### Oklahoma

**Established:** 1890  
**Location:** Norman, OK  
**Mascot:** Sooners

<table>
<thead>
<tr>
<th>Crimson</th>
<th>Cream</th>
<th>White</th>
</tr>
</thead>
</table>
| PANTONE 201 C  
MADERA Rayon: 1181  
MADERA Polyester: 1982 | PANTONE 448 C  
MADERA Rayon: 1084  
MADERA Polyester: 1723 | MADERA Rayon: 1001  
MADERA Polyester: 1801 |

Approved University colors or the PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE® color standards. For PANTONE® color standards, refer to the current editions of the PANTONE® color publications. *PANTONE® is a registered trademark of PANTONE, Inc.*

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**Primary Athletics Mark**
- Black version of OU mark ($) is only allowed for black/white applications and will be reviewed on a case-by-case basis.

**Athletics Word Marks**

1. **OU**
2. **Sooners**
3. **University of Oklahoma**
4. **Sooners**
5. **University of Oklahoma**
6. **Sooners**
7. **University of Oklahoma**
8. **Sooners**
9. **University of Oklahoma**
10. **Sooners**
11. **University of Oklahoma**
12. **Sooners**
13. **University of Oklahoma**
14. **Sooners**

**Helmet Marks**
- OU will approve any designs that contradict its key brand attributes: timeless, classic, tradition-rich.
- OU does not approve alterations to the American flag.
- The interlocking OU should never be turned upside down.
- The interlocking OU should not be covered by any word marks, graphics, etc.
- Marks of The University of Oklahoma should not be used to replace letters in a word.
- When a mark is used on a background that is 50% black or darker, please use the version of the interlocking OU with a white outline.
- “Sooners” is only to be used as a noun; when used as an adjective (e.g. “Sooners Football”), the singular version is to be used.
- When incorporating a football into a design, please ensure that the football has stripes on each end of the ball. This differentiates football used in college vs. the NFL.
- University seal/Seed Sower are not permitted on products for resale (limited use reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures not permitted.
- Cross branding with other marks may be permitted with an additional agreement.
- No use of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

**State Marks**

16. **University of Oklahoma**
17. **University of Oklahoma**
18. **University of Oklahoma**
19. **University of Oklahoma**
20. **University of Oklahoma**

**Schooner Marks**

21. **University of Oklahoma**
22. **University of Oklahoma**
23. **University of Oklahoma**
24. **University of Oklahoma**
25. **University of Oklahoma**
26. **University of Oklahoma**

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**BRANDING GUIDELINES & ADDITIONAL PERTINENT INFORMATION**

**Helmet Marks**
- OU will approve any designs that conform to its key brand attributes: timeless, classic, tradition-rich.
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**Schooner Marks**
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- **University of Oklahoma**

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**NOTE:** The marks of The University of Oklahoma are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.