THE NAME

The name of your Oxfam club should be written as Oxfam 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 at UT Austin
Oxfam at Yale University
Oxfam at IUPUI

THE LOGO

There are two constructions of the Oxfam 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
Oxford
Oxford

OHIO STATE UNIVERSITY
VARIATIONS

**Full color:** Use when the logo appears against a white background

![Oxfam Logo](image)

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

![Oxfam Logo](image)

**White:** Use against green, black, or other dark background.

![Oxfam Logo](image)

IN TEXT

Oxfam at UT Austin

GETTING YOUR OXFAM CLUB LOGO

If you have a new Oxfam campus club, please email clubs@oxfamamerica.org to learn how your club can receive a personalized Oxfam logo for use on your club materials and website.

Do not attempt to recreate your own Oxfam Club logo.
COLOR
Oxfam green is Oxfam’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: 59C, 0M, 100Y, 0K
One- and two-color printing: Pantone 376
Websites: #61A534
Other onscreen uses: R=97 G=165 B=52

TYPEFACES

Logo
The primary typeface in the Oxfam Club logo is Oxfam T-Star Pro, and is a privately-licensed typeface that is not widely available, and should only be used in the logo.

Other communications
The typeface you should use for your communications projects is Arial, which is available on all computers.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @$%^&*()[]

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @$%^&*()[]

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @$%^&*()[]