PRIMARY LOGO
Authorized Colors
One- and two-color
Correct / incorrect color applications

HASHTAGS

SECONDARY MARKS
Pistol Pete and standard versions
Sport / club specific Petes

LIMITED / EXCLUSIVE USE MARKS
Football helmet decal
Phantom Pete
POSSE star
Baseball cap only
Bedlam Series
Barbwire / Bandana
Marshall Badge
Season of Orange

LOGO HIERARCHY

Note registration mark
Primary Logo
- Authorized Colors
- One- and two-color
- Correct / incorrect color applications

Hashtags

Secondary Marks
- Pistol Pete and standard versions
- Sport / club specific Petes

Limited / Exclusive Use Marks
- Football helmet decal
- Phantom Pete
- POSSE star
- Baseball cap only
- Bedlam Series
- Barbwire / Bandana
- Marshall Badge
- Season of Orange

Logo Hierarchy
PRIMARY LOGO
Authorized Colors
One- and two-color
Correct / incorrect color applications

HASHTAGS

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Pistol Pete and standard versions
Sport / club specific Petes

LIMITED / EXCLUSIVE USE MARKS
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Phantom Pete
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Barbwire / Bandana
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LOGO HIERARCHY
AUTHORIZED COLORS
One- and two-color
Correct / incorrect color applications

HASHTAGS

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LOGO HIERARCHY
PRIMARY LOGO
Authorized Colors
One- and two-color
Correct / incorrect color applications

HASHTAGS

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LOGO HIERARCHY
AUTHORIZED COLORS

One- and two-color
Correct / incorrect color applications

HASHTAGS

SECONDARY MARKS

Pistol Pete and standard versions
Sport / club specific Petes

LIMITED / EXCLUSIVE USE MARKS

Football helmet decal
Phantom Pete
POSSE star
Baseball cap only
Bedlam Series
Barbwire / Bandana
Marshall Badge
Season of Orange

LOGO HIERARCHY
PRIMARY LOGO
Authorized Colors
One and two-color
Correct / incorrect color applications

HASHTAGS
#okstate (primary hashtag, always lower case)
#GoPokes

SECONDARY MARKS
Pistol Pete and standard versions
Sport / club specific Petes

LIMITED / EXCLUSIVE USE MARKS
Football helmet decal
Phantom Pete
POSSE star
Baseball cap only
Bedlam Series
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Marshall Badge
Season of Orange

LOGO HIERARCHY
PRIMARY LOGO
- Authorized Colors
- One- and two-color
- Correct / incorrect color applications

HASHTAGS

SECONDARY MARKS
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LIMITED / EXCLUSIVE USE MARKS
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- Marshall Badge
- Season of Orange

LOGO HIERARCHY
PRIMARY LOGO
Authorized Colors
One and two-color
Correct / incorrect color applications

HASHTAGS

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Pistol Pete and standard versions
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LIMITED / EXCLUSIVE USE MARKS
Football helmet decal
Phantom Pete
POSSE Star
Baseball cap only
Bedlam Series
Barbwire / Bandana
Marshall Badge
Season of Orange

LOGO HIERARCHY
Helmet decal
Phantom Pete
POSSE star
OSU specific
Cowboy baseball hat only
OKLAHOMA STATE®
COWBOYS®
COWGIRLS®

Barbwire custom wordmarks

HASHTAGS
SECONDARY MARKS
LIMITED / EXCLUSIVE USE MARKS
LOGO HIERARCHY
PRIMARY LOGO
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One and two-color
Correct / incorrect color applications

HASHTAGS

SECONDARY MARKS
Pistol Pete and standard versions
Sport / club specific Petes

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Football helmet decal
Phantom Pete
POSSE star
Baseball cap only
Bedlam Series
Barbwire / Bandana
Marshall Badge
Season of Orange

LOGO HIERARCHY

Marshall badge
2018-19 marketing slogan

PRIMARY LOGO
- Authorized Colors
- One- and two-color
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HASHTAGS

SECONDARY MARKS
- Pistol Pete and standard versions
- Sport / club specific Petes

LIMITED / EXCLUSIVE USE MARKS
- Football helmet decal
- Phantom Pete
- POSSE star
- Baseball cap only
- Bedlam Series
- Barbwire / Bandana
- Marshall Badge
- Orange Power

LOGO HIERARCHY
**PRIMARY LOGO**
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**HASHTAGS**

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- Barbwire / Bandana
- Marshall Badge
- Season of Orange

**PRIMARY ATHLETIC MARK**

**SECONDARY ATHLETIC MARKS**

**LIMITED USE / EXCLUSIVE ATHLETIC MARKS**

**LOGO HIERARCHY**