

# ■TIS C■LLEGE ■F ART AND DESIGN

**BRAND GUIDELINES**  
UPDATED 1.26.24



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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 proud alma mater of countless pioneering artists. The former IBM Aerospace Headquarters—a 1964 structure by the legendary industrial designer, Eliot Noyes—houses the college’s Ahmanson Building, which is at the heart of a vibrant campus in Westchester.

The building is a living example of Southern California’s legacy as the birthplace of modern architecture, and a legacy to the enduring spirit that art, design, and technology have in Los Angeles.

Otis College’s student body also proudly ranks among the most culturally diverse, and its various degree programs are among the best in the country.







**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.





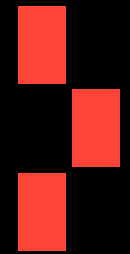


## We are transforming creative industries.

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.

The Otis College Report on the Creative Economy is an invaluable resource for practitioners, educators, funders, and policymakers.





# 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 your 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.

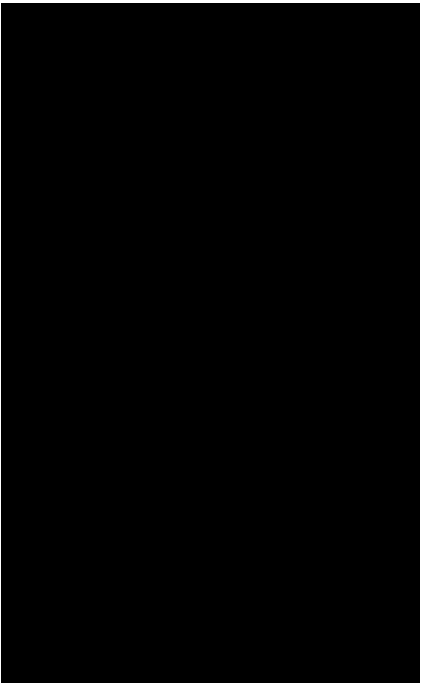
Beyond these guidelines, the potential applications are wide-open.

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.

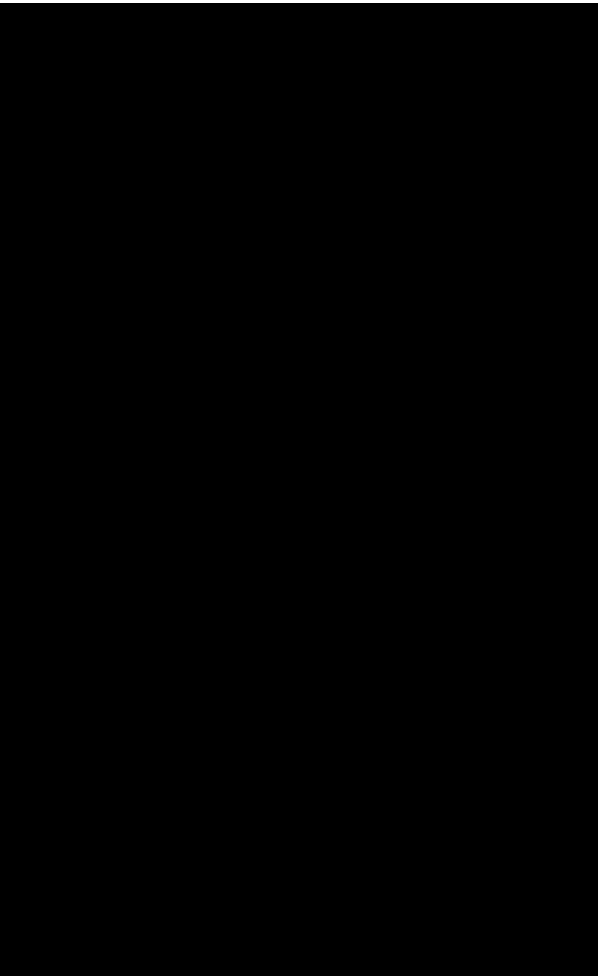
Reflexive and flexible, the Otis brand establishes a distinct presence in the art and design landscape—a truly 21st-century institution that recognizes branding as a pluralistic, experiential platform, open to evolution, guided by one scalable grid system.



A WINDOW



A CANVAS

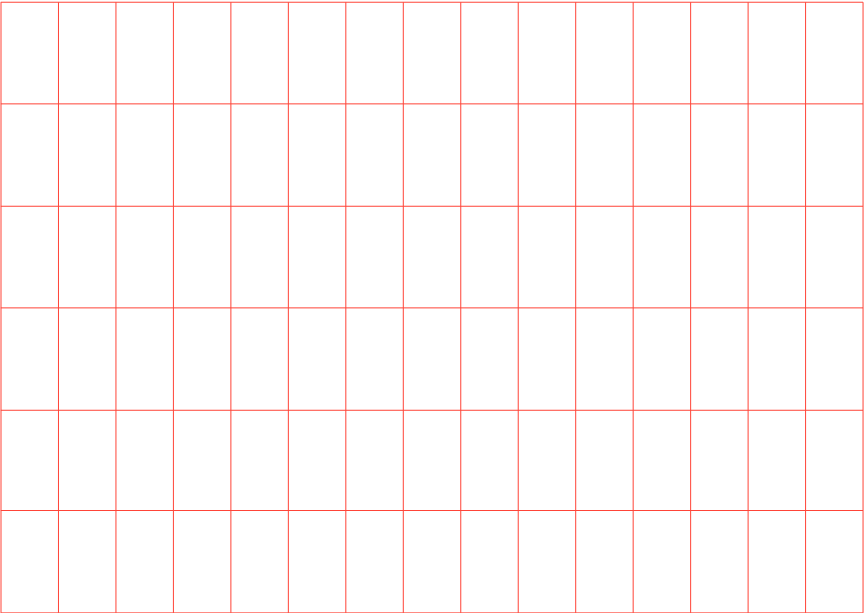
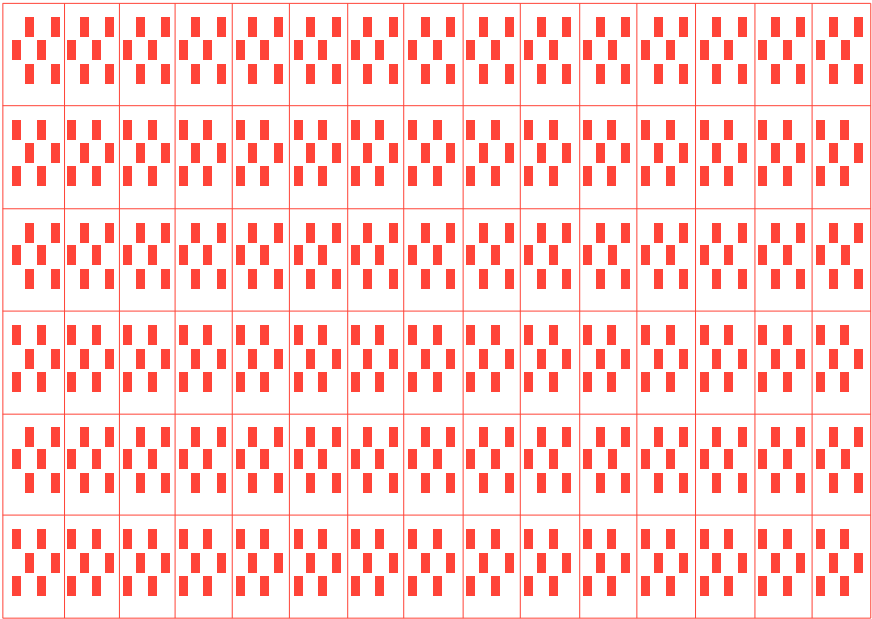


