The Oriental Institute logo is our identity. For an effective identity the logo should appear consistent throughout all print and digital communications.

The Oriental Institute logo is composed of our wordmark and emblem. The wordmark is set in Neutraface Book Small Caps and the emblem is the Achaemenid gold roundel OIM# A28582.

Neutraface was selected for its clean, unobtrusive look that is derived from building lettering by the architect Richard Neutra. Neutraface is used for the brass lettering in the lobby and on the exterior of the building.

Mythological hybrids are prevalent among the cultures of the ancient Middle East and one beautiful and well-wrought example from our collection is the gold repoussé snarling winged lion. The roundel exemplifies the craft and magnificence of the peoples of the ancient Middle East.
The logo should appear in the following colors only:

In maroon (preferred)
In gray or black (typically for BW reproduction)
In white when over dark backgrounds (the University color palette is the preferred background color)
In dark green or one of the select seasonal colors

Spring
Light Green

Summer
Maroon

Autumn
Orange

Winter
Blue
If there is a need for a specific address it can be created for you. Or you can lay it out yourself, the type is Gotham Regular set at a height equal to the x-height of the wordmark. Leading is 1.13 times the auto. Website or phone numbers should be set in bold.

With “of the University of Chicago” set below the logo. This logo could be used when it is important to let viewers know that the Oriental Institute is part of the University of Chicago and there is no other reference to the University. This is NEVER to appear in conjunction with the University logo.

The logo with an address below is supplied for use on envelopes, mailings, and letterheads.

Museum logo: It is still preferred that the main logo is used in most situations and that “museum” is referenced elsewhere in copy. On the rare occasion, however, when it is necessary to stress a museum only event or there is limited text to reference “museum” (e.g. a street banner) then the museum logo may be used. It should NEVER appear in conjunction with any other Oriental Institute logo.
To create a strong identity it is important to consistently use the correct logo and not alter it in any way.

DO NOT alter the logo in part or whole

DO NOT distort or apply effects to the logo

DO NOT recreate the logo, it can be obtained from the Publications Office

INCORRECT USAGE

- Distorted
- Set on an angle
- No emblem
- Incorrect roundels used on darker background, light lion without ring and darker lion with white ground.
- Incorrect roundel with darker lion on lighter background
- Correct, lighter lion with ring, applied on darker background
- Stretched
- Mix of colors
- Displayed in unofficial color
- Not visible on noisy background
- Resizing of elements
- Use of unapproved images
- No special effects added

The Oriental Institute was founded in 1919 by James Henry Breasted with...
The roundel may be used on its own if there is reference to the Oriental Institute elsewhere on the designed material. The roundel is also a good choice for social media and other digital media that use a square profile image.

The Classic Roundel may be used at larger sizes where detail will not be compromised.

INCORRECT: On darker backgrounds the lion should be white and the space around it should be filled.

INCORRECT: On lighter backgrounds the lion should be white.