

■TIS C■LLEGE ■F ART AND DESIGN

BRAND GUIDELINES
UPDATED 9.24

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WHO WE ARE

HISTORY

Established in 1918, as the city’s first independent professional school of art, Otis College of Art and Design is a creative community and the alma mater of generations of artists and designers who have made significant contributions to industries, professional fields, communities, movements, and culture.

A 1964 structure by the legendary industrial designer Eliot Noyes—the former IBM Aerospace Headquarters—anchors the college’s vibrant Los Angeles campus. The building is an iconic symbol of Southern California’s legacy as a mecca of modern architecture, and an enduring example of the intersection of art, design, and technology that distinguishes Los Angeles.

That interdisciplinary, problem-solving spirit endures at Otis College, whose diverse community of alumni, students, and faculty are committed to finding innovative solutions to contemporary challenges.





Otis College of Art and Design in Los Angeles,
a global creative capital, prepares students for
success across creative fields, empowers its
diverse community to shape the world, and leads
transformation across creative sectors.



We provide an empowering, career-oriented education.

Through innovative curricula, faculty who work in creative industries, and world-class professional mentors, Otis prepares artists and designers to work—and to have an impact—across established and emerging creative fields. Skill and versatility are hallmarks of an Otis education, producing leaders who are ready to navigate and to shape a constantly changing world.





We prepare artists and designers for success.

Otis balances the mastery of fundamental skills and new technology to equip artists and designers with tools to excel in any field. Students develop their voice through rigorous practice that nurtures creativity, vision, and critical thinking. Whether pursuing professional goals, personal growth, or new skills, students at a wide range of experience levels find success at Otis.



We are strengthened by the diversity of our community.

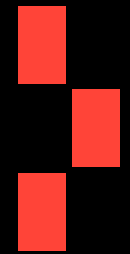
Based in Los Angeles, Otis is invested in a future that reflects and embraces the diversity of the city. Otis leverages its position within a global creative capital to create access to unparalleled art and design education, experiences, and industry. Inspired by its international community, Otis emphasizes belonging, collaboration, and an education that engages the world.





Otis is a talent pipeline, enriching every creative sector through a diverse community of alumni, students, and faculty who are committed to finding innovative solutions to contemporary challenges.

1



BRAND VISUALS

Otis College's visual style is ALL about flexibility.

We're an art and design college – we need creative freedom! Sometimes we want to use ALL of the colors, but other times we want to keep things minimal so our students' work takes center stage. We don't want to be limited by a style guide, but we know a few rules are necessary to keep things visually cohesive.

The following pages will help you decide when and how to combine branded elements to create a cohesive look without sacrificing creativity.

VISUAL CONCEPT

Flexibility is the intent of Otis College’s visual vocabulary. Designed around the rectangular shape and formation of a grid—inspired by the “punch card” windows of the Ahmanson Building—it is, most importantly, intended to operate as a dynamic platform that eschews the monolithic, static branding approach of the 20th century.

At its basis, the brand elements entail setting text in Linotype Univers along a set grid. As a logotype, the words Otis College must appear in a fixed format, set in all caps with rectangular O’s, arranged in a left-aligned, vertical stack. This configuration forms the basis of Otis College’s primary logotype.

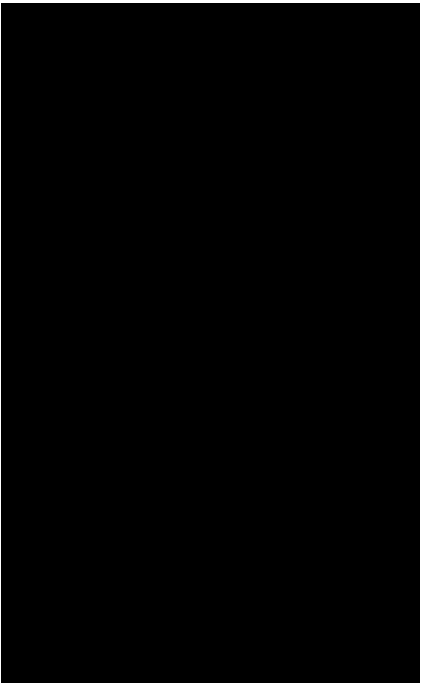
Beyond these guidelines, the potential applications are wide-open.

On an announcement for a gallery exhibition, the rectangular “O” might be used to contain an artwork, portrait, or graphic; on a printed piece, it might take the form of a custom finish, like foil or die-cut. On screen, it may extend itself into video frames, animations, or be used as a graphic anchor for lower thirds.

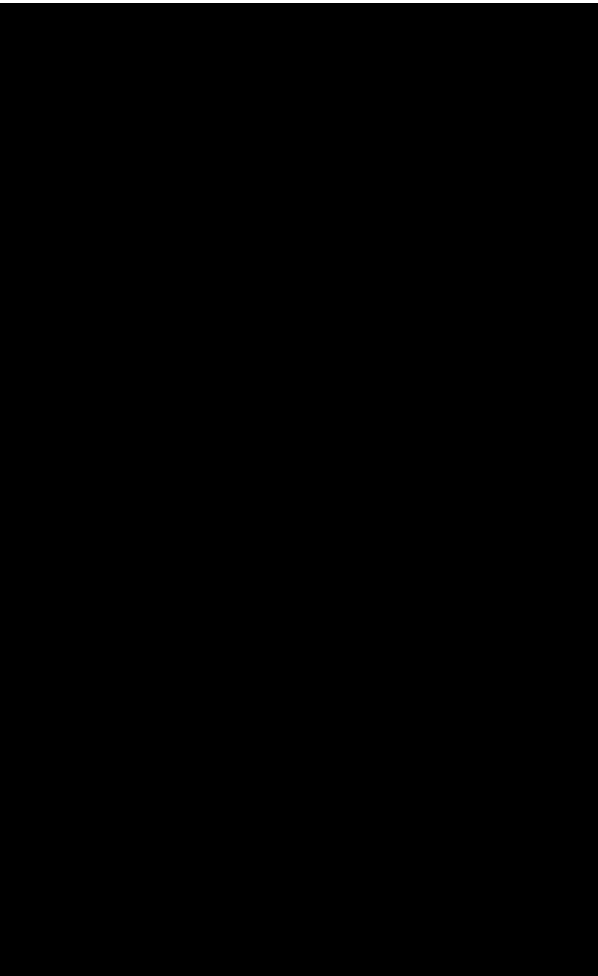
Reflexive and flexible, the Otis brand establishes a distinct presence in the art and design landscape—a truly 21st-century institution that recognizes branding as a pluralistic, experiential platform, open to evolution, guided by one scalable grid system.



A WINDOW



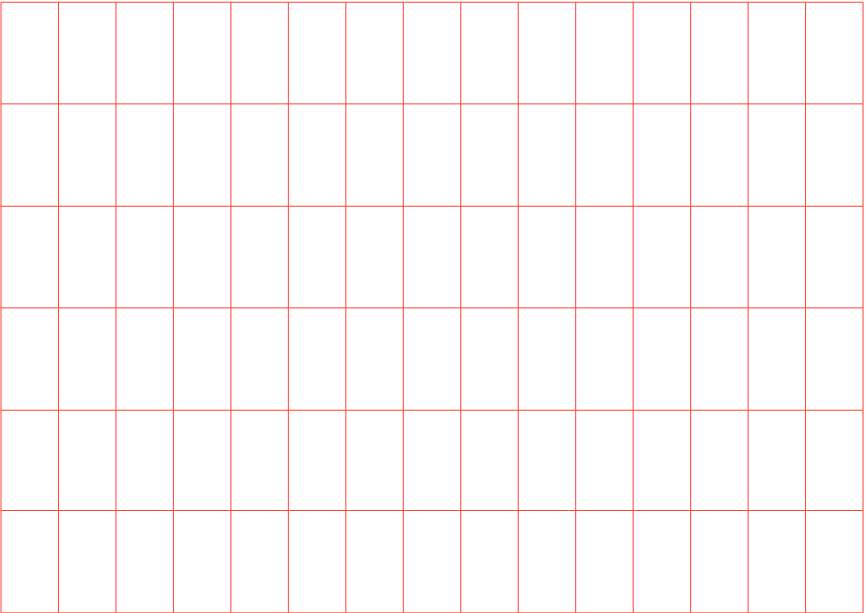
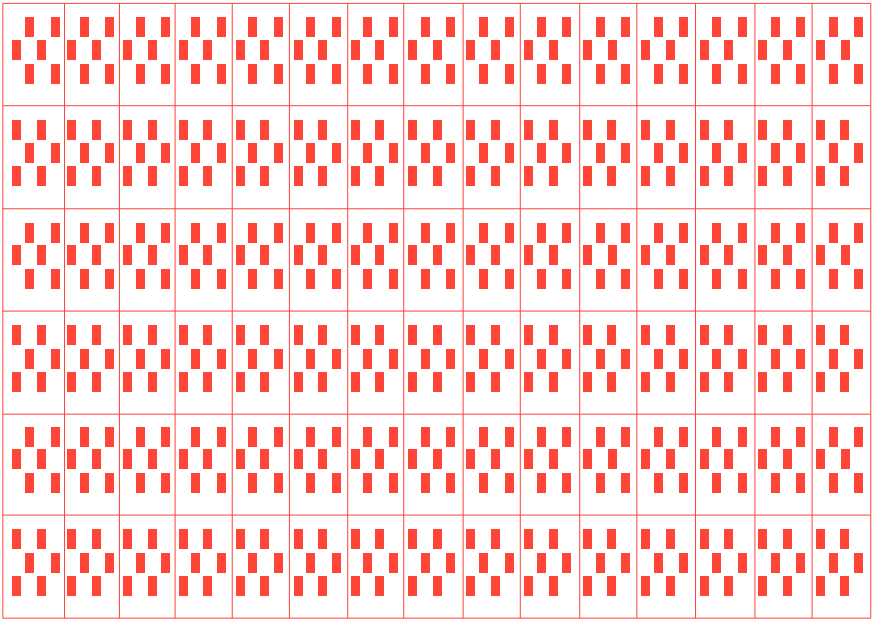
A CANVAS



A FRAME

THE GRID

One scalable grid for universal use throughout all design applications.



PRIMARY STACK LOGO

The stack logo should be used whenever possible as the primary identifier for Otis College of Art and Design. The primary stack logo consists of the college icon built within a vertical configuration of the wordmark. Combined in this manner, these elements create a distinct logo for Otis, which should never be recreated. Always use approved artwork.