A FRAME



# 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

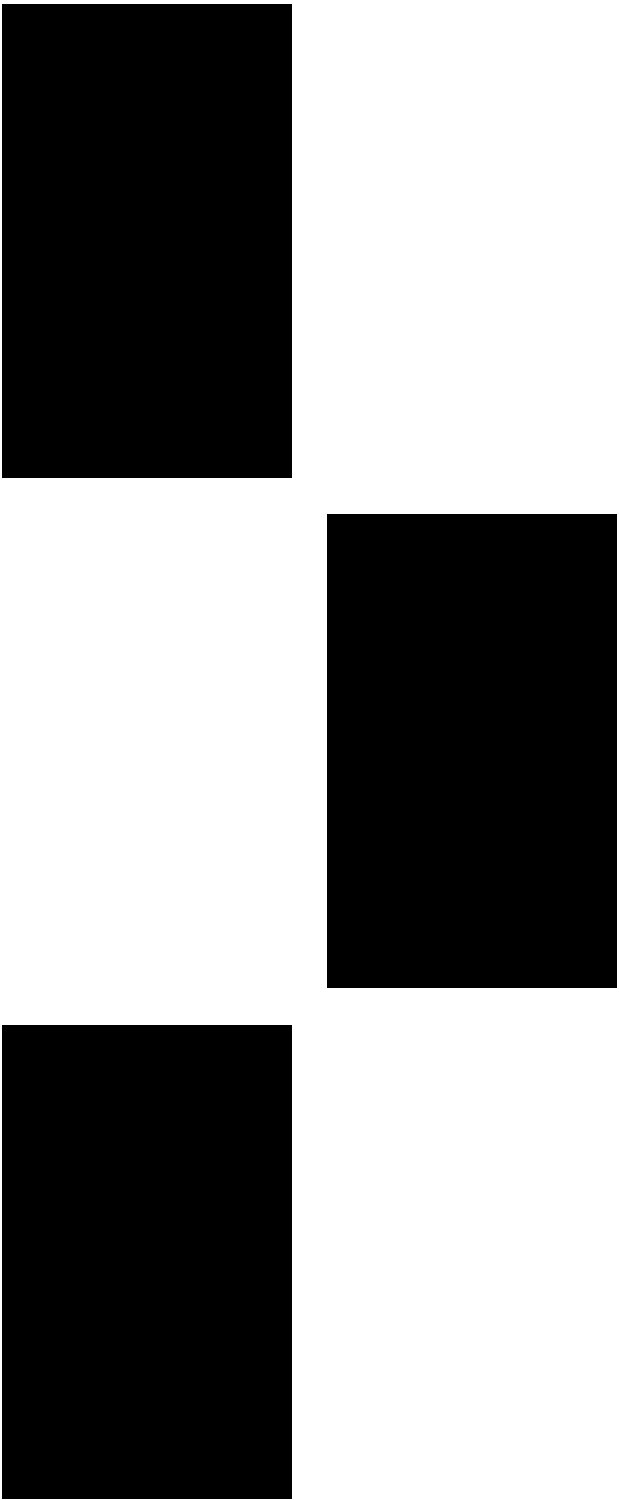
as the guidelines for clear space and size are followed (see next page). The wordmark is distinctly typeset and should never be recreated. Always use approved artwork.

# OTIS COLLEGE OF ART AND DESIGN



# ICON

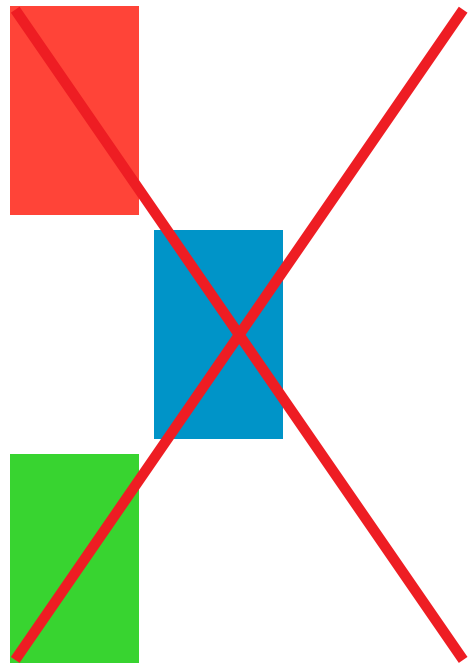
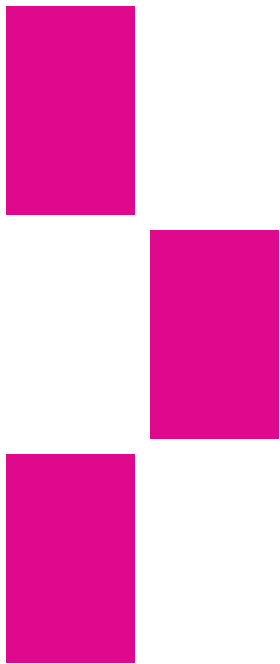
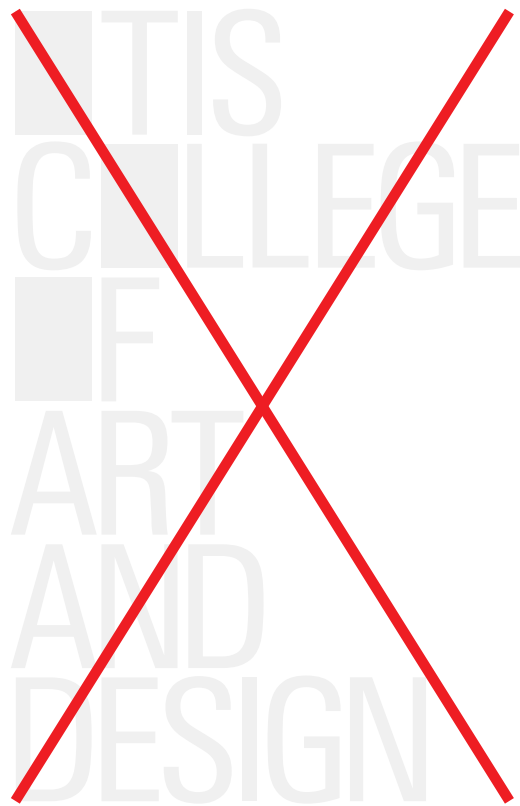
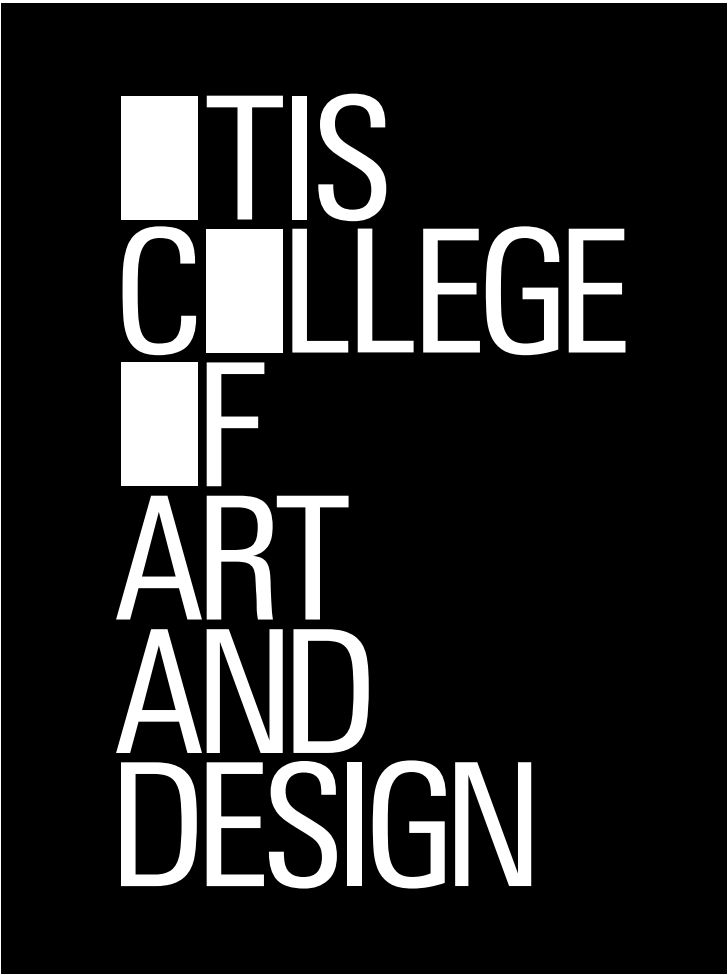
The icon is a tertiary identifier for the College consisting of the rectangles represented in the Otis College branding grid and the primary logo. It can be used in conjunction with any of the other brand elements (primary stacked logo, secondary square logo, and wordmark) to reinforce the full name 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.

