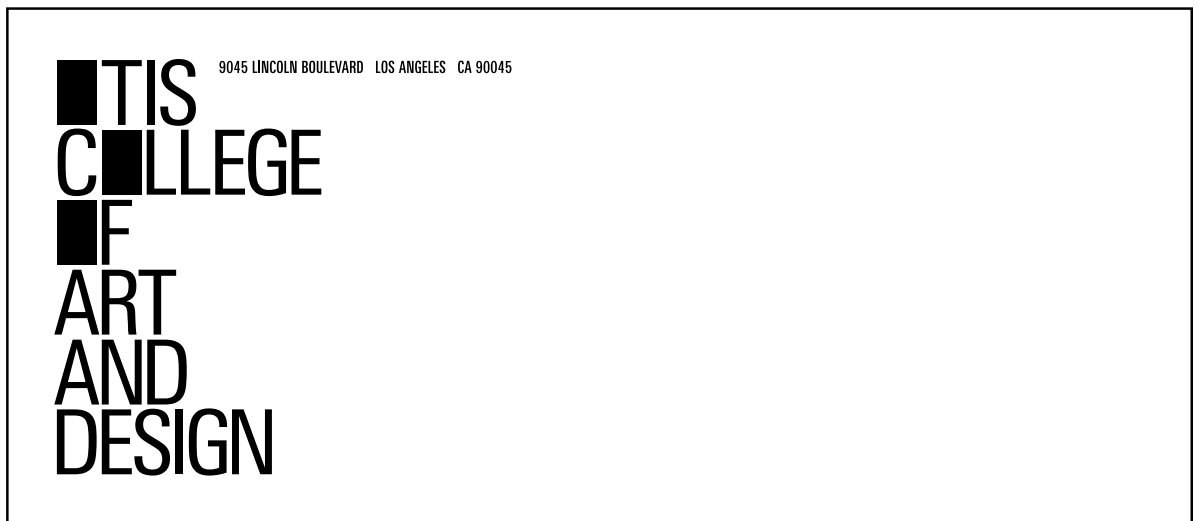
OTIS COLLEGE OF ART AND DESIGN

Name
Address Line 1
Address Line 2
Los Angeles, CA 90045

DATE

Dear John,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Again, thank you.

All the best,

Name
Title
Phone
email@otis.edu

9045 LINCOLN BLVD   +1 310 666 6800   1/2
LOS ANGELES CA 90045   WWW.OTIS.EDU

STATIONERY: LETTERHEAD

STATIONERY

■TIS C■LLEGE ■F ART AND DESIGN

9045 LINCOLN BOULEVARD   LOS ANGELES   CA 90045

■TIS C■LLEGE ■F ART AND DESIGN

MFA WRITING
9045 LINCOLN BLVD, LOS ANGELES, CA 90045
otis.edu/mfa-writing

STATIONERY: SELF-ADHESIVE MAILING LABELS

■TIS C■LLEGE

OTIS COLLEGE OF ART AND DESIGN
9045 LINCOLN BOULEVARD   LOS ANGELES   CA 90045

STATIONERY: #10 WINDOW ENVELOPE

■TIS C■LLEGE ■F ART AND DESIGN

9045 LINCOLN BOULEVARD   LOS ANGELES   CA 90045

STATIONERY: #10 BUSINESS ENVELOPE

BUSINESS CARDS

The Otis business card system has eight different design templates for end-users to choose from. Horizontal and vertical configurations, allow for a variety of different character lengths to accommodate longer names and titles. The designs are flexible, and reflective of the pillars of the Otis brand.