WORDMARK

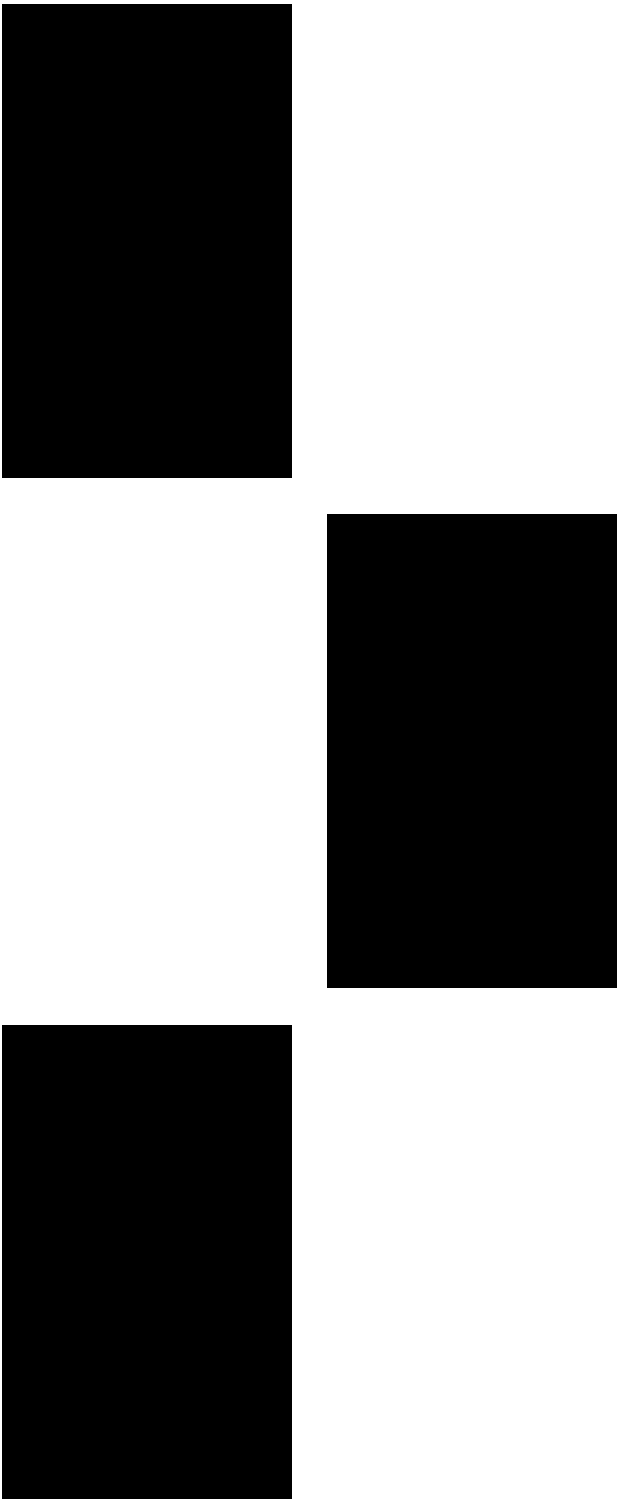
The wordmark is a secondary identifier for the College and can be used in conjunction with any of the other brand elements (primary stacked logo and icon) to reinforce the full name of the College, as long

as the guidelines for clear space and size are followed (see next page). The wordmark is distinctly typeset and should never be recreated. Always use approved artwork.

OTIS COLLEGE OF ART AND DESIGN

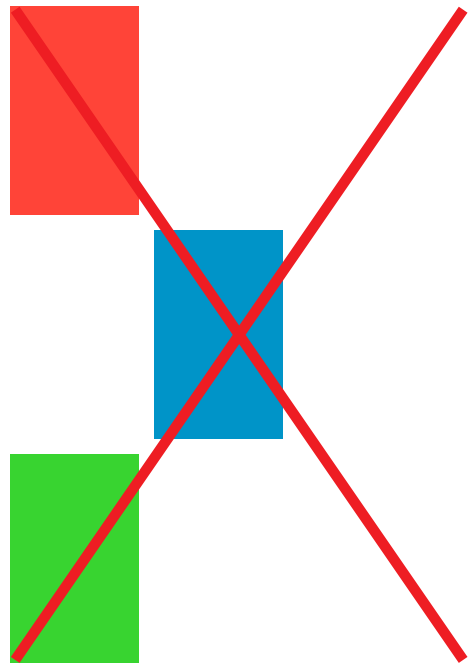
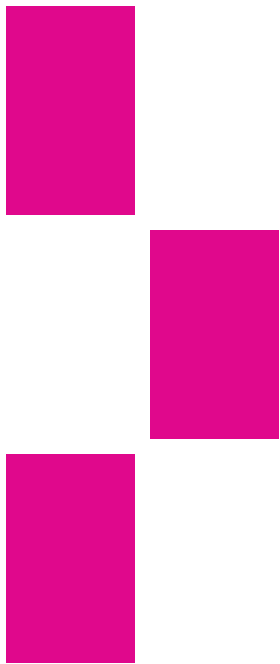
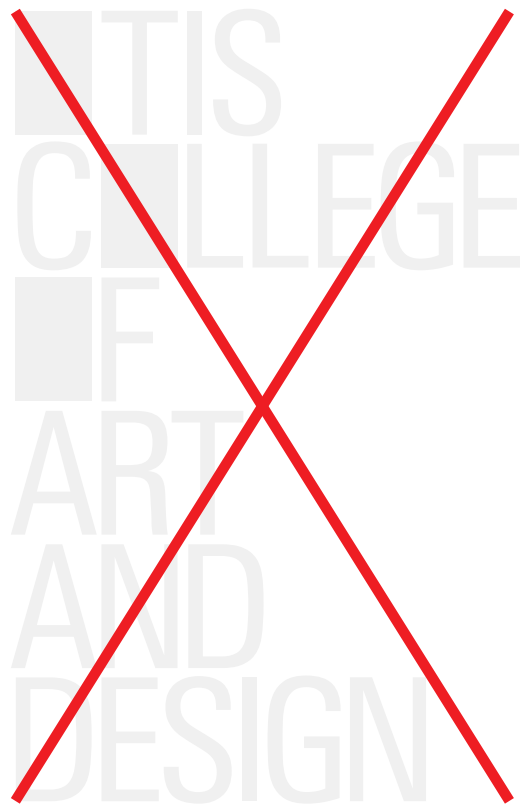
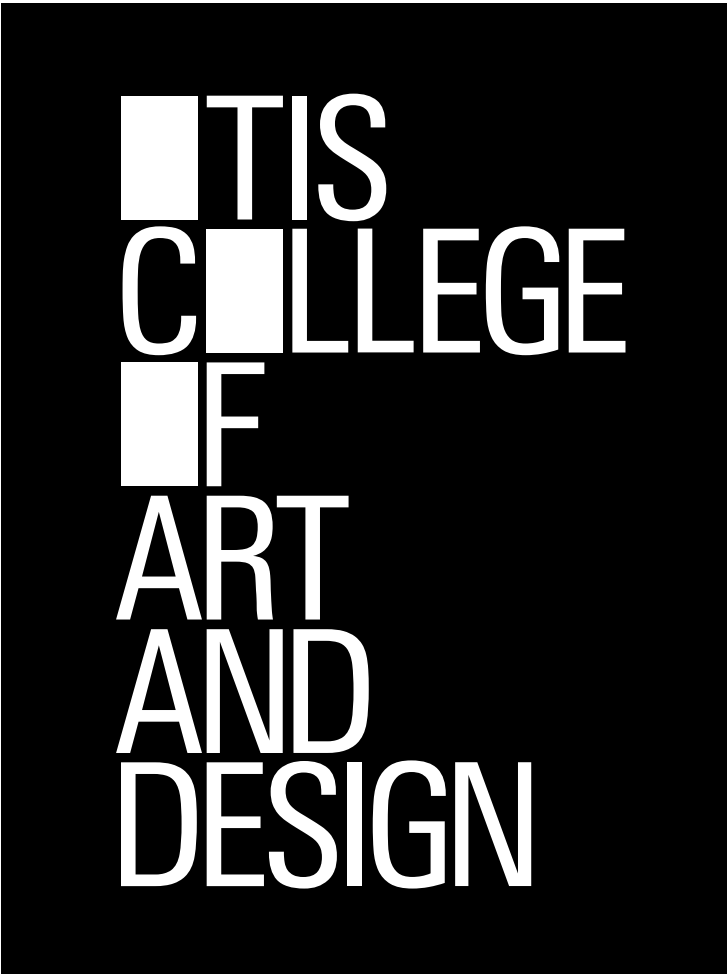
ICON

The icon is a tertiary identifier for the College consisting of the rectangles represented in the Otis College branding grid and the primary logo. It can be used in conjunction with any of the other brand elements (primary stacked logo, secondary square logo, and wordmark) to reinforce the full name of the College, as long as the guidelines for clear space and size are followed (see next page). The icon is distinctly created and should never be redrawn or reinterpreted.



COLOR VARIATION

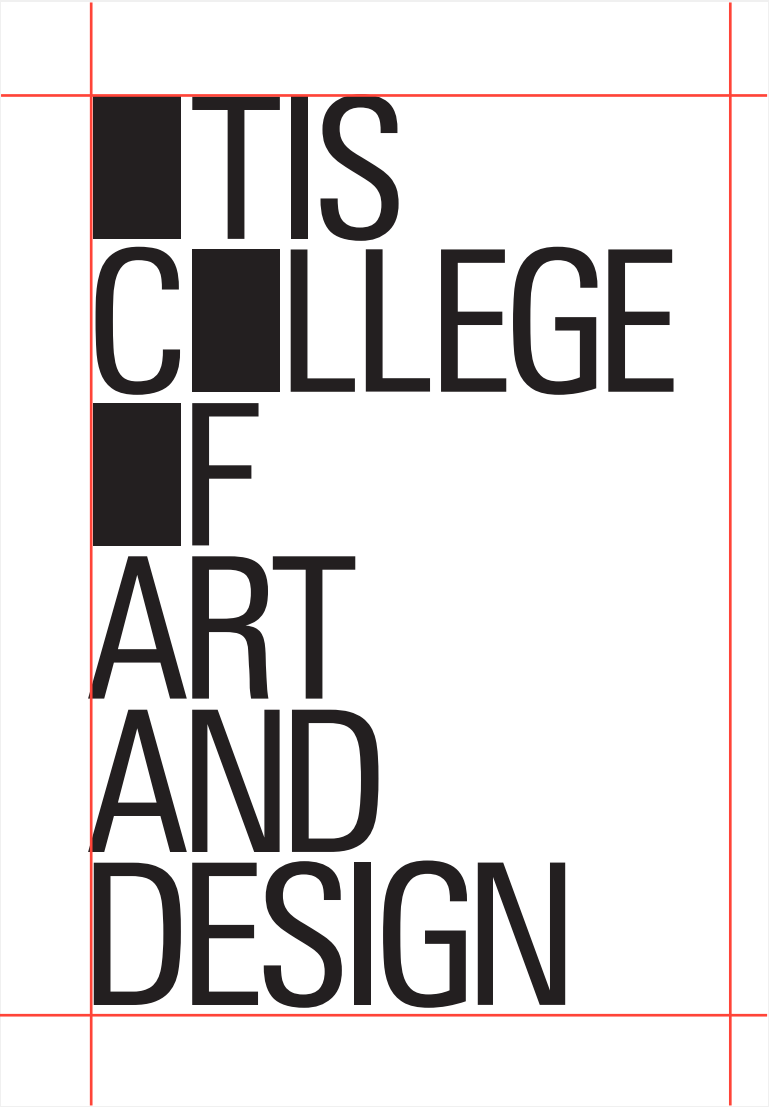
All Otis logo marks and icons may be reproduced in any single color to suit the usage and context, provided there is enough contrast between the foreground and background colors to maintain legibility. Do not use more than one color.