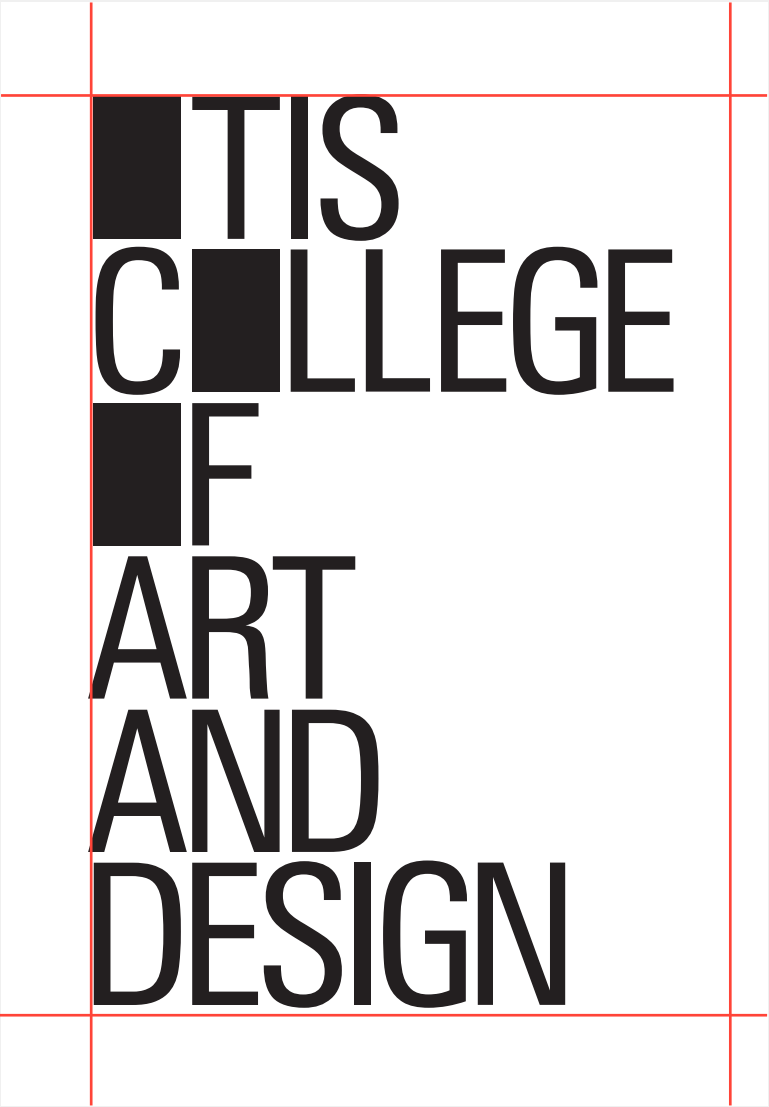




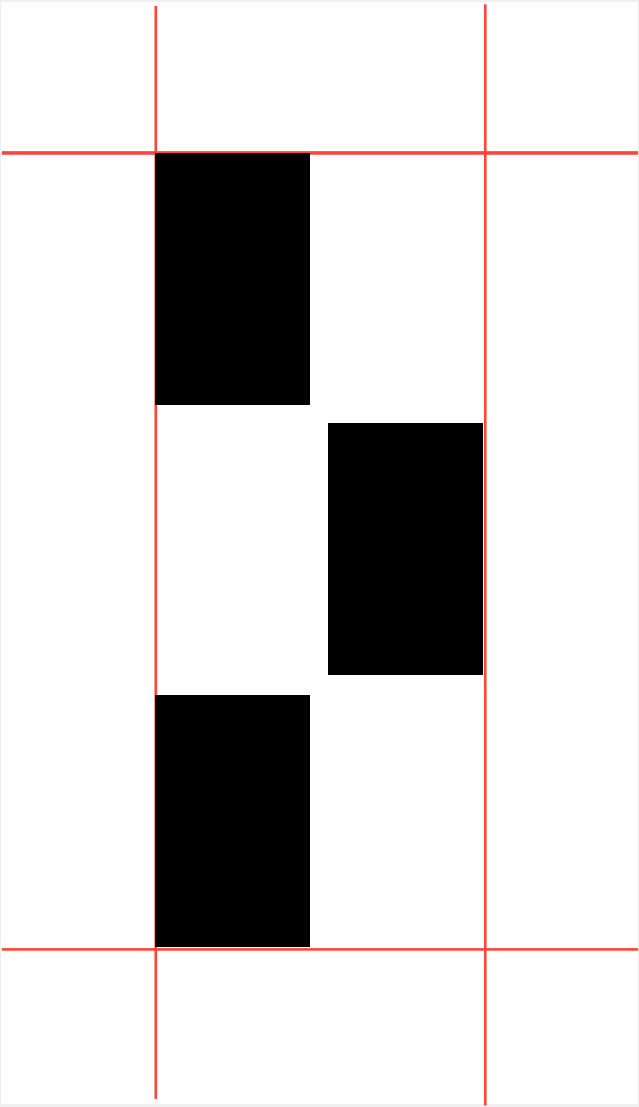
AREA OF ISOLATION

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

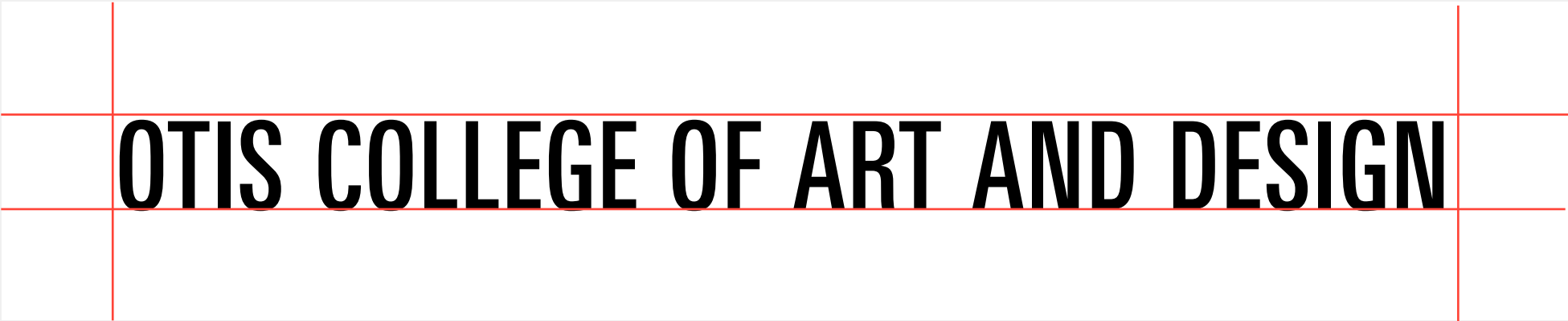


**MINIMUM SIZE**  
.5” width x 1.25” height  
50px width x 100 px height



# 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

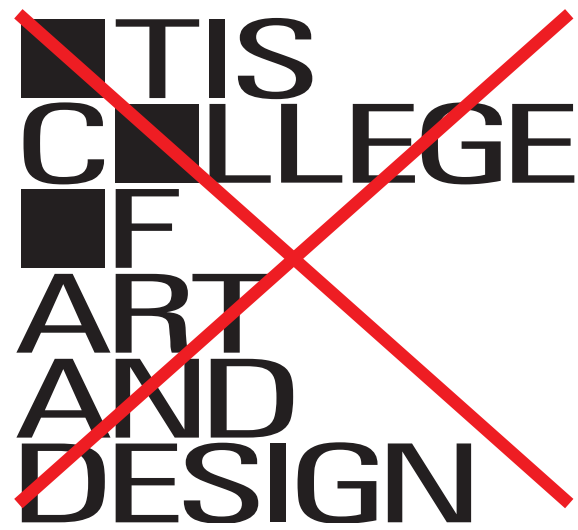
1.75" width x .125" height

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



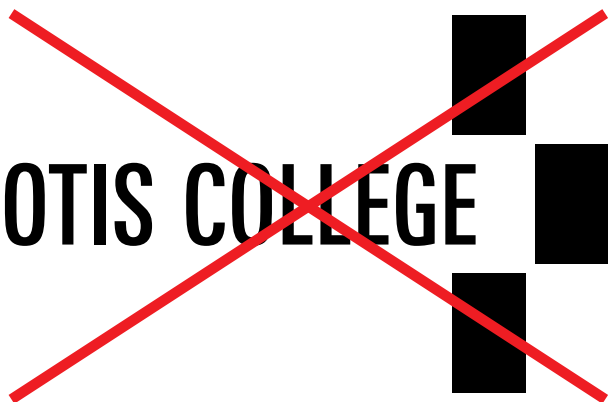
Do not outline the logo



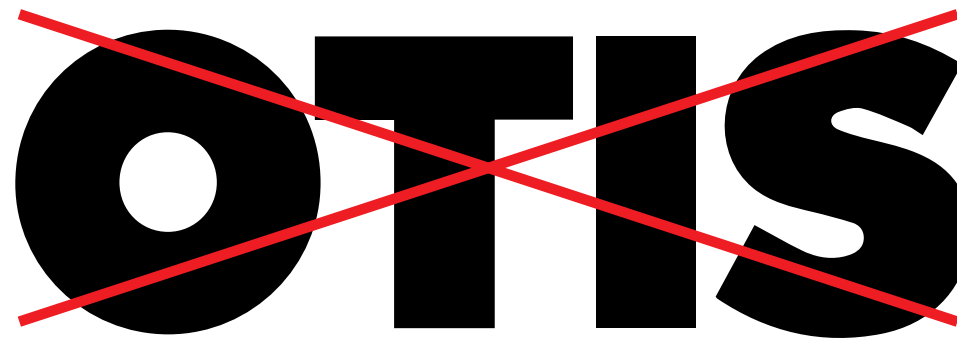
Do not apply a fill to the logo



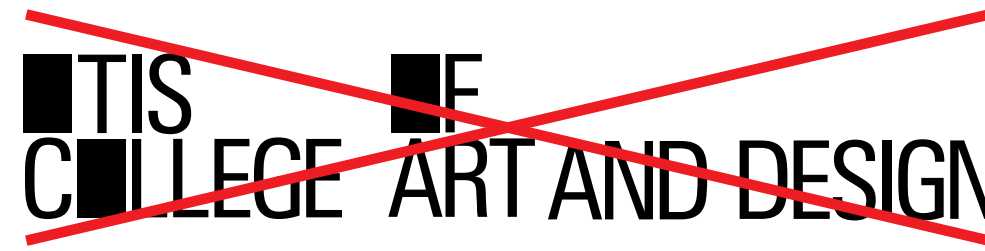
The logo must always be legible



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 seven BFA majors, two MFA programs, a continuing education / certificate degree program (Extension), and several other academic minors, and administrative divisions.

Many of these areas of distinction 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 multi-disciplinary education.

Department logos are shown on the proceeding 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](mailto: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

