

NO MAN'S LAND

THE PATH TO ANYWHERE.



OKLAHOMA PANHANDLE STATE UNIVERSITY



**ROOTED IN “PROGRESS THROUGH KNOWLEDGE,”
OPSU IS COMMITTED TO PROMOTING EXCELLENCE IN
THE PREPARATION OF STUDENTS FOR SUCCESS IN A
GLOBAL COMMUNITY.**

OPSU MISSION STATEMENT



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OUR BRAND

1.

Audience

OPSU engages with a diverse collection of audiences and individuals from students, staff, and faculty to business owners and alumni.

2.

Value Proposition

At OPSU, we offer a unique educational experience that combines high-quality academic programs with a tight-knit community atmosphere.

3.

Brand Narrative

Our writing and brand language hinge on this crucial element, as it establishes the tone that defines our identity. It serves as the foundation for our comprehensive messaging strategy and igniting our distinctive story.

AUDIENCES

◆ Future Students & Families

OPSU actively engages with students and families, promoting inclusivity and transparent education. It prepares graduates to thrive in an ever-evolving world, welcoming dreamers to join its vibrant academic community.

◆ Current Students

OPSU prioritizes its enrolled students' needs and aspirations, creating an enriched and fulfilling educational experience. By engaging with current students, the university gathers feedback to continually improve academic programs, campus facilities, and support services, fostering a nurturing environment that promotes academic success and personal growth.

◆ Past Students (Alumni)

Engaging with alumni strengthens the sense of community and fosters a lasting bond with current students. Alumni serve as powerful advocates, supporting OPSU's mission and providing valuable mentorship, internships, and philanthropy to enhance the educational experiences of current students, inspiring a legacy of pride and excellence.

◆ Faculty, Staff, & Administration

OPSU's engagement with key stakeholders cultivates a collaborative environment, ensuring high-quality education and attracting students. Valuing their perspectives fosters commitment, stability, and growth, reinforcing OPSU's position as a leading educational institution.

◆ Community

OPSU actively engages the community as a valuable partner, enriching lives through outreach and aligning education with local needs for lasting positive change. Through community collaboration, OPSU becomes a driving force for positive impact and academic excellence.

◆ Corporations & Donors

Engaging with corporations provides internships, research opportunities, and career pathways for students while keeping academic programs aligned with industry demands. Partnerships with donors secure philanthropic contributions, enhancing the educational experience and promoting OPSU's role in driving innovation and societal progress.



VALUE PROPOSITION

AT OKLAHOMA PANHANDLE STATE UNIVERSITY (OPSU), WE PRIDE OURSELVES ON OUR UNWAVERING COMMITMENT TO ACCESSIBLE EDUCATION, EMPOWERING STUDENTS FROM DIVERSE BACKGROUNDS TO ACHIEVE THEIR ACADEMIC ASPIRATIONS. AS A CORNERSTONE OF OUR VALUES, WE FIRMLY BELIEVE THAT EDUCATION SHOULD BE A TRANSFORMATIVE FORCE ACCESSIBLE TO ALL. WITH AN ARRAY OF SCHOLARSHIP OPPORTUNITIES, FINANCIAL AID, AND FLEXIBLE LEARNING OPTIONS, WE STRIVE TO BREAK DOWN BARRIERS AND ENSURE THAT NO STUDENT IS HELD BACK BY FINANCIAL CONSTRAINTS. OUR DEDICATED FACULTY AND STAFF ARE COMMITTED TO PROVIDING PERSONALIZED SUPPORT AND GUIDANCE, FOSTERING AN INCLUSIVE AND SUPPORTIVE LEARNING ENVIRONMENT WHERE EVERY STUDENT CAN THRIVE.

AT OPSU, ACCESSIBILITY GOES BEYOND JUST FINANCIAL CONSIDERATIONS. WE ACTIVELY WORK TO CREATE AN INCLUSIVE CAMPUS THAT WELCOMES STUDENTS OF ALL ABILITIES, BACKGROUNDS, AND PERSPECTIVES. THROUGH OUR ACCESSIBLE INFRASTRUCTURE, RESOURCES, AND SUPPORT SERVICES, WE ENSURE THAT ALL STUDENTS CAN FULLY PARTICIPATE IN CAMPUS LIFE AND HAVE EQUAL OPPORTUNITIES TO EXCEL ACADEMICALLY AND PERSONALLY. OUR COMMITMENT TO ACCESSIBLE EDUCATION IS NOT JUST A PROMISE—IT IS INGRAINED IN OUR INSTITUTIONAL ETHOS, DRIVING US TO CONTINUALLY INNOVATE AND ADAPT TO THE EVOLVING NEEDS OF OUR DIVERSE STUDENT BODY. AT OPSU, ACCESSIBLE EDUCATION IS THE HEART OF OUR MISSION, AND WE TAKE GREAT PRIDE IN EMPOWERING OUR STUDENTS TO TRANSFORM THEIR LIVES AND MAKE A POSITIVE IMPACT ON THE WORLD.

BRAND NARRATIVE

In the vast expanse of the Oklahoma Panhandle, there exists a beacon of academic excellence and transformative opportunity—Oklahoma Panhandle State University (OPSU). For over a century, OPSU has been dedicated to empowering dreams and shaping the leaders of tomorrow through accessible education, unwavering commitment, and a vibrant spirit of community.