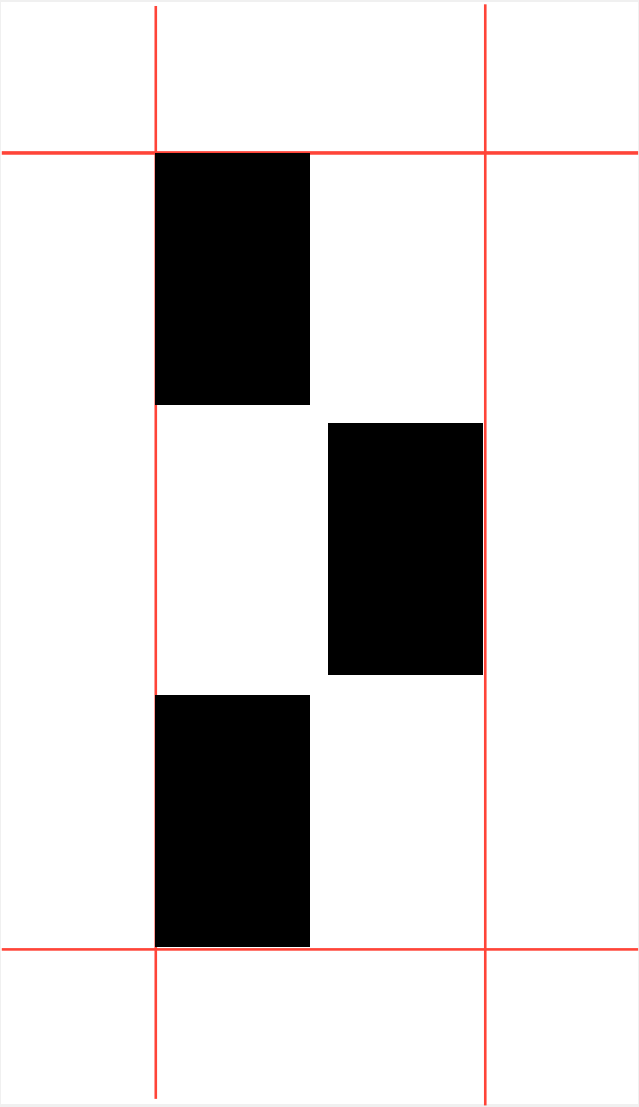
AREA OF ISOLATION

Due to the unique nature of the Otis College logos, legibility is very important. To ensure that the brand marks are distinct, visible, and readable, they must always remain separated from other graphics. This distinction is referred to as the area of isolation, or minimum required clear space.

To the right, you will find visual guidelines for the area of isolation around each Otis brand mark, denoted by pink rectangles.



MINIMUM SIZE
1.25” width x 2.75” height
200px width x 400 px height



MINIMUM SIZE
.5” width x 1.25” height
50px width x 100 px height

AREA OF ISOLATION

As a general rule of thumb, for the primary stack logo, the secondary block logo and the icon, any graphics surrounding the marks should be isolated by the horizontal width of the rectangle used within the mark itself. For the wordmark, the area of isolation should be twice the size of the scale of the mark, on all sides, as shown.



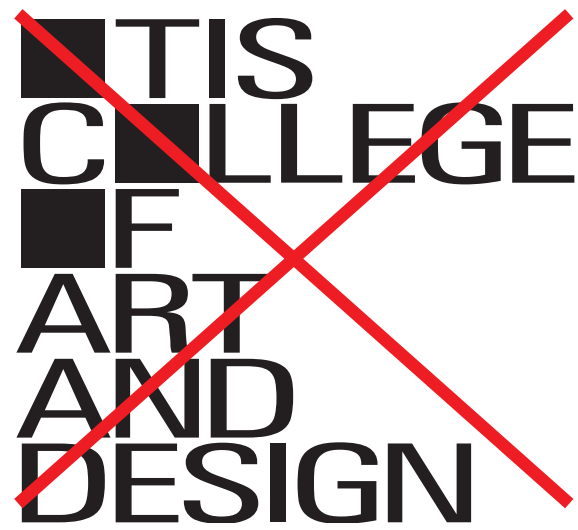
MINIMUM SIZE

1.75" width x .125" height

100px width x 50 px height

INCORRECT USAGE

Adhere to the integrity of the logo mark and brand components.



Do not distort or stretch the logo



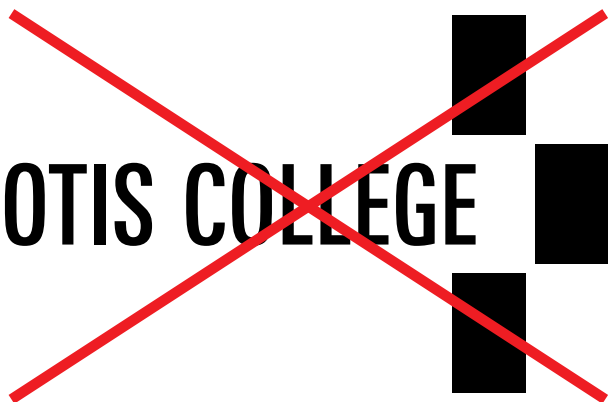
Do not outline the logo



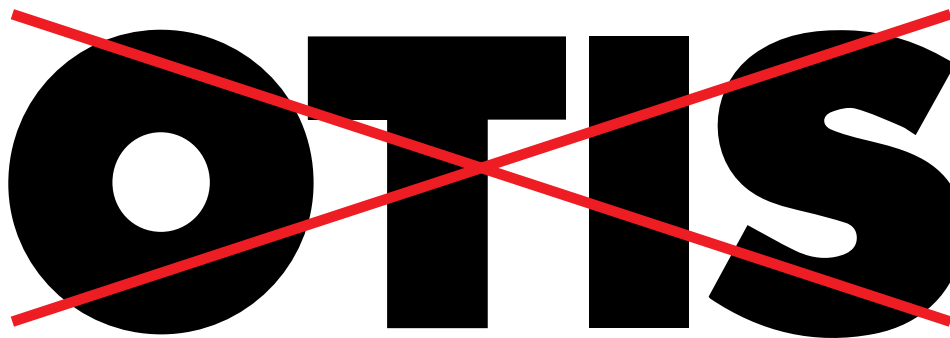
Do not apply a fill to the logo



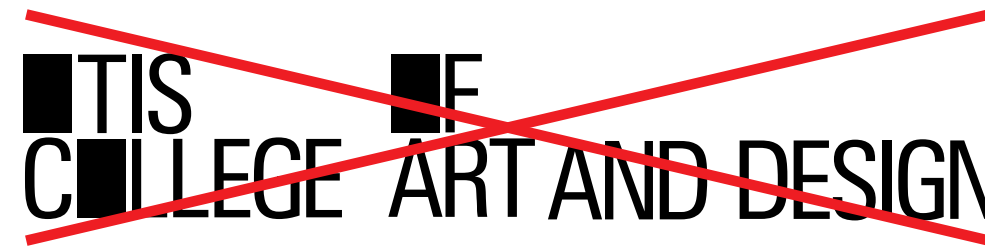
The logo must always be legible



Do not use brand elements to create a new mark.



Do not use old logos



Do not use the horizontal stacked logo

SUB-UNIT LOGO LOCKUPS

Otis College of Art and Design is comprised of many departments, including eight BFA majors, two MFA programs, a continuing education / certificate degree program (Extension), and several other academic minors, and administrative divisions.

Many of these areas have their own logos, which must only be used in conjunction with the primary stack or secondary block Otis logos in order to reinforce the brand connection.

To strengthen brand equity, it is imperative that the Otis primary stacked logo or the secondary block logo is used as the main brand indicator, in conjunction with a department logo, to create a consistent look for the College across a range of programs, media and materials and to align the Otis identity to be reflective of the exceptional caliber of students, faculty, and multidisciplinary education.

Department logos are shown on the next page. Examples of how they can be used in conjunction with the primary logo are provided in the Applications section of this document.

For questions regarding logo usage, or if you would like to inquire about requesting a logo for your area, please email communications@otis.edu.



