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SECTION ONE

Student Life

Logo Usage
SPECIAL NOTE: The Division of Student Life logo is an approved secondary signature and should be used in accordance with the guidelines of the secondary signature as outlined on brand.uoregon.edu.

The Division of Student Life logo is the primary identifier for Student Life and should be used consistently to identify Student Life in all of its marketing and communications. To ensure consistency, it is critical that everyone uses the Student Life logo in accordance with the guidelines outlined on brand.uoregon.edu, regardless of personal preference. Creating variations or making changes to the Student Life signature is prohibited.

To get EPS files of the acceptable variations of the Student Life logos, visit brand.uoregon.edu. If access to the files is not available or a different file type is required, contact slmarketing@uoregon.edu or the senior graphic designer and creative lead for the Division of Student Life.
Acceptable Use

APPLYING COLOR TO THE LOGO
All of the acceptable color variations can be found at brand.uoregon.edu. Do not apply color variations to the secondary signature.

INTERNAL AUDIENCES
Materials that are created for 100 percent internal audiences (this means the audience is physically on campus and will not take the material with them off campus to show to another party) may use the O element without the University of Oregon wordmark as long as all guidelines including cleaspace and minimum size are observed.
All unacceptable uses of the university signature as outlined on brand.uoregon.edu apply to the Division of Student Life logo. In addition, do not do any of the following:

**DON'T PLACE THE DIVISION OF STUDENT LIFE ELEMENT ADJACENT TO THE “O”**

The O element and Division of Student Life element should never be used next to each other without the University of Oregon element separating them.

**DON'T ALLOW THE UNIVERSITY SIGNATURE TO TOUCH THE DIVISION OF STUDENT LIFE COLOR BAR**

The university signature should never touch the Division of Student Life color bar in any way. Observe all clear space requirements as outlined on brand.uoregon.edu.
SPECIAL NOTE: The commercial-use Division of Student Life logo and all of Student Life’s commercial-use department logos may be used for commercial use only. Commercial use is defined as items used for promotional purposes, apparel and uniforms, specialty advertising, merchandise, or novelty items designed to promote a specific department or event.

The Oregon O may be used graphically and recomposed with the Division of Student Life and its departments’ wordmarks. The wordmarks may appear to the right of the O, or below the O as shown on this page. These logos cannot incorporate the line or rule between the O mark and the wordmarks. Care should be taken to maintain the proportional dimension of a commercial-use logo to those aspects defined by the formal University of Oregon logo.

To get a copy of the electronic logo file of the commercial-use Division of Student Life or department commercial-use logos, contact the Division of Student Life marketing office.

ADDITIONAL GUIDELINES: For a complete list of rules and guidelines for use of the commercial-use marks, please reference the University of Oregon Commercial Use Guidelines document available from the University of Oregon Office of Marketing and Brand Management.
CLEAR SPACE REQUIREMENTS
The O Division of Student Life logo is to be used in special commercial-use situations only. Clear space requirements must be observed.

MINIMUM SIZE REQUIREMENTS
The “O” should never appear smaller than ⅜” high.

In some cases, special sizes or clear space allowances may be required. Examples of these unique applications include but are not limited to pencils, CD spines, and very small ads.

For approval or questions about unique application of the O Student Life logo, contact the Division of Student Life marketing office.
DEPARTMENT COMMERCIAL USE LOGOS: The departments’ commercial-use logos follow the same guidelines as the Division of Student Life commercial-use logo.

APPROVED COMMERCIAL USE LOGOS

Career Center
Department of Physical Education and Recreation
Erb Memorial Union
Holden Center
Office of the Dean of Students
University Counseling and Testing Center
University Health Center
University Housing
The color bar functions as a unifying iconography for the Division of Student Life and should be used consistently to establish continuity and help define the Student Life identity.

The following color bars are approved for Division of Student Life marketing and communications. The order of the colors must remain the same, but the size of the color blocks can be changed as long as an equal balance of green and yellow is maintained and the blues are limited.

**Mixed Color Bar**  
Suggested audiences: current and prospective students

It is acceptable to resize and/or rotate the color bar 90, 180, or 270 degrees.

**Gradient Color Bar**  
Suggested audiences: parents and donors

It is acceptable to resize and/or rotate the color bar 90, 180, or 270 degrees.

**Suggested Background Colors**

Although you are allowed to use any background color that complements and provides adequate contrast with the color bar, if you are looking for a neutral background color, it is recommended that you use either white or the following dark gray.

**Student Life Dark Gray**

- **Process**: C70 M50 Y50 K50
- **Web**: #5470B3
- **Hex**: 364649
UNACCEPTABLE USE

In order to maintain a visual consistency, it is important to use one of the two color bars as outlined on the previous page. It should not be altered in any of the following ways.

DON'T CREATE ONE-COLOR VERSIONS OF THE COLOR BAR

When creating black and white or one-color materials, do not include a color bar. The color bar loses its unifying characteristics and visual appeal when recreated in one color.

DON'T PLACE COLOR OVERLAYS ON TOP OF THE COLOR BAR

The color bar loses its unifying characteristics and visual appeal when altered by overlaying a color on top of it.

DON'T CHANGE COLORS IN THE COLOR BAR

The colors in the color bar were carefully selected and should be used consistently. Regardless of personal preference, do not change any of the colors.

