

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

**Graphic Guidelines and  
Print/Electronic Media Policy**

**1-021  
ADMINISTRATIVE  
July 2009**

INTRODUCTION

- 1.01 The purpose of this policy is to ensure conformity in all advertising, marketing, promotional materials and other forms of print or electronic mass communications representing Oklahoma State University 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 Published materials 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 Oklahoma State University Institute of Technology. This policy provides the guidance necessary to assist the University community in the conceptualization, design, implementation and support of published materials related to Oklahoma State University Institute of Technology. It also ensures compliance with Oklahoma State University System regulations and state and national laws and regulations regarding published materials.

DEFINITIONS

- 2.01 Published materials include but are not limited to informational or promotional items that represent any part of the University, such as:
- Newsletters
  - Brochures and flyers
  - Recruitment materials
  - Conference materials
  - Covers, folders and invitations for special events
  - Posters
  - Web pages
  - Video, Audio, CDs and DVDs
  - Tee shirts, caps and other promotional items
  - Banners
  - Signage
  - Billboards

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

POLICY

- 3.01 To ensure communication of a consistent image and message:  
Prior to publication, all materials will be approved by the Office of Institutional Marketing or assigned designees. Published materials will be reviewed based upon the guidelines contained in this policy. These guidelines apply to materials published by the Oklahoma State University Institute of Technology administration, faculty, staff and/or student organizations.
- 3.02 Deadlines for Published Materials Review:  
Review of small projects such as invitations, fliers, tee-shirts and posters may require five working days. Larger projects, such as videos, CDs, DVDs, catalogs, magazines and newsletters may require at least 10 working days.
- 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 is “Oklahoma State University Institute of Technology” or “OSU Institute of Technology.”
  - 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 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.
  - E. Most publications should include an overview paragraph about Oklahoma State University Institute of Technology. In some cases, the mission statement is sufficient. The following paragraphs are appropriate for most publications:
    - 1. Overview Statement:

“Oklahoma State University Institute of Technology is a public, state-supported, technical institution committed to increasing the potential and productivity of the people it serves. The University confers the Associate in Applied Science degree, the Associate in Science transfer degree and a limited number of Bachelor of Technology degrees. The campus is known for hands-on technical education, world-class equipment and unique partnerships with industry.”

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

2. Oklahoma State University Institute of Technology-Okmulgee, provides comprehensive, high-quality, advancing-technology programs and services that prepare and sustain a diverse student body as competitive members of a world-class workforce and contributing members of society.
3. Vision (From OSU Institute of Technology Strategic Plan):  
Oklahoma State University Institute of Technology will be:
  - a high-performance organization committed to excellence and focused on productivity and quality;
  - the premier associate in science, associate in applied science and bachelor of technology degree-granting technologically-oriented institution of higher education in Oklahoma;
  - recognized for educating technical professionals for the future workforce who are lifelong learners and understand the globalization of the world; and
  - legendary and distinguished in capitalizing on new opportunities and responding to the changing needs of all Oklahoma citizens and society.
4. Core Values (From OSU Institute of Technology Strategic Plan):
  - Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.
  - Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all too freely pursue knowledge.
  - Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.
  - Service – We believe that serving others is a noble and worthy endeavor.
  - Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.
  - Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.
5. Goals (From OSU Institute of Technology Strategic Plan):
  - a. Goal One. Academic Excellence—Continually strengthen the institution's commitment to lifelong learning and career development by providing world-class advancing technology education programs and services.

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

- b. Goal Two. Recruitment and Diversity—Provide a high-performance organizational culture of social awareness, values, world citizenship, cultural sensitivity and customer-service that supports, attracts, and retains a diverse population of faculty, staff and students.
  - c. Goal Three. Student, Faculty and Staff Development—Practice an organizational tone and culture that promotes, supports and rewards students, faculty and staff who achieve their educational, career and professional goals.
  - d. Goal Four. Economic Development/Quality of Life—Enhance the quality of life and economic wealth in Oklahoma with a special focus on rural small- to medium-size firms that are digitally-driven and globally competitive.
  - e. Goal Five. Resource Synergy—Enhance institutional capacity by fostering strategic alliances with public and private agencies and Indian Tribes that challenge and strengthen OSU Institute of Technology’s programs and services.
  - f. Goal Six. Image Enhancement—Position OSU Institute of Technology as a recognized leader in advancing and emerging technology education, and effectively communicate the institution’s uniqueness and brand image.
6. Accreditation: “Oklahoma State University 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>.)”