ACADEMIC LOGOS

BFA PROGRAMS

 ANIMATION

 FASHION DESIGN

 FINE ARTS

 GAME AND
ENTERTAINMENT
DESIGN

 GRAPHIC DESIGN

 ILLUSTRATION

 PRODUCT DESIGN

 TOY DESIGN

MFA PROGRAMS

 MFA
FINE ARTS

 MFA
GRAPHIC DESIGN

EXTENSION

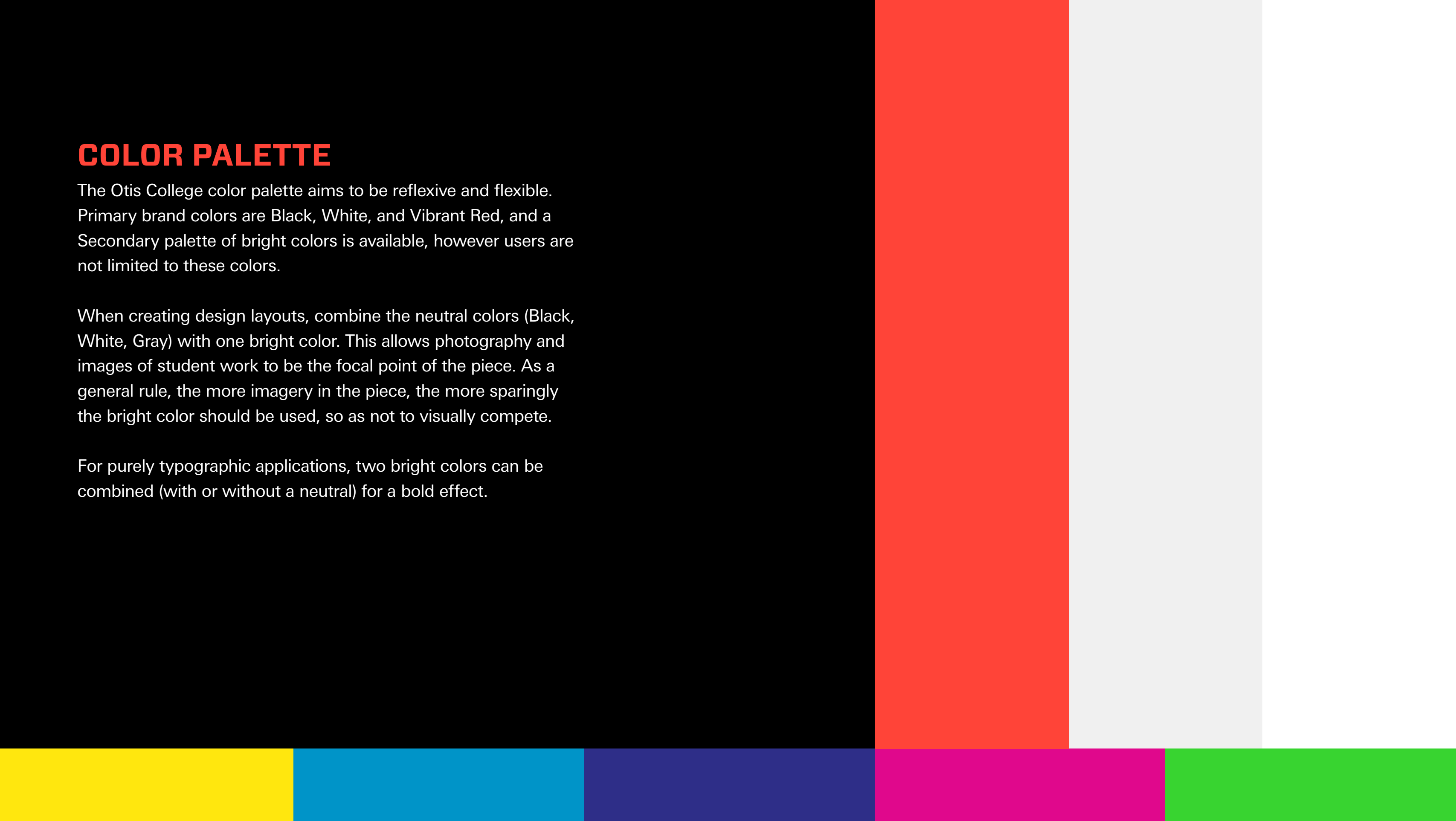
 EXTENSION

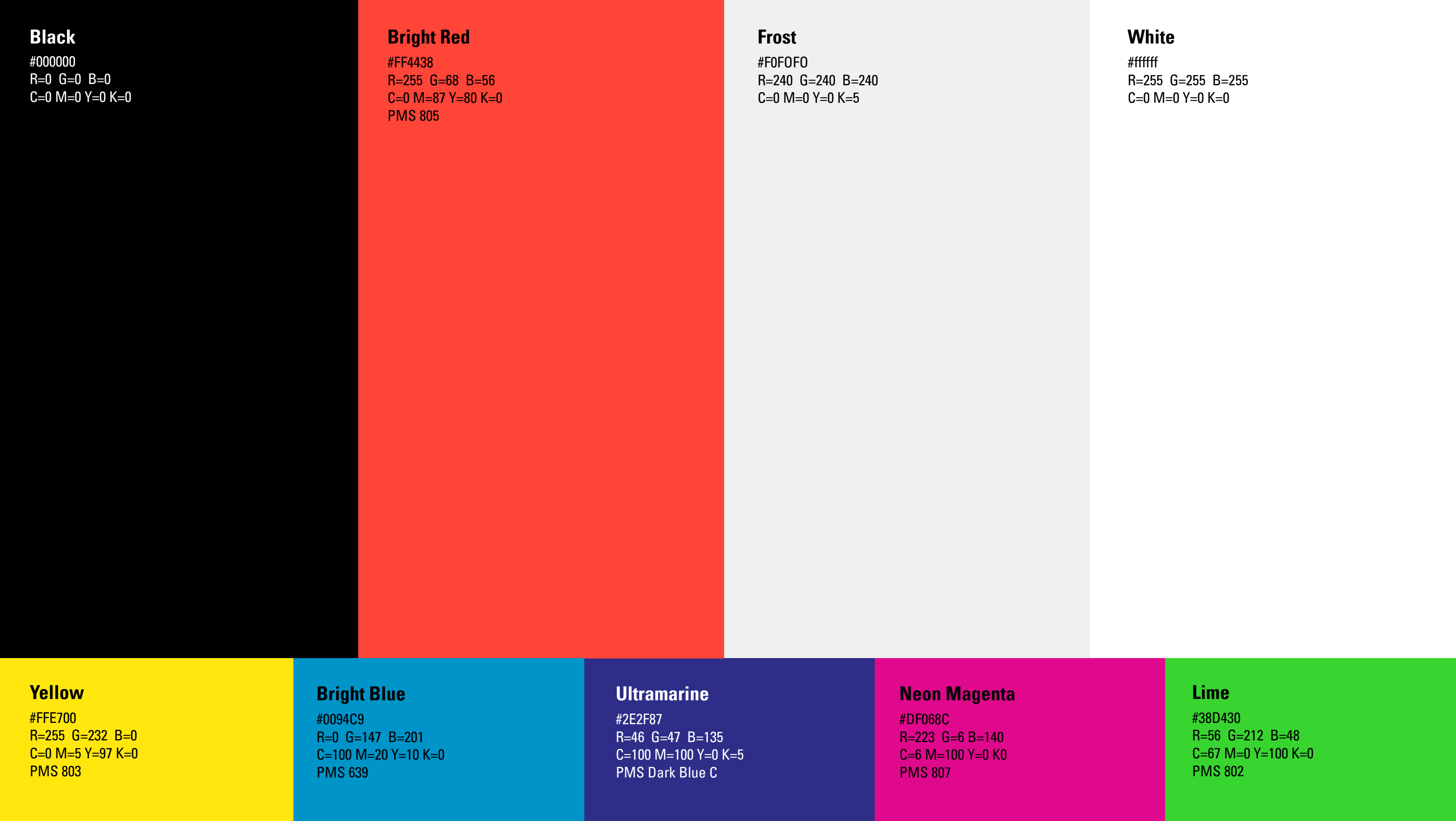
COLOR PALETTE

The Otis College color palette aims to be reflexive and flexible. Primary brand colors are Black, White, and Vibrant Red, and a Secondary palette of bright colors is available, however users are not limited to these colors.

When creating design layouts, combine the neutral colors (Black, White, Gray) with one bright color. This allows photography and images of student work to be the focal point of the piece. As a general rule, the more imagery in the piece, the more sparingly the bright color should be used, so as not to visually compete.

For purely typographic applications, two bright colors can be combined (with or without a neutral) for a bold effect.





Black

#000000
R=0 G=0 B=0
C=0 M=0 Y=0 K=0

Bright Red

#FF4438
R=255 G=68 B=56
C=0 M=87 Y=80 K=0
PMS 805

Frost

#F0F0F0
R=240 G=240 B=240
C=0 M=0 Y=0 K=5

White

#ffffff
R=255 G=255 B=255
C=0 M=0 Y=0 K=0

Yellow

#FFE700
R=255 G=232 B=0
C=0 M=5 Y=97 K=0
PMS 803

Bright Blue

#0094C9
R=0 G=147 B=201
C=100 M=20 Y=10 K=0
PMS 639

Ultramarine

#2E2F87
R=46 G=47 B=135
C=100 M=100 Y=0 K=5
PMS Dark Blue C

Neon Magenta

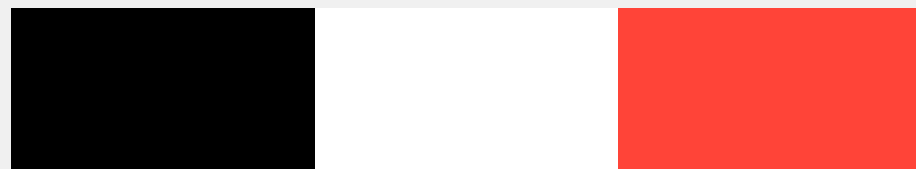
#DF068C
R=223 G=6 B=140
C=6 M=100 Y=0 K0
PMS 807

Lime

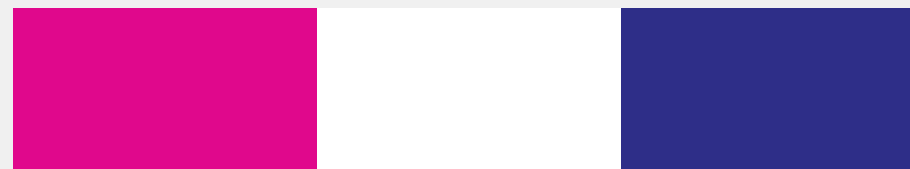
#38D430
R=56 G=212 B=48
C=67 M=0 Y=100 K=0
PMS 802



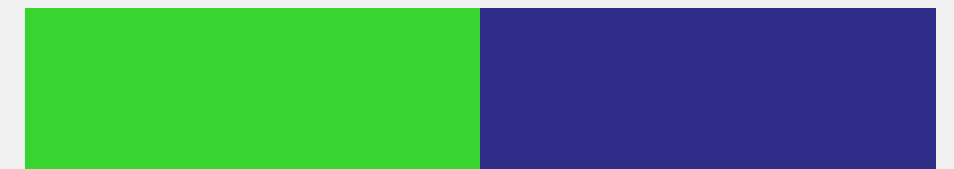
Otis College
emphasizes
**collaboration and
a multidisciplinary
education** that
nurtures creativity,
vision, and critical
thinking.



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Linotype Univers is our primary typeface.

It offers a wide range of weights and styles appropriate for both display (headline) and body text, allowing for digital and small-use applications without degradation.

Condensed Light
Compressed Regular
Condensed Regular
Compressed Medium
Condensed Medium
Condensed Bold
Condensed Black
Basic UltraLight
Basic UltraLight Italic
Compressed UltraLight
Condensed UltraLight

Extended UltraLight
Condensed UltraLight Italic
Basic Thin
Compressed Thin
Condensed Thin
Extended Thin
Basic Thin Italic
Condensed Thin Italic
Basic Light
Compressed Light
Extended Light

Basic Light Italic
Condensed Light Italic
Extended Light Italic
Extended UltraLight Italic
Basic Regular
Extended Regular
Basic Regular Italic
Condensed Regular Italic
Extended Regular Italic
Basic Medium
Extended Medium

Basic Medium Italic
Condensed Medium Italic
Extended Bold
Basic Bold Italic
Basic Bold Italic
Condensed Bold Italic
Extended Bold Italic
Cond Black Italic
Extended Black Italic
Extended Thin Italic

Forza is our secondary typeface.

We use it to complement Univers, typically for headlines, callouts, and small chunks of text.

Thin

Thin Italic

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

BOLD AND CONDENSED FACES WORK WELL FOR HEADLINES

But they're hard to read at smaller sizes, so use a lighter, more open weight for longer passages of text. IT should be able to install Linotype Univers on your computer, but if you don't have it, Arial is a good second choice. On Google Slides, choose Oswald.

BOLD AND CONDENSED FACES WORK WELL FOR HEADLINES

But they're hard to read at smaller sizes, so use a lighter, more open weight faces for longer passages of text. IT should be able to install Forza on your computer, but if you don't have it, use Univers.

PHOTOGRAPHY

Our photography focuses on creators and their creations. We use no stock photography, only authentic images of our community, our campus, and the work created here.