MERCHANDISE

COLLATERAL
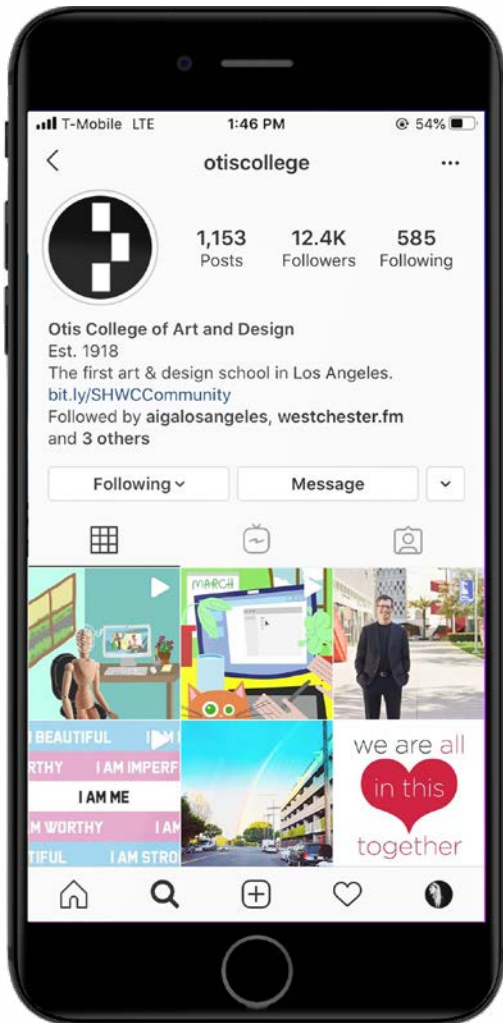
DIGITAL
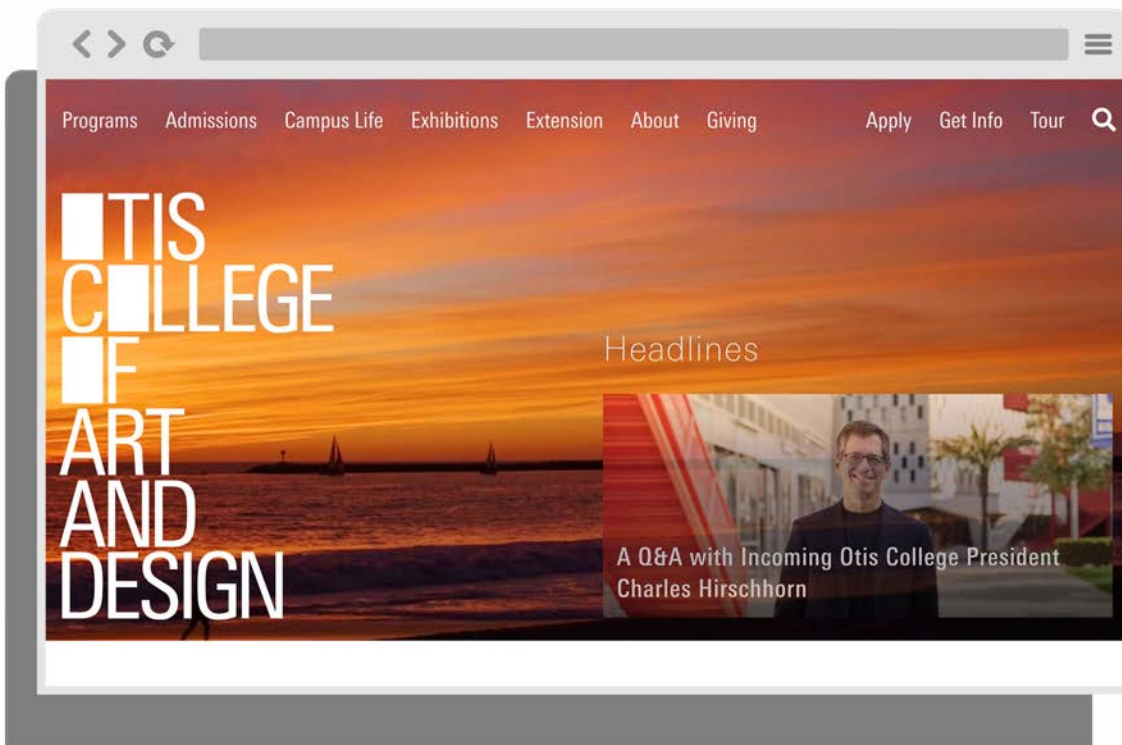
WEBSITE HOME PAGE HEADER
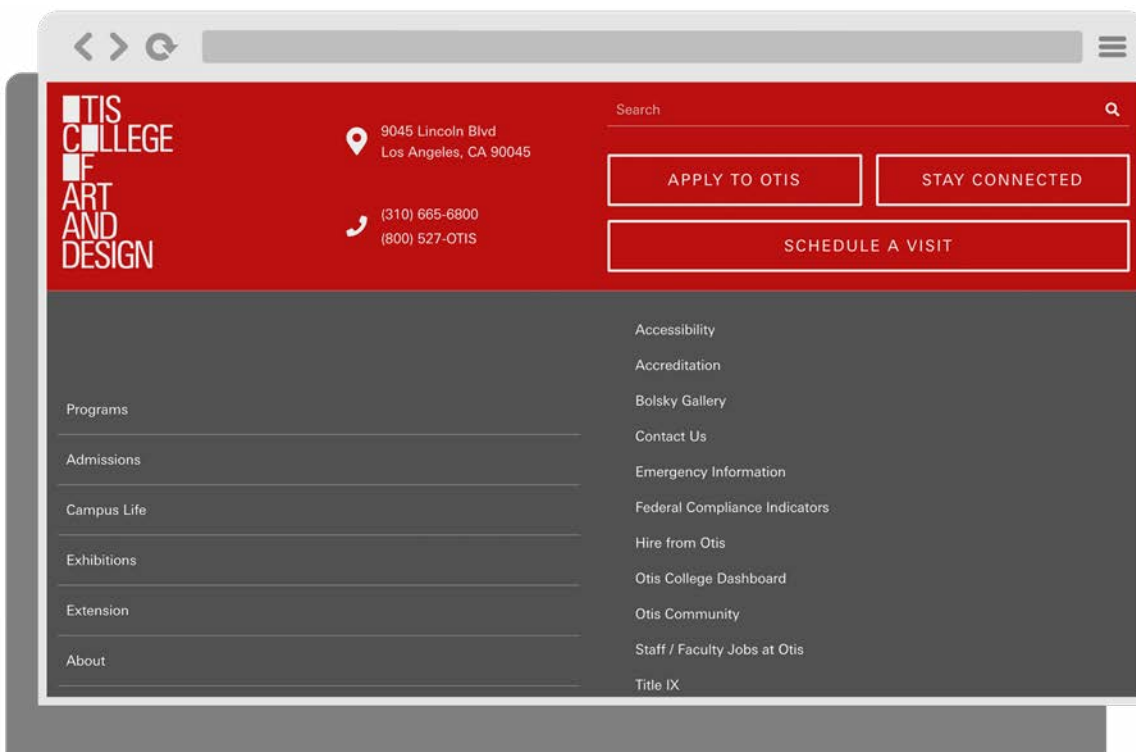
