

# Ohio Supercomputer Center

## Functional Brand Usage

for more information please visit [www.osc.edu/branding](http://www.osc.edu/branding) or email [ian@osc.edu](mailto:ian@osc.edu)

The Ohio Supercomputer Center’s brand or logomark consists of five graphic elements; the four function icons and the logotype “Ohio Supercomputer Center”. The four functions of the Center, supercomputing, networking, research and education are represented individually by the icons. The icons are not to be used individually or without the logotype. The logomark must be printed in its entirety with no part being omitted or altered. Below are variations of the brand that are available for external use for different circumstances. The blue is a Pantone 294 U and the typeface is for the logotype is Adobe Garamond Premier Pro Regular. The typeface for the tagline is Myriad Pro Light Condensed Italic.



Ohio Supercomputer Center

### Primary Color Logo

The Ohio Supercomputer Center Primary Logo is the only logomark to be used as small as 1.25” wide, but can also be scaled up to any size. This is to be used in all color applications and should be Pantone Color matched to 294 U.



Ohio Supercomputer Center

### Primary Black and White Logo

The Ohio Supercomputer Center Primary Logo is the only logomark to be used as small as 1.25” wide, but can also be scaled up to any size. This is to be used in all black and white applications and should not be lightened in any way.

### Secondary Color Tagline Logo

This logomark is to be used whenever the tagline is appropriate, but not to be reproduced smaller than 2” wide. This is to be used in all color applications and should be Pantone Color matched to 294 U.



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### Secondary Black and White Tagline Logo

This logomark is to be used whenever the tagline is appropriate, but not to be reproduced smaller than 2” wide. This is to be used in all black and white applications and should not be lightened in any way.

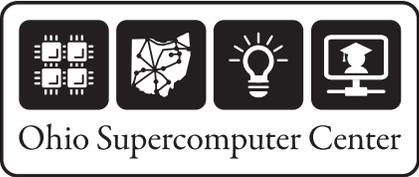


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### Secondary Color Boxed Logo

This logomark is only to be used on dark colored, patterned or black backgrounds and only as small as 1.5” wide, but can also be scaled up to any size. This is to be used in all color applications and should be Pantone Color matched to 294 U. This is never to be used with the tagline.



### Secondary Black and White Boxed Logo

This is to be used in all black and white applications that require placement on dark colored, patterned or black backgrounds and should not be lightened in any way. This is the only logomark to be used as small as 1.5” wide, but can also be scaled up to any size. This is never to be used with the tagline.