

Values Based, *Data Driven*[™]

Elevate the pillar “values based, data driven” as a brand identifier that’s unique to Olin. VBDD is our point of differentiation—and by trademarking the phrase in an ownable way, we elevate it and make it ours exclusively.

Font: Source Sans Pro Semibold

Color: WashU Red **(C0/M100/Y59/K24)**

Capitalization: Initial caps

Punctuation: Comma instead of and, no hyphens

Italics: Data Driven is italicized for emphasis and visual interest

TM: Should be proportionately smaller than letter height, especially in headlines; in body copy, TM should be slightly smaller than half the x-height

TM Shortcut: Type (tm) immediately after Driven to create [™] symbol, or option 2 on a Mac



Although the phrase isn’t a tagline, it works best when centered under Olin’s informal mark or logo. Use the approximate proportions as shown. Use with informal mark is preferred.

Rules of the Road

Frequency: Use in first prominent mention (*e.g.*, a heading). This is more important than repeated use.

Print Materials: If 1–2 pages, using in first instance is sufficient. For longer materials, use at least once per page or spread.

Electronic Materials: Use at least once per web page. Using in a static, repeated representation is a good idea.

Social Media: Most companies only use the designation in username/bio, while some don’t use it at all.

For more information, check out these resources.

[International Trademark Association](#)

[US Department of Health and Human Services Trademark Use Guidelines](#)



HHS.gov