DON'T REORGANIZE THE COLOR BAR

The order of the colors in the color bar were carefully selected and should be used consistently. Regardless of personal preference, do not change the order.

DON'T REPEAT THE COLOR BAR

The colors in the color bar are meant to be used only once. Do not repeat the color bar—instead, resize it to fill the space.
The curved box is approved for Division of Student Life marketing and communications. Care should be taken to adjust the curved top-right and bottom-left corners to maintain the proportions shown in the example below. It may be any of the approved University of Oregon colors.

**ACCEPTABLE USE**

**SQUARE**
The curved box can be a perfect square and can appear in any University of Oregon color.

**HORIZONTAL RECTANGLE**
The curved box can be any variation of a horizontal rectangle and can appear in any University of Oregon color.

**VERTICAL RECTANGLE**
The curved box can be any variation of a vertical rectangle and can appear in any University of Oregon color.
**UNACCEPTABLE USE**

**DON'T ROTATE THE BOX**
The curved box should always appear with the upper-right and bottom-left corners curved and the other two corners pointed.

**DON'T CHANGE THE PROPORTION OF THE CURVES**
Care should be taken to maintain the proportions of the curved corners.

**DON'T MAKE A PATTERN OR NEW SHAPE OUT OF THE CURVED BOX**
Don’t use multiple boxes near each other or attempt to make new graphic shapes using multiple curved boxes.
University of Oregon brand graphics can also be incorporated. It’s recommended that we use these sparingly and as small supporting unifiers. For access to these graphics contact the Student Life marketing office. These items are strongly suggested for prospective students, parents, and donor audiences.

**SPECIAL NOTE:** The equilateral triangles should follow the UO triangle grid system. Contact the senior graphic designer and creative lead for the Division of Student Life for more details.
The Division of Student Life tagline and all the secondary taglines must use United Serif Cond Bold and should be typed on three lines (space permitting) without punctuation. The secondary taglines can be used interchangeably as appropriate for every department, program, or service. Taglines are required on each department website homepage, but not required on other publications or pages. “Life Happens Here” is reserved for division-level or multi-department sponsored programs, events, or services. Taglines can be any color in the Division of Student Life color bar, except turquoise or powder blue, as long as it has adequate contrast.

Due to trademark rules, all secondary taglines must be approved by the director of marketing for the Division of Student Life. Please do not use taglines that do not appear on this list—copyrights will need to be verified.

**DIVISION OF STUDENT LIFE TAGLINE**

Life Happens Here

**SECONDARY TAGLINES**

Achievement Happens Here  
Careers Happen Here  
Community Happens Here  
Connections Happen Here  
Culture Happens Here  
Events Happen Here  
Fun Happens Here  
Future Happens Here  
Involvement Happens Here  
Leadership Happens Here  
Learning Happens Here  
Respect Happens Here  
Service Happens Here  
Support Happens Here  
Sustainability Happens Here  
Wellness Happens Here

**EXAMPLES**

Life Happens Here  
Involvement Happens Here
When creating marketing materials, please adhere to the following standards.

**REQUIRED ELEMENTS**
- University of Oregon logo (for a 100% internal audience the University of Oregon words are not required)
- Division of Student Life logo (size permitting)
- One of the two color bars
- Department name (and/or program name if appropriate) listed in an approved university font
- Department url (or program url if appropriate)
- One of the three approved EOAA Policy Statements listed on [brand.uoregon.edu](http://brand.uoregon.edu).

**OPTIONAL ELEMENTS**
- Curved box
- Tagline
- UO graphical elements

**SPECIAL NOTE:** For design standards for materials that are co-branded with businesses outside the University of Oregon, contact the director of marketing for the Division of Student Life at least four weeks prior to wanting something to be public. Contracts for co-branding can take a long time to work through the legal process.
SPONSOR AND PRESENTED BY REQUIREMENTS

When listing sponsorships or using the term, “presented by,” please follow the guidelines outlined below.

- The term “presented by” should be reserved for the main hosting university department(s) or program(s).
- When an event is sponsored or presented by two or more departments in Student Life, use the university bar with Division of Student Life and list the department names in the “Sponsored By” section.
- When listing sponsors under the term “Sponsored By” only use logos for organizations that contribute 50 percent or more of the event costs, except when there is a contractual agreement. All other sponsors should be listed with text alphabetically or in order of largest to smallest monetary donation.
- Approved sponsor logos should not be larger than the official University of Oregon logo.

PEPSI LOGO REQUIREMENTS

SPECIAL NOTE: The Division of Student Life has a special contract with Big Foot Beverages and Pepsi. The logo mark should appear on advertisements (space permitting) whenever an in-kind donation is made. If you plan to use or list sponsorship from competing beverage companies, contact the director of food services in University Housing for specific approval.

The following logo should be used while Pepsi is under contract with Student Life for any event where in-kind donations have been given. Careful consideration should be given to not pixelate or distort the logo in any way. Please make sure adequate contrast has been provided with the background color. For further questions, please contact the director of marketing for Student Life.

