

2018

COLLEGE OF ARTS AND SCIENCES BRAND IDENTITY



MISSION/ AUDIENCE 1

Primary Logo 2

Secondary Mark 4

Icons 6

Tagline/Hashtags 8

Imagery 9

Social Media 10

Editorial Style 12

Template/Sizes 13

CAS

CONNECT. ACHIEVE. SUCCEED.

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

Mission/Audience 1

**PRIMARY
LOGO 2**

COLLEGE OF
Arts and Sciences

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

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Icons 6

Tagline/Hashtags 8

Social Media 9

Imagery 10

Editorial Style 12

Template/Sizes 13



COLLEGE OF
Arts & Sciences

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



DEPARTMENT OF

Helvetica Neue LT

COLLEGE OF ARTS AND SCIENCES

Example of department wordmark



DEPARTMENT OF

Aerospace Studies

COLLEGE OF ARTS AND SCIENCES



DEPARTMENT OF

American Studies

COLLEGE OF ARTS AND SCIENCES



DEPARTMENT OF

Art, Graphic Design
and Art History

COLLEGE OF ARTS AND SCIENCES

Mission/Audience 1

PRIMARY
LOGO 2

Secondary Mark 4

Icons 6

Tagline/Hashtags 8

Social Media 9

Imagery 10

Editorial Style 12

Template/Sizes 13

Mission/Audience 1

Primary Logo 2

SECONDARY
MARK 4

Icons 6

Tagline/Hashtags 8

Social Media 9

Imagery 10

Editorial Style 12

Template/Sizes 13

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.)



CAS Career
Services



College of
Arts and Sciences
CONNECT. ACHIEVE. SUCCEED.



College of
Arts and Sciences
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CAS Career Services

CAS CIRCLE MARKS

Mission/Audience 1

Primary Logo 2

SECONDARY
MARK 4

Icons 6

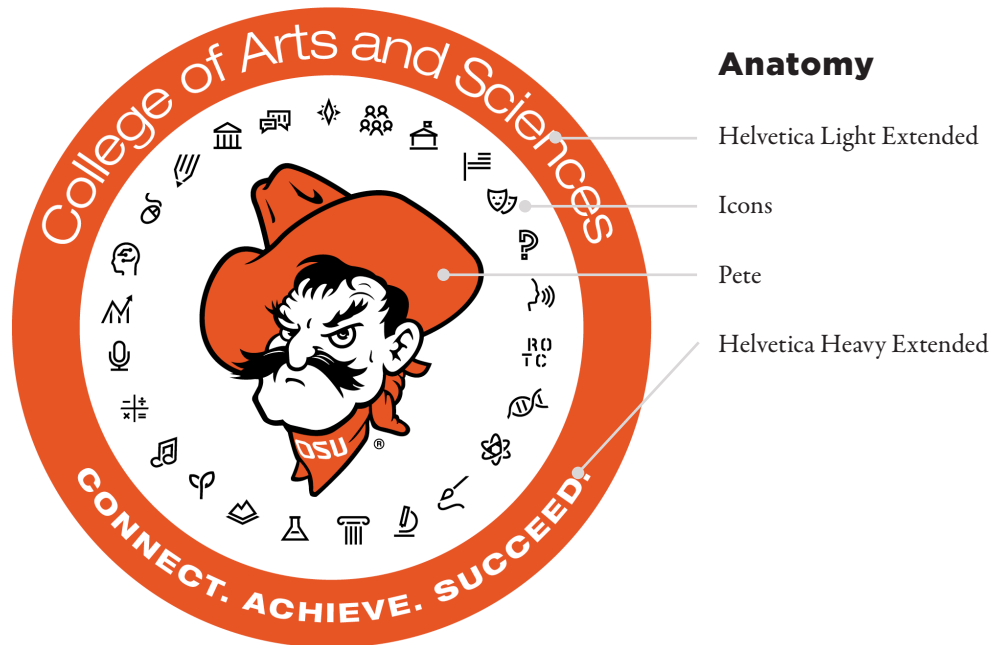
Tagline/Hashtags 8

Social Media 9

Imagery 10

Editorial Style 12

Template/Sizes 13



Anatomy

Helvetica Light Extended

Icons

Pete

Helvetica Heavy Extended

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.

