INTRODUCTION

Increasing competition for public attention and support requires a visual identity that constantly reminds the public of college contributions and accomplishments. The College of Human Sciences markets itself through the images created on the website and social networking sites such as Facebook, the Human Sciences magazine, advertising and solicitation pieces, the dissemination of research through print and broadcast, printed recruitment material and the aesthetics of the building.

The College of Human Sciences expects that any item sent out of this College and its auxiliaries carry and promote the established image of the College and Oklahoma State University (OSU). The College of Human Sciences is a professional, scientific-based, premiere academic institution and all materials should convey this image.

In order to ensure items meet certain standards of design, the Human Sciences Marketing and Communications Office (MAC) has established this style guide to help any member of the College with publications, websites, releases, fliers, advertising, social networking spaces and anything else created for internal and/or external audiences.

This document can also be found on the Human Sciences’ website under Resources for Faculty and Staff.

Please see:
Appendix A – Work Order for Human Sciences Marketing and Communication Services
Appendix B – University, College and Department Logos, Typography and Colors
Appendix C – Suggested Marketing Strategies for Professional Conferences and Meetings
Appendix D – Editorial Writing Style

WHAT CAN MAC DO FOR YOU

The College of Human Sciences Office of Marketing and Communications (MAC) provides a myriad of services to Human Sciences faculty, students and staff to promote their accomplishments and projects. MAC will create announcements of major gifts and grants, faculty, staff and student awards, and special interest stories for broad release or as hometown news.

The office is also called on to help the OSU Office of Communications and the O’Colly staff writers or class assignment writers with stories. It is important to notify MAC if another entity is releasing news related to a Human Sciences department, faculty member or student.

Keep in mind the time limitations of staff and notify the office as soon as marketing and communications needs arise so that proper planning can be implemented. Expect at least 24 hours to turn around simple website edit requests and 3-5 working days for press release projects. Two to six weeks should be considered in preparation for larger projects such as brochures, videos and banners. Three months should be allowed for major publications. Events such as the Wine Forum should begin the planning process at least one year in advance.

While it is not feasible for MAC to create every piece needed for news, promotion or solicitation, it is important the content and images be accurate and consistent with established standards.

When creating information for dissemination to external audiences, please provide Marketing and Communications a copy for review BEFORE going to print or posting.
The Office of Marketing and Communications provides the following services and/or coordinates with the appropriate offices:

- Website
- Expertise database
- College magazine
- Facebook
- Faculty publication database
- Press releases
- Dean’s Digest
- Photograph organization

Additionally, the Office of Marketing and Communication assists with:

- Posters and displays
- Programs
- Letterhead
- Brochures
- Invitations
- Business cards
- Conference materials
- Nomination packets

Please refer to Appendix C for a suggested list of marketing strategies while attending professional conferences and meetings.

The Office of Marketing and Communications coordinates efforts with other college and university offices including the following:

**HUMAN SCIENCES STUDENT RECRUITMENT MATERIALS**
Laura Little, Office of Recruitment

**OSU OFFICE OF COMMUNICATION**
- Press releases
- Headline News
- Expert interviews for OSU website
- OSU News of Accomplishments
- Assistance with recorded or live interviews

**OSU MARKETING**
- Working with designers in OSU Marketing, the office can help coordinate the design and printing of brochures and promotional materials for departments and logos for special projects.
- Magazine editors
- Graphic design
- College advertisement

**OSU FOUNDATION**
- Solicitation pieces
- Donor stories
REQUESTING OUR SERVICES

Please consider MAC at the very beginning of your project when planning its marketing or dissemination of information. While it is not feasible for MAC to create every piece needed for news, promotion or solicitation, it is important the content and images be accurate and consistent with established standards.

When creating information for dissemination to external audiences, please provide Marketing and Communications a copy for review BEFORE going to print or posting.

In order for the MAC Office to provide quality services, we request at least two weeks lead-time on small projects and at least six weeks advance notice for most projects. The process begins when you contact the office. A work order will be completed which provides information pertinent to the job, time lines/ deadlines, and account number to be charged. The work order then becomes an agreement of services. Please refer to Appendix A for the MAC services work order.