SPONSORSHIP EXCEPTIONS—LISTING MORE THAN ONE LOGO

- If you are interested in listing more than one logo (other than the Division of Student Life logo) as a sponsor on printed materials, please limit the quantity and size. Official contracts and agreements should be in place when we create co-branded materials (using the “O” with other logos).
- Slides and announcements are another way to acknowledge donations and sponsorship.
EARTH WEEK POSTER

- **PURPOSE** Advertise Earth Week events, recruit advocates for sustainability activism, and send people to the website for details
- **AUDIENCE** Primary: current UO students, faculty, and staff; Secondary: Eugene community
- **DESIGNED BY** Mary Vertulfo

**REQUIRED ELEMENTS**

1. University of Oregon logo
2. Division of Student Life logo
3. One of the two color bars
4. Department and/or program name
5. Department or program url
6. EOAA policy statement (event version)

**Examples**

Special note: listing dates and times consistently is important. This date and time follows the *Chicago Manual of Style.*

Optional: sponsors listed in alphabetical order

Optional: presented by the main hosting university department or program

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EARTH DAY CELEBRATION

**EMU Amphitheater**

April 22 • 10:00 a.m.–2:00 p.m.

Free samples from local businesses, bike-powered music, photo booth, raffles, and more!

For full schedule stop by the Earth Week Hub at the EMU Amphitheater from 10:00 a.m.–4:00 p.m. or visit: [coalition.uoregon.edu/earthweek](http://coalition.uoregon.edu/earthweek)
What is the Community for Musical Scholars?
Designed for admitted music majors, you will live with other students who are pursuing degrees in music. The goal of the Community for Musical Scholars is to provide you with multiple levels of performance, academic, and personal support.

Why should I live in the community?
In addition to the benefits of living with colleagues who are pursuing similar degree paths, you will have access to on-site music tutors, academic advising, and a resident assistant who is majoring in music, too.

What amenities will the community feature?
- eight music practice rooms
- multipurpose room with community study space, classroom technology, electric keyboards, and grand piano
- lounge with upright piano
- more access to faculty connections
- community learning and engagement

Who is eligible and how do I apply?
All students who are admitted to the music major are eligible and encouraged to apply. If you’d like to live in this community, contact the music academic advisor at ugradmus@uoregon.edu.

Please be sure to add the Community for Musical Scholars to your University Housing application. If you have already completed your application, update your application at housing.uoregon.edu/apply.
WILLAMETTE VALLEY MUSIC FESTIVAL 2015 POSTER

- **PURPOSE** To get UO students to attend the Willamette Valley Music Festival which features a variety of live bands on campus.
- **AUDIENCE** Primary: current UO students; Secondary: faculty, staff, and the Eugene community
- **DESIGNED BY** Jenny Luo

**REQUIRED ELEMENTS**

1. University of Oregon logo
2. Division of Student Life logo
3. One of the two color bars
4. Department and/or program name
5. Department or program url
6. EOAA policy statement (event version)

Optional: presented by the main hosting university department or program

Special note: listing dates and times consistently is important. This date and time follows the Chicago Manual of Style.

Optional: sponsor logos included according to a contractual agreement. Must be smaller than the UO Signature
**SPRING 2015 CAREER FAIR POSTER**

- **PURPOSE** Recruit current students to attend the Career Fair.
- **AUDIENCE** Current UO students
- **DESIGNED BY** Michael Williamson

**REQUIRED ELEMENTS**
1. University of Oregon logo
2. Division of Student Life logo
3. One of the two color bars
4. Department and/or program name
5. Department or program url
6. EOAA policy statement (event version)

Optional: sponsor logos included according to a contractual agreement

Special note: listing dates and times consistently is important. This date and time follows the *Chicago Manual of Style*.
Parents Leadership Council supports an exceptional student experience at the University of Oregon by encouraging family engagement and cultivating support for the Division of Student Life.

Pillars
The Parents Leadership Council is passionate about supporting three key areas of the University of Oregon student experience: safety and wellness, leadership, and professional development. As dedicated parents and family members, the Parents Leadership Council will strengthen preexisting programming, staffing, and facilities while exploring new and innovative opportunities. Parents Leadership Council members will work to direct feedback and resources toward these pillars which promote student success.

Join the Parents Leadership Council or to learn more, contact Will Williams 541-346-0044 • wwilliam@uoregon.edu

Parents.uoregon.edu

Safety and Wellness  
- Physical health  
- Identity exploration  
- Campus safety  
- Mental wellness  
- Personal fitness  
- Substance education  
- Community livability  
- Health relationships and positive sexual health

Leadership  
- Fraternity and sorority life  
- Leadership training and development  
- Student activities  
- Global community service  
- Intramurals and club sports  
- Institutes and workshops  
- Student government  
- Service learning and community engagement  
- Study abroad and alternative breaks

Professional Development  
- Career exploration  
- Student employment  
- Internships  
- Job Shadowing  
- Ducks hiring Ducks  
- Real-world connections  
- Mentorship  
- Mock interviewing  
- Search preparation  
- Networking opportunities

The University of Oregon is an equal opportunity affirmative action institution committed to equal opportunity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request.
Digital Displays

**REQUIRED ELEMENTS**

1. University of Oregon logo
2. Division of Student Life logo
3. One of the two color bars
4. Department and/or program name
5. Department or program url
6. EOAA policy statement (short version)

**FILE TYPE**
The file should be a RGB, JPEG, or PNG with 72 ppi. It is also recommended that the file should be under 500 KB.