At the heart of our narrative lies a deep-rooted passion for knowledge and progress. We stand proud as a dynamic institution where students from all walks of life find a welcoming home to explore their passions and unlock their true potential. Through a diverse array of academic programs, top-notch faculty, and state-of-the-art facilities, OPSU fosters an environment where the pursuit of knowledge becomes an exhilarating journey of discovery and self-discovery.

We are more than just a university; we are a close-knit family of trailblazers and dreamers. With our warm, tight-knit community, every student is celebrated for their unique talents and contributions. At OPSU, mentorship and guidance are the hallmarks of our approach, nurturing students to become not just graduates, but confident and empowered individuals ready to tackle the challenges of the world.

As we embrace the future, we honor our rich heritage and celebrate our pioneers, whose vision laid the foundation for what we are today. From the boundless plains of the Panhandle to the global stage, our graduates carry with them the values of perseverance, resilience, and innovation. As they journey forth, they leave an indelible mark on the world, transforming industries, championing progress, and making a positive impact on the communities they serve.

Our brand narrative is a tapestry woven with the threads of accessibility, inclusivity, and excellence. OPSU stands resolute in its commitment to empowering dreams and welcoming all who seek knowledge, growth, and meaningful connections. Together, we venture boldly into the future, driven by the collective belief that education has the power to shape not only individual lives but entire generations. Join us on this transformative journey as we continue to inspire, create, and lead—unlocking boundless possibilities for every heart that calls OPSU home.

THE MESSAGE

1.

Message Themes

The message themes not only align closely with our core value proposition but also enrich our story, enabling us to explore diverse avenues of communication that consistently captivate and engage our audience.

2.

Align the Message

By highlighting our values, key points, and university priorities, we can ensure the message is aligned and uniform. These themes drive consistency and connect our brand to the message.

3.

Shark Tank Pitches

These are examples of elevator speeches over who we are and what we do that stakeholders can quickly identify.

CREATE CONTENT

1.

Writing Tips

Effective writing possesses a sense of purpose, intentionality, and, most importantly, credibility. We have outlined a set of key principles to keep in mind while creating your next communication piece.

2.

Social Media Tips

It is crucial to consider how different users engage with various social media platforms and how their behavior translates into interaction with our brand.

3.

Bringing it Together

If you can answer these questions prior to creating your content, you will be most of the way there.

SOCIAL MEDIA TIPS



Twitter



Facebook



Instagram



LinkedIn



YouTube

1. Represent OPSU professionally and disclose affiliation.
2. Use consistent branding: logos, colors, and hashtags.
3. Engage respectfully and respond promptly.
4. Share content aligned with OPSU's values.
5. Respect privacy and confidentiality.
6. Utilize relevant hashtags like #OPSU or #WearePanhandle.
7. Follow crisis management procedures when needed.
8. Give proper credit and comply with copyright laws.
9. Stay updated on social media best practices.
10. Report concerns and threats promptly.
11. Collaborate with OPSU Media Office for official messaging.
12. Adhere to platform policies and guidelines.

OUR IDENTITY

1.

Logos

- Logo Usage
- Logo Misuses

2.

Co-Branded Logos

It is crucial to consider how different users engage with various social media platforms and how their behavior translates into interaction with our brand.

3.

University Seal

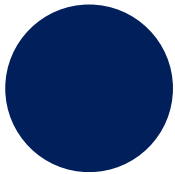
If you can answer these questions prior to creating your content, you will be most of the way there.



VISUALS



- **Use Official Versions:** Always use the official high-resolution OPSU logo provided by the university's branding department.
- **Maintain Proportions:** Avoid stretching, compressing, or altering the logo's dimensions to preserve its integrity.
- **Respect Clear Space:** Provide adequate clear space around the logo to maintain visual impact, avoiding crowding with other elements or text.
- **Use Correct Colors:** Stick to the specified color palette, ensuring brand consistency, including the red P and accompanying elements.
- **Test on Different Media:** Test the logo across various media (print, digital screens, merchandise, stationery) to ensure it appears correctly in all formats.
- **Avoid Alterations:** Do not modify the logo's proportions, colors, or layout in any way.
- **Stick to Approved Colors:** Use only the colors specified in the official color palette to maintain brand consistency.
- **Refrain from Adding Effects:** Avoid using drop shadows, gradients, or other visual effects on the logo to ensure clarity and legibility.
- **Avoid Overlapping:** Do not overlap the logo with other elements, text, or images to keep the design clean and effective.
- **Standalone Use Only:** Use the logo as a standalone visual representation and refrain from using it as the first letter of a word in any text.

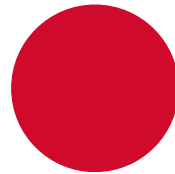


BLUE

CMYK: 100%, 66%, 0%, 64%

RGB: 0, 31, 91

HEX: #001f5c

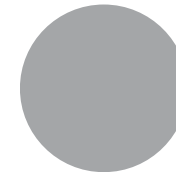


RED

CMYK: 0%, 95%, 79%, 19%

RGB: 207, 10, 44

HEX: #CF0A2C



GREY

CMYK: 4%, 2%, 0%, 24%

RGB: 185, 189, 193

HEX: #BABEC2



HAVE QUESTIONS ABOUT OUR BRAND STRATEGY?

CONTACT THE COMMUNICATIONS DEPARTMENT!

Natasha Eidson
580.349.1356
opsu.communications@opsu.edu