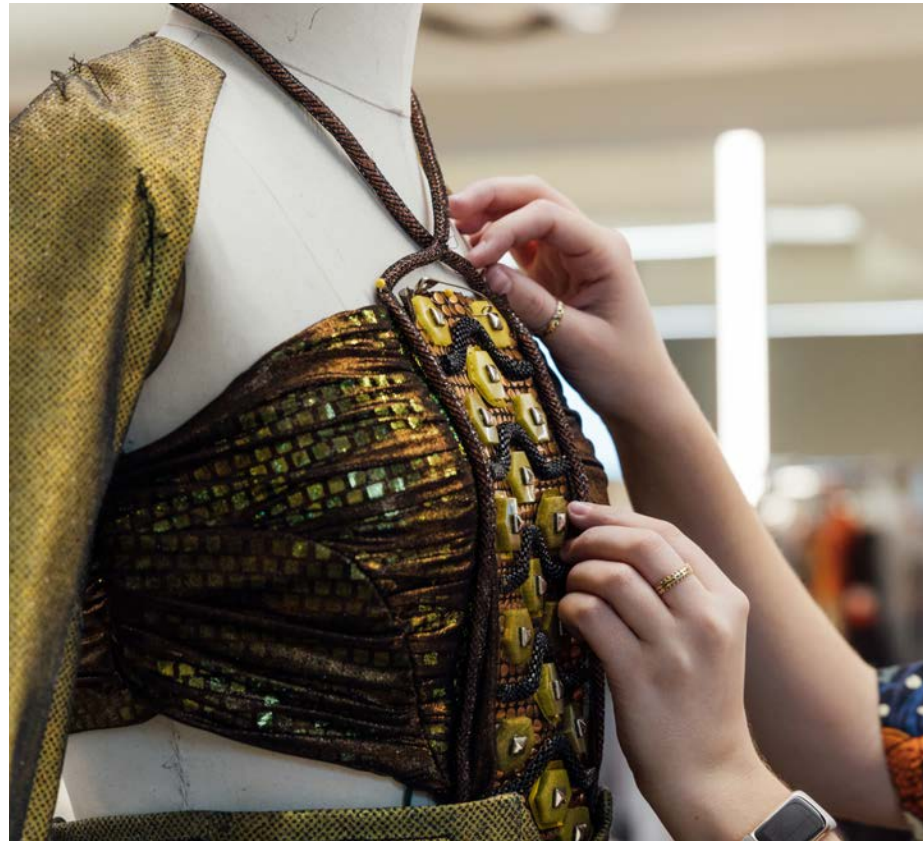
CAMPUS PHOTOGRAPHY

Keep photos current and genuine. Show people in their spaces, being real. Showcase the diversity of our faculty, staff, and students. Avoid stock imagery.

For images of faculty and students, consider candid shots and natural lighting, action-oriented imagery showing them at work or in a setting that provides greater context as to who they are.

All images must be licensed and credited. Otis must have the legal right to use an image before it’s published or shared. Photos must be taken by either (1) Otis staff or (2) photographers whose images were purchased or who granted usage rights. Rights may also be provided by (3) the photo subject, who is sharing images he/she owns (these photos are credited as “Courtesy of Subject Name”).





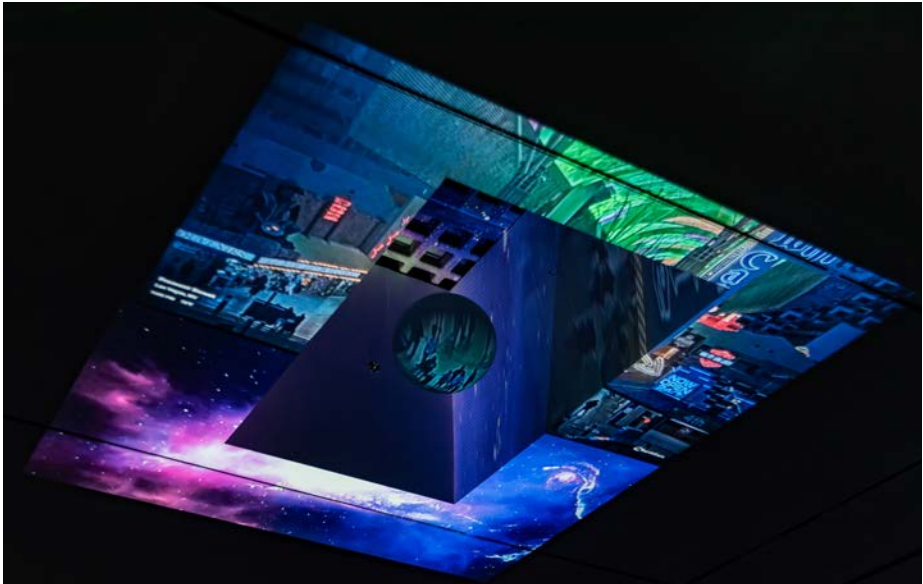






STUDENT WORK

Photography of student work should be well-lit, clean, and free of distraction. Three-dimensional works should be shot in a way that conveys scale and context. Works of digital origin should not be photographed; obtain the original file for best reproduction.





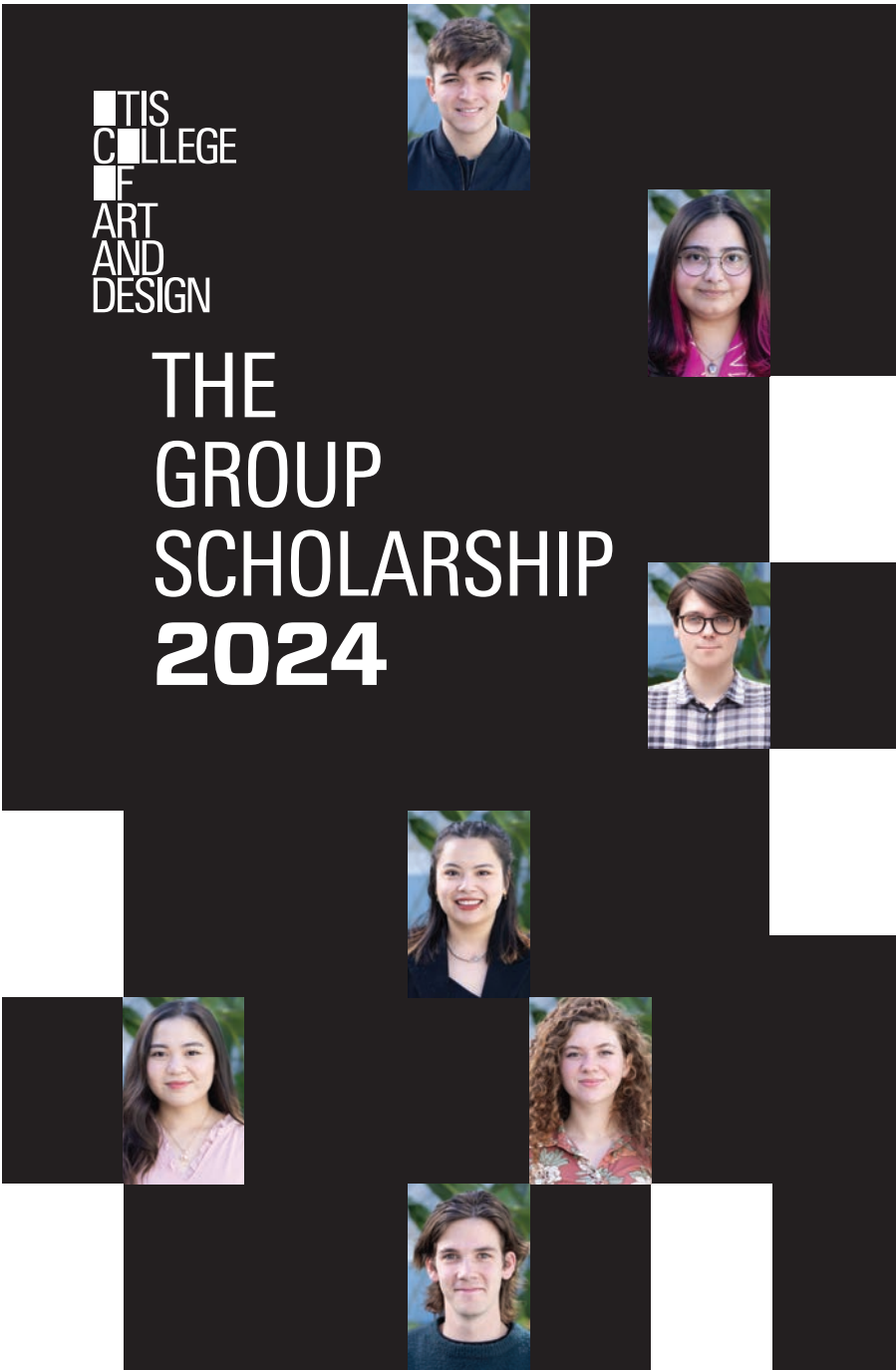
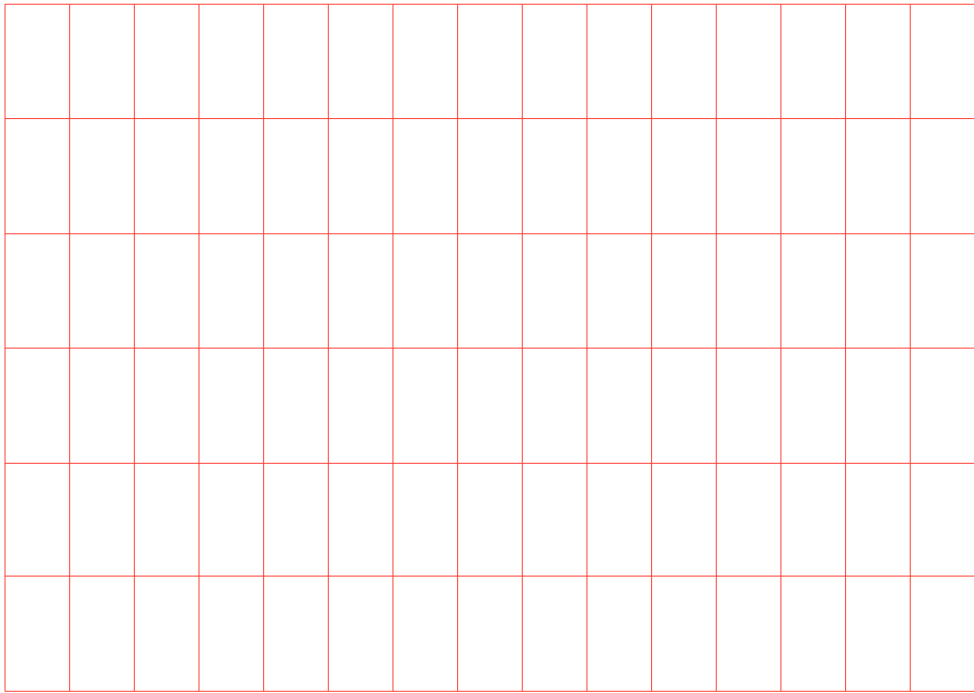
FASHION PHOTOGRAPHY

Documenting the work of fashion students poses unique challenges. If possible, hire a photographer who specializes in fashion. A mix of runway and editorial imagery is preferred for this discipline.



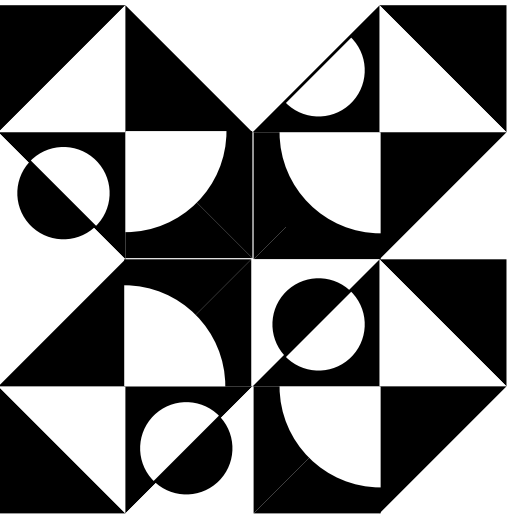
PATTERN

The rectangular grid pattern is a direct representation of the Ahmanson building’s window grid. It has many applications, from subtle background texture to bold graphic statement. The grid pattern is suitable for use on any college communication.