Please consult this guide and its appendices for the MAC work order and information regarding university, college and department logos, typography, professional conference marketing strategies and editorial writing style. You may also contact the Marketing and Communications Office for details and assistance.

WEBSITE ASSISTANCE

Website development is a critical component of marketing to prospective students, faculty and funders. It is also essential in communicating the accomplishments of faculty to the public and media. In order for the Human Sciences website to be current and up to date, communication between departments and the MAC office is essential. With content generated by the departments, MAC will maintain and update departmental pages, faculty profiles and news.

When requesting web changes, please include the URL of the page and the change that is requested. Sample layout can be done in Microsoft Word, PowerPoint or Adobe Photoshop. Web edit requests through email are preferred for efficiency and accuracy.

The web developer may also be able to assist on special projects not directly related to the academic function of the college which departments, units, faculty or students are planning. As extra time and effort are needed on such projects, hourly rates will be charged. Commercial web developers would charge much higher rates than the prices quoted below.

- Projects that are related to permanent Human Sciences units that have an academic function and generate revenue/income to the unit will be charged an hourly rate of $25. Examples of these types of projects include Hospitality Days, Career Horizons, CAUSE and the Wine Forum.

- Outside or satellite projects are those which are not directly related to a permanent Human Sciences unit but are tied through faculty support or program relationships. These projects will be charged an hourly rate of $50. Examples of these types of projects include but are not limited to OAMFT conference registration, and the IAGBT journal project.

- Projects unrelated to the college will be charged $100 per hour.

Individuals/organizations will need to provide either an OSU Bursar’s account number or other OSU account number (e.g., conference account number) which will be invoiced. If neither is provided, a Bursar’s account will need to be established.
# Appendix A: Work Order for Human Sciences Marketing and Communication Services

## Work Order

**Graphic Design & Print Jobs**

<table>
<thead>
<tr>
<th>Client name</th>
<th>Phone</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department</td>
<td>Office</td>
<td>MAC staff:</td>
</tr>
<tr>
<td>Account Number</td>
<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>JOB NAME</th>
<th>FIRST PROOF DUE DATE</th>
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<tbody>
<tr>
<td>DESCRIPTION</td>
<td>DELIVERY DUE DATE</td>
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**Information/Items Needed (Provided by client)**

---

**PRELIMINARY PRINTING SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Copy or Print?</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>/ / /</td>
<td>No. pages</td>
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</table>

**Other details:**

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<tr>
<th>Printing estimate</th>
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<tbody>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>Estimate waived (please initial)</td>
</tr>
<tr>
<td>Begin without estimate (please initial)</td>
</tr>
<tr>
<td>Hold for estimate approval (please initial)</td>
</tr>
</tbody>
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**PRINTER**

**DATE SENT TO PRINT**

**ETA**
# Work Order

## Press Releases & Non-print Jobs

<table>
<thead>
<tr>
<th>Client name</th>
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<th>Date</th>
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<tbody>
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</tr>
</tbody>
</table>

Document Location: `G:HESR&G\HESPUB\`

## JOB NAME

## DUE DATE

- [ ] Content text provided
- [ ] Photography provided
- [ ] Photography needed
- [ ] Interview/Quotes from:

## DESCRIPTION

Information/Items Needed (Provided by client)

### DISTRIBUTION

**OSU COMMUNICATIONS**

**WEBSITE/ FACEBOOK**

- [ ] All CHES
- [ ] CHES Alumni Board
- [ ] CHES Associates Executive Group
- [ ] OSU VIPs
- [ ] OSU Foundation Group
- [ ] Jones PR Group

**OTHER NEWS OUTLETS:**
Appendix B: University, College and Department Logos, Typography and Colors

Oklahoma State University has a strong identifiable presence in its logo and nomenclature. University Marketing developed OSU logos which also are used to identify the College, its three departments and one school. Electronic versions of these logos are located in files on the College’s shared drive G:\HES_Shared\LOGOS or I:\LOGOS. The logos have been created in several different formats and configurations – horizontal, vertical and stacked – for use in print or web. These logos include the OSU logo, the College of Human Sciences and the name of the Human Sciences unit as appropriate.