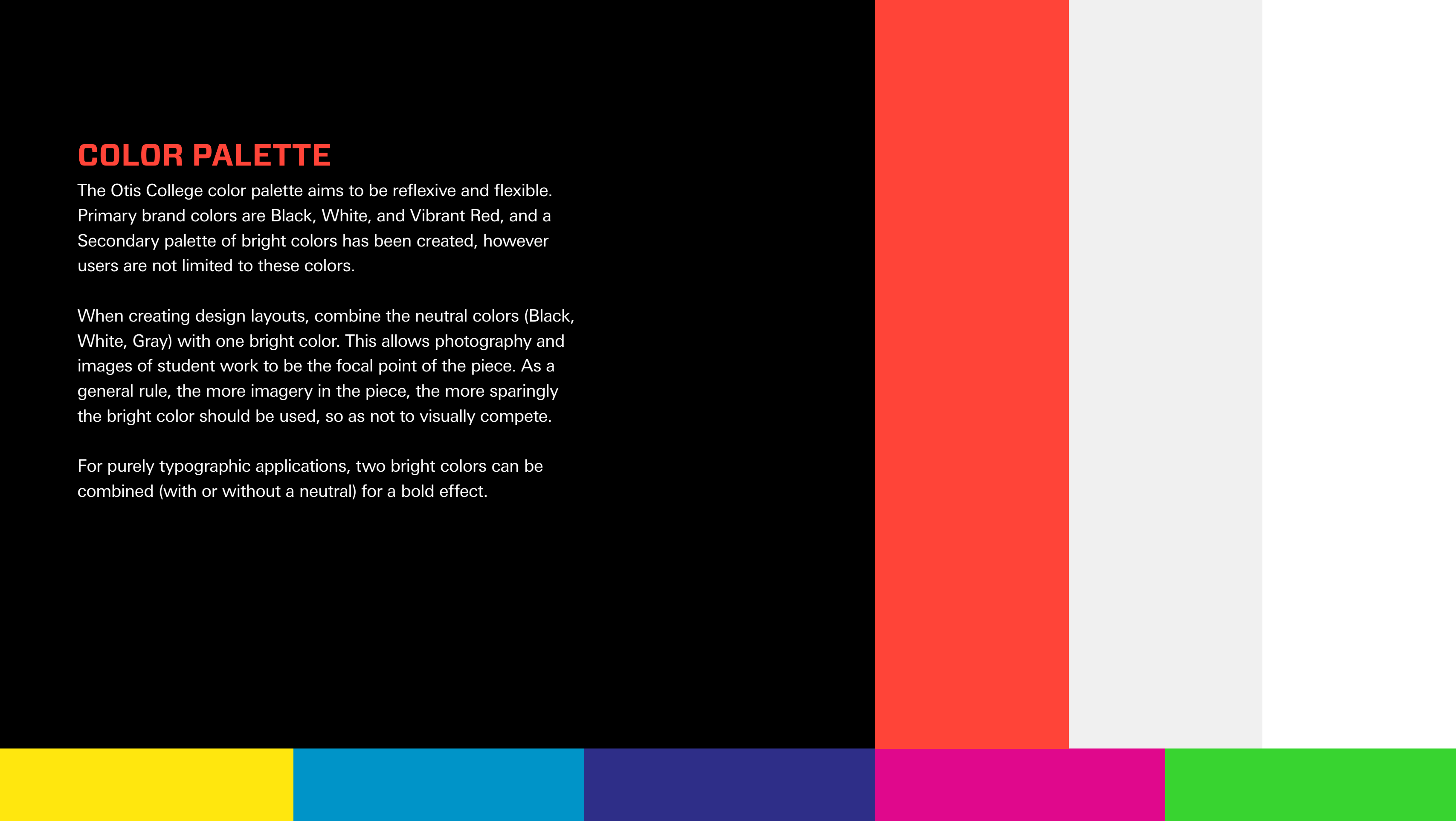
 EXTENSION

# COLOR PALETTE

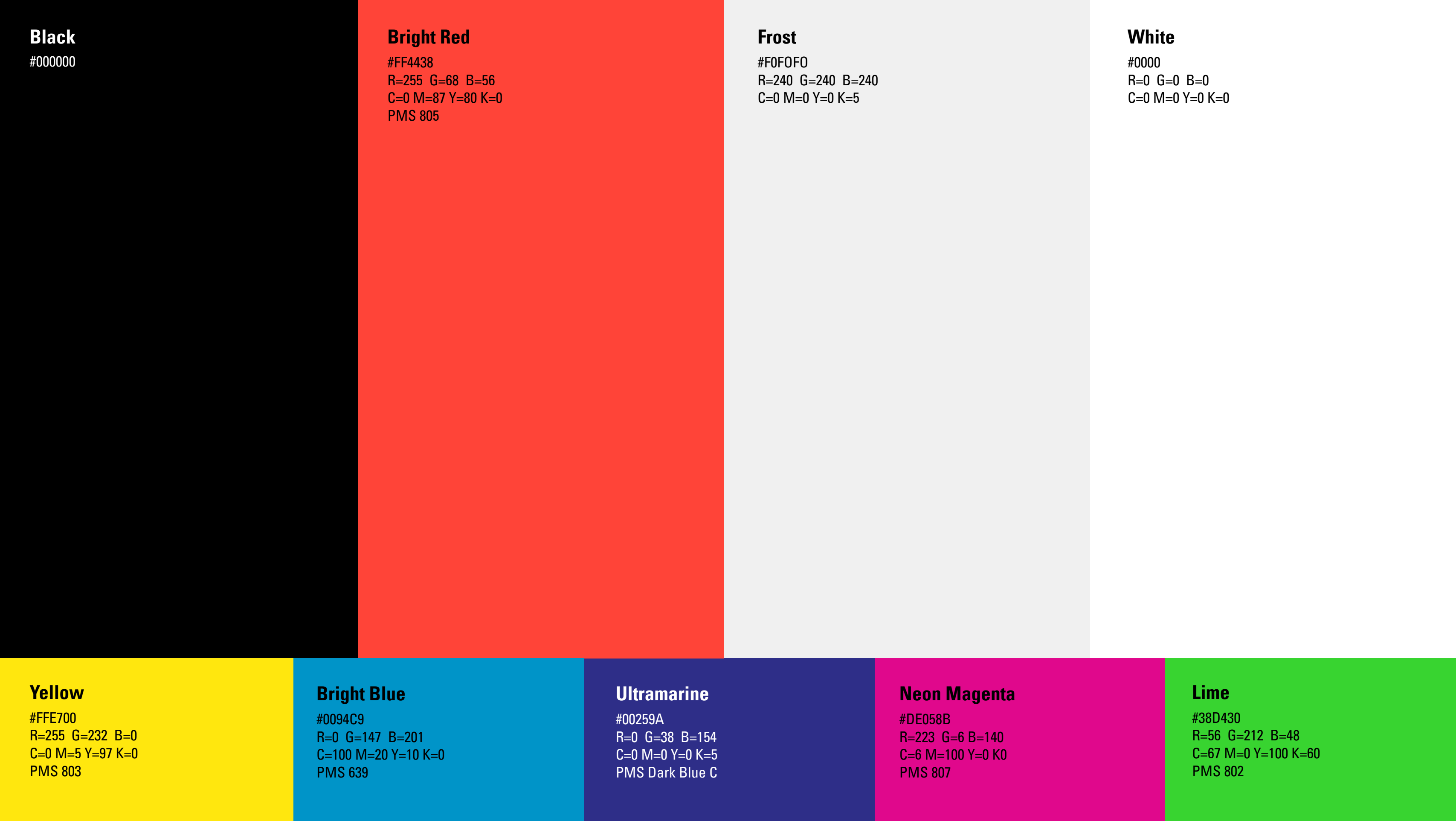
The Otis College color palette aims to be reflexive and flexible. Primary brand colors are Black, White, and Vibrant Red, and a Secondary palette of bright colors has been created, however users are not limited to these colors.

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

**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**

#0000  
R=0 G=0 B=0  
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**

#00259A  
R=0 G=38 B=154  
C=0 M=0 Y=0 K=5  
PMS Dark Blue C

**Neon Magenta**

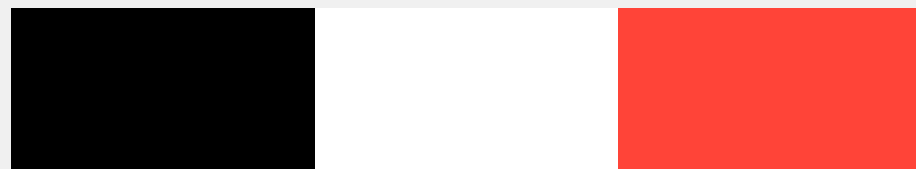
#DE058B  
R=223 G=6 B=140  
C=6 M=100 Y=0 K0  
PMS 807

**Lime**

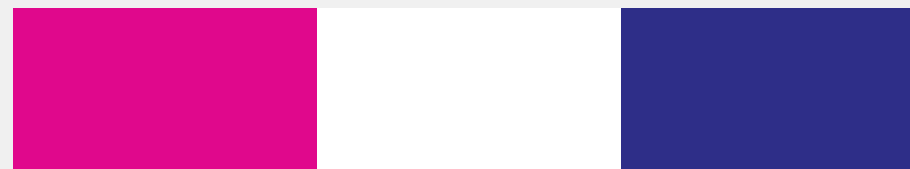
#38D430  
R=56 G=212 B=48  
C=67 M=0 Y=100 K=60  
PMS 802



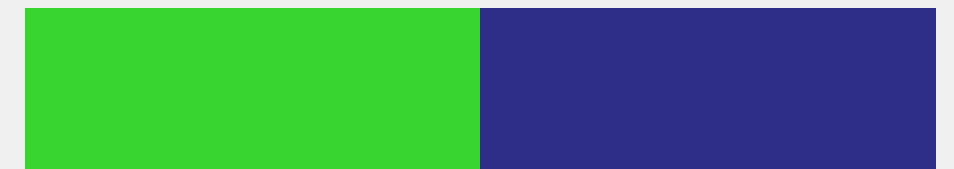
Otis College  
emphasizes  
**collaboration and  
a multidisciplinary  
education** that  
nurtures creativity,  
vision, and critical  
thinking.



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



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





# 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 for longer passages of text. IT should be able to install Forza on your computer, but if you don't have it, just used Univers.



# PHOTOGRAPHY

Our photography focuses on creators and their creations. We use no stock photography, only authentic images of our students, 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”).















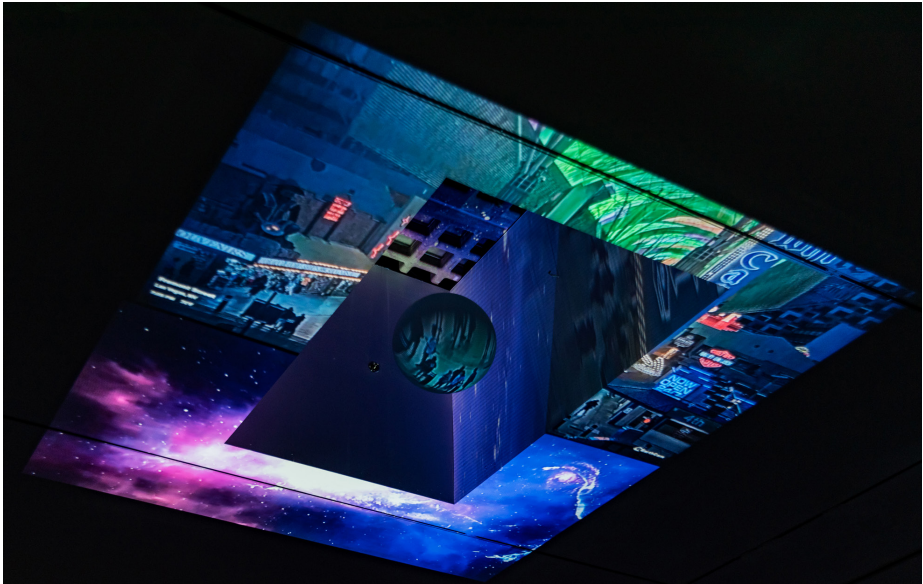






**STUDENT WORK**

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 someone who specializes in fashion. A mix of runway and editorial imagery is preferred for this discipline.