**MINIMUM FONT SIZE**
- Text: 50-point font or larger.
- Disclaimer text: 22-point font or larger.

**MAXIMUM WORD COUNT**
Limited to 15 words per slide (excluding any text listed to meet the required elements).
Digital Displays

MINIMUM SIZE REQUIREMENTS

- **UNIVERSITY OF OREGON**
  - **O**: 120 px
  - **O** (yellow background): 150 px
  - **O** (green background): 32 px

- **UNIVERSITY OF OREGON**
  - **O** (green background): 50 px
  - **O** (yellow background): 50 px


All apparel must include the following:

- Division of Student Life name in approved university font or Division of Student Life commercial-use logo (may be on the front, sleeve, or back of the shirt)

Apparel may also include the following:

- the department’s commercial-use logo or department name in approved university fonts;
- program or service title; and or
- graphics, icons, or design.

All exception requests must be approved by the director of marketing for the Division of Student Life. If cost is an issue, we can work with vendors for best pricing.

**EXCEPTIONS:** if your staff uniform has state-mandated or safety requirements to follow those regulations would trump the guidelines listed in this apparel section.

**UNIFORM EXAMPLES**

- Approved commercial-use logo. Only appropriate for uniforms.
- Student Life name in approved font
- This can be a graphic and include the department, program, and/or Student Life name

**OTHER APPAREL**

- Approved commercial-use logo. Only appropriate for uniforms.
- Student Life name in approved font
Name Tags

Name tags serve as an accompaniment to important department information, helping students identify staff and faculty members who might be able to assist with questions and concerns. It is important for name tags to be visually consistent. Below are the Division of Student Life standards.

UNIVERSITY LOGO
Use the horizontal University of Oregon logo in approved colors only.
- Please include clear space requirements around the logo when possible. For clear space requirements see brand.uoregon.edu.
- In addition, the logo is not permitted to be smaller than 0.375 inches high (some special cases have been allowed, but are unlikely to be approved for name tags).

FIRST LINE
The staff member’s name should be on the first line and in the largest font possible on the badge.
- Suffixes or certificates are only listed at the preference of the staff member and should not be excessive if it can be avoided.
- Middle initials or preferred nicknames are only listed when requested by the staff member.

SECOND LINE
The position title should be on the next line. Font size should be less than half the size of the font used for the individual’s name.
- Be careful not to abbreviate if it can be avoided; acronyms likely do not connect with people who are unfamiliar with internal office terms.
- Department directors should be titled “Director, Department Name,” other directors should be “Director of ________.”
- Individuals with more than one title should separate their titles with “and” not “/.”
- Assistant should be abbreviated “Asst.” Associate should be abbreviated “Assoc.” Only abbreviate when space is limited and it is not possible to spell out all the words.

THIRD LINE
Department or Division of Student Life name.
- List the name of one of the eight approved department names or functional areas.
- Do not use “&” for any of the titles. Use of the ampersand is severely circumscribed in UO style.
- If you work for the Division of Student Life, list that instead.

FOURTH LINE
Division of Student Life name.
- List Division of Student Life.
- If you work for the Division of Student Life, do not add the fourth line.

COLORS
Each name tag must use one of the approved color combinations listed below.
- White background with green lettering
- Gold background with black lettering
- Gold background with green lettering
- Silver background with black lettering

EXAMPLE

Duck E. Duck, PhD
Assistant Director of Awesomeness
Erb Memorial Union
Division of Student Life
APOSTROPHE
Apostrophes do not curve both ways. They curve like the number nine.

A single left quote is commonly misused when abbreviating a year.

INCORRECT
\`The '80s

CORRECT
The '80s

Be careful not to use prime marks.

INCORRECT
It's opening in the fall.

CORRECT
It's opening in the fall.

EM DASHES (—)
An em dash is the width of a capital M. Em dashes may replace commas, semicolons, colons, and parentheses to indicate added emphasis, an interruption, or an abrupt change of thought.

Do not use hyphens or en dashes when an em dash should be used.

INCORRECT
The University Health Center offers high-quality services – student fees dramatically decrease prices.

CORRECT
The University Health Center offers high-quality services—student fees dramatically decrease prices.

Do not add spaces around the em dash.

INCORRECT
2012 – 13

CORRECT
2012–13

HYPHENATION RULES
Whenever possible, avoid hyphenating words across two lines. However, when used sparingly, hyphenation is allowed for nonhyphenated words when the word has at least six letters and the hyphen appears after the first three letters and before the last three letters.

INCORRECT
Intramural sports offer students, faculty, and staff members the opportunity to participate in a variety of sports and recreational activities.

CORRECT
Intramural sports offer students, faculty, and staff members the opportunity to participate in a variety of sports and recreational activities.

Do not add spaces around the em dash.

INCORRECT
Bring clothes for different weather — warm, wet, or cold — but only what you’ll actually wear.

CORRECT
Bring clothes for different weather—warm, wet, or cold—but only what you’ll actually wear.
CORRECT

- Roommates may purchase individual long distance accounts.

HYPHENS (-)

A hyphen should not be mistaken for a dash. A hyphen is used to separate the words in a compound adjective, verb, or adverb. That is, it is used to join two words into one. It is also used to split a word across a line break.

- The Service-learning Cohort actively engages students through combining academic learning, meaningful service, and guided critical reflection.

- Roommates may purchase individual long distance accounts.

Do not use en or em dashes in these situations. Also, do not add spaces around the hyphens.

INCORRECT

- Personal training can help you establish short– and long—term fitness goals.

CORRECT

- Personal training can help you establish short- and long-term fitness goals.