WEBSITE HOME PAGE FOOTER
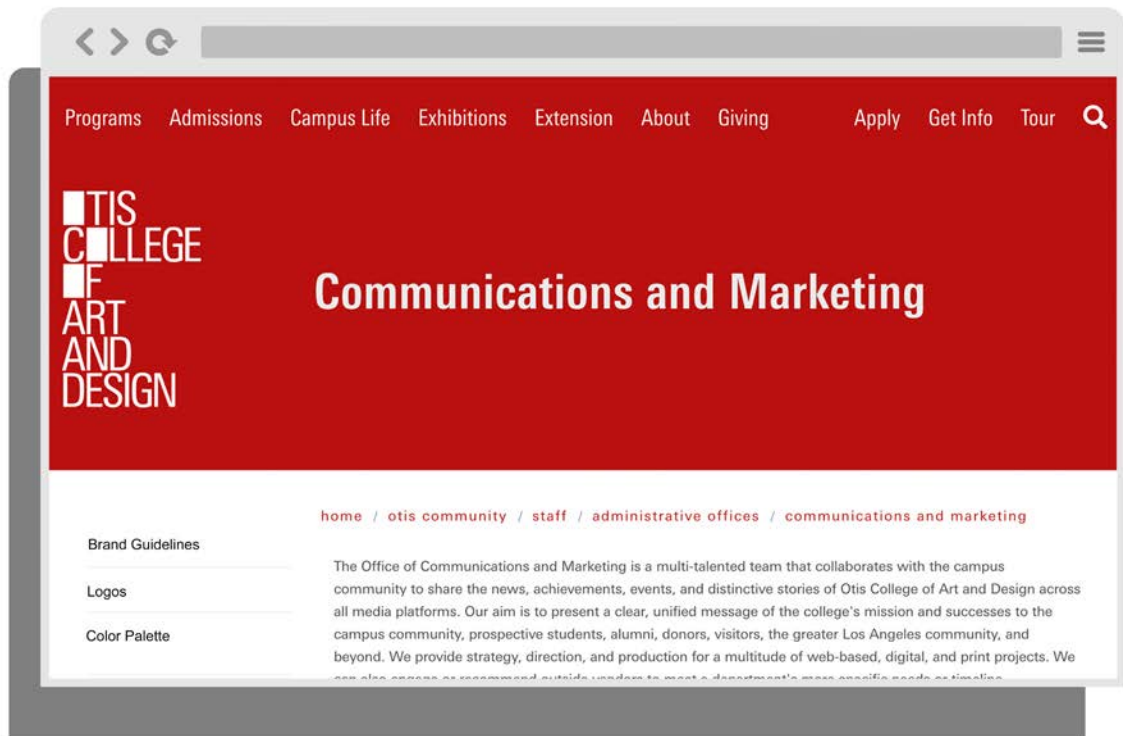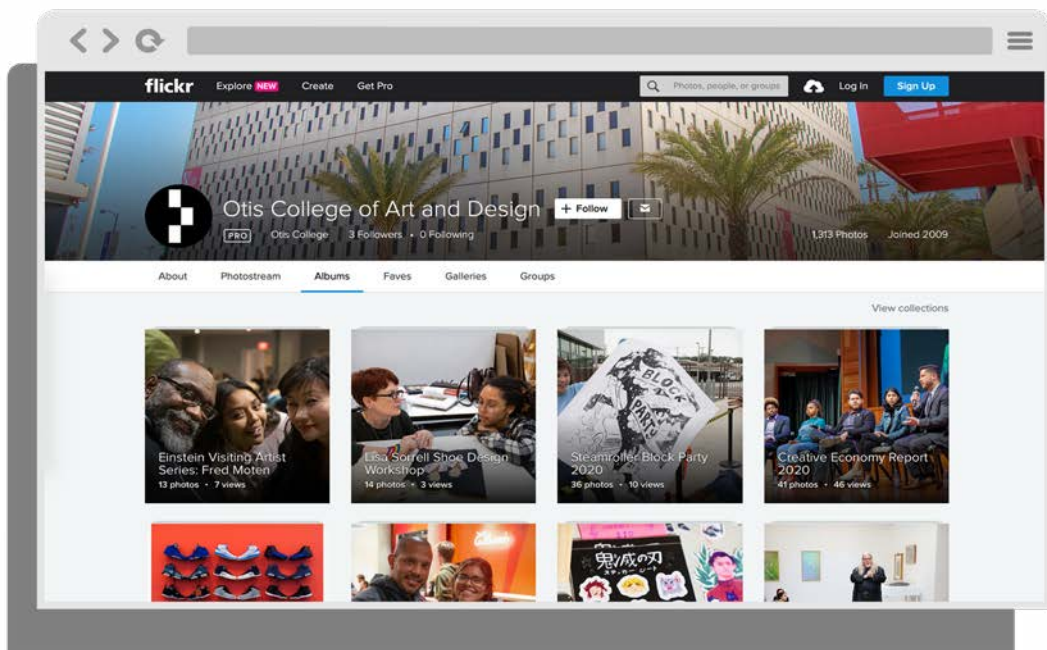
DEPARTMENT WEB PAGE: HEADER
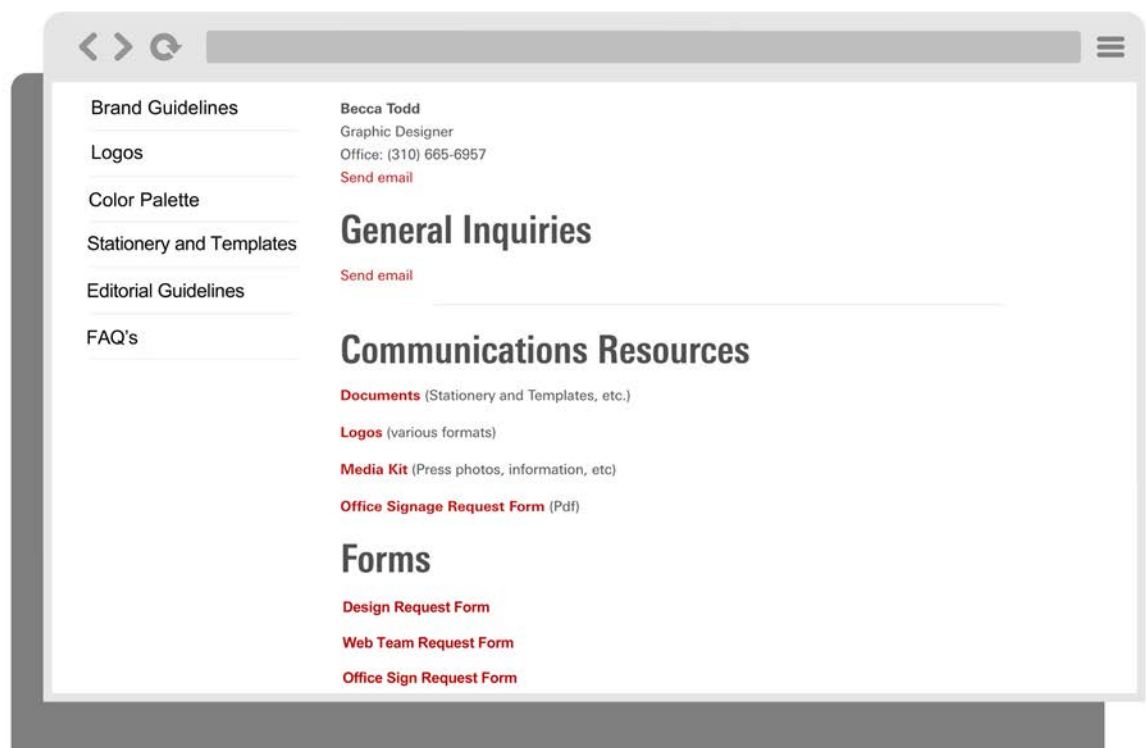
