

SOUTHERN OREGON UNIVERSITY



GRAPHIC STANDARDS MANUAL

Why Graphic Standards?

Southern Oregon University comprises many separate, distinct units. None of these units stand alone; none are complete if considered apart from the larger Institution. Together, these departments share a responsibility to build recognition and understanding of the University as a whole.

One way to promote a broader awareness of Southern Oregon University and to distinguish it from similar institutions is to establish a consistent and unique “visual identity.” The appearance of our publications, correspondence, advertising, signs, and symbols all affect peoples’ attitudes about the Institution. By offering a consistent presentation of the University, we create a strong visual image that enables our audience to quickly and easily identify SOU.

This manual outlines specific standards for use of the University wordmark, logos, and crest. These graphic elements and the accompanying guidelines were developed by the SOU Department of Marketing and Public Relations and were approved by the Executive Council. The standards provide Southern Oregon University with a distinctive identifying and unifying signature.

Anyone who develops materials that represent the University has a responsibility to follow these guidelines. Thank you for your cooperation in this important step toward a consistent and coordinated public identity.

Executive Council

Southern Oregon University
November 30, 2000

Contents

The Review Process	3
The Signature	4
The Wordmark	5
Sports Logos	6
The University Crest	7
Typography	8
University Colors	9
Paper Stock	10
Stationery	11
Designing a Publication	12
The Production Process	13
Layout Guidelines	14
Layout Samples	15
Web Site Guidelines	16
Unacceptable Applications	18
EEOC Statement	19
Do's and Don'ts	19

Contact Info

You may obtain ready-for-publication digital artwork on a compact disc or camera-ready art slicks from the following locations:

MARKETING AND PUBLIC RELATIONS

Churchill Hall, Room 185
Phone 541-552-6422
Fax 541-552-6280
Email bazylew@sou.edu

PUBLICATIONS

Churchill Hall, Room 200
Phone 541-552-6155
Fax 541-552-6795
Email jimbrown@sou.edu

STUDENT PUBLICITY

Stevenson Union, Room 116
Phone 541-552-6495
Fax 541-552-6440
Email finnegan@sou.edu

ARTWORK ARCHIVE

Download digital artwork from the SOU
Web site at:
www.sou.edu/web/guide.html

The Review Process

MATERIALS INTENDED FOR EXTERNAL DISTRIBUTION

To ensure coordination of logo usage and graphic standards, the University requires that all SOU marketing materials be approved before production begins. If marketing materials intended for external distribution are not approved, the University may not pay for them. Items subject to approval include: publications; posters; flyers; public service announcements; chapter-level Web pages; print, television, or radio advertisements; and promotional materials such as hats, pens, mugs, or key chains.

THE APPROVAL PROCESS

Step 1: Secure project approval from your respective vice president.

Step 2: Submit copy for the project to SOU Publications for proofreading and approval.

Step 3: Present the project design to SOU Marketing and Public Relations for approval.

To receive your approvals, bring a hard copy proof (laser prints are acceptable) and a completed SOU Printing/Advertising Form to the appropriate offices. This form is available at www.sou.edu/marketing or by calling Marketing and Public Relations at 552-6422. Allow at least three working days for the proofing and review process. Larger projects will require more time.

QUESTIONS?

The Department of Marketing and Public Relations and the Publications Office are both available to answer questions or provide assistance with your project.

The Signature



SOUTHERN OREGON UNIVERSITY

SIGNATURE HORIZONTAL



SOUTHERN OREGON UNIVERSITY

SIGNATURE CENTERED



SOUTHERN OREGON UNIVERSITY

SIGNATURE LEFT

The signature is the primary identification device for Southern Oregon University. The signature, which is formed by joining the SOU symbol and wordmark, must be used on all official University publications. Three approved signature formats provide flexibility across a wide variety of applications.