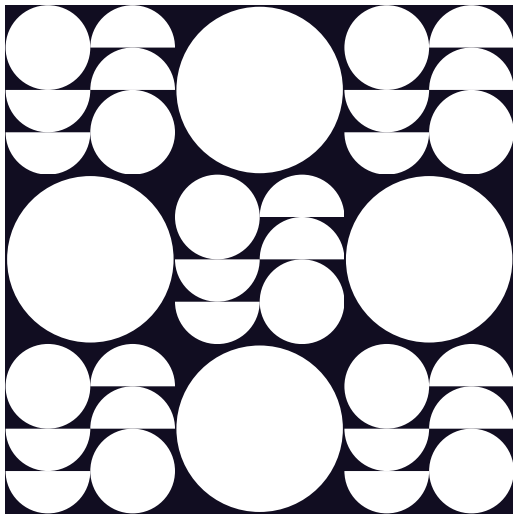


PATTERN

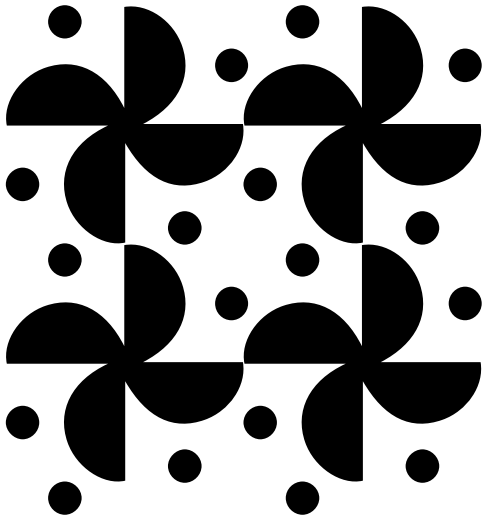
Abstract patterns have been developed for each program area. These are secondary to the primary brand elements, and should be used only when photography or student artwork cannot.



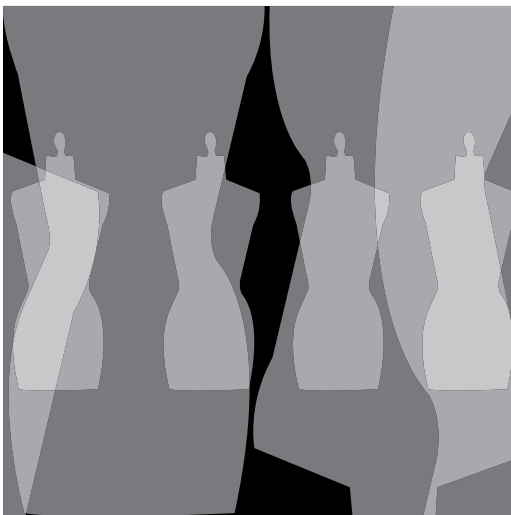
FINE ART



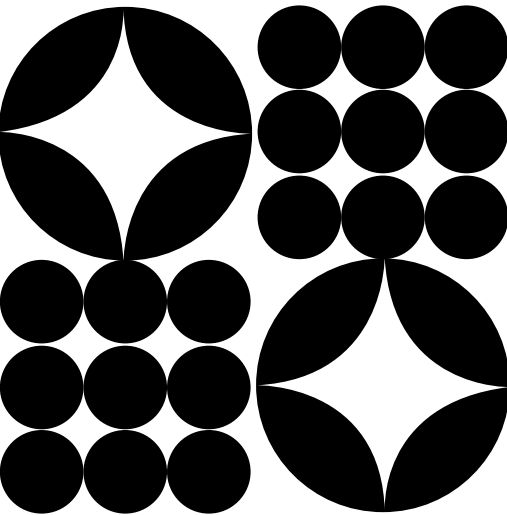
ANIMATION



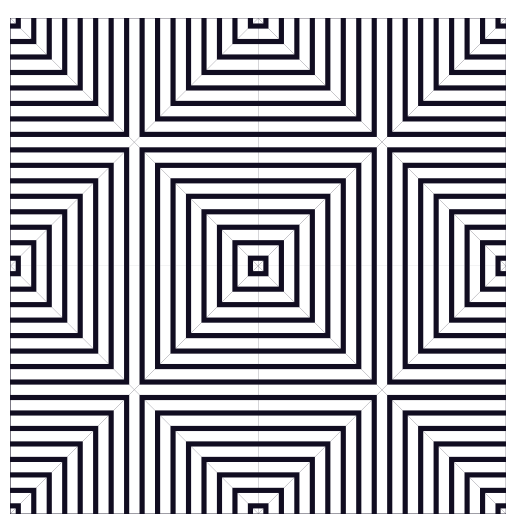
TOY DESIGN



FASHION



GAME DESIGN



GRAPHIC DESIGN



PRODUCT DESIGN

ABSTRACT PATTERNS IN USE

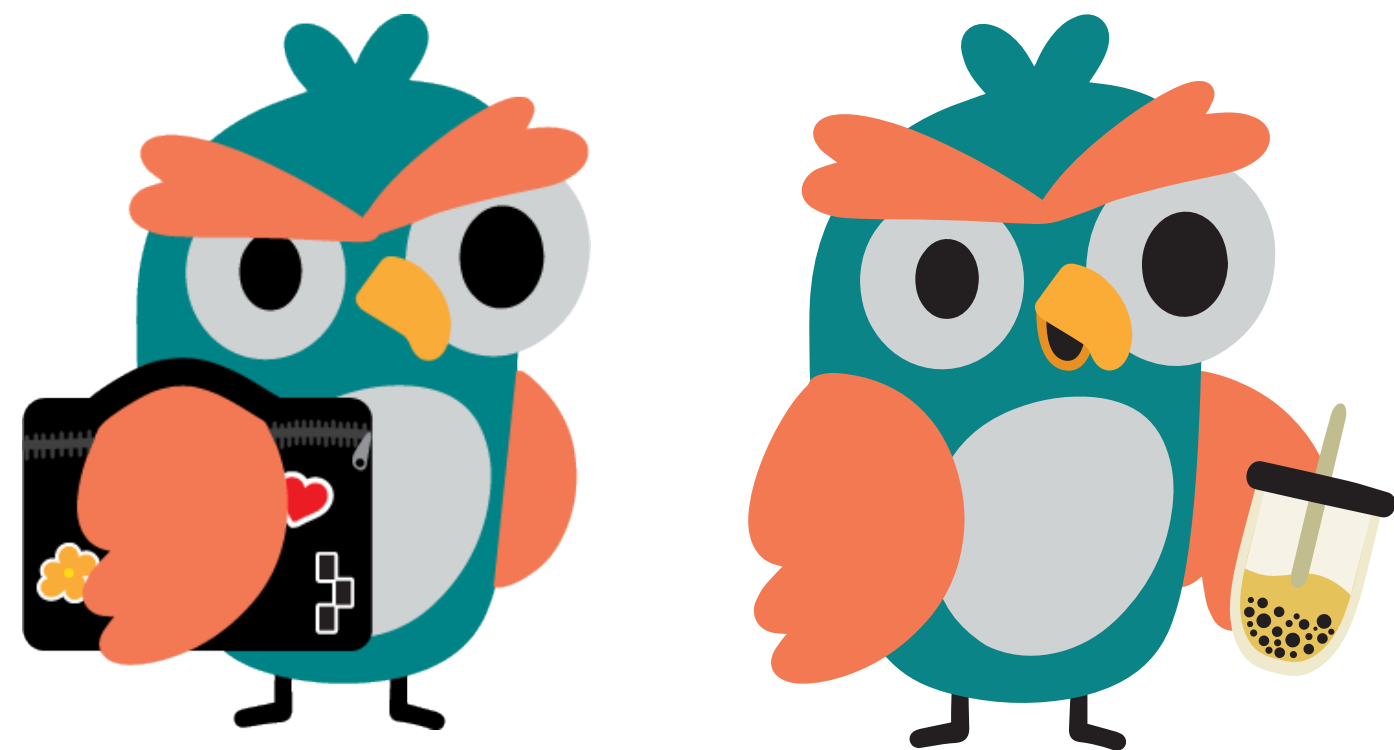
The abstract patterns are designed to be subtle backgrounds. Tone-on-tone color should always be used so that the the pattern recedes and the text is legible.



OUR MASCOT, OWLBERT

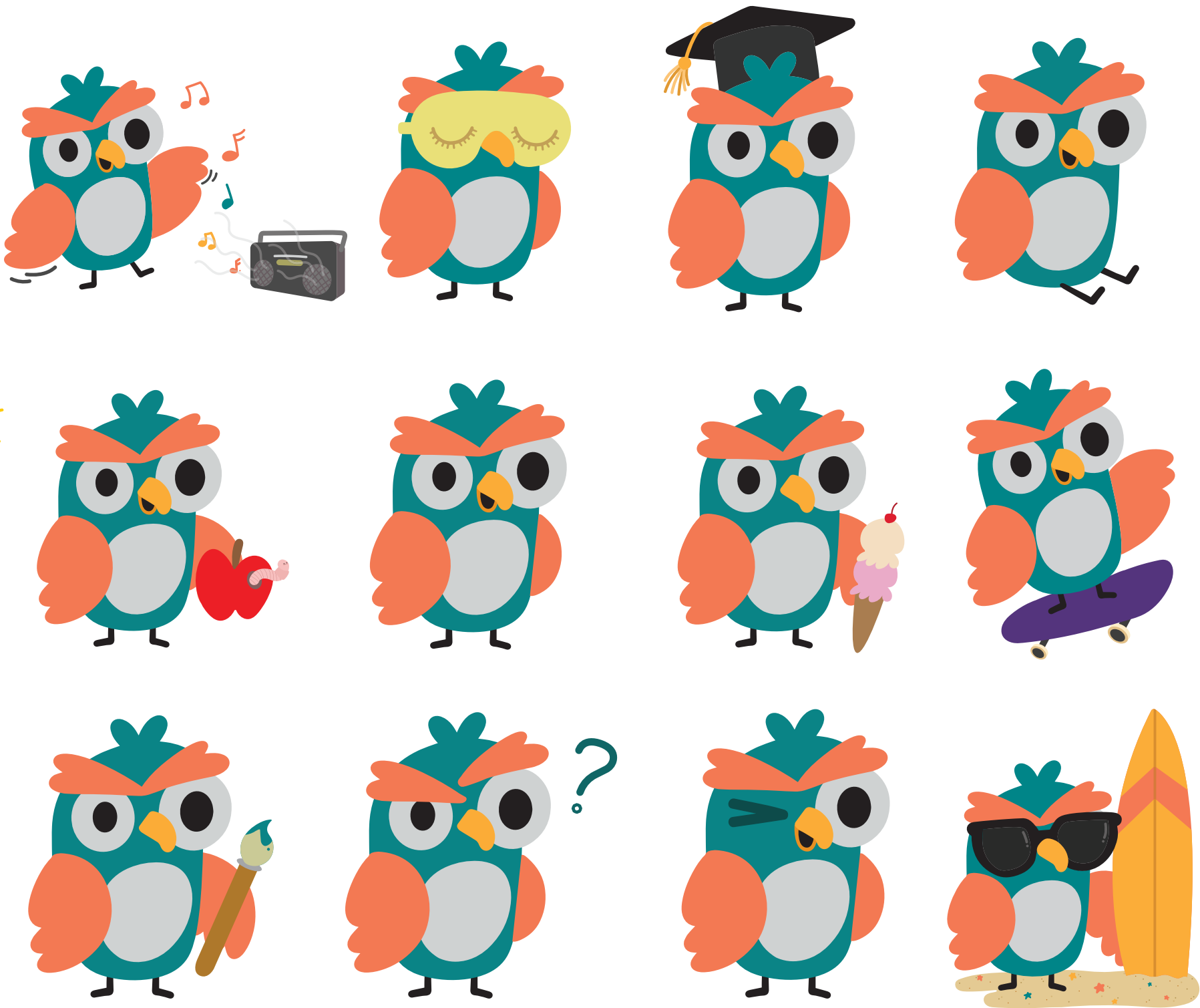
Created by Laura Salazar ('23 BFA Graphic Design), Owlbert is Otis College's mascot and is used to add humor and warmth to student-facing materials and internal communications.