In addition to the logos, a template for power point presentations is available in the logo folder. The template may be used for research presentations or general information of the departments and college. It is not imperative that this exact template be used. However, please ALWAYS include a current appropriate logo on products created for presentations at conferences.

Logos created for auxiliary units and programs must have the approval of the Marketing and Communications Office and OSU Marketing.

Modifications to Pistol Pete must be approved by the OSU Office of Trademarks and Licensing.

For details on typography please see the OSU Style guide [http://universitymarketing.okstate.edu/index.php/style-guide](http://universitymarketing.okstate.edu/index.php/style-guide)
Helvetica Neue Extended

Helvetica™ Neue Std Extended font family includes various weights in both Roman and oblique faces.

Sabon

The Sabon family is composed of regular, italic, semi-bold, semi-bold italic, bold and bold italic. A small caps with old-style figures is also available from Adobe®.
HOW ORANGE ARE YOU?

It’s not a secret! ORANGE is the color of choice for Oklahoma State University. Just as logos are easily associated with the institution, Pantone 166 aka OSU Orange is the official color. The official colors are displayed below.

Official Color Pallete

<table>
<thead>
<tr>
<th>SPOT COLOR</th>
<th>Pantone 166</th>
<th>Pantone 151</th>
<th>Pantone Cool Gray 5</th>
<th>Process Black</th>
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<tbody>
<tr>
<td>OSU orange</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OSU light orange</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OSU silver</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
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</table>

FOUR-COLOR PROCESS

<table>
<thead>
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<th>C 0%</th>
<th>C 0%</th>
<th>C 0%</th>
</tr>
</thead>
<tbody>
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<td>M 63%</td>
<td>M 48%</td>
<td>M 0%</td>
<td>M 13%</td>
</tr>
<tr>
<td>Y 100%</td>
<td>Y 95%</td>
<td>Y 0%</td>
<td>Y 49%</td>
</tr>
<tr>
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<td>K 0%</td>
<td>K 29%</td>
<td>K 98%</td>
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RGB COLOR

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<th>R 184</th>
<th>R 51</th>
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</thead>
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<td>G 125</td>
<td>G 179</td>
<td>G 53</td>
</tr>
<tr>
<td>B 0</td>
<td>B 0</td>
<td>B 173</td>
<td>B 36</td>
</tr>
</tbody>
</table>
Appendix C: Suggested Marketing Strategies During Professional Conferences and Meetings

Meeting & Conference Check List – for Marketing Opportunities
With special thanks to Dr. Byoungho Jin and the Design, Housing and Merchandising Department

ON SITE:

_____ Wear orange
_____ Collect business cards
_____ Pass out business cards
_____ Set up banner or other displays and materials as allowed
_____ Wear OSU logo sticker
_____ Informal recruiting for graduate students & open faculty positions
_____ Attend graduate students’ presentations
_____ Approach best students with OSU packet
_____ Take photographs of students & faculty in action (use form to get media releases I:\FORMS\Media Release and Web Page forms)
_____ Ask conference staff about opportunities to display brochures
_____ Set out candy, brochures, etc. at registration desk or booth
_____ Staff booth
_____ Attend OSU faculty & student presentations to show support
_____ Gather other schools’ promotional materials

UPON RETURN:

_____ Write thank you notes
_____ Give copies of other universities’ program materials to department
_____ Give business cards and leads to graduate program coordinator, internship coordinator, career services and/or department head upon return
_____ Give CD of your photos & photography releases to appropriate person when you return.

*You are an ambassador for the department, the college and the university, so keep smiling!
Appendix D: Editorial Writing Style

OSU and therefore HUMAN SCIENCES follow the Associated Press style with only a few exceptions.