GUIDELINES

1. Digital or camera-ready artwork is recommended. Never use second-generation reproductions.
2. The signature should always be used in its entirety without alteration. The elements of the signature must always hold the exact size and position relationships as shown on these pages.
3. Please do not reduce the signature beyond legibility.
4. A protected area of negative space around the signature is required to maintain visual impact.
5. Symbol colors are limited to the official University colors. The preferred accent colors are unacceptable. *See color specifications on page 9.*

To obtain camera-ready or digital artwork, see instructions under "Contact Info" on page 3.

The wordmark communicates immediately and unequivocally that materials are from Southern Oregon University. It is available in three formats: horizontal, stacked, and monogram.

GUIDELINES

1. Digital or camera-ready artwork is recommended. Never use second-generation reproductions.
2. Please do not reduce the wordmark beyond legibility.
3. A protected area of negative space around the wordmark is required to maintain visual impact.
4. Colors of the wordmark are limited to the official University colors. The preferred accent colors are unacceptable. *See color specifications on page 9.*
5. The wordmark is a custom typeface. Do not attempt to substitute another font.
6. Each wordmark has a shadow version that may also be used.

To obtain camera-ready or digital artwork, see instructions under "Contact Info" on page 3.

The Wordmark

SOUTHERN OREGON UNIVERSITY

WORDMARK HORIZONTAL

SOUTHERN
OREGON
UNIVERSITY

WORDMARK STACKED

SOU

MONOGRAM

Sports Logos



SPORTS WORDMARK (TWO-COLOR)



RED-TAILED HAWK LOGO (FOUR-COLOR)

The Raiders wordmark and red-tailed hawk logo are the official athletic logos of Southern Oregon University. With the exception of athletic publications, these sports logos do not replace the wordmark or the signature on University publications or stationery. They are specifically intended for use on athletic uniforms, publications, and stationery, as well as other “spirit-raising” materials. The sports logos may be incorporated into other publications as design elements.

GUIDELINES

1. Digital or camera-ready artwork is recommended. Never use second-generation reproductions.
2. The sports logos should not be altered and must be used in their entirety. All lettering in the sports logos has been customized. Do not attempt to substitute another font.
3. Please do not reduce sports logos beyond legibility.
4. A protected area of negative space around the sports logos is required to maintain visual impact.
5. Colors of the sports logos are limited to the official University colors. The preferred accent colors are unacceptable. *See color specifications on page 9.*

To obtain camera-ready or digital artwork, see instructions under “Contact Info” on page 3.

The official University crest should not be used in the same way as other logos and wordmarks. It is reserved for special publications such as commencement programs, diplomas, and invitations. It may occasionally be incorporated as a design element in publications. Prior to using the official crest on any printed materials, contact Marketing and Public Relations for approval.

GUIDELINES

1. Digital or camera-ready artwork is recommended. Never use second-generation reproductions.
2. The crest should not be altered and must be used in its entirety.
3. Please do not reduce the crest beyond legibility.
4. A protected area of negative space around the crest is required to maintain visual impact.
5. The crest may be reproduced only in the official University colors. The preferred accent colors are unacceptable. See *color specifications on page 9*.
5. The crest may be blind embossed or tinted to a minimum value of 15 percent.

To obtain camera-ready or digital artwork, see instructions under "Contact Info" on page 3.

The University Crest



Typography

PALATINO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?\$&“”

HELVETICA (LIGHT, REGULAR, BOLD, BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?\$&“”

HELVETICA CONDENSED (LIGHT, REGULAR, BOLD, BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?\$&“”

HEROIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?\$&“”

Southern Oregon University has adopted four official typefaces for its publications. There is a great deal of flexibility in the application of these fonts. For external publications, please do not attempt to substitute other fonts.

GUIDELINES

1. Palatino: Used for the body text in documents. To maintain readability, do not extend or condense this font.
2. Helvetica family: Used for headlines, subheadlines, and captions. Helvetica Light, Regular, Bold, and Black are typically extended to 120 percent in University publications. Do not condense Helvetica, but instead use the Helvetica Condensed family.
3. Helvetica Condensed family: Used for headlines, subheadlines, and captions. Helvetica Condensed should always be used at 100 percent.
3. Heroic: Used for titles and headlines. This font may be condensed down to 75 percent or extended up to 150 percent.
4. On the Web: Times New Roman or Georgia may be substituted for Palatino. Arial or Verdana may be substituted for Helvetica.