Owlbert is **NOT** a spokesperson or the face of the brand, so use them sparingly. Appropriate places to use Owlbert include flyers for on-campus social events, Powerpoint presentations for students or staff, swag giveaways for students, and lighthearted social media posts. Owlbert is not appropriate for any materials that reach the general public, industry partners, or donors.



OUR MASCOT, OWLBERT

There are 23 official versions of Owlbert. To inquire about creating a new version for a special use, email ecarlson@otis.edu.



APPLICATIONS FOR OWLBERT





BRAND VOICE

CORE ATTRIBUTES

The core attributes of Otis College reflect characteristics shared by its faculty, students, alumni, and staff: An innate curiosity that embraces experimentation and is fueled by restless creativity, diverse perspectives, rigorous exploration of methods and ideas, and dedication to finding innovative solutions.

Curious

Playful, Engaged, Open, Observant, Adventurous

Ambitious

Skilled, Dedicated, Committed, Hardworking

Innovative

Visionary, Experimental, Intelligent, Inventive, Forward-thinking

Inclusive

Caring, Empowering, Supportive, Interdisciplinary

STYLE GUIDELINES

Friendly

Optimistic

Inclusive

Our **voice** is friendly and direct, articulate yet plainspoken, imaginative but unembellished. We strive to communicate ideas as clearly as possible.

The tone is optimistic and accessible. Use clear language and concise sentences to convey complex ideas. Use verbs instead of adjectives or adverbs. Be visual and physical; choose words with action and impact.

Let creative work speak for itself. Images of work by students, alumni, and faculty should be captioned rather than explained. Explanatory copy can accompany documentary or editorial images for the purpose of telling a story.

Convey the College’s value through facts, not superlatives.
Provide evidence, data, or examples.

Demonstrate impact. Why does an Otis College education matter? What does success look like for our students and alumni, and how does that success show up in the world? Tell the whole story.

Be specific. Use examples that are uniquely Otis or evoke a sense of pride and place—whether the campus, the studio, or Los Angeles.

Be engaging. Speak directly to the audience and use inclusive language (“you,” “us,” “we”) when making a call to action. Recognize them as part of our community.

Be authentic. Our communications must be true to Otis College—in fact, in tone, and in spirit.

VOICE AND TONE

Otis generally follows the Chicago Manual of Style. Select press releases and announcements may be adapted to AP Style. The College’s preferred reference dictionary is Merriam-Webster’s Collegiate Dictionary (available online at www.m-w.com). Refer to it for all spelling and hyphenation questions as well as for the proper spelling of place names. Use the first (preferred) spelling of a word if more than one is given.

A full style guide is available at www.otis.edu/communications-marketing/editorial-guidelines.

STYLE NOTES

- Use the institution’s full name upon first mention: Otis College of Art and Design. The presence of a logo showing the full name may qualify as a first mention. Thereafter, Otis College may be used. Otis should be used sparingly. Never use OCAD.
- The name should never be in all caps (i.e. “OTIS”) in running text. It should only be in all caps when that same style is applied to the entire document section, such as a header, or when it appears as a logo.
- Most contexts do not require the use of a proper name for the campus. When necessary, the current campus should be referred to as the Elaine and Bram Goldsmith Campus.

- For a complete list of proper names related to the Otis College campus, refer to the most recent campus map or **full style guide**.
- Though the tone is friendly and inclusive, avoid the tendency to overuse “our.” (For example, rather than “our students” consider “Otis students,” “Toy Design students,” or simply “students.” Focus on being succinct, specific, and clear.
- Avoid acronyms and abbreviations—even internally—unless they are commonly known to the general public.
- Use contractions. They give our writing an informal, friendly tone.
- Use present tense. Reference history, but create a continuum, carrying that reference through to the present and future.
- Use active voice. Avoid passive voice.
- Use serial commas.
- Use exclamation points strategically, and never more than one at a time.



BRAND IN ACTION

BRAND APPLICATIONS

The next few pages provide a visual glimpse into some of the available templates and applications of the Otis College branding. A complete template system of approved, custom-designed files are available to all Otis College of Art and Design employees at otis.edu/communications-marketing.



BUSINESS CARDS



STATIONERY

■TIS
COLLEGE
■F
ART
AND
DESIGN

Name

Address Line 1

Address Line 2

Los Angeles, CA 90045

DATE

Dear John,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

Again, thank you.

All the best,

Name

Title

Phone

email@otis.edu

9045 LINCOLN BLVD
LOS ANGELES CA 90045

+1 310 666 6800
WWW.OTIS.EDU

1/2

LETTERHEAD

■TIS
COLLEGE
■F
ART
AND
DESIGN

9045 LINCOLN BOULEVARD LOS ANGELES CA 90045

#10 ENVELOPE

■TIS
COLLEGE
■F
ART
AND
DESIGN

9045 LINCOLN BOULEVARD LOS ANGELES CA 90045

■TIS
COLLEGE
■F
ART
AND
DESIGN

MFA WRITING
9045 LINCOLN BLVD, LOS ANGELES, CA 90045
otis.edu/mfa-writing

MAILING LABELS



■
Otis College
emphasizes
collaboration and
a multidisciplinary
education that
nurtures creativity,
vision, and critical
thinking.

.....
Otis encourages students from different
majors and programs to work together
on projects.







Student Affairs Impact Report 2022-2023







STUDENT ENGAGEMENT AND LEADERSHIP

“As a student leader, I love being surrounded by other students who are passionate about creating community and connecting with others. I really value the collaboration and teamwork that goes into creating experiences and events for students which can range from friendship bracelet making to Artist Alleys. I’ve definitely gained a deeper understanding of the Otis community as a whole and have grown to appreciate it on various levels by being a student leader.”



— **Elora Becker,**
Peer Mentor 2022-23

“Being a part of the Student Engagement and Leadership team has given me the opportunity to explore my own creativity while building programs that encourage students to find their home on campus. Whether it’s through programs like Pride Prom or International Education Week, our goal is to ensure that every student feels like they have the space to explore their interests. The most rewarding part of my position is seeing students excited to become leaders and creators of change at Otis. Their passion, persistence, and creativity continue to inspire me to be a better leader.”

— **Liz Soto,**
Student Engagement
and Leadership Assistant

86% of respondents strongly agreed or agreed that having a Peer Mentor/ TISO during their foundation year has helped them through their transition to college.

25 Clubs and Student Organizations

Over **2/3** of the students participated in an event/program hosted by Student Engagement and Leadership