3.04 Graphic Guidelines:

The official Oklahoma State University System Graphic Standards and Publishing Policies Manual can be found online at <http://universitymarketing.okstate.edu/styleguide/>. Oklahoma State University Institute of Technology adheres to the standards and policies set forth in this manual

3.05 University Colors:

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.

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

3.06 University marks:

- A. All communications materials published by Oklahoma State University, whether for internal or external audiences, must prominently display an approved nomenclature or logo. This includes stationery, brochures, invitations, direct mail, postcards, flyers, booklets, catalogs, case statements, posters, billboards, banners and other environmental graphics, advertising, websites, video, DVD, CD, film, PowerPoint presentations, and others. The logo is preferred for all applications. Either nomenclature should be used when the logo is not suitable. The logo and nomenclature should never be used together. The nomenclature should not be used with the tagline.
- 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 official artwork available through the University Marketing website or the Office of Trademark Licensing.
- C. Seal: the seal of the University is reserved for use on diplomas, legal documents, and the Office of the President. It is not intended as a design element for university communications.

3.07 Oklahoma State University Brand, O-State, Pistol Pete®:

- A. The Oklahoma State University Brand and O-State are registered trademarks which symbolize Oklahoma State University's athletic department. They are intended as spirit symbols for informal, alumni, athletic, or fundraising purposes, **not** for University publications.
- B. Pistol Pete® is a trademarked University mascot also intended for spirit use in athletics, internal campaigns, alumni relations, and fundraising only. Pete's body may be adapted to specialized purposes, but his face should not be changed.
- C. Neatness and quality of typography and photography are important. Low-quality computer typesetting and instant photographs generally are unacceptable. Digital photos are acceptable at 300 dpi (for print) and 150 dpi for other purposes.

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

3.08 Style and Content Development:

- A. The purpose of the published material and audiences for whom it is intended should be clear.
- B. All published materials for public consumption are expected to include accurate, standardized information on enrollment, funding, number of faculty, number of buildings, acreage, finances, etc., available from the Office of Institutional Advancement and Marketing.
- C. Published materials will positively impact readers with an impression that warm and friendly people stand ready to serve their needs at the University.
- D. Published materials should be attractive and well designed. Written text should convey information accurately, concisely, clearly and in a style that invites readership and avoids jargon. The design should project a positive image of the institution, staff, faculty, administration and students.
- E. Informational publications must include clear instructions for obtaining additional information.

3.09 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 publications utilizing tax dollars.
  - 1. Name of the issuing agency or department.
  - 2. Authorization for publication; the name of the person(s) so authorizing.
  - 3. The cost of the publication, including salaries/wages of employees for all the time spent on the compilation and preparation of material contained in the publication.
  - 4. Number of copies printed.
  - 5. Name of the printer.
  - 6. Sample: "This publication, printed by \_\_\_\_\_, is issued by OSU Institute of Technology. \_\_\_\_\_ Copies have been prepared and distributed at a cost of \$\_\_\_\_\_ to the taxpayers of the State of Oklahoma (or at no cost to the taxpayers of the State of Oklahoma). Date (Mo./Day/Year)."
  - 7. Each publication should indicate the month or season and year of printing. Generally, this will be on the cover, inside cover or back page of printed materials.

OKLAHOMA STATE UNIVERSITY INSTITUTE OF TECHNOLOGY  
POLICY & PROCEDURES LETTER

8. Major University publications, including annual reports, catalogs and academic bulletins, should include a listing of key University officers. This list will include:
  - a. The Board of Regents for the Oklahoma Agricultural and Mechanical Colleges
  - b. The Oklahoma State University Institute of Technology president and executive officers
  - c. The Oklahoma State University Institute of Technology division chairs

- B. A Title VI and VII disclaimer should appear on any publications produced with State of Oklahoma tax dollars:

*“OSU Institute of Technology is 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 (Higher Education Act), and the Americans with Disabilities Act of 1990, and 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. This publication was printed as authorized by the President of OSU Institute of Technology. << Number of copies, per item cost and date”*

- 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).”*