# ILLUSTRATION

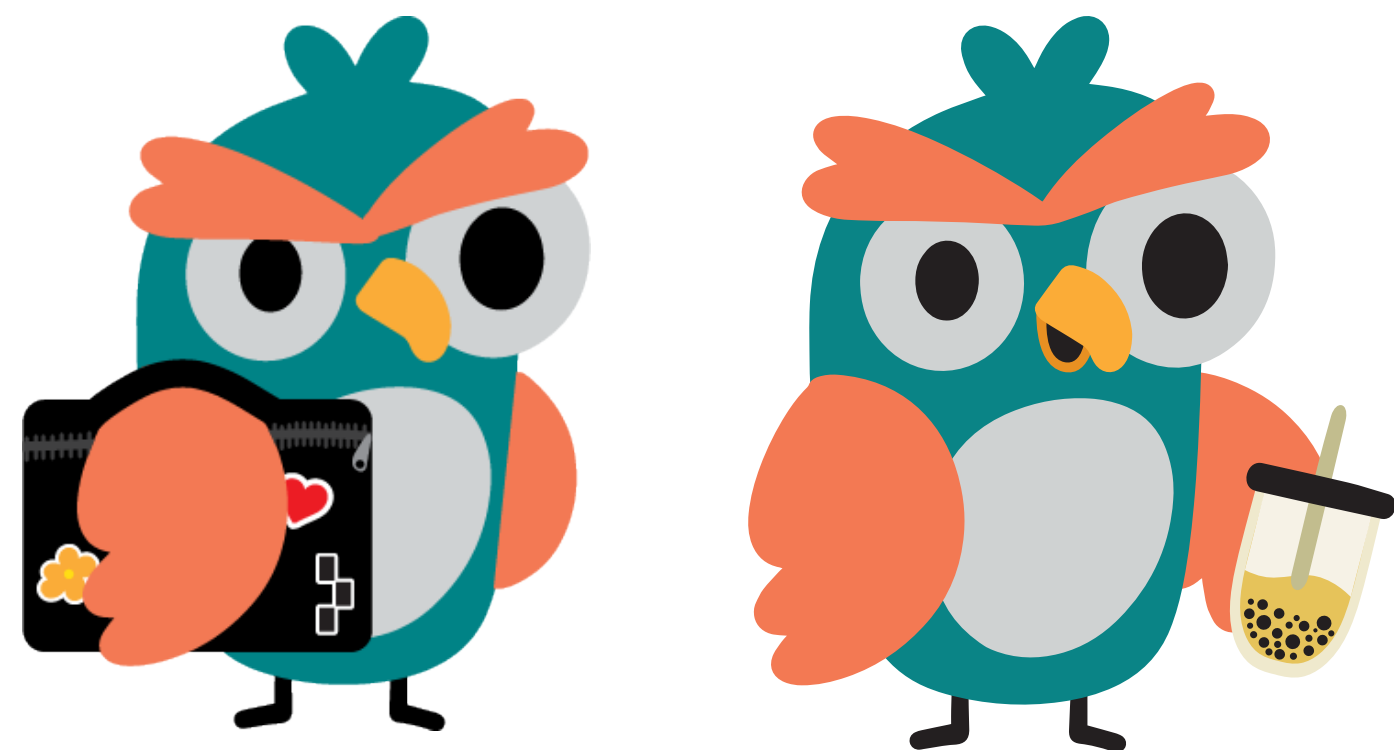
Lorem Ipsum



# 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.

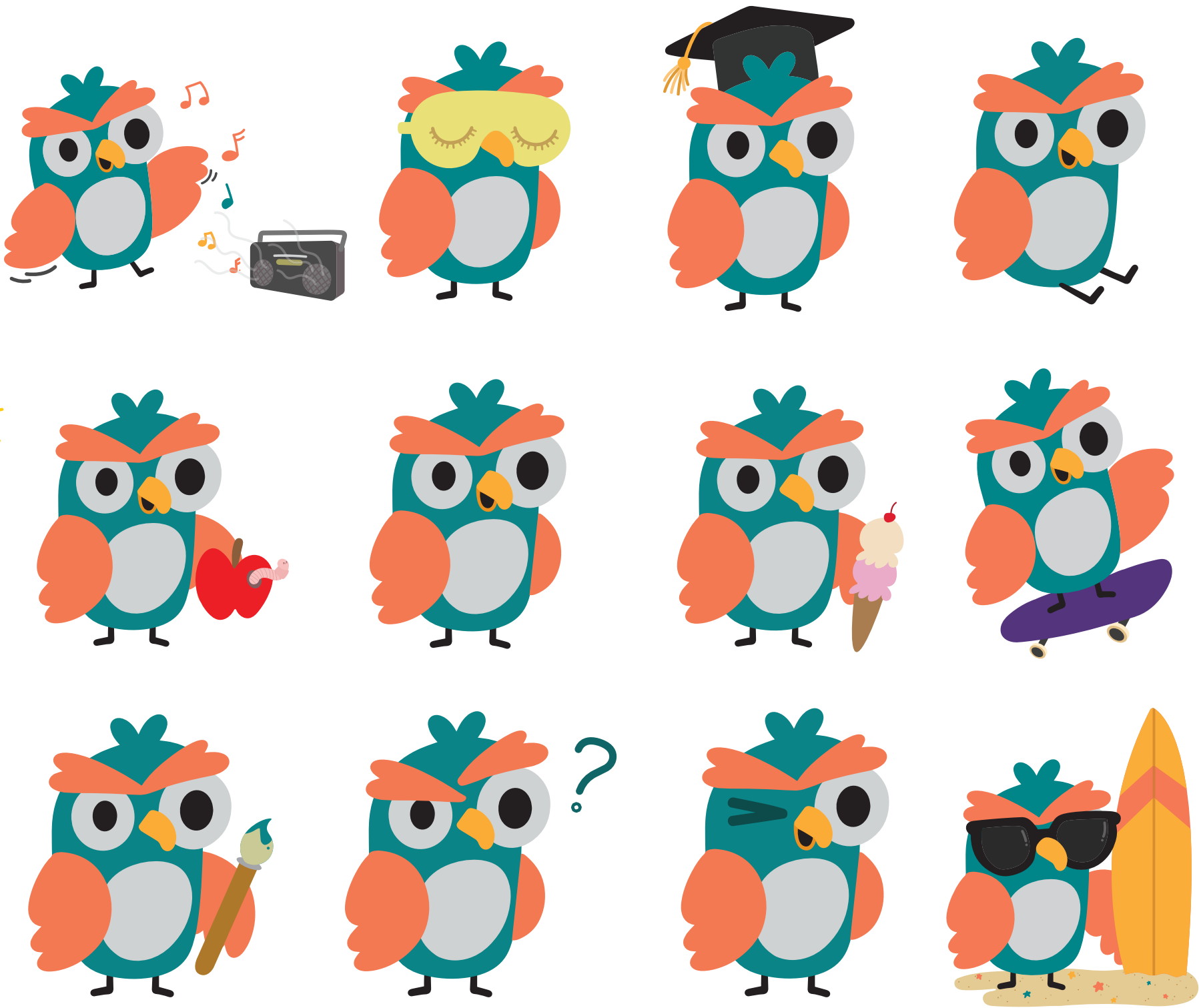
Owlbert is **NOT** a spokesperson or the face of the brand, so use them sparingly. Appropriate places to use Owlbert include flyers for on-campus social events, presentations for students and families, swag giveaways for students, and lighthearted social media posts. Owlbert is not appropriate for any 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](mailto:ecarlson@otis.edu).