For more information about the proper usage of hyphens, see “Hyphenation Rules.”

LISTS

Lists should use a hanging indent. Do not try to create this with forced line breaks and tabs or spaces. Contact the Division of Student Life marketing office for a tutorial.

INCORRECT

- Erb Memorial Union is home to a variety of student media and resources.

CORRECT

- Erb Memorial Union is home to a variety of student media and resources.

OLD-STYLE FIGURES VS. LINING FIGURES

Figures—also known as numbers—can be typeset using old-style or lining.

Old-style figures vary in height and width and variously extend above and below the baseline. This allows them to blend with the letters.

OLD-STYLE FIGURES

- 123456789

Lining figures are of uniform height and width.

LINING FIGURES

- 123456789

There is no hard and fast rule for when a designer should use one over the other, however it is important to note the difference and make an informed decision about which option will work best. For more guidance, contact the senior graphic designer and creative lead for the Division of Student Life.

Special Note: Kievit—one of the chosen institutional typefaces for the UO—defaults to old-style figures. If the intent is to use lining figures, use the “All Caps” tool in InDesign or Illustrator to change them.

ORPHANS

Avoid orphans in all communications. An orphan is a word, part of a word, or a very short line that appears by itself at the end of a paragraph. It is also a paragraph-opening line of text that appears by itself at the bottom of a page or column. These interrupt the flow of the paragraph, may confuse the reader, create unsightly white space, and can add additional cost to a printed piece.

PHONE NUMBERS

Never allow a phone number to break across two lines. Use non-breaking hyphens to prevent this.

INCORRECT

- Contact the University Health Center at 541-346-2770 for assistance.

CORRECT

- Contact the University Health Center at 541-346-2770 for assistance.
CORRECT

- Contact the University Health Center at 541-346-2770 for assistance.

PUBLICATION TITLES
When mentioned in text, notes, or bibliography, the titles and subtitles of Division of Student Life publications including manuals, brochures, handbooks, contracts, applications, and newsletters are italicized and use title case.

QUOTATION MARKS
There are four types of quotation marks: left double quote, right double quote, left single quote, and right single quote. Left quotes will curve like the number six and right quotes will curve like the number nine.

Be careful not to confuse quote marks with prime marks; they look similar.

INCORRECT

- She said, "You can create your very own 'experienced-student' neighborhood!"

CORRECT

- She said, “You can create your very own ‘experienced-student’ neighborhood!”

SECTION HEADERS
When referencing section headers within a document, do not apply special character styles to the title name (no bold or italics), but do add quotes around the title.

INCORRECT

- Terms and Conditions section, below
- “Terms and Conditions” section, below

CORRECT

- Section 8, “Terms and Conditions”

STYLE SHEETS
To maintain consistency and save time, write paragraph and character style sheets for all typographical elements in every document (e.g., body text, bullets, headlines, bold, italic). Be careful to base each new style on a style that makes the most sense (e.g., base bullets on the body text style so any changes made to body text will be reflected in bullets). A good way to verify that style sheets have been written for all elements is to make sure the “+” never appears at the end of the style sheet name that is applied.

Include the name of the file—or abbreviated file name—when naming styles to avoid cross contamination of styles from other documents.

SPECIAL NOTE: When you copy text from other documents, any document styles that were applied to the copied text will appear in the document you are working on when you paste it. Naming conventions help everyone understand which styles apply to the current document.

- Document name: EMU Brochure
  Style name example: EMU_brochure body

WEB ADDRESSES AND URLS
If possible, write a sentence or paragraph so that the URL is placed at the end of it. When it becomes necessary to break a URL over two lines, never end the first line with an interior period, which would falsely suggest to the reader the end of the URL and the sentence. Instead, end the URL on the first line without any punctuation and then continue it on the second line, starting with the period. In no case should you insert a hyphen into a URL where one does not already exist.

- This is an example of how to carry a long URL over two lines: uonews.uoregon.edu/archive/news-release/2010/12/three-uo-physicists-chosen-2010-aps-fellows

Brevity and simplicity are best, so the preferred URL form is the shortest and simplest that works. Drop the http:// if the reader can get to the URL without it. It may be necessary in some cases to include the http://. In instances involving the listing of secure websites, always include the https:// prefix. Always check that the URL works
in multiple web browsers as listed in your text document (to distinguish truncated URLs from apparently strangely punctuated typographical errors, for instance).

WIDOWS
Avoid widows in all communications. A widow is a paragraph-ending line of text that falls at the beginning of the following page or column, thus separated from the rest of the paragraph. These interrupt the flow of the paragraph, may confuse the reader, create unsightly white space, and can add additional cost to a printed piece.
Quick Response Codes

**Quick Response (QR) Codes**

QR codes allow smartphone and other mobile users to scan the code and instantly access the embedded information. Information can include a website URL, contact information, information about a product, and more.

It is important not to rely on the QR code as the only source of information delivery. Some people do not have smartphones or other mobile devices, and those who do may not have the app or understand the concept. Furthermore, the scan of the code may fail. For these reasons, always include the information embedded in the QR code in plain language nearby on the publication.

**Clear Space Requirements**

1x

x = height of the center square of the position boxes

**Minimum Size**

1"

QR codes should never appear smaller than 1" high. This will maximize the number of code readers that will be capable of reading the code. Any smaller than this, there is a risk of readers failing to read the code.
Quick Response Codes

**DO USE SUFFICIENT CONTRAST**

The safest option is a black code on a white background. This will work with the maximum number of code readers.