The official primary colors of Southern Oregon University are black, red, and silver. Use of the official colors is essential to the consistent presentation of University publications.

GUIDELINES

1. The preferred accent colors may be used in conjunction with the primary colors.
2. Never allow the accent colors to dominate the page.
3. Use of non-University colors is subject to the approval of the Marketing and Public Relations Department.

PREFERRED PROCESS BUILDS

Cyan (C), Magenta (M), Yellow (Y), Black (K)

SOU Black
40C, 30M, 30Y, 100K (for black floods)

SOU Red
100M, 100Y

SOU Silver
40K

SOU Sunshine
20M, 100Y

SOU Orange
60M, 100Y

SOU Tangerine
80M, 100Y

WEB COLOR MIX

Red (R), Green (G), Blue (B)

SOU Black
000R, 000G, 000B
Web Safe: 330000

SOU Red
255R, 000G, 000B
Web Safe: FF0000

SOU Silver
153R, 153G, 153B
Web Safe: 999999

SOU Sunshine
255R, 204G, 000B
Web Safe: FFCC00

SOU Orange
255R, 153G, 000B
Web Safe: FF9900

SOU Tangerine
255R, 102G, 051B
Web Safe: FF6633

University Colors

OFFICIAL UNIVERSITY COLORS



SOU BLACK



SOU RED
(PMS 185)



SOU SILVER
(PMS 877)

PREFERRED ACCENT COLORS



SOU SUNSHINE
(PMS 109)



SOU ORANGE
(PMS 1375)



SOU TANGERINE
(PMS 1655)

Paper Stock

Not only does paper stock play an important role in the visual identity of an institution, but it also has a significant impact on the cost of a publication. When choosing paper, consider the manner in which the publication is going to be printed and distributed, as well as the publication's shelf life, usage, target audience, and degree of formality.

Papers are divided into two major categories: coated and uncoated. Papers in the coated category are glossy, dull, or matte. Coated papers tend to hold inks in a manner that makes pictures sharper and colors brighter. The University prefers dull or matte coated papers for color publications that require high-quality picture reproduction.

Uncoated papers are less formal and have a softer feel. They are often used in books and publications with few pictures or heavy ink coverage, since pictures can easily become muddied and color inks can appear muted.

Weight and thickness are also important considerations in selecting stock. For example, publications with a perforated return card must be at least 65# cover (or 80# cover for some coated papers) to meet postal regulations. You should obtain a sample of the paper you intend to use and run it by the Post Office for approval.

Most University publications are printed on bright white paper with a high opacity. Soft, fiber-colored papers are available at Duplicating Services in recycled Evergreen Fiber and Royal Fiber brands. Fiber papers are generally used for flyers and invitations. Avoid using papers with very strong colors (e.g., Astrobrite), since they are difficult to read and cannot be recycled.

SOU recommends the following paper specifications. Please visit SOU Duplicating Services for samples of these paper stocks.

SPECIFICATIONS

1. Uncoated (soft) paper: Sundance Brite White Vellum in 70# Text and 65# Cover.
2. Fiber paper: Evergreen or Royal families in 70# Text and 65# Cover.
3. Coated paper: Evergreen 80# Text Matte and 80# Cover Matte. Please do not use gloss.
4. If you intend to mail your publication, make sure the paper you have chosen has an equivalent envelope.
5. Lighter papers: 60# offset is sometimes used for newsletters.