APPLICATIONS FOR OWLBERT







# BRAND VOICE











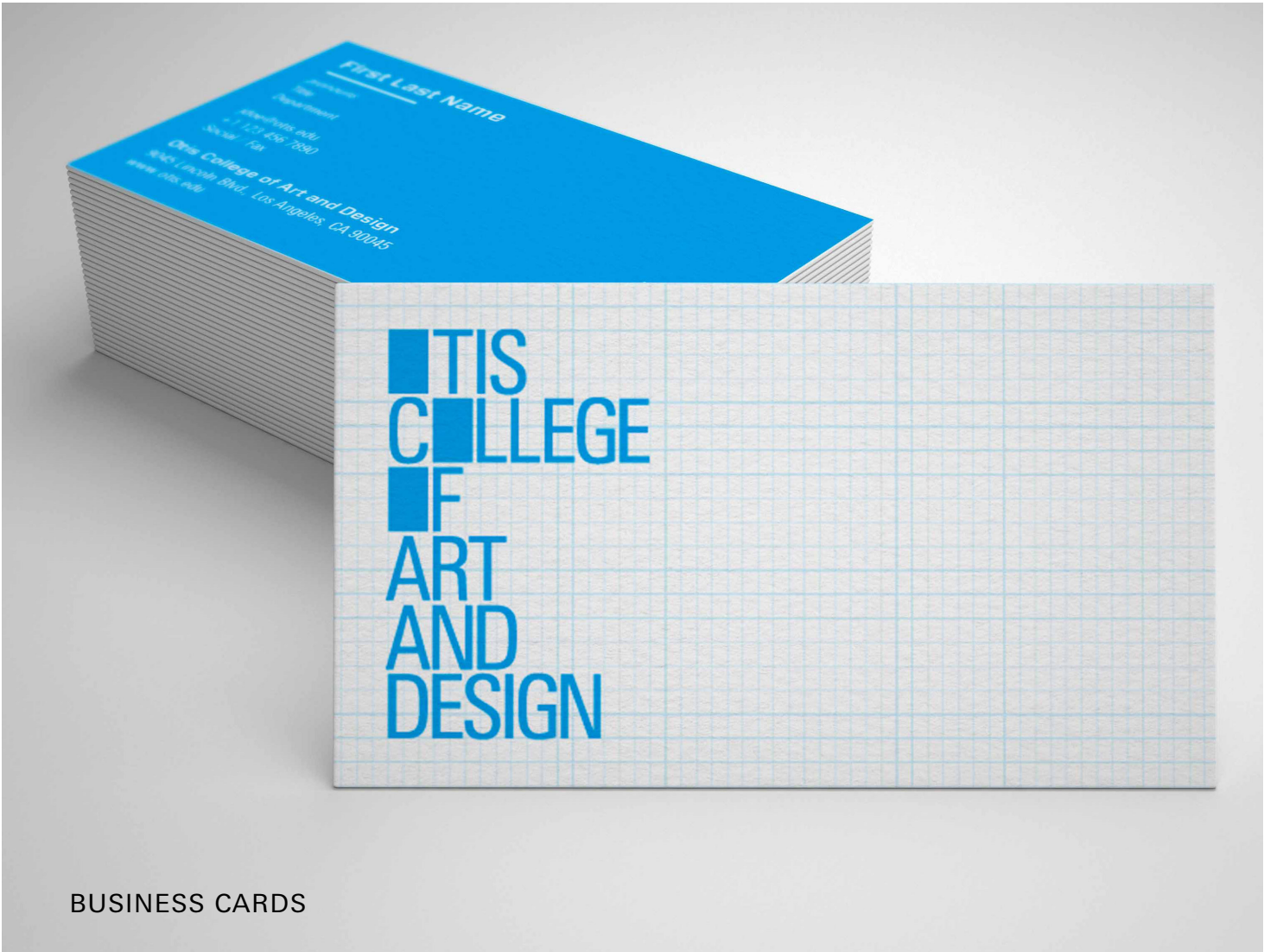


# BRAND IN ACTION



# 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](http://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.

4