DEPARTMENT WEB PAGE: CONTENT AND NAVIGATION
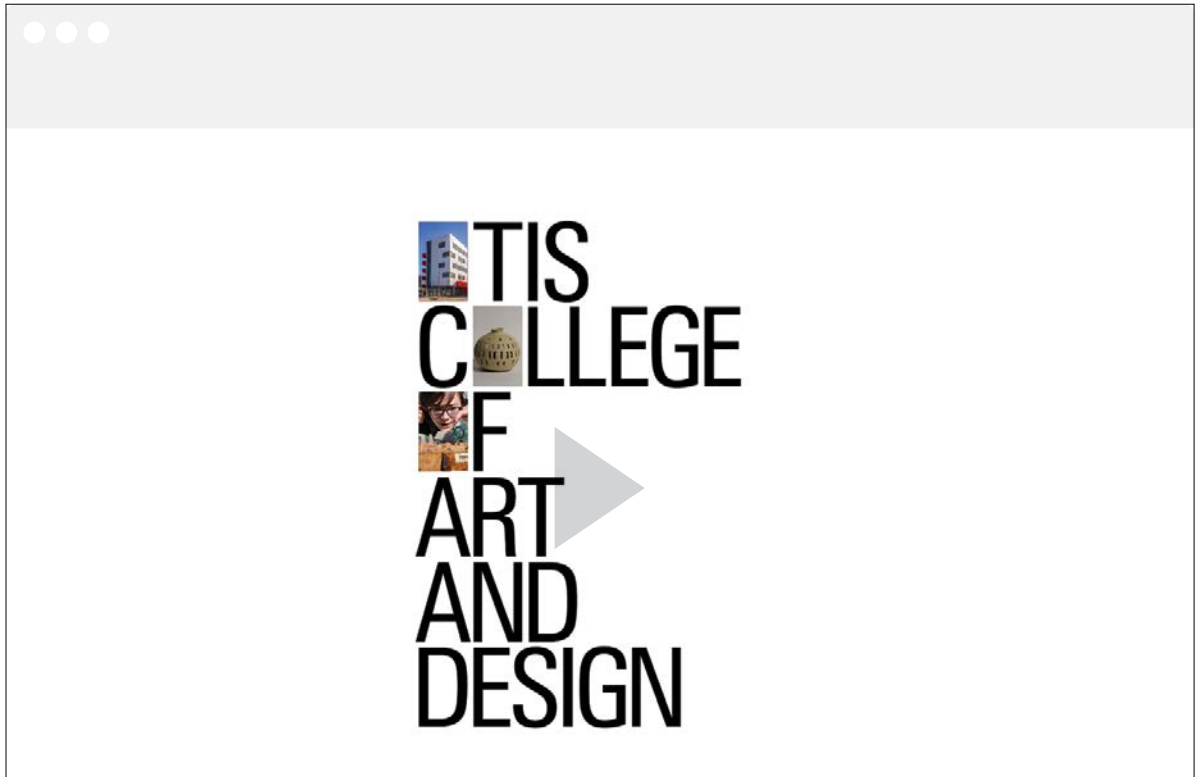
DIGITAL
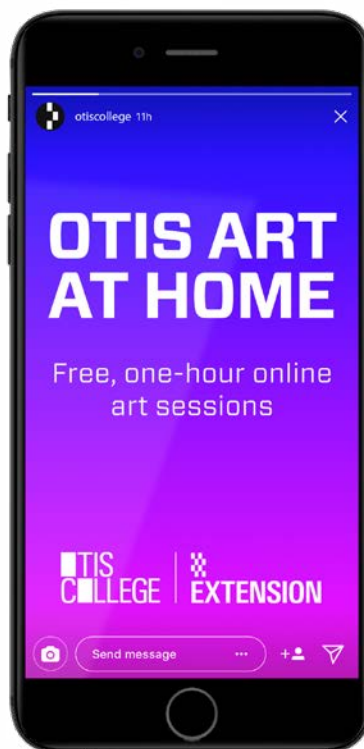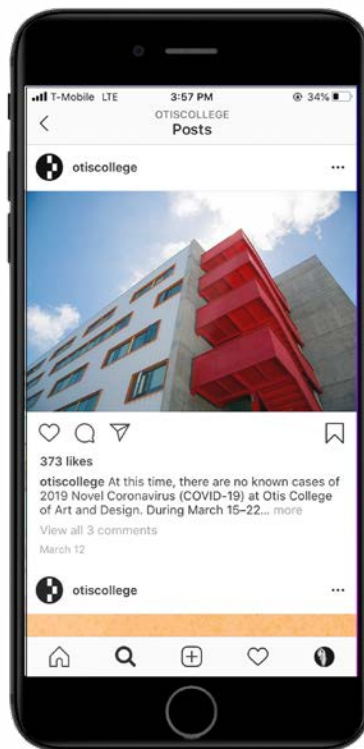
INSTAGRAM

