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
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**

**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

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
PRIVATE 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
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

Barbwire / Bandana

Marshall Badge

Season of Orange

LOGO HIERARCHY
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

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

Helmet decal

Phantom Pete

POSSE star

OSU specific

Cowboy baseball hat only
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

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

Marshall badge
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
Orange Power

LOGO HIERARCHY

2018-19 marketing slogan
**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**