# 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

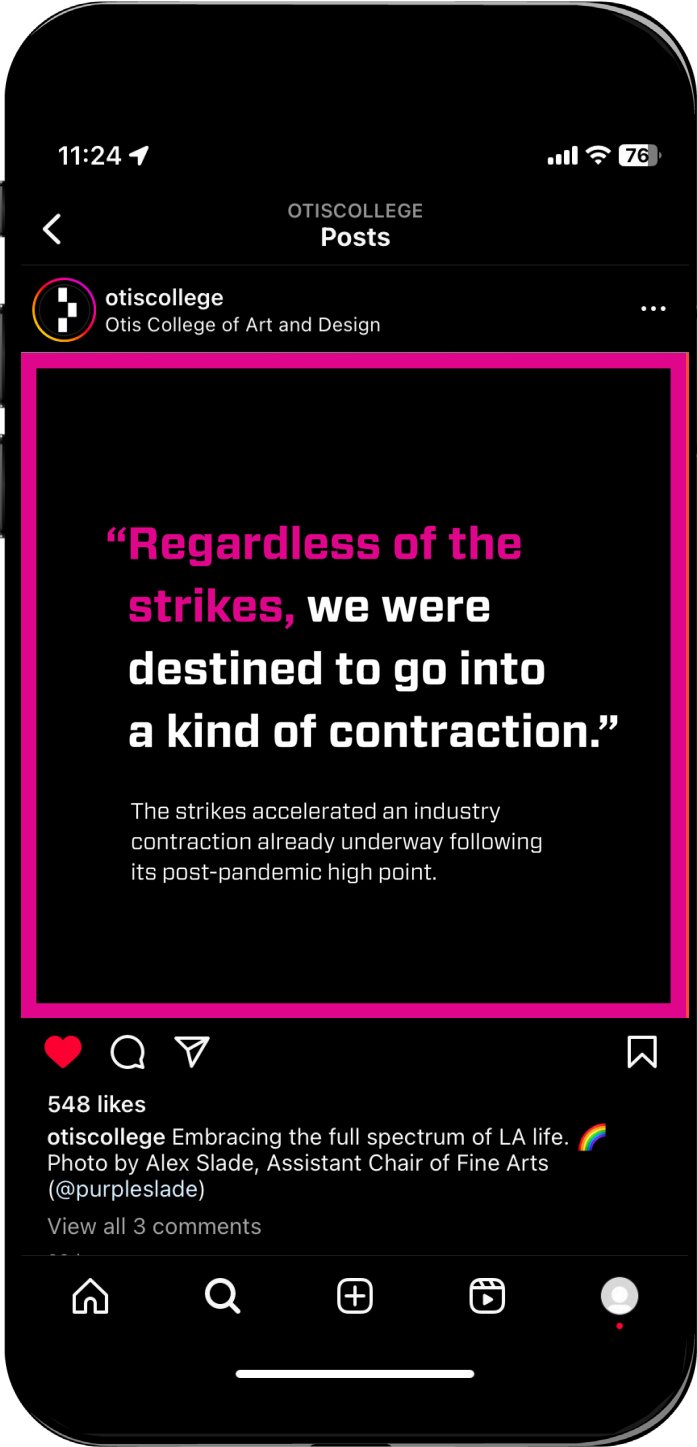
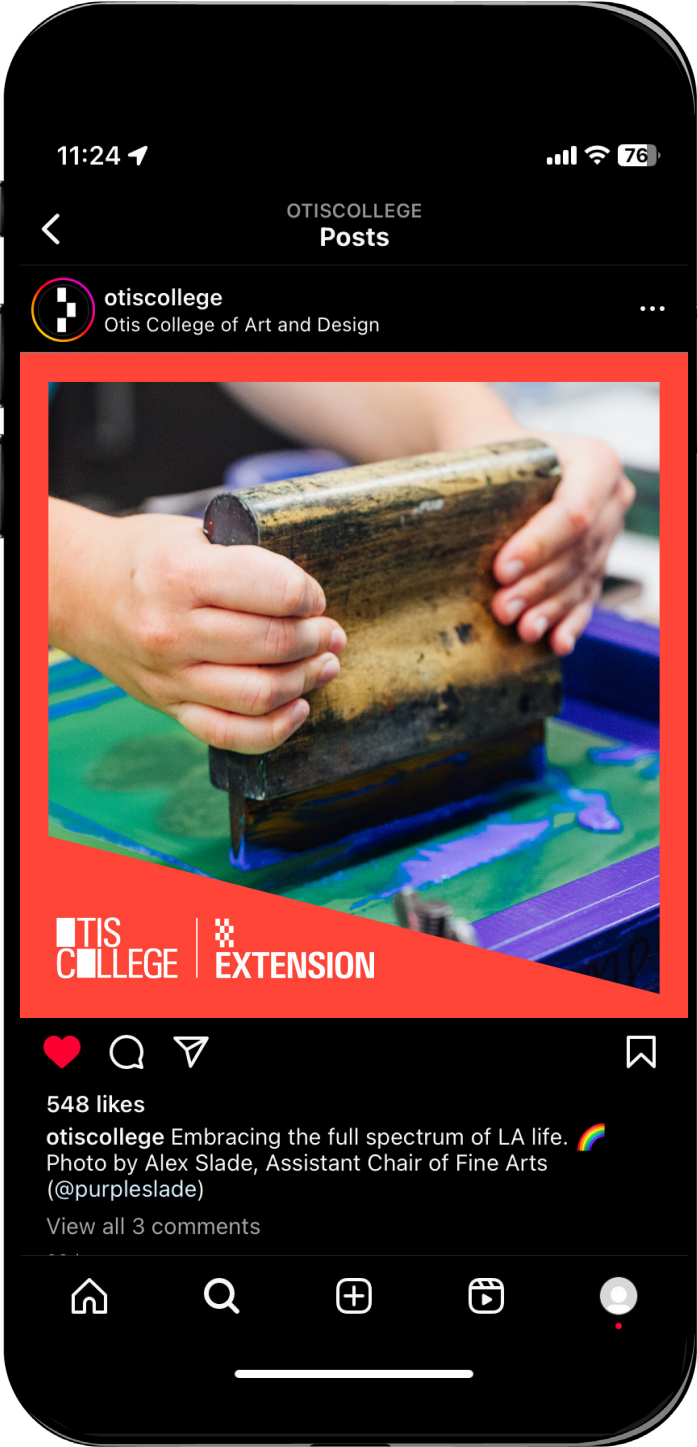
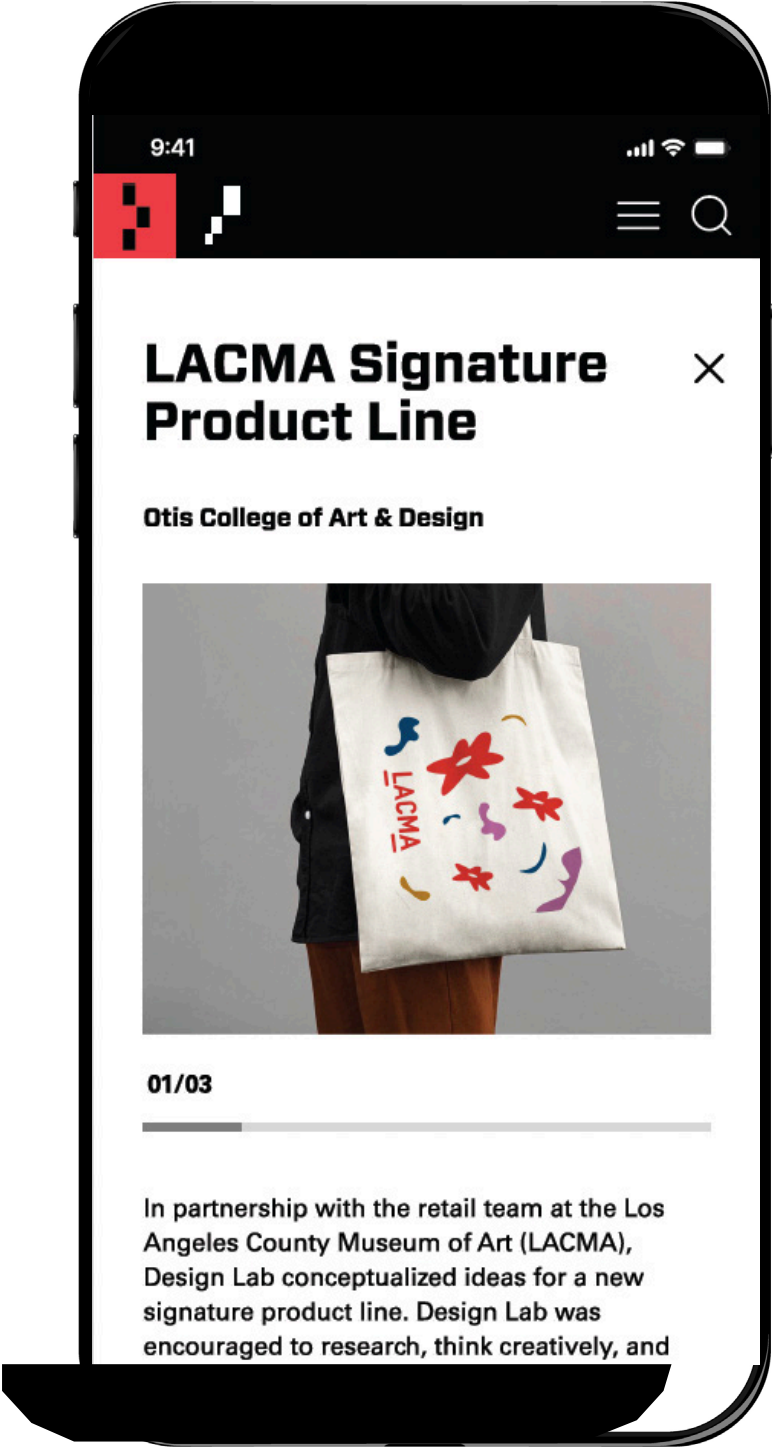
Over **2/3** of the students participated in an event/program hosted by Student Engagement and Leadership













