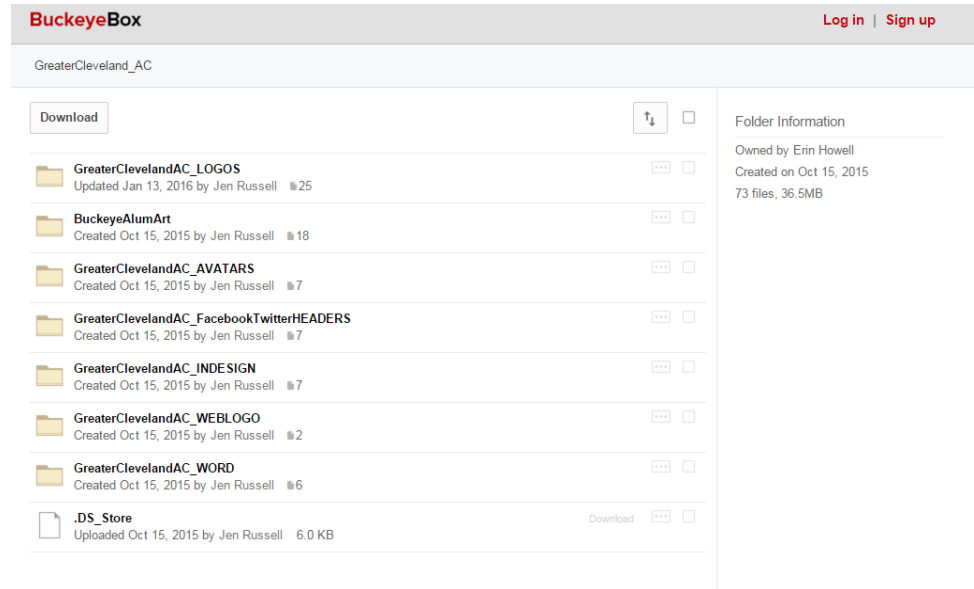# THE OHIO STATE UNIVERSITY

How to use your toolkit

What's Included?

The toolkit has officially branded logos specific to a club/society for use in promotional materials, online, and for any other matter requiring an official club logo.

THE OHIO STATE UNIVERSITY

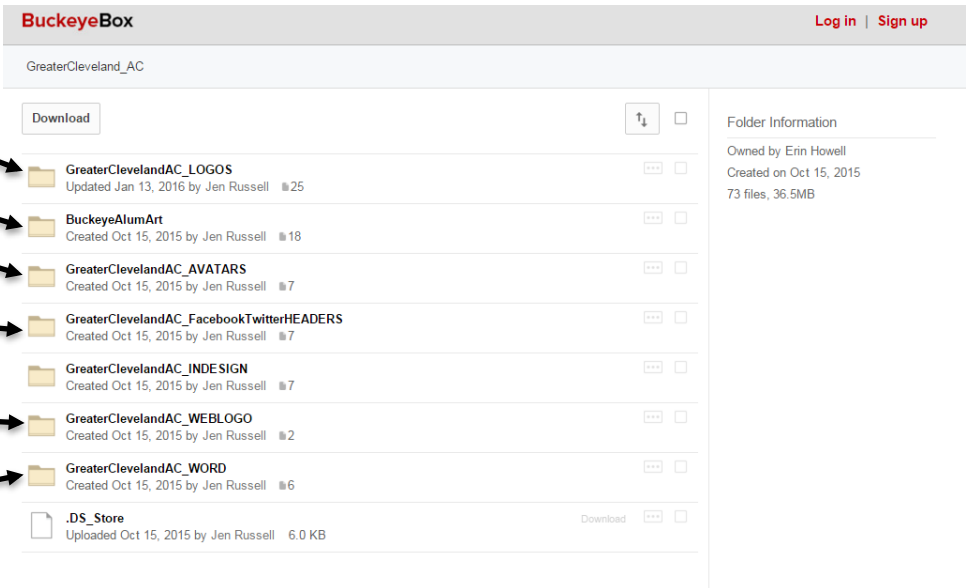# At the toolkit homepage, you will have multiple selections

