**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 IUPUI

**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.
VARIATIONS

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

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

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

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**IN TEXT**

Oxfam America at UT Austin

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**GETTING YOUR OXFAM AMERICA CLUB LOGO**

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

**Do not attempt to recreate your own Oxfam America Club logo.**
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:** 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 America 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**

```
ABCDEFGHJKLMNPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @#$%^&*(){}
```

**Arial Bold**

```
ABCDEFGHJKLMNPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @#$%^&*(){}
```

**Arial Italic**

```
ABCDEFGHJKLMNPQRSTUWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 @#$%^&*(){}
```