MERCHANDISE





CAMPUS SIGNAGE



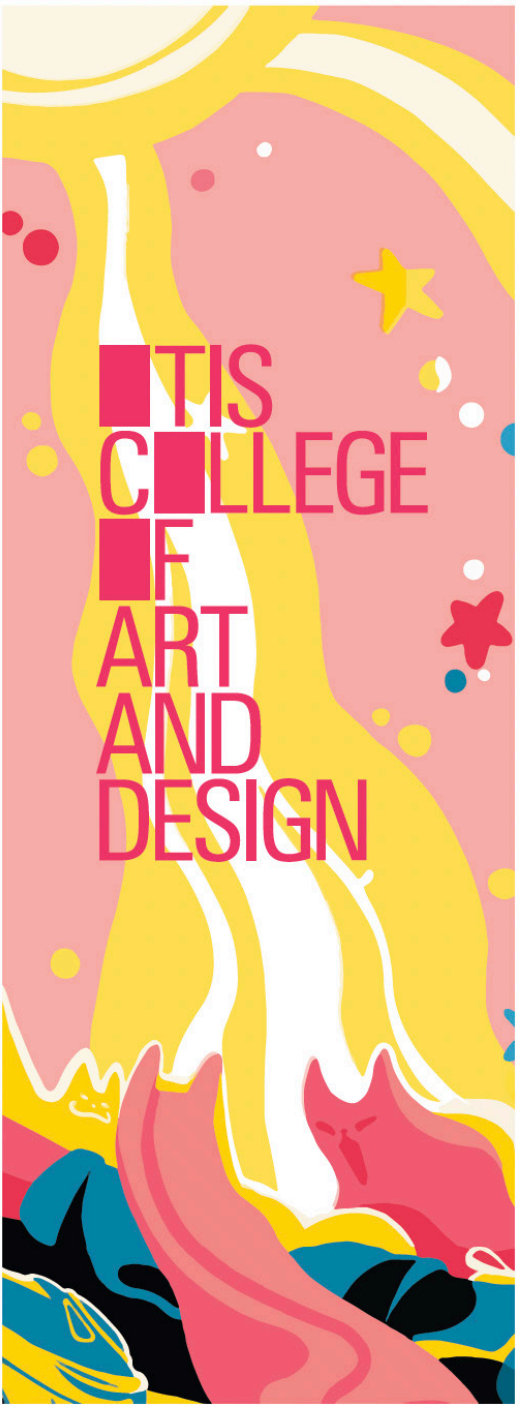
■ COMMUNICATIONS AND MARKETNG  
INSTITUTIONAL ADVANCEMENT  
←

PROVOST'S OFFICE  
SENIOR ADMINISTRATION  
→

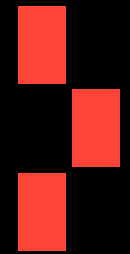
■ OTIS COLLEGE  
OF ART AND DESIGN

WELCOME!

↑ (A) AHMANSON HALL | (i) Information / Check-in  
↳ (C) GALEF CENTER FOR FINE ARTS  
← (M) RESIDENCE HALL  
← (AC) ANNE COLE BUILDING  
← (MS) MEI-LEE NEY DESIGN STUDIO  
← (WS) 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: [\*\*loremipsum\*\*](#)