Exceptions to AP style:

AP style calls for the use of quotation marks for all titles. OSU italicizes the titles of books, movies, television shows, and names of paintings, boats, airplanes and other large stand alone works and uses quotation marks around the titles of smaller works such as poems, song titles, articles or chapters.

AP style says “Web site” is written as two words and capitalized, but OSU uses “website” as the standard form for individual sites, as do many new dictionaries, including the American Heritage and the Concise Oxford Dictionary. Recognizing the increasing preference for closed forms, OSU also breaks with AP style in the use of “email,” “online” and “homepage.” OSU continues to follow AP in the capitalization of “World Wide Web,” the “Web” and “Internet.”

Common stylistic errors:

Overcapitalization — Following AP style, OSU does not capitalize academic departments and campus offices unless they contain a proper noun or unless they are part of the official name.

Examples:

- The department of history; the purchasing department; the department of English; the Oklahoma State University Department of Chemistry; the office of the president; Office of Natural Resources; the university; Oklahoma State University.

Capitalize formal titles (those that indicate authority, usually governmental) used before a name. Lowercase titles set off by commas and titles that refer to occupation.

Examples:

- The club president, Biggsby, brandished the gavel.
- President Biggsby cultivated relationships between OSU and other countries.
- Students enjoyed professor Biggsby’s classes.
- Biggsby, MAX professor of genetics and chair of the department, taught two generations of OSU students.

(Note: It’s not disrespectful to lowercase titles. Plus, names are easier to read without them.)

Academic degrees — Use an apostrophe in master’s degree and bachelor’s degree. Doctorate is the preferred form when noting a degree held.

Passive construction — Active sentence structure places the subject in the subject position. Passive voice lengthens and confuses the sentence by using phrases to move the subject after the verb.

Examples:

- Biggsby was appointed director by the committee (passive). The committee appointed Biggsby director (active).
- The Biggsby study was awarded a $1 million grant from the National Science Foundation (passive).
- The National Science Foundation awarded the Biggsby study a $1 million grant (active).

Pronoun reference — Pronoun reference problems occur when the pronoun doesn’t agree in number with the noun it references.

Examples:

- The department listed a job opening in their accounting office (incorrect: department is singular).
The department listed a job opening in its accounting office (correct).

Wayward modifiers — Place descriptive words and phrases close to the word described to avoid confusion.

Examples:
Biggsby ran after the bus dragging the bag on the pavement (incorrect if Biggsby is dragging the bag; correct if the bus is dragging the bag).
Biggsby walked to the bus talking on the cell phone (incorrect).
Talking on the cell phone, Biggsby walked to the bus (correct).

Tips to ease the way:
1. One space between sentences. We know your typing teacher told you two, but for the purposes of layout, one is enough.
2. One thought per paragraph. Longer paragraphs appear to take up entire columns when dropped into a layout.
3. Numbers one through nine are spelled out. At 10, they turn into numbers.
4. When you use “that,” read it again and imagine the sentence without it. Chances are you don’t need it.
5. Don’t be afraid to use contractions. Again, we’re not formal. Contractions help your writing sound conversational, i.e. it makes your “voice” actually sound like one. Marketing writing isn’t academic writing, after all.
6. Space and attention are limited, so get right to it. And remember the Five W’s — Who, What, When, Where and Why. The first sentence, the “lead,” should tell your reader exactly what to expect from the story without history.
7. End of sentence punctuation and commas go inside quotation marks.
8. Use commas respectfully — they really aren’t the punctuation for every situation. Sentences do not require several sprinkled about for effect.
9. When you start chaining together prepositional phrases at the end of sentences, make sure you really need them.
10. Use the ellipsis and dash sparingly. Ellipsis (…) indicates omitted words. The dash (—) indicates an abrupt change or sets off a phrase already dripping in commas.

The best advice after ‘consult AP’:
Reread your writing aloud. If it’s bad, it’ll sound stilted and artificial.

When you finish, if you can, put it aside for a day, then read back through it. Root out words you really don’t need such as redundancies and hyperbole and delete them.

Editors at university marketing are available to help. Don’t hesitate to call. Not everyone is — or should be — a word geek.