



Branding and Media Guidelines

These guidelines are intended for using The Five Colleges of Ohio name and brand assets. Following these standards helps ensure a consistent and accurate representation of the consortium.

About The Five Colleges of Ohio

The Five Colleges of Ohio is a consortium connecting Denison University, Kenyon College, Oberlin College, Ohio Wesleyan University, and The College of Wooster. Together, these five leading colleges maximize resources, expand opportunities, and create greater impact through strategic partnerships, undergraduate research and experiential learning, and collaboration that advances student success and institutional excellence.

Please use the text above when referencing The Five Colleges of Ohio in news releases, event materials, or publications.

Official Name: The Five Colleges of Ohio

Acceptable References: Five Colleges of Ohio, Ohio Five

Messaging

When describing The Five Colleges of Ohio, emphasize:

- Collaboration across five leading liberal arts colleges
- Strategic partnerships that expand collective impact
- Student opportunities and career pathways
- Undergraduate research and experiential learning
- Workforce and employer engagement

Lead with the consortium's collective strength and value, rather than individual institutions, when appropriate.

Member College References

The official order to use when referencing our member institutions:

Denison University, Kenyon College, Oberlin College, Ohio Wesleyan University, The College of Wooster

Represent member institutions equally unless the initiative requires otherwise.

Logo and Brand Colors

The Five Colleges of Ohio visual identity uses the following primary colors. These colors should be used consistently across digital and print materials. Our preferred brand typeface is Mulish. When unavailable, use a sans serif font.

Brand:		Logo:	
Color	HEX	Color	HEX
Dark Green	#536942	Red	#E81727
Light Green	#526840	Dark Gray	#29333A
Gold	#BF9C00	Dark Red	#C8102E
Dark Blue	#32363B	Gold	#FCB900
White	#FFFFFF	Purple	#8F80FF
Light Gray	#F5F5F5		

Logo Usage

Ohio Five logos are for approved use only and may not be used without permission. Use only the official logo files provided in the media kit. When using the logo:

- Use only official logo files at the original proportions.
- Maintain adequate clear space around the logo.
- Do not distort, crop, alter or add effects.
- Use full-color whenever possible.
- Use white on dark backgrounds; black on light backgrounds.

Photography

We encourage the use of authentic photography that reflects:

- Students, faculty, campus life
- Research and experiential learning
- Employer partnerships
- Collaborative programs and events

Please avoid generic stock or AI photography whenever possible. Images should accurately represent the diversity and mission of our consortium and member institutions.

Co-Branding

When using The Five Colleges of Ohio brand alongside another organization's logo:

- Maintain equal visual prominence unless otherwise agreed.
- Preserve clear space around each logo.
- Do not combine logos into a single graphic.
- Do not modify either organization's logo.
- Contact communications@ohio5.org before creating new co-branded materials for public distribution.

Media Inquiries

For interviews, media inquiries, announcements, or other brand asset requests, please [contact us](#).

Downloads

The media kit includes Brand guidelines PDF and Official logo files