Official logos

"Buckeye Art"

Social media avatars

Social media headers

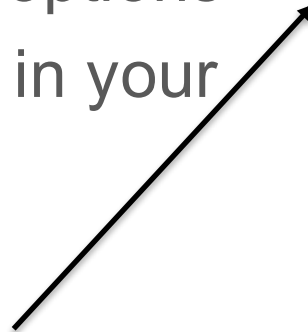*Logos for the web*

Branded templates

Official logos

You are given many different file options and formats in your toolkit.

The most options will be in your RGBHEX file.

"Buckeye Art"

The toolkit has many "Buckeye Art" options such as buckeyes and buckeye leaves to add an iconic Ohio State look.
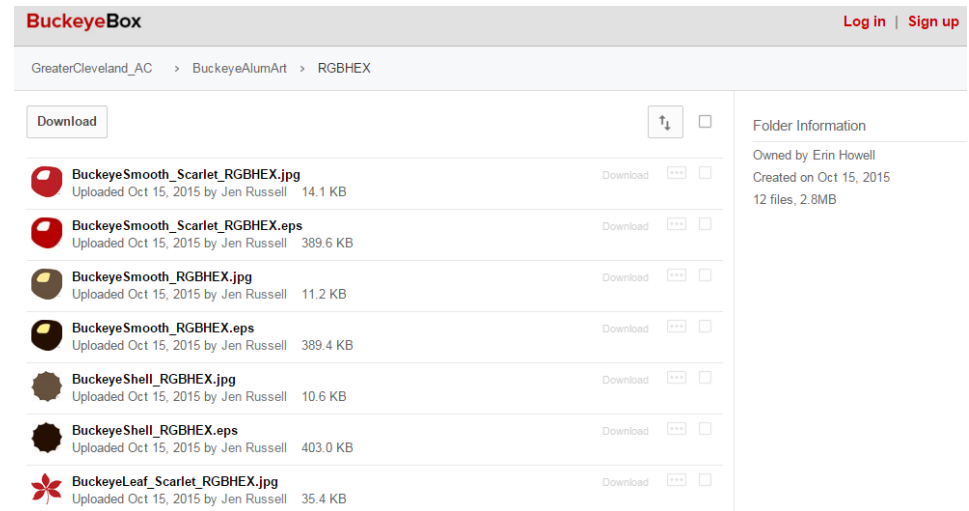
Social Media Avatars

Avatars are designed to be included on your social media profiles as Facebook and Twitter profile images.
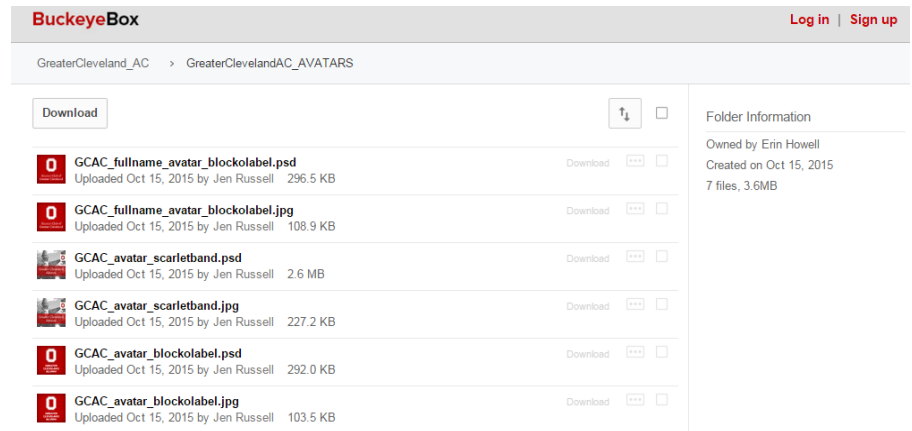
Social Media Headers