**SOUTHERN
OREGON
UNIVERSITY**



**SOUTHERN
OREGON
UNIVERSITY**

Marketing and Public Relations
1250 Siskiyou Boulevard
Ashland, Oregon 97520-5041

Marketing and Public Relations
1250 Siskiyou Boulevard
Ashland, Oregon 97520-5041
Tel 541-552-6421
Fax 541-552-6280
Bazylewk@sou.edu



**SOUTHERN
OREGON
UNIVERSITY**

Kathryn Bazylewicz, Director
Marketing and Public Relations
1250 Siskiyou Boulevard
Ashland, Oregon 97520-5041
Tel 541-552-6421
Fax 541-552-6280
Bazylewk@sou.edu

Stationery

University business papers must conform to the following guidelines.

GUIDELINES

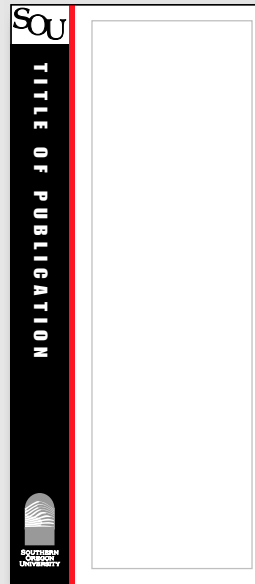
1. The layouts shown here are the only approved designs.
2. Ink combinations are limited to black and silver (or black only).
3. All University stationery is produced by SOU Duplicating Services (no exceptions).

Designing a Publication

GOOD PUBLICATIONS

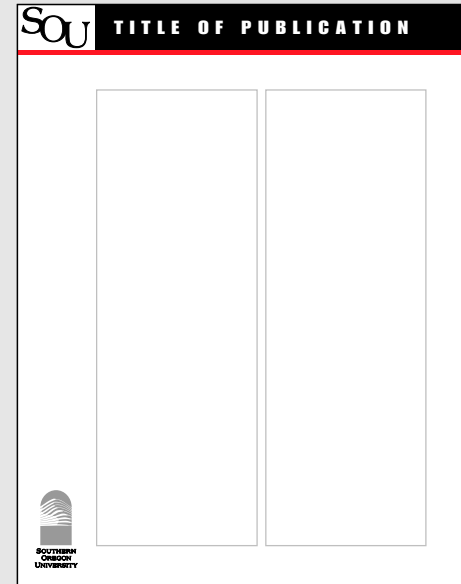
Below are some basic rules for creating an effective publication.

1. Good publications target their audience. The first step in developing a publication is understanding your audience, including age, gender, family status, interests, profession, and income level. You can use this information to establish a good rapport with your readers and help them identify with your program.
2. Good publications move people. The overall appearance of a publication should invite the reader to investigate further. A coherent graphical theme, open space, and uniform typography all contribute to the overall appearance of a piece. Good graphic design focuses the reader's attention on the immediate message of a publication, creating a dynamic effect that guides the reader through a piece.



VERTICAL BANNER

Sample layout design for a two-color, 4 x 9" brochure.



HORIZONTAL BANNER

Sample layout design for a two-color, 8.5 x 11" flyer.

The Production Process

Good publications require careful planning. Below is a simplified list of the steps involved in creating a publication. Each step must be carefully checked and sometimes repeated or corrected before arriving at a satisfactory product.

1. A good publication starts with a concept and a rough outline of how that concept will be executed. The graphic artist develops graphics to suit the concept. Although it is frequently bypassed, this initial step is the most critical part of the publication process.
2. Final copy is written, edited, and sized to fit the space of the graphic design.
3. Copy is typeset and proofread.
4. The publication is prepared for printing. In the case of electronic files, this includes a myriad of technical and artistic issues. Photographs must be scanned at the proper resolution and adjusted for appropriate dot gain, which is determined by the paper and the press. The designer indicates trim and fold marks, fine-tunes text and headers, and prepares a font folder for the printer.

5. The electronic document is sent to a prepress vendor, where it will be processed and output at high resolution. In many cases, an initial set of proofs is created prior to making negatives. After creating the negatives, the vendor prepares a second set of proofs, known as dylux proofs. To ensure that the publication's look, size, and fold are correct, the University requires trimmed and folded dylux proofs. Trim is especially important when there are critical positioning issues. For four-color jobs, the University requires Matchprint or equivalent proofs.

