COLLEGE OF ARTS AND SCIENCES
BRAND IDENTITY
Mission Statement
The College of Arts and Sciences at Oklahoma State University, consistent with the University’s land grant mission, promotes distinction in teaching and student learning; fosters research, scholarship, and creative activities by faculty and students; and engages the entire university community, the people of Oklahoma, the nation and the world by advancing knowledge of science and the arts in an environment that encourages innovation. In carrying out its mission, the College maintains its commitment to academic freedom, academic responsibility, and diversity of expression, experience, and culture.

Vision Statement
The College of Arts and Sciences will be recognized as a center of interdisciplinary collaboration and imaginative, groundbreaking scholarship. The College will be a leading academic unit among land grant universities by fostering engaged student learning, pursuing innovative research, and translating our discoveries into accessible knowledge. Our graduates will be prepared to flourish both professionally and personally and to contribute to the well-being of an increasingly diverse, global, and connected society.

Audience
Future Students
Current students
Alumni
Staff
Any Arts and Sciences logo with a & should no longer be used.
All instances of the college name should have “and” spelled out.
This reflects our identity as CAS rather than A&S.
CAS DEPARTMENT UNIVERSITY MARK

See university style guide for details on using the University logo trademarks.okstate.edu/style-guide

HELVETICA HEAVY EXTENDED

Helvetic Neue LT

COLLEGE OF ARTS AND SCIENCES

Example of department wordmark

DEPARTMENT OF

History

COLLEGE OF ARTS AND SCIENCES

DEPARTMENT OF

Art, Graphic Design and Art History

COLLEGE OF ARTS AND SCIENCES
CAS PETE

Rules and Reasons for CAS Pete

The Pete CAS mark is intended to visually distinguish the College of Arts and Sciences on the OSU-Stillwater campus.

It does not replace the primary OSU logo, which should still be used for public-facing purposes, such as advertising and recruitment materials.

The Pete CAS mark may be used with documents or materials intended to represent the college internally (i.e. CAS Convocation, Honors Banquet, Hall of Fame event, etc.) or on the Stillwater campus (i.e. Freshman Orientation, CAS Student Council events, CAS 3MT, etc.)
As with the Pete CAS mark, this does not replace the primary OSU logo, which should still be used for public-facing purposes, such as advertising and recruitment materials.

The Pete CAS mark can also be used for departments, shown on the right. These are completely optional.

Camera-ready digital files are available on the faculty portal accessed through the website.

The department version adds their name on the bottom and their unique icon halfway up the circle.

A black and white version should be used when color is unavailable.
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**CAS DEPARTMENT ICONS**

- American Studies
- Art, Graphic Design and Art History
- Communication Sciences and Disorders
- Music
- Philosophy
- Chemistry
- Media and Strategic Communications
- Computer Sciences
- Plant Biology, Ecology and Evolution
- Political Science
- English
- Geology
- Geography
- Aerospace Studies/Military Science
- Statistics
- History
- Integrative Biology
- Foreign Languages
- Sociology
- Physics
- Liberal Studies
- Mathematics
- Microbiology and Molecular Genetics
- Theatre
- Psychology

These icons are intended to assist with quickly identifying the many departments within CAS. They should not be used to replace the university logo. When an icon is used, the name of the department should be displayed somewhere on the document.

Icons will be available on the faculty portal.
**ADDITONAL CAS ICONS**

- **Search**
- **Request info**
- **Apply Now**
- **Transfer**
- **Alumni and Donors**
- **Outreach and Engagement**
- **Dean's Office**
- **Honors and Awards**

**ICON ANATOMY**

- Icon designed at 90pt square
- Lines 5 points
- Break space 4 points

**DESIGN SIZE**

- 90 points

**HORRENDOUS THINGS THAT SHOULD NOT HAPPEN**

- Distracting background
- Cropping Icon
- Obstructing Icon
- Distorting Icon
These three words create the CAS acronym and represent our three main audiences: future students, current students, and alumni. It may be used for all audiences when space and design allows.

#CAScowboys

Use this hashtag when posting material on your department/organization social media. This allows the college to easily find and share your posts, which both extends the reach of your message and ensures the college social media channels are up-to-date with your information.
#SOCIAL-GOALS

**Overall:** bring an online audience to the CAS website

**Audience:** Prospective students, Current students, or Alumni

**Tone of voice:** We are a college that can equip students to succeed in a variety of fields and areas of study. (Connect. Achieve. Succeed.)

**Platform Goals:**

- **Facebook:** Even mix between Alumni and Current Students (Campus Events)
- **Instagram:** Largest Current Student presence (upcoming classes)
- **Twitter:** Mostly Alumni following, but with a large Current Student audience as well.
- **Snapchat:** Prospective/current students. Mainly high schoolers and freshmen followers.
Keep Images Natural
Avoid filters such as vintage or over saturated. (There is nothing wrong with these filter but we would prefer to keep our images timeless and cohesive.)

One Color Option
Two alternatives to natural color photography are monochrome images.

Research shows high school juniors and seniors prefer photographs of campus. Please contact us if you need high quality campus photos.

Stock Photos
If you need to use stock photography:
- Look for unique and natural (rather than generic and staged)
- Make sure it is Free for personal and commercial use with no attribution required

Google Images
Do not use photos found on Google Images. It can be difficult to tell if they maybe used for commercial purposes.
If Text is Absolutely Needed on an image . . .

Place the text on a solid box over the image

Create a transparent box behind the text (Make sure that the background is not too distracting)

Or (if possible) place text in a solid colored area of the photo.

No distracting backgrounds

Don’t use outlines

Don’t use drop shadows
OUR VOICE

**Voice:** Tell our story using positive, welcoming language. We are the largest and most diverse college on the OSU campus, and we are proud of that fact. Imagine you are speaking to a 17-year-old – that’s who we are trying to reach!

**Writing Style:** AP
Good Reference
go.osuit.edu/communications/office/guidelines/editorial

**Editorial Style:** Efficient language and structure. Begin with the most important point then provide supporting details. Use 2-3 sentence paragraphs. Brevity is your friend.