Headers are one of the first things a viewer sees when they visit your social media page. We have provided a number of eye catching images for your use.
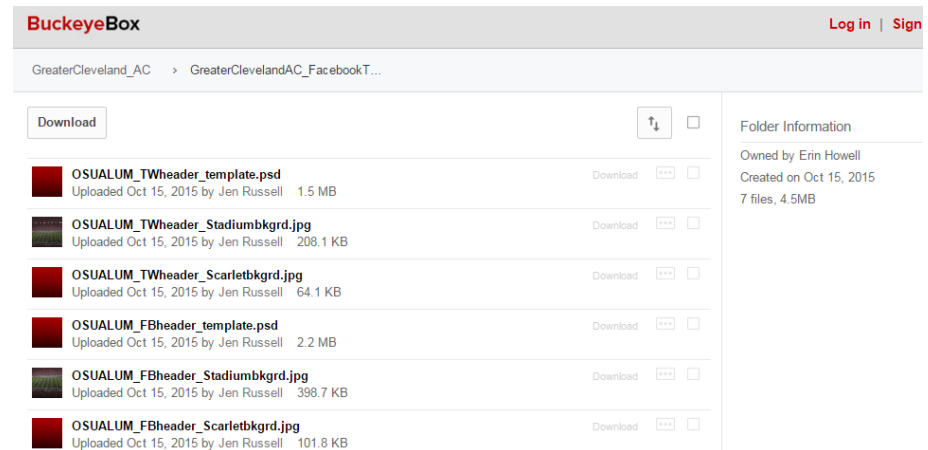
Web logos

As you use your logo online and provide your logo for others to use, the toolkit includes a club and society specific logo for web use.

Branded templates

The toolkit also has pre-designed templets for use in postcards, newsletters, flyers, and business cards.

Frequently Asked Questions

Use of the official logo

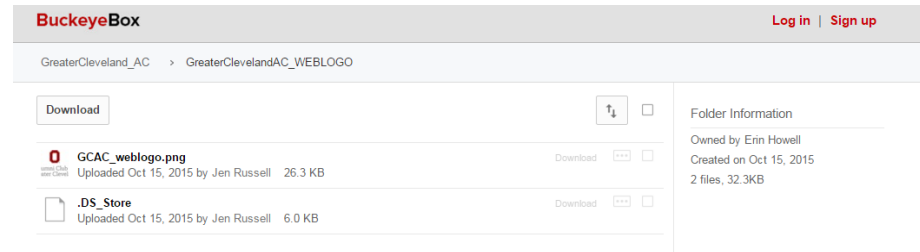**When will I use the official logo for my club/society in the toolkit?**

• <u>Anytime you are promoting your club through the use of a logo</u>. The logo will be displayed online, on club merchandise, through all channels of social media, and on all promotional items.

Which logo do I use?

• The toolkit has multiple logos; <u>the official logo</u> (regardless of the color selection) is the logo that will be use on most items and online. The toolkit has options for a social media avatar logo– this logo can be used as the profile picture for club online accounts.

Can I adjust the logo

• The logos have been designed to meet Ohio State branded standards therefore <u>cannot be altered</u>. Clubs are encouraged to use "Buckeye Art" and imagery iconic to their area to promote the club; however, the logo cannot be adjusted.

Use of the branded templates

What items are included?

• The toolkit has already designed and branded templates for newsletters, business cards, flyers, and letterhead.

Does my club/society have to use these templates?

• Clubs/societies are <u>highly encouraged</u> to used officially branded templates. These templates are both designed to be within branded standards, and also save clubs/societies time used in designing templates.

Resources

- Ohio State's brand resource page: http://brand.osu.edu
- Social media best practices for clubs: http://groups.alumni.osu.edu/best-practices/marketing/
- Marketing best practices for clubs: http://groups.alumni.osu.edu/best-practices/marketing/
- Approved vendors for club branded materials:

http://groups.alumni.osu.edu/resources/vendors-list/