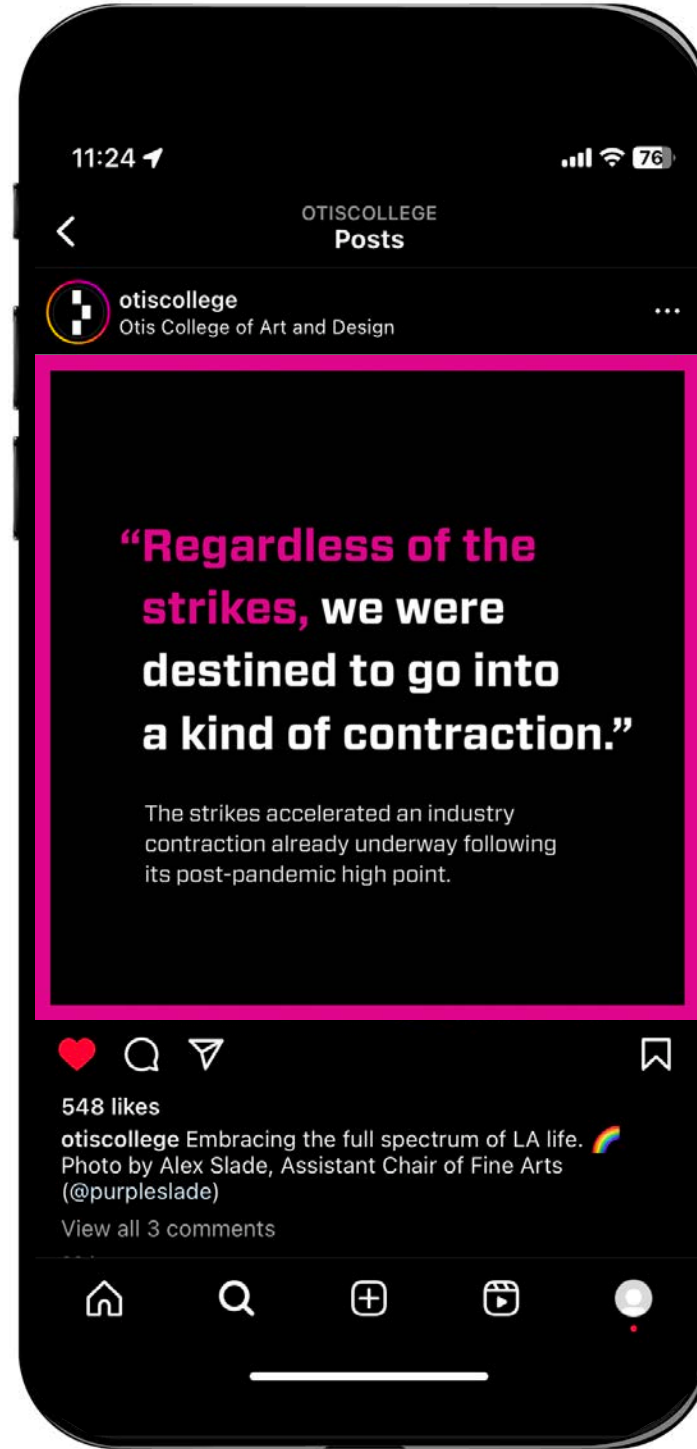
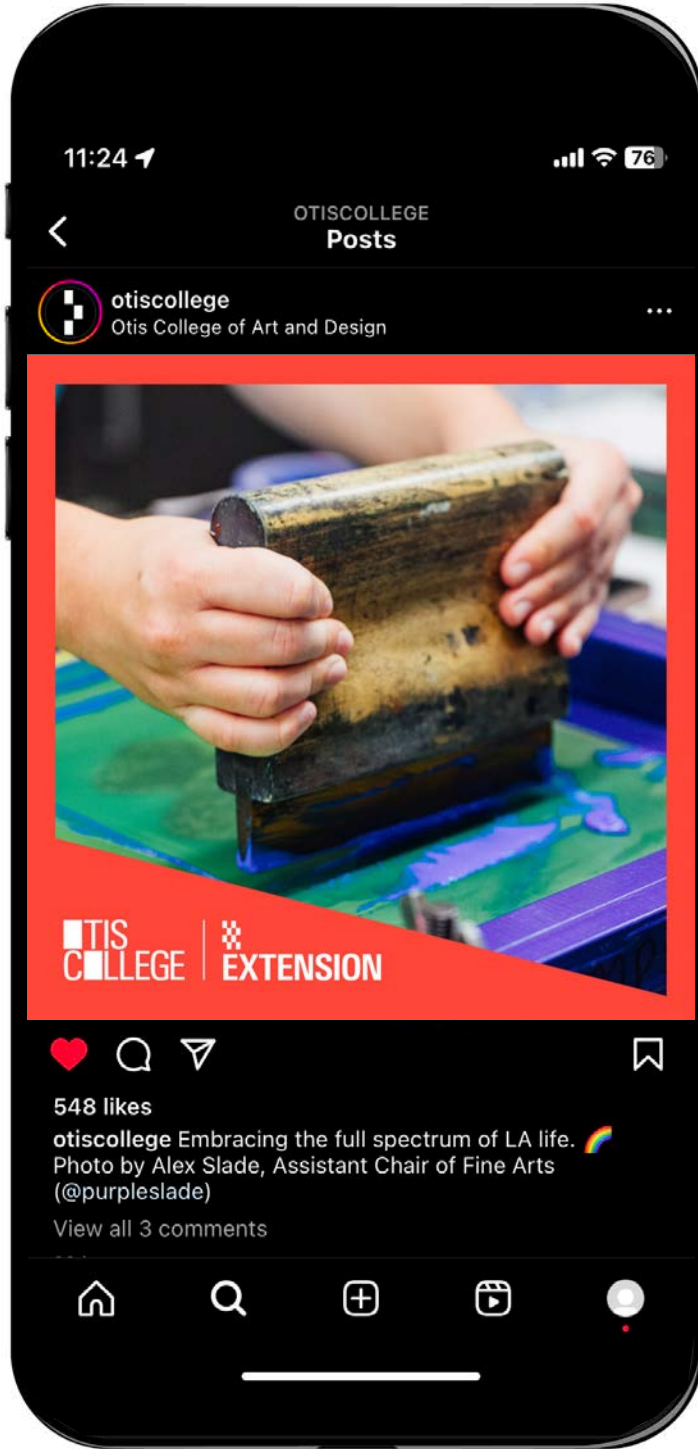
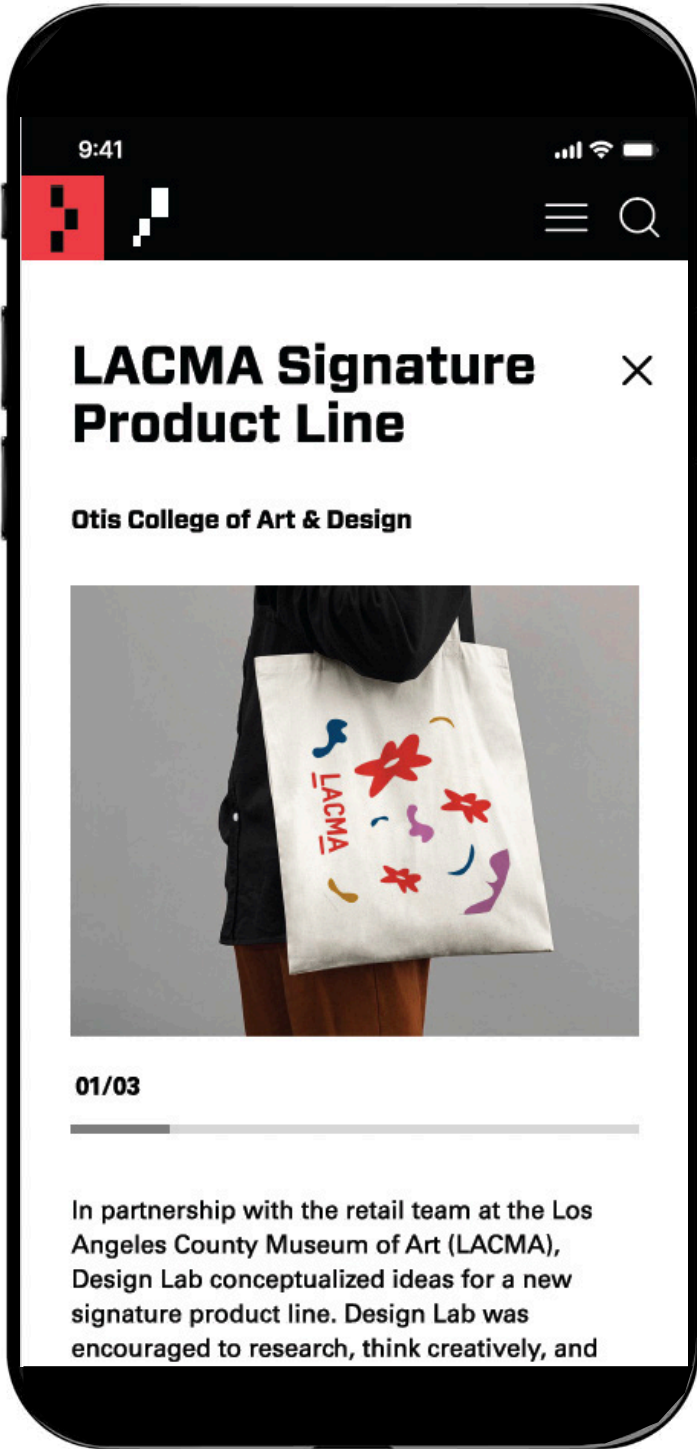


OTIS COLLEGE OF ART AND DESIGN

OPEN HOUSE
SATURDAY, NOVEMBER 12







MERCHANDISE



CAMPUS SIGNAGE



■

COMMUNICATIONS AND MARKETNG
INSTITUTIONAL ADVANCEMENT
←

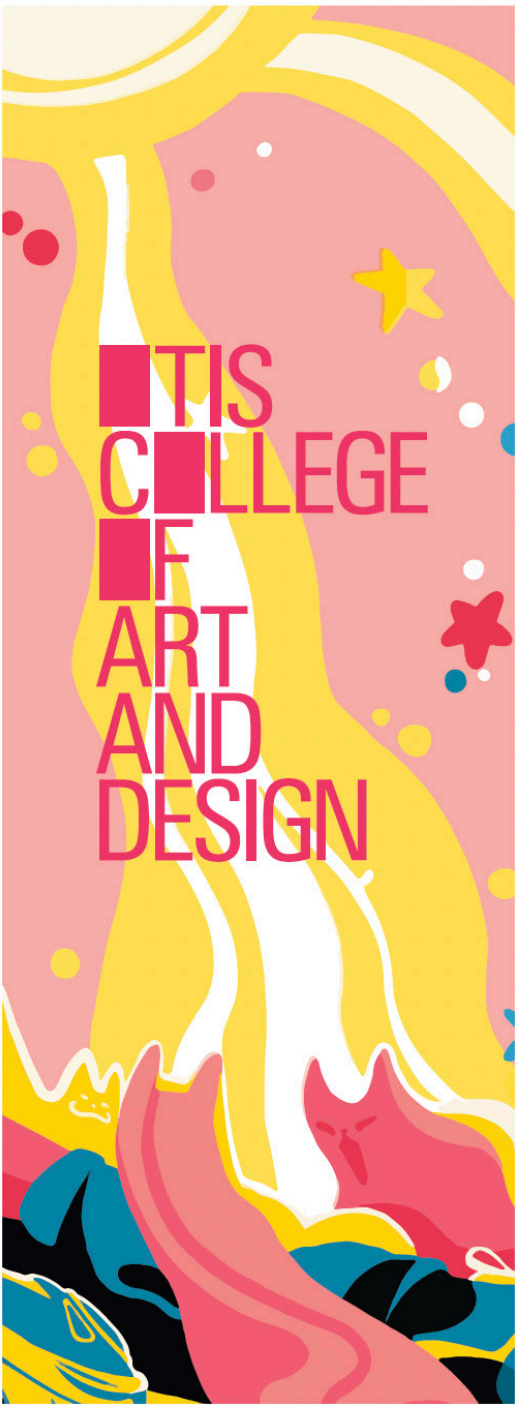
PROVOST'S OFFICE
SENIOR ADMINISTRATION
→

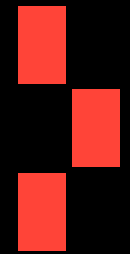
OTIS COLLEGE
OF
ART AND DESIGN

A map of the Otis College campus. It shows the layout of various buildings and gates. The map is color-coded with blue and yellow. Key locations include: LINCOLN BLVD GATE, LINCOLN BLVD, NORTH BUILDING GATE, MEI-LEE NEY DESIGN STUDIO, WOOD AND METAL SHOP, GALEY CENTER FOR FINE ARTS, BORROW THOMAS GREEN, KATHLEEN HOLSEN AHMANSON HALL, ANNE COLE BUILDING, PARKING GARAGE, RESIDENCE HALL, ELAINE'S FORUM, and LA TIJERA BLVD. A star is placed on the map near the parking garage.

WELCOME!

↑ ① AHMANSON HALL | ① Information / Check-In
↖ ② GALEY CENTER FOR FINE ARTS
← ③ RESIDENCE HALL
← ④ ANNE COLE BUILDING
← ⑤ MEI-LEE NEY DESIGN STUDIO
← ⑥ WOOD AND METAL SHOP





BRAND RESOURCES

BRAND RESOURCES

Otis College logos and color palettes can be downloaded at [**otis.edu/communications-marketing/logos**](https://otis.edu/communications-marketing/logos)

The following branded templates are available on the Communications and Marketing website: [**otis.edu/communications-marketing**](https://otis.edu/communications-marketing)

- Business cards
- Letterhead and other stationery
- Presentation templates (PPT, Google Slides)
- Zoom Backgrounds
- Office Signage

For name badges, and all other requests, please submit a Design Request form at: [**otis.edu/communications-marketing/design-request-form**](https://otis.edu/communications-marketing/design-request-form)

For photography of your event or discipline, please use the Photography Request form at: [**https://otiscollege.formstack.com/forms/otis_photo_video_request_form_copy**](https://otiscollege.formstack.com/forms/otis_photo_video_request_form_copy)