FACEBOOK

FLICKR

DIGITAL

To:

Cc:

Subject:

Calibri, 8.5pt, dark grey 6 hyphens to create keyline

First Name Last — Bold Calibri, 8.5pt, dark grey

pronouns — Italicized Calibri, 8.5pt, dark grey

Title
Department

Phone
Social

Calibri, 8.5pt, dark grey

Otis College of Art and Design
9045 Lincoln Boulevard, Los Angeles, CA 90045
310.665.6800 | otis.edu
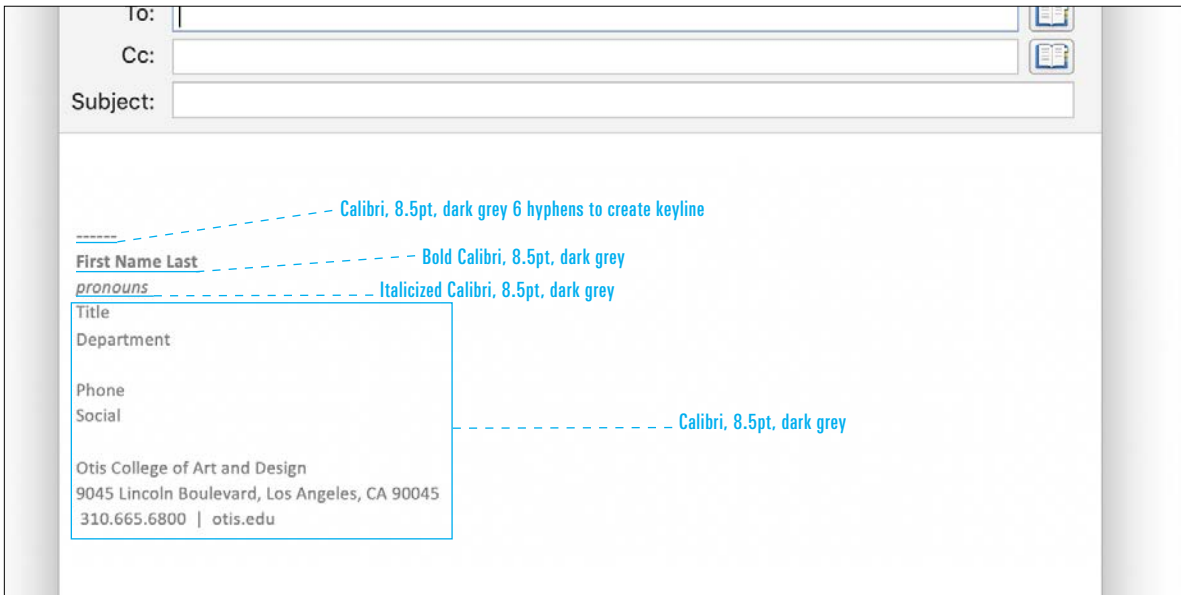
STANDARD EMAIL SIGNATURE

All emails should use a standard format of 10pt Calibri or Arial font for body text. Email signatures should be set to 8.5pt Calibri type, in dark grey, with embedded hyperlinks that point to the Otis website. Otis College logos should not be included in email signatures.

Cc:

Subject:

Calibri, 8.5pt, dark grey 6 hyphens to create keyline

First Name Last — Bold Calibri, 8.5pt, dark grey

pronouns — Italicized Calibri, 8.5pt, dark grey

Title
Department

Phone
Social

Calibri, 8.5pt, dark grey

Otis College of Art and Design
9045 Lincoln Boulevard, Los Angeles, CA 90045
310.665.6800 | otis.edu