**DON'T REVERSE THE COLORS**

Code readers read the dark spaces. If you reverse the image, the code reader will ignore the code and try to read the space in between the code. This will cause the QR code to fail.

**DO INCLUDE THE EMBEDDED INFORMATION**

The QR code should not be the only information delivery method. Give people the ability to access the information without a code reader by including important information near the QR code.

**DON'T REPOSITION, RESIZE, OR SEPARATE COMPONENTS**

The QR code works as a unit. As such, neither its components nor their relative position or proportional size should be altered in any way.

**DON'T FLIP OR REFLECT THE CODE**

In order for a QR code to work properly, all position boxes need to be oriented properly. Flipping the QR code changes the orientation and will cause the code to fail.
Digital Communication Standards
E-mails are an important form of communication. The style of the e-mail depends on its purpose. Who it is addressed to, who might see it, and who is represented should all be considered when composing an e-mail.

**FUNDAMENTALS FOR COMPOSING E-MAILS**
- Double-check spelling and grammar.
- Review e-mails. Meaning and context can get lost without face-to-face communication and body language. Consider diction and syntax. Words may appear to be to the point and neutral, but may sound harsh, demanding, and aggressive to other readers. In order to maintain positive relationships, try to communicate in a friendly, inclusive, and welcoming tone.
- Consider the audience and recipients of the e-mail. Official communication should be accessible to as many people as possible.
- Verify that the recipient’s e-mail address is correct.
- Use legible font sizes, typically 12-point or 14-point font is appropriate.
- E-mails composed with HTML can use inline elements like hyperlinks and images as well as the recommended e-mail signature.
- All UO e-mail is subject to Oregon Open Records Act requirements. Before sending an e-mail, consider that it may someday be made public.

**ACCESSIBILITY STANDARDS**
Incorporate the following guidelines to create e-mails that are easier to read, while also being more accessible to those with screen readers:
- Utilize bullet points; this allows for visual separation of main ideas.
- Use subheaders that are bold or underlined.
- Avoid complicated words; using short words and concise sentences are easier for readers and screen readers to process.
- Links to websites in e-mails should have descriptive titles. Instead of “click here” be more specific: “On the Division of Student Life website, students can find out about wellness initiatives.”
- Utilize white space. White space is empty space (i.e., between paragraphs or the margins). This allows for more organized information that helps the reader focus. It is very confusing for recipients when there is no white space.
- Embedded images should include a brief description about what the image is portraying. Avoid having relevant information in images that isn’t also being communicated in the body of the e-mail.
- Avoid using background images within the e-mail. This is distracting to the reader and the reduction in contrast can make it difficult for people with visual impairments to read.
E-MAIL SIGNATURES

ELEMENTS OF THE SIGNATURE

› First Name Last Name, Job Title
  Department, Division of Student Life
  University of Oregon

  Physical Address
  p: Phone Number
  e: E-Mail Address
  w: URL

  Pronouns: (optional)

CONFIDENTIAL DISCLAIMER

› Notice: This e-mail (including attachments) is covered by the Electronic Communications Privacy Act, 18 U.S.C._2510-2521, is confidential and may be privileged. If you are not the intended recipient, please be aware that any retention, dissemination, distribution, or copying of this communication is prohibited. Please reply to the sender that you have received the message in error, and then delete it and any attachments from your system. Thank you for helping to maintain privacy.

SAMPLE E-MAIL SIGNATURE

First Name Last Name, Job Title
Department, Division of Student Life
University of Oregon
164 Oregon Hall, Eugene, Oregon 97403-5216
p: 541-346-XXXX
e: studentlife@uoregon.edu
w: studentlife.uoregon.edu

Pronouns: he/him/his

NOTICE: This e-mail (including attachments) is covered by the Electronic Communications Privacy Act, 18 U.S.C._2510-2521, is confidential and may be privileged. If you are not the intended recipient, please be aware that any retention, dissemination, distribution, or copying of this communication is prohibited. Please reply to the sender that you have received the message in error, and then delete it and any attachments from your system. Thank you for helping to maintain privacy.

DIGITAL COMMUNICATION STANDARDS

FONT CHOICES (IN THIS ORDER)

› Calibri
› Arial
› Sans serif

FONT SIZE

› Font size should be consistent throughout and no larger than the text in the body of the e-mail; 12-point or 14-point font is recommended.

DO NOT ADD PERSONAL WEB ADDRESSES OR IMAGES

› Do not link to personal social accounts or other websites outside the university. Also, do not include images, clipart, or personal quotes.
Student Life encourages our communities to explore the use of social media platforms. Creating a plan that follows the University of Oregon and Division of Student Life social media guidelines is the first step.

- Social media best practices: [webcom.uoregon.edu/socialmedia](http://webcom.uoregon.edu/socialmedia)

**SUGGESTED SOCIAL MEDIA PLATFORMS**

**MAIN ACCOUNTS**

- Facebook
- Twitter
- YouTube
- Instagram
- Snapchat

**VOICE**

Use consistent branding and voice in all social media communications. The brand is our promise to customers. Post relevant content that people can relate to or talk about to increase interaction such as retweeting, sharing, or posting a comment.