Alternate Versions



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.

CAS DEPARTMENT ICONS



American Studies



Art, Graphic Design and Art History



Communication Sciences and Disorders



Music



Philosophy



Chemistry



Media and Strategic Communications



Computer Science



Plant Biology, Ecology and Evolution



Political Science



English



Geology



Geography

Aerospace Studies/
Military Science

Statistics



History



Integrative Biology



Languages and Literatures



Sociology



Physics



Multidisciplinary Studies



Mathematics



Microbiology and Molecular Genetics



Theatre



Psychology

Mission/Audience 1

Primary Logo 2

Secondary Mark 4

ICONS 6

Tagline/Hashtags 8

Social Media 9

Imagery 10

Editorial Style 12

Template/Sizes 13

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 to be displayed somewhere on the document.

Icons will be available on the faculty portal.

ADDITIONAL CAS ICONS



Search



Request info



Apply Now



Transfer



Alumni and Donors



Outreach and Engagement



Dean's Office



Honors and Awards

Mission/Audience 1

Primary Logo 2

Secondary Mark 4

ICONS 6

Tagline/Hashtags 8

Social Media 9

Imagery 10

Editorial Style 12

Template/Sizes 13

icon Anatomy



Icon designed at 90pt square

Lines 5 points

Break space 4 points

Design Size



90 points

90 points

HORRENDOUS THINGS THAT SHOULD NOT HAPPEN



Distracting background



Cropping Icon



Obstructing Icon



Distorting Icon

Mission/Audience 1

Primary Logo 2

Secondary Mark 4

Icons 6

TAGLINE/
HASHTAGS 8

Imagery 9

Social Media 10

Editorial Style 12

Template/Sizes 13

**CONNECT.
ACHIEVE.
SUCCEED.**

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.

Mission/Audience 1**Primary Logo 2****Secondary Mark 4****Icons 6****Tagline/Hashtags 8****SOCIAL
MEDIA 9****Imagery 10****Editorial Style 12****Template/Sizes 13**

#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.

Mission/Audience 1

Primary Logo 2

Secondary Mark 4

Icons 6

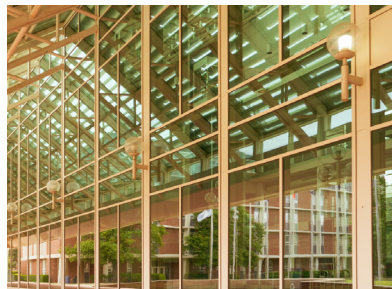
Tagline/Hashtags 8

Social Media 9

IMAGERY 10

Editorial Style 12

Template/Sizes 13



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.

- Mission/Audience** 1
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- Secondary Mark** 4
- Icons** 6
- Tagline/Hashtags** 8
- Social Media** 9
- IMAGERY** 10
- Editorial Style** 12
- Template/Sizes** 13

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

Mission/Audience 1

Primary Logo 2

Secondary Mark 4

Icons 6

Tagline/Hashtags 8

Social Media 9

Imagry 10

EDITORIAL
STYLE 12

Template/Sizes 13

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.osu.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.

TEMPLATE/ SIZES

Mission/Audience 1

Primary Logo 2

Secondary Mark 4

Icons 6

Tagline/Hashtags 8

Social Media 9

Imagry 10

Editorial Style 12

**TEMPLATE/
SIZES 13**

Posters

A-frame springboards: 30 x 40 in

Squares in LSE, 24 x 24 in

Glass Cases in LSE, 23 x 32 in

Retractable banners, 24 x 42 in

(Do not place text or photos in the bottom
6 inches as they will be rolled up and
not legible)

TV Slides

1920 x 1080 px

Website Slide Show

1280 x 533 px