University guidelines state that the college secondary signature should be used on all materials (including: event flyers, course posters, brochures, print and email newsletters) with the department/center name featured prominently on the piece. This unit identification system was established to allow the unit to leverage the power of Ohio State brand and is intended to act as a complement to the university identity system.

University centers affiliated with the Arts and Sciences may be provided with a dedicated secondary signature logo. Please check this list to confirm center classification: oaa.osu.edu/centers-and-institutes. University centers should not attempt to create their own secondary signatures, but instead should email asccomm@osu.edu to submit a request.

Please see below for examples of approved and not approved uses. Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from the official marks. Arial is also an acceptable font to use for internal materials if the unit does not have access to Proxima Nova.

The minimum required amount of clear space is defined by the width of the Block O.

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**VERTICAL/STACKED LOCKUPS**
for use on collateral such as giveaway items* and table covers

There must be at least a Block O’s width of clear space between the secondary signature and the unit name.

**HORIZONTAL LOCKUP**
for use on collateral such as posters and flyers (either in header or footer area)

Block O’s width of clear space required, but we recommend aligning with left and right margins of document for layout balance.

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*When using an Ohio State logo on a giveaway (swag) item, the ® symbol is required in the bottom right hand corner of the Block O. All giveaway items must be submitted for approval through ASC Marketing and Communications office, Trademark and Licensing and University Branding before being ordered.
This lockup is not allowed, because it does not include the full Ohio State or College of Arts and Sciences logo.* Departments and college centers should generally not self-identify without the college/university logo. There is also not enough clear space between the Block O and the department name.

*Exceptions to this include social media avatars and certain giveaway items. Please consult the Promotional Item section of the toolkit for more information. All exceptions must be approved by the ASC Marketing and Communications office and University Marketing.

Under no circumstances is the unit name allowed to replace the university and college name. This lockup also violates the Block O’s width of clear space rule.

Neither of these lockups* are approved for use as both violate the Block O’s width of clear space below the logo before the unit identifier, and the bottom lockup does not include the college name at all. Units should refer to page 1 of this guide for approved lockups.

*This rule applies to all variations (horizontal, stacked and vertical) even if not pictured.

If you are unsure of which lockup to use or what the appropriate unit identifier is for your department/center, please contact asccomm@osu.edu and we will help you create one.