**GOALS AND STRATEGIES**

Goals are long-term aspirations for the brand on social media. Develop and implement strategies that will help achieve Student Life’s goals.

**SUGGESTED GOALS**

- Build community
- Interact with audiences
- Promote authenticity
- Build awareness

**THINGS FOR CONSIDERATION**

- What are the intentions?
- What are the goals for launching campaigns, and how long will the campaign run?
- Where will promotions be published?
- Who will be part of the team?
- Will the content be open to the public or private?

- Should there be a feature, a testimonial, or an event?
- Will there be post categories (e.g., points of pride, events, “did you know”)?

**RESPONSIBILITY**

Who will be responsible for developing, maintaining, and handling each platform?

**SUGGESTED RESPONSIBILITY**

- One to two administrators per social media outlet to maintain relevant content.
- A full-time staff member should have access to all accounts as a top-level administrator.
- Utilize tools such as HootSuite and Tweet Deck to maintain consistency and to schedule content.

**NAMING**

All efforts should be made to include the UO community name—Student Life is part of the bigger brand. Keep the name short and avoid language that could change in the future.

**RECOMMENDATIONS**

- Choose @UOEMU instead of @Erbsmemorialunion2014

**DEFINE AND MEASURE SUCCESS**

Measuring success is important and should be done regularly. Monitor the administrative pages for analytics and data. Set membership goals to continue to expand the platforms.

**ITEMS FOR CONSIDERATION**

- What is the goal?
- What gain is desired?
- What is success and how is it measured?
Social Media

POSTING AND COMMENTS

RECOMMENDATIONS

- Post three to five times per social media platform each week to keep audiences involved. Additional posts are allowed if they are critical or meaningful. Quality over quantity is recommended.
- Repost or share a UO tweet, comment, photo, video, or post at least once a week.
- Respond to comments, questions, concerns, and messages in a timely manner.
- Give recognition to followers who interact.
- Keep track of comments, likes, followers, friends, retweets, and favorited tweets monthly. Most platforms have analytic tools associated with them.
- Review results to determine future content.
- Create an interactive way to get a message across or promote an event by asking questions.
- Be creative. Consider incorporating trivia questions or question-and-answer style comments to elicit interest and involvement from audiences.
- Post or retweet events, jobs, and academic support opportunities available within the university community at least once a week.

CONSISTENCY

The key when choosing to use social media as a tool for audience engagement is consistency in voice, content, and posting frequency.

CONNECTING WITH OTHERS

Building relationships with established organizations on social media is important to raise awareness about the department’s name and purpose. Begin by connecting with other campus organizations—the University of Oregon social media index is located at uoregon.edu/social.

EXAMPLES

- UO Student Life pages
- UO academic programs pages
- UO alumni
- UO athletics
- @QuackCave
- @CallMeADuck

CODE OF CONDUCT

Monitor for inappropriate content and unrelated posts from other users. Users can be blocked if they repeatedly post inappropriate content.

- Delete inappropriate content

UNIVERSITY TOOL KIT

- webcom.uoregon.edu/socialmedia
- uoregon.edu/azindex
DEFINED GOALS
Before you write any content for a site, you should know the answer to the following questions:

› What is the purpose of this message?
› What is the main message?
› To whom is the message directed?
› What response is desired?

CONTENT AND FORMAT GUIDELINES
A usable website is one that supports the user in finding the information they need or in completing their transaction efficiently. Follow the *Chicago Manual of Style*, but use the *Associated Press Stylebook* when writing news or feature articles.

**DO**

› Use scan-ready content that is user-centered
› Follow usability conventions
› Use well-written and up-to-date content
› Organize and structure with simple and consistent navigation
› Balance functionality with accessibility; use www.w3c.org/wai as a guide
› Help users complete tasks
› Link to and from related websites and pages
› Use inverted pyramid style—the point of your paragraph should be at the beginning of a paragraph, the explanations at the bottom.

**DON’T**

› Use information, graphics, music, or video that violates copyright laws
› Utilize information that violates federal, state, or local laws
› Use information that violates or does not adhere to university policy
› Use PDF format when it can be avoided

For further information on laws and policy, contact the Office of Marketing and Brand Management.

VOICE AND ACCESSIBILITY
Use the second person voice when your target audience is the student body and the third person voice when addressing a different audience or multiple audiences. Use active voice instead of passive voice.

**CORRECT**

› Students’ intellectual and personal developments are enhanced by out-of-class faculty interactions.

**INCORRECT**

› Out-of-class faculty interaction with students enhances students’ intellectual development.

Headings should appropriately describe the content and play a part in search engine optimization.
DEPARTMENTS
The following are departments within the Division of Student Life:

- Career Center
- Office of the Dean of Students
- Dean of Students Office
- Department of Physical Education and Recreation [external audiences and permanent signage]
  Physical Education and Recreation [internal audiences]
  P.E. and Rec [internal audiences] (with periods)
- Erb Memorial Union [external audiences and permanent signage]
  EMU [internal audiences]
- Holden Center for Leadership and Community Engagement [external audiences and permanent signage]
  Holden Center [internal audiences]
- University Counseling and Testing Center [external audiences and permanent signage]
  Counseling and Testing Center [internal audiences]
  Counseling Center [internal audiences]
  Testing Center [internal audiences]
- University Health Center
- University Housing

DIVISION OF STUDENT LIFE
On first reference, capitalize and use the full name Division of Student Life. For subsequent references, the shortened form—Student Life—may be used. Never abbreviate to the Division, DSL, or SL.