6. After the client has submitted the final copy, the Publications Office needs at least three weeks to complete a publication. Because there are so many variables involved in the editing, design, and printing of a piece, it is impossible to give a definitive timeline that applies to all publications. Once the proofs are approved, the printer generally needs about ten working days to print and deliver a publication.

Layout Guidelines



UNIVERSITY BANNER



SUNBURST BANNER



GOLDEN BANNER

All SOU publications, including Web pages, have different size, content, communication, and budget requirements. While it is necessary to present a consistent University image, it is also important to allow for maximum flexibility within graphic standards. Use the guidelines in this manual to help you make appropriate decisions about Web site design.

BANNERS


The SOU banners are designed to provide a simple, flexible way of unifying University publications. When combined with the SOU wordmark or signature, these elements create a common framework for publication content. Place text and images within this framework.

Be sure to secure the proper approvals regarding use of the banners. See *"The Review Process"* on page 3.

LAYOUT GUIDELINES

1. Banner colors are limited to the official University colors and preferred accent colors. See *color specifications* on page 9.
2. Banners may be used in both horizontal and vertical formats.
3. The sample layouts on page 15 were designed by the SOU Publications Office and comply with the University's graphic standards.

Layout Samples



southern oregon



univers
moving mountain
ASHLAND, OREGON

chemistry
Science is always simple and always profound. It is only the half-truths that are dangerous. GEORGE BERNARD SHAW

music
Without music, life would be an error. NIETZSCHE

SCHOOL OF ARTS AND LETTERS




SCHOOL OF SCIENCES




history

SCHOOL OF SOCIAL SCIENCE, EDUCATION, HEALTH & PHYSICAL EDUCATION




EARLY




REGISTRATION
SOUTHERN OREGON UNIVERSITY

for newly admitted fall 2000 SOU stu



the student health and wellness center



Member of
Academy of Ambulatory Health Care, Inc.

Web Site Guidelines



HOME PAGE

Above is the SOU Web site home page. By using pull-down menus built into the navigation bar, the viewer can reach most SOU Web pages directly from the home page.



CHAPTER PAGES

These pages introduce the main branches of SOU's Web site. "Academics" and "Administration" are examples of branches that have numerous pages within a common category.

The Internet is a powerful resource for conveying information about Southern Oregon University. As with printed materials, graphic standards are essential to creating a unified SOU presence on the Internet. The University's Web site design provides a common banner and footer system, which establishes continuity of design and navigation while also allowing for maximum flexibility on individual pages. Please follow the guidelines in this manual when deploying Web pages to the SOU Web site.

THREE LEVELS

1. Home Page
2. Chapter Pages
3. Department Pages

The home page and chapter pages have been approved and deployed by the SOU webmaster. The department pages are designed and deployed by department faculty, staff, and students.