OTIS IS ESSENTIAL — Bold Arial, 10pt, black and red, link to otis.edu/essential
To give, text EssentialOtis to 41444 — Calibri, 8.5pt, dark grey
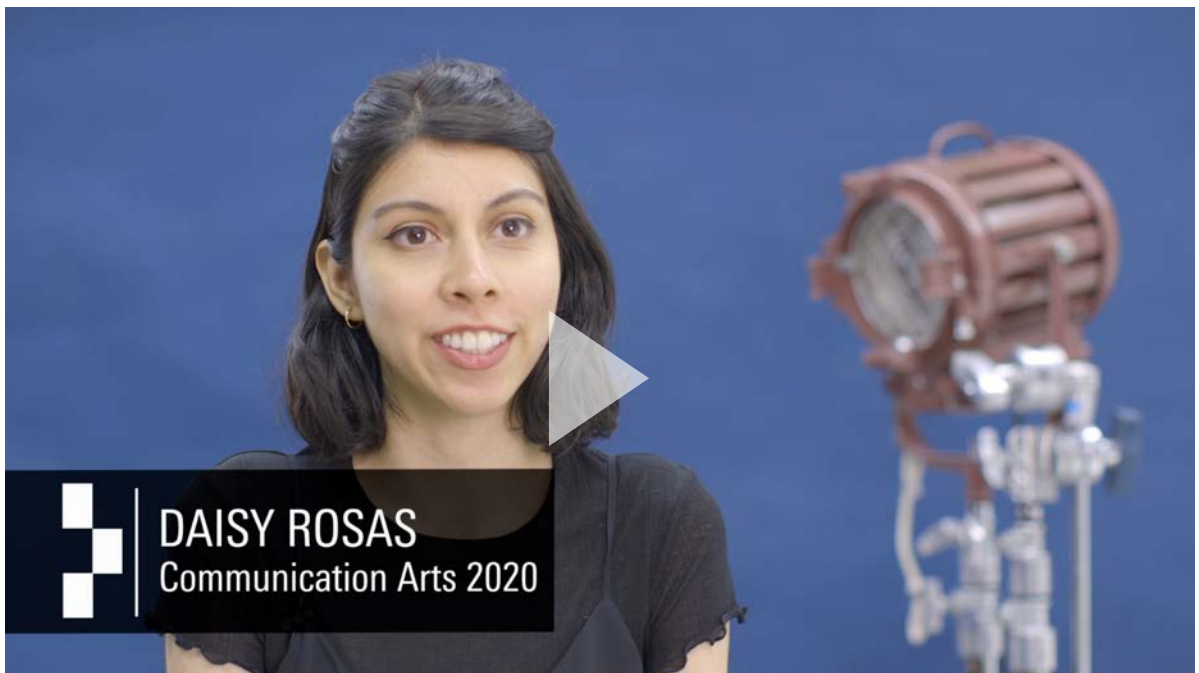
OTIS IS ESSENTIAL CAMPAIGN EMAIL SIGNATURE

Emails using the Otis Is Essential campaign should type out the logo using Arial, bold, all caps. "Essential" should be in red text. The line should be linked to the campaign site: otis.edu/essential.
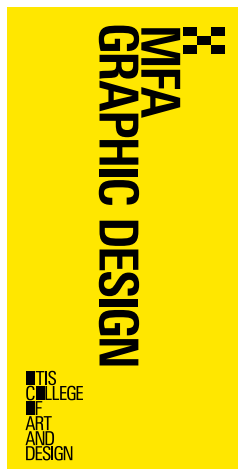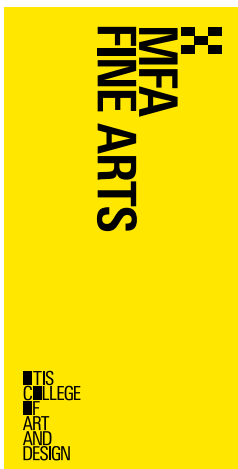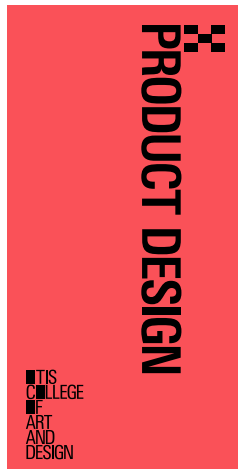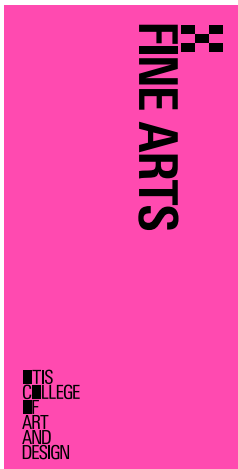
VIDEO: BRANDED INTRO

