

OSU INSTITUTE OF TECHNOLOGY
POLICY & PROCEDURES

Visual Identity and Publications	7-004 Institutional Advancement June 2014
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INTRODUCTION

- 1.01 The purpose of this policy is to ensure conformity in all advertising, marketing, promotional materials and other forms of publication representing OSU Institute of Technology. Graphics, print and electronic media should convey the university's consistent message and image, reflecting positively on the campus and affirming the university's strong ties to the Oklahoma State University system.
- 1.02 Publications have broad institutional impact both internally and externally for the university, so it is vital to maintain consistency, accuracy, and quality of content and design of printed and electronic materials representing OSUIT. This policy provides the guidance necessary to assist the university community in the conceptualization, design, implementation and support of published materials related to OSUIT. It also ensures compliance with OSU System regulations as well as state and national laws and regulations regarding published materials.

DEFINITIONS

- 2.01 Publications include but are not limited to informational or promotional items that represent the university, such as:
- Newsletters
 - Brochures, posters and flyers
 - Recruitment materials
 - Conference materials
 - Direct mail
 - Covers, folders and invitations for special events
 - Web pages
 - Multimedia (e.g. video, audio, CDs and DVDs)
 - T-shirts, caps and other promotional items
 - Banners and indoor / outdoor signage
- 2.02 This publication policy excludes advertising and stationery due to their specific requirements. For these topics, refer to *7-002 Printing and Use of University Stationery* and *7-003 Advertising* policies.

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- 3.01 Prior to publication, all materials will be approved by the Office of Marketing & Communications or assigned designees. Publications will be reviewed based upon the guidelines contained and referenced in this policy.
- 3.02 All academic, research, outreach, student services, authorized student organizations, and administrative units of OSUIT that are funded through or by the university must follow OSUIT's brand identity style guide. Outside agencies, publishers, and commercial printers that create or reproduce publications for any OSU unit are obligated to abide by these guidelines.
- 3.03 Guidelines for written text:
- A. The words "OSU Institute of Technology" or "Oklahoma State University Institute of Technology" must be prominently displayed on all printed and digital materials. The name of the unit may be the same size or smaller, but never larger than "OSU Institute of Technology." The full name of the university, not simply the sponsoring unit, should receive prominent attention, even if the piece is published to promote a special event.
 - B. For general publication purposes the name of our institution should be identified as "Oklahoma State University Institute of Technology" or "OSU Institute of Technology" upon first reference and "OSUIT" in subsequent references.
 - C. When publishing materials for use by or in coordination with the Oklahoma State Regents for Higher Education, use the official designation "Oklahoma State University Institute of Technology."
 - D. The university's complete editorial style guide is available through the Office of Marketing & Communications.
- 3.04 Visual identity guidelines:
- A. The university colors are orange and black. On paper, the official orange is Pantone Matching System (PMS) #166, a universally reproducible shade. On cloth, such as clothing and upholstery, the color may be as dark as #167. While orange is not a color that reproduces consistently on a computer screen or in video, the RGB mix that comes the closest is 60% red, 20% green, and 20% blue.
 - B. Oklahoma State University's primary logo is to be used for all OSU units, events or activities. Official OSU materials must have at least one of the preferred marks. The Pistol Pete image may be used in addition to a preferred mark. The logos may be sized appropriately for the specific use, even so, care should be taken that the proportions are not altered. The OSU light orange color is only to be used as the accent to the standard orange. All logo and marks must be reproduced from the

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official artwork available through the Office of Marketing & Communications or the OSU Office of Trademark Licensing.

- C. The university seal is used only for official purposes, as in certificates, diplomas, legal documents and other materials printed in conjunction with official functions of the university.
- D. Pistol Pete® is a trademarked university mascot also intended for spirit use in athletics, recruitment, alumni relations, and fundraising.
- E. Go Pokes™ and Go Pokes Display are intended for the exclusive use for the campuses, colleges, centers, departments, agencies, services, offices and units of OSU for the sole use of the university. All others must obtain a license. "Go Pokes" is a trademark of Oklahoma State University.
- F. The university's complete brand identity style guide is available through the Office of Marketing & Communications and online at osuit.edu/marketing.

3.05 Disclaimers:

- A. Cost Disclosure Statement. As authorized by Senate Joint Resolution No. 20, a cost disclosure statement containing the following information should be included on all external publications utilizing tax dollars:

This publication issued by Oklahoma State University Institute of Technology as authorized by [originating authority] was printed by [printing supplier]. [Quantity] copies have been prepared and distributed at a cost of [dollar amount] to the taxpayers of the State of Oklahoma (or at no cost to the taxpayers of the State of Oklahoma). Date [Mo/Day/Year].

Or when appropriate:

This publication issued by Oklahoma State University Institute of Technology as authorized by [originating authority] was printed at no cost to the taxpayers of Oklahoma.

- B. By state law and regents' policy, all external university publications when purchased from university budget accounts must also include OSU's nondiscrimination policy.

OSU Institute of Technology in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act of 1990, and other federal laws and regulations does not discriminate on the basis of race, color, national origin, sex, age, religion, disability or status as a veteran in any of its policies, practices or procedures. This provision includes but is not limited to admissions, employment, financial aid and education services. Title IX of the Education Amendments and Oklahoma State University policy prohibit discrimination in the

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provision or services or benefits offered by the university based on gender. Any person (student, faculty, or staff) who believes that discriminatory practices have been engaged in based on gender may discuss his or her concerns and file informal or formal complaints of possible violations of Title IX with OSU's Title IX coordinator, the Director of Affirmative Action, 408 Whitehurst, Oklahoma State University, Stillwater, OK, 74078, (405) 744-5371 or (405) 744-5576 (fax).

C. Any reference to NCA accreditation must include the following statement:

OSU Institute of Technology's programs of study are approved by the Board of Regents for Oklahoma State University and the A&M Colleges, the Oklahoma State Regents for Higher Education and the Oklahoma State Accrediting Agency. Oklahoma State University Institute of Technology is accredited by the Higher Learning Commission and is a member of the North Central Association (30 N. LaSalle St., Suite 2400, Chicago, IL 60602-2504; 1-800-621-7440: <http://www.ncahigherlearningcommission.org>.)

D. This line should appear in ALL publications that promote campus events/programs:

"Accommodations on the basis of disability are available by contacting (phone number; name and address desirable) by (date, or as soon as possible)."

Approved: February 1, 2005
Revised: July 2009
Revised: June 2014