- Division of Student Life [first reference]
- Student Life [subsequent references]

NOT
- The Division

FUNCTIONAL AREAS
The following are functional areas within the Division of Student Life.

- Assessment and Research
- ASUO Leadership
- Development
- Major Student Events
- Marketing
- Parent and Family Programs
- Strategic Communication
- Student Life Information Technology Services

GENDERED LANGUAGE
When writing copy for web or publications, take special note to avoid using language that is gender specific when it is not necessary. Before listing a pronoun or gender of a student be sure to ask their permission.

- Our students are exceptional and talented.

NOT
- Our men and women are exceptional and talented.

STUDENT ORGANIZATIONS
The following is a list of student organizations commonly used in Student Life communications. For a complete list of student organizations, refer to uoregon.orgsync.com/BrowseOrganizations.

- African Student Association
- Associated Students of the University of Oregon (ASUO)
- Fraternity and Sorority Life
- Lesbian, Gay, Bisexual, Transgender, and Queer Alliance
- Office of Student Advocacy
- Nontraditional Student Union
- Residence Hall Association
UNITS AND THEIR AREAS
A unit is any subgroup of a department.
› Administrative Support
› Business Affairs
› Facilities Services
Some units have additional areas.

BUSINESS AFFAIRS
› Human Resources and Payroll
› Purchasing and Accounting

FACILITIES SERVICES
› Custodial
› Maintenance

VICE PRESIDENT FOR STUDENT LIFE
The proper title is vice president for [not of] student life.

Capitalize the principal words in *vice president for student life* when it appears before the name of the vice president. Don’t capitalize the title in other instances.

› Vice President Dr. Robin Holmes

AND

› Dr. Robin Holmes, vice president for student life

AND

› The vice president for student life will speak at the upcoming conference.
Other University Terms

BUILDING NAMES
Use the full, official name on first use and the accepted shortened name on subsequent uses.

The following is a list of building names commonly used in Division of Student Life marketing and communications.

- 1715 Franklin [official name]
- Agate Apartments
- Autzen Stadium
- Baker Downtown Center
- Barnhart Hall (not Complex nor University Inn)
- Bean Hall (not Complex)
- Carson Hall (not Complex)
- Chapman Hall
- Cheryl Ramberg Ford and Allyn Ford Alumni Center [official name]
  Ford Alumni Center [accepted name]
- Computing Center
- Earl Hall (not Complex)
- East Campus Graduate Village
- EMU South at McArthur Court
- Erb Memorial Union [first reference]
  EMU [subsequent references]

NOT
- E.R.B. Memorial Union
- ERB Memorial Union
- E.M.U.

- Gerlinger Hall
- Global Scholars Hall (not Complex)
- Hamilton Hall (not Complex)
- Hayward Field
- Hendricks Hall
- John E. Jaqua Academic Center for Student Athletes [official name]
  Jaqua Academic Center [accepted name]
- Johnson Hall
- Jordan Schnitzer Museum of Art
- Knight Law Center
- Living-Learning Center (not Hall or Complex)
- Lokey Laboratories
- Moon Court Apartments
- McArthur Court
- Matthew Knight Arena (and Patrick Kilkenny Court) [official name]
  Knight Arena [accepted name]
- Moss Street Children’s Center
- Museum of Natural and Cultural History
- Outdoor Program Barn
- Oregon Hall
- Riley Hall (not Complex)
- Robert and Beverly Lewis Integrative Science Building [official name]
  Lewis Integrative Science [accepted name]
- Spencer View Apartments
- Straub Hall
- Student Recreation Center [first reference]
  SRC [subsequent references]
  The Rec [current student audience only]
Other University Terms

- Student Tennis Center
- University Health, Counseling, and Testing Center
- Vivian Olum Child Development Center
- Walton Hall (not Complex)

DUCKWEB
DuckWeb is the University of Oregon’s interactive information system for students, faculty, and staff. DuckWeb is one word and uses camel case, i.e. the “D” and “W” should be capitalized in all instances.

- DuckWeb
  NOT Duckweb
  NOR Duck Web

QUIKPAY®
QuikPAY® is a payment method offered through the Cashier’s office. Proper use of QuikPAY® does not include a “c” and capitalizes the “Q” and “PAY.” Also, a registered symbol needs to be included in superscript at the end.

- QuikPAY®
  NOT QuickPAY®
  NOR QuikPay

STUDENT CONDUCT CODE
Always capitalize Student Conduct Code and do not include university as part of the official name of the Student Conduct Code. In cases where it is unclear as to which student conduct code is being referenced, university’s may be added before Student Conduct Code.

- Why is there a Student Conduct Code?
  OR
- Disciplinary actions are addressed in the university’s Student Conduct Code.

UO CARE
UO Care is the official name for the comprehensive health plans available to students. It will appear with a space between the O and C when it is written in the copy.

UOADVANTAGE
UOAdvantage is an online tool used to facilitate students’ engagement in experiential learning opportunities. It’s goal is to thoughtfully prepare students for next steps after college. The UOAdvantage experiential learning and personalized outcomes record interface allows students to record, organize, strategize, process, endorse, and promote their experiential learning.

When listing UOAdvantage, it is important to capitalize the UOA and not use any space breaks.
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