DAISY ROSAS
Communication Arts 2020

VIDEO: BRANDED LOWER THIRD

EVENT SIGNAGE

ENVIRONMENTAL DESIGN

OTIS COLLEGE OF ART AND DESIGN

COMMUNICATION ARTS

OTIS COLLEGE OF ART AND DESIGN

DIGITAL MEDIA

OTIS COLLEGE OF ART AND DESIGN

FASHION DESIGN

OTIS COLLEGE OF ART AND DESIGN

FINE ARTS

OTIS COLLEGE OF ART AND DESIGN

PRODUCT DESIGN

OTIS COLLEGE OF ART AND DESIGN

TOY DESIGN

OTIS COLLEGE OF ART AND DESIGN

MFA FINE ARTS

OTIS COLLEGE OF ART AND DESIGN

MFA GRAPHIC DESIGN

OTIS COLLEGE OF ART AND DESIGN

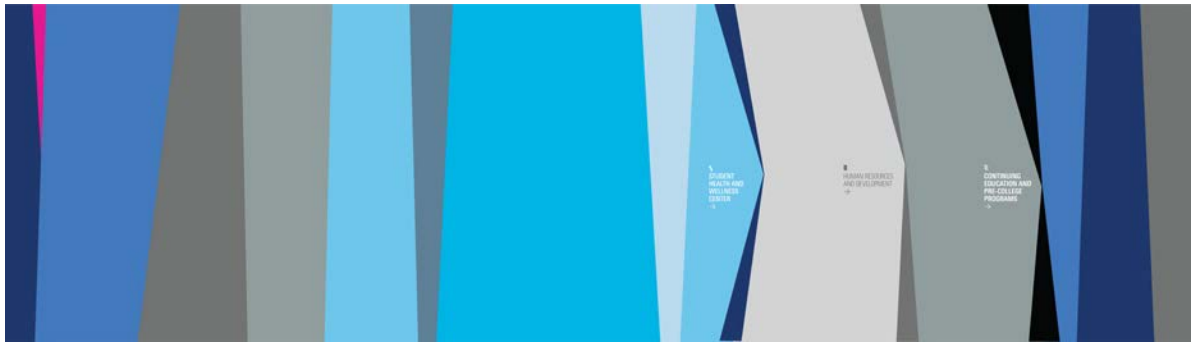COMMENCEMENT GONFALON BANNERS

EVENT WAYFINDING SIGNS
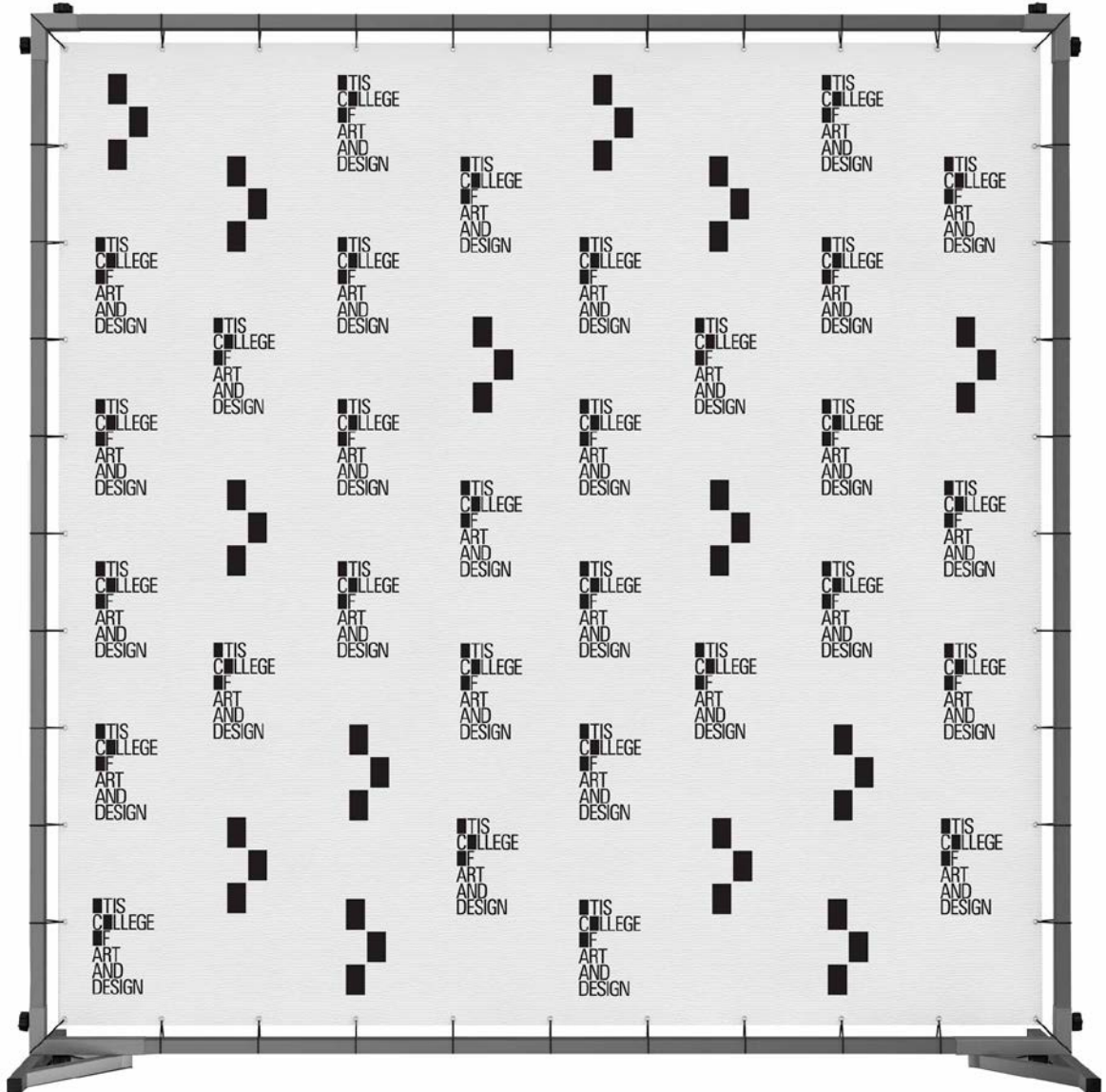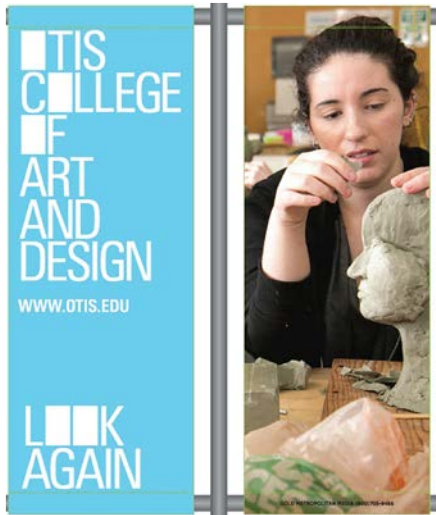

