

The name

The name of your Oxfam America club should be written as Oxfam America at [Name of School]. You should use the name or shorthand for your college or university that is most commonly used, and familiar with those on campus, whether this is the full name, abbreviation, or acronym.

Oxfam America at UT Austin
Oxfam America at Yale University
Oxfam America at IUPAUI

The logo

There are two constructions of the Oxfam America club logo: One-line and two-line. The one-line construction should be used for schools with relatively short names. The two-line version may be used when more space is required to accommodate a longer name.



UT Austin



University
of Chicago

Variations

Full color

> Use when the logo appears against a white background.



Solid black

> Use when the logo appears against a light background, or when it appears in black and white.



White

> Use against green, black, or other dark background.



In text:

Oxfam America at UT Austin

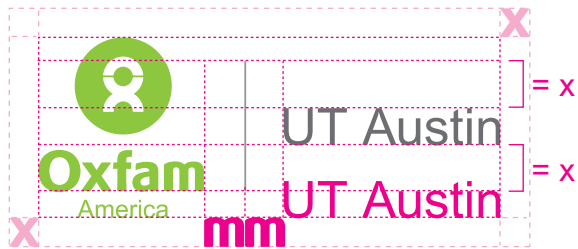
In text in place of logo:

Oxfam America @ UT Austin

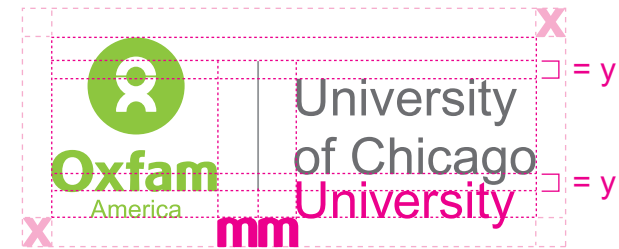
Logo construction

There are two constructions of the logo: One-line and two-line versions. The one-line version should be used for schools with relatively short names. The two-line version may be used when more space is required to accommodate longer school names.

One line school name



Two line school name



Color palette



Oxfam America logo
Pantone 376
CMYK: 56C 100Y
RGB: 153R 204G 0B
Web: cc9900



School name
70% Black
CMYK: 70K
RGB: 110R 110G 110B
Web: 6e6e6e



Line
50% Black
CMYK: 50Y
RGB: 149R 149G 149B
Web: 959595

Color

Oxfam green is Oxfam America's primary corporate color, and the only color, apart from black and white, that the logo should appear in. Generally, Oxfam green should be used prominently in your materials.



Replicating Oxfam green:

4-color (CMYK) printing: 56% cyan, 0% magenta, 100% yellow, 0% black

One- and two-color printing: Pantone 376

Websites: #99CC00

Other onscreen uses: R = 153 G= 204 B=0

Typefaces

The main Oxfam typeface is Arial. It should be used 99.9 per cent of the time.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%^&*(){}[]

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%^&*(){}[]

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @\$%^&(){}[]*

Logo template files:

Use one of the logo template files, one-line or two-line, to create your own Oxfam America club logo. Each file is labeled with a suffix to indicate the appropriate usage.

Club_online_Black.eps: *Black and white*

Club_online_CMYK.eps: *full color printing*

Club_online_PMS.eps: *one- or two-color printing*

Club_online_RGB.eps: *on-screen use*

Club_online_White.eps: *White logo*