



Oklahoma State University

Current Revision Date: 03/04/25

Established: 1890

Location: Stillwater, OK

Mascot: Cowboys/Cowgirls

Mascot Name: Pistol Pete

Conference: Big 12

Verbiage

Oklahoma State University®
Oklahoma State®
OSU®
Cowboys™
Cowgirls™

OSU® Cowboys
OSU® Cowgirls
Oklahoma State Cowboys™
Oklahoma State Cowgirls™
Oklahoma State University Cowboys™

Pokes™
Go Pokes™
Boone Pickens Stadium™
Gallagher-Iba Arena™
Pistols Firing™

okstate™
Here Comes Bullet™
Orange Power™

OSU Orange

PANTONE Orange 021 C
CMYK: 0/75/100/0 | RGB: 250/100/0
MADEIRA | Rayon: 1078 Polyneon: 1678

Black

PANTONE Process Black C
CMYK: 0/0/0/100 | RGB: 0/0/0
MADEIRA | Rayon: 1000 Polyneon: 1800

White

White
C: 0 M: 0 Y: 0 K: 0 | R: 255 B: 255 G: 255
MADEIRA | Rayon: 1001 Polyneon: 1801

Light Gray

PANTONE Cool Gray 2 C
CMYK: 5/3/5/11 | RGB: 208/208/206
MADEIRA | Rayon: 1086 Polyneon: 1811

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

Primary Logo



Secondary Logos



Limited Use



Pistol Pete Marks



Helmet Marks





Word Marks

25 OKLAHOMA STATE ®	26 OKLAHOMA STATE ®	27 OKLAHOMA STATE ®	28 OKLAHOMA STATE ®	29 OKLAHOMA STATE ®
30 OKLAHOMA STATE ®	31 OKLAHOMA STATE ®	32 OKLAHOMA STATE ®	33 OKLAHOMA STATE ®	34 OKLAHOMA STATE ®
35 COWBOYS ™	36 COWBOYS ™	37 COWBOYS ™	38 COWBOYS ™	39 COWBOYS ™
40 COWGIRLS ™	41 COWGIRLS ™	42 COWGIRLS ™	43 COWGIRLS ™	44 COWGIRLS ™
45 GO POKES ™	46 GO POKES ™	47 GO POKES ™	48 GO POKES ™	49 GO POKES ™
50 POKES ™	51 POKES ™	52 POKES ™	53 POKES ™	54 POKES ™



Word Marks Cont.

55 *Pokes*™

56 *Pokes*™

57 *Pokes*™

58 *Pokes*™

59 *Pokes*™

60 *Cowboys*™

61 *Cowboys*™

62 *Cowboys*™

63 *Cowboys*™

64 *Cowgirls*™

65 *Cowgirls*™

66 *Cowgirls*™

67 *Cowgirls*™

Institutional Marks

68  OSU-OKC

69  TULSA

70  MEDICINE

71  CENTER FOR HEALTH SCIENCES

72  INSTITUTE OF TECHNOLOGY

73  OSU-OKC

74  TULSA

75  MEDICINE

76  CENTER FOR HEALTH SCIENCES

77  INSTITUTE OF TECHNOLOGY

ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks
- Pistol Pete always needs letters "OSU" down his left chap
- Must use PMS 166 Orange and PMS 151 Light Orange
- "State" must be spelled out; cannot be abbreviated