STEP AND REPEAT

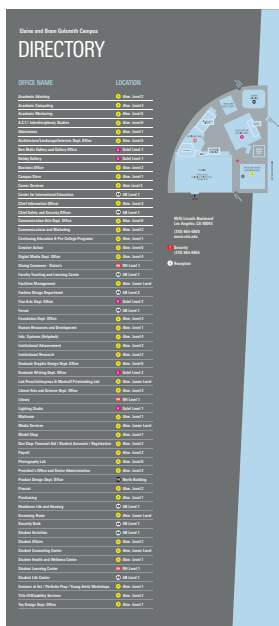# CAMPUS SIGNAGE

APPLICATIONS
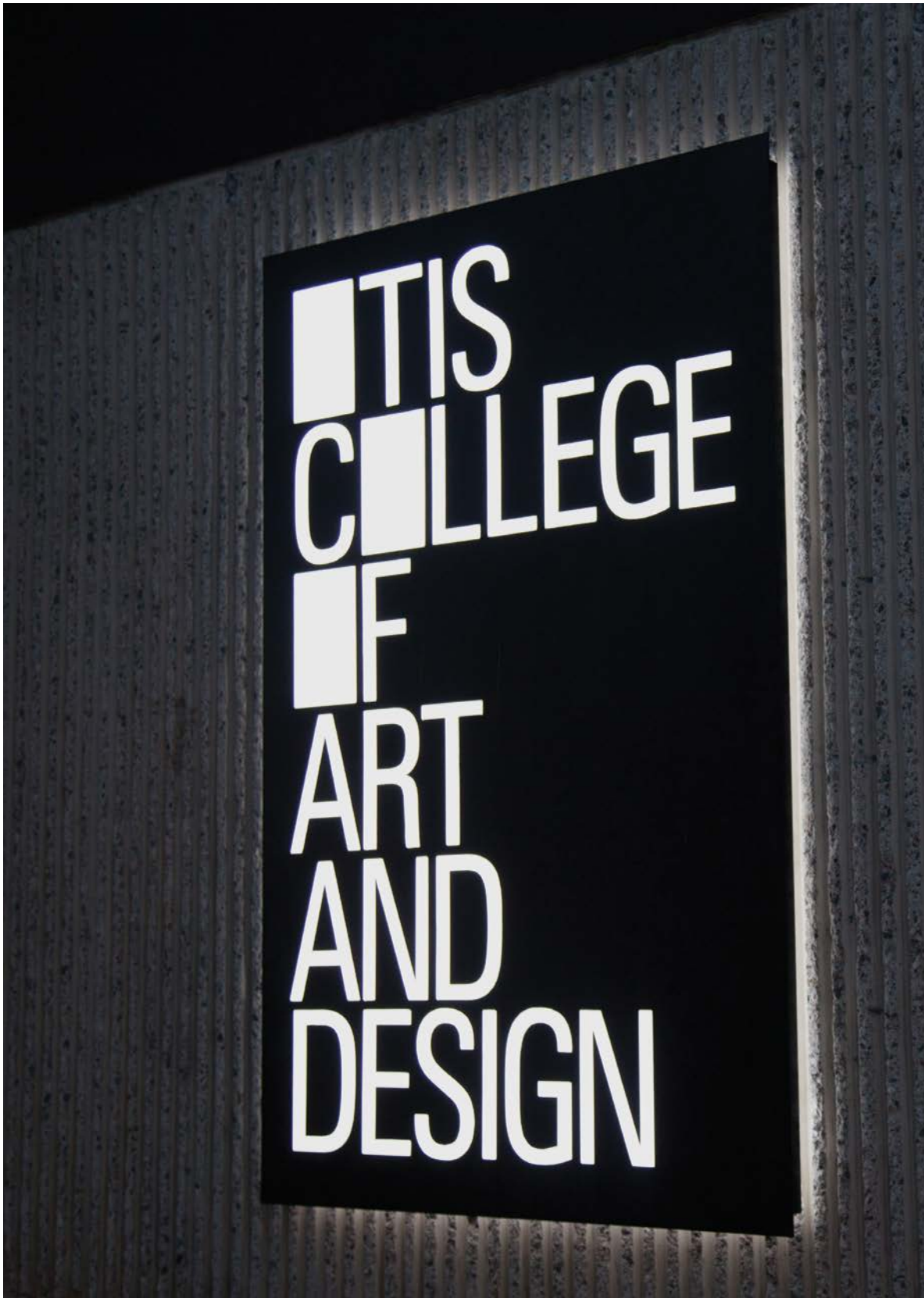
WALLPAPER AND PAINT SCHEMES

POLE BANNERS

TYPOGRAPHY AND LETTERING

WAYFINDING: CAMPUS DIRECTORY

WAYFINDING: ELEVATOR DIRECTORY

WAYFINDING: MONUMENT SIGN

FAQ'S

Q: Why do I need to follow brand guidelines?

A: Otis College of Art and Design is a single institution, located across two locations, encapsulating a community of students, staff, faculty and alumni groups, academic and administrative departments, and galleries. Given these distinctions, it is necessary to establish a set of brand guidelines that are flexible and reflexive, helping to position and establish the College under one unified set of visual standards.

Q: May I create a wordmark by typing out Otis College of Art and Design in Linotype or another typeface that I prefer?

A: No. The approved logo and wordmark as well as all department logos have been carefully and uniquely designed and these custom graphics files are available for downloading.

Q: May I create my own custom icon, wordmark or logo for a department, program, or office?

A: No. To maintain consistency throughout the system, the program prohibits the use of any additional iconography, marks, artwork, wordmarks or logotypes. To inquire about the creation of a logo, please email the Communications and Marketing department at **communications@otis.edu**.

Q: May I use the Otis icon by itself?

A: Yes, in limited applications, the icon may be used as a graphic element. However, it should never be used as the only representation of the College and the official artwork must be used, not recreated.

Q: How do I order letterhead, envelopes, and business cards?

A: For information on ordering Otis College stationery, please visit: **otis.edu/communications-marketing**

Q: Where can I download the brand typeface, Linotype Univers?

A: Please contact **communications@otis.edu** if you have questions about licensing or usage of Linotype Univers.

OTIS COLLEGE OF ART AND DESIGN