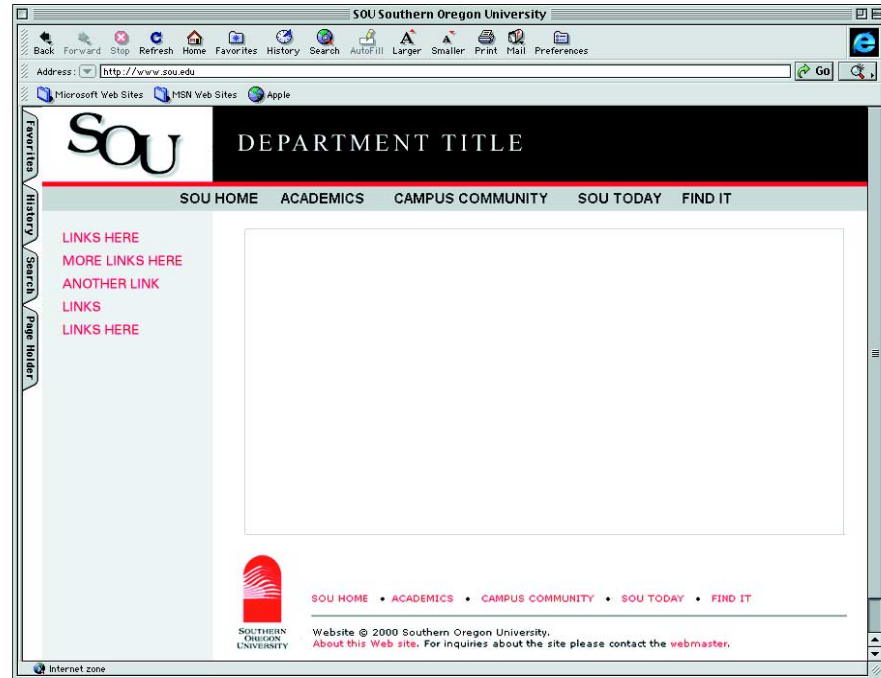
For more information on the University's Web graphic standards, please see the SOU Web guidelines at:
www.sou.edu/web/guide.html

Department Pages

GUIDELINES

Department pages are required to have the following elements:

1. The SOU banner, with the global navigation bar at the top of each page.
2. The SOU footer, with global text links, the copyright, "About this Web Site," and the departmental phone number, address, and email at the bottom of each page.
3. Links within your departmental page should be listed in the light gray column at the left, although Marketing and Public Relations may approve alternate placement of these links.
4. Graphic content (text, photography, illustration) is placed in the central white areas to complete the pages as needed.



Unacceptable Applications



1



2



3



4



5



6

Samples of unacceptable applications of the SOU signature are shown on this page. The guidelines below also apply to the SOU wordmark and monogram.

GUIDELINES

1. Background legibility: Never reproduce the signature on distracting backgrounds or textures, or without sufficient contrast to the background.
2. Screening: Never tint or “screen back” the signature. Do not use the signature as a pattern.
3. Borders: Never place the signature within a shape.
4. Color: Never alter the colors.
5. Typography: Never alter the type in the SOU signature, wordmark, or monogram.
6. Distortion: Never expand, condense, or reshape the signature. Never tilt the signature off a 90° axis.

EEOC Statement

The following Equal Employment Opportunity Commission (EEOC) statement must appear on all publications or advertisements intended for admissions, recruitment, or employment at the University:

Southern Oregon University is committed to providing equal opportunity in its recruitment, admissions, educational programs, activities, and employment without discrimination on the basis of age, disability, national origin, race, color, marital status, religion, sex, or sexual orientation. Inquiries may be directed to: Associate Provost, 1250 Siskiyou Boulevard, Southern Oregon University, Ashland, OR 97520, or via phone at 541-552-6114.

Publication Do's and Don'ts

Do contact the Marketing and Public Relations Department or the Publications Office if you have questions about the appropriate use of the visual identity marks of the University.

Do include the University wordmark or signature prominently on all publications, ads, videos, films, and Web sites.

Do use the appropriate wordmark or logo for your publication.

Do print University signatures in their approved colors and formats.

Do maintain the integrity of the University wordmark and logos.

Do use the official University colors and typefaces.

Do use Southern Oregon University on first reference, not SOU.

Do use the EEOC statement on publications or advertisements that pertain to admissions, recruitment, or employment.

Don't hesitate to contact Marketing and Public Relations or the Publications Office for assistance whenever you have questions about the appropriate use of the visual identity marks of the University.

Don't create individual logos for academic or administrative units.

Don't combine University logos with other elements.

Don't stretch, skew, or alter the proportions of University marks and logos.

Don't crowd or overprint University marks.

Don't screen or tint (print at a percentage) the University wordmark, signature, or any logo without approval from Marketing and Public Relations.



**SOUTHERN
OREGON
UNIVERSITY**

1250 Siskiyou Boulevard • Ashland, Oregon 97520 • www.sou.edu