Graphic Standards and Guidelines
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As Southeastern Oklahoma State University moves forward in its educational mission, it is critical to maintain consistency and uniformity as we communicate a clear and concise image of the University.

To assist in this process, a committee of University personnel has worked diligently to develop this “Graphic Standards and Guidelines” publication.

This publication provides information regarding the official University colors and institutional logo, athletics and spirit logo, institutional seal, email signatures, typefaces, stationary and letterhead design, advertising, newsletter and web site templates, software, and trademark and licensing issues.

As a member of the Southeastern family, you share in the responsibility to ensure compliance with these new graphic standards. If you have questions regarding any of these guidelines, please contact the Office of University Communications or Printing Services.

Sincerely,

Larry Minks
President
You are the keeper of our image.

The outstanding work you deliver daily makes our image flourish, but there is still more to be done. By following the guidelines in this book, you’ll be doing your part to protect and strengthen Southeastern Oklahoma State University. Inside you’ll find simple directions on how to use our visual identity correctly, while always capturing the unique spirit of our institution.

Why imaging is important.

Inconsistent use of a image is the number one factor that reduces the strength of a image. By consistently putting forth a unified image to the public, we are bringing value, prominence, and awareness to our University. This increased visibility helps the University prosper in admissions/recruiting, fundraising, and other areas of growth.

Access to artwork.

To help you develop effective marketing materials, we made the process of accessing all the Southeastern image images simple. The design elements, artwork, and most up-to-date information are easily accessible by visiting our logo website at www.SE.edu/printing-services.

When in doubt, call.

These standards were carefully developed by experienced professionals in the marketing and communications office in conjunction with esteemed colleagues, both on and off campus. Should you have any questions, please do not improvise solutions without first consulting the University Communications Office and/or Southeastern Printing Services.
Proper Name

When referring to the University for the first time in text, the full name should be used, Southeastern Oklahoma State University. Upon secondary references, Southeastern or SE can be used. For official documents, (i.e. Regent reports, etc.) please use SEOSU.

Word Mark

The word mark is simply the name of the University. It is Times New Roman boldface type. If Times New Roman is not available, suitable substitutions are Minion Pro, Garamond.

When using the word mark, Southeastern can appear by itself or the entire proper name in one line.

SOUTHEASTERN
SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Times New Roman-Bold

SOUTHEASTERN
SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Minion Pro-Bold

SOUTHEASTERN
SOUTHEASTERN OKLAHOMA STATE UNIVERSITY
Garamond-Bold

Do Not use a different a sans serif font

Southeastern Oklahoma State University

Website

When referring to the Southeastern website, it should always appear as www.SE.edu. If referring to a certain page, i.e. Printing Services, www.SE.edu/printing-services should be used. When referring to Southeastern Athletics, the proper website is www.GoSoutheastern.com.
Official Colors

Southeastern’s official colors are Royal Blue and Gold. When possible, use the Pantone Matching System (PMS) colors 2748 for blue and 109 for gold. The black used as an accent color is a pure black.

When using a grayscale palette, Blue will be represented by pure black or 85% pure black and Gold will be represented by 30% pure black. (see grayscale logo on page 9).

Typefaces

The Southeastern logo utilizes Freshman font. This font can be downloaded for free from most font websites (dafont.com). When adding a sport or department, be sure to also use the Freshman font, as shown below. Arial or Calibri can be used as an accent font in the body of any paragraphs.
University Logo

The University logo, sometimes referred to as the “Oval SE,” is a black oval containing a yellow oval and a smaller blue oval. The interlocking SE is white outlined in black. “Southeastern” arcs above the ovals in SE blue, in the Freshman font.

When utilizing the logos, remember to keep the logo proportioned to the original size (see page 10).
Proper Use of Logos

Logos and backgrounds

Below are some different ways in which logos can be placed on backgrounds.

For 4 color printing

One-color printing
Improper Uses of Logos

Improper uses of the logo

When placing the logos in any program, remember to keep the logo proportioned to the original size. This can be accomplished by holding down the shift key when resizing the logo. For example, in Word, hold the shift key and click on the corner handle (see figure 1) and resize the logo. Do not stretch the image to fit into a space (figures 2 & 3).

Do not place on color backgrounds other than those of the official University colors or on patterns that may make it difficult to read.

Do not change colors of logos.
Old Logos

Do not use any old logos, including, but not limited to, those pictured.
Institutional Seal

Seal

The Institutional Seal is reserved for use on diplomas, diploma covers, commencement materials, legal documents, and publications produced by or for the Office of the President (or Vice Presidents) and the Dean of Students on official rulings of student status. The seal identifies University-wide policies and proceedings. It is not intended as a design element for university communications. The seal also may be used on documents produced by the Regional University System of Oklahoma (RUSO) and the Oklahoma State Regents for Higher Education (OSRHE). The Institutional Seal is NOT a University Logo. The seal may only be used with permission from the Office of the President.

The Seal of Southeastern Oklahoma State University was designed, on paper, by Max McClendon, faculty member from the Art Department, for the 1987 investiture of President Larry Willliams. The seal is hexagon-shaped, with the six sides representing the six Oklahoma regional universities, and thus Southeastern’s membership in a statewide network of higher education. The words “Progress” and “Education” appear on the inside edge of the hexagon, indicating the University’s mission. Within the hexagon is a triangle, symbolizing the convergence of the Red, Blue, and Washita Rivers in this part of the state. Within the triangle are two iconic images of the Southeastern campus: Morrison Hall and a magnolia blossom. At the bottom of the seal, the year 1909 indicates when the University was founded.

When in doubt, please call the University Communications Office at 2288 or Printing Services at 2980.
Stationery

Letterhead, Envelopes and Business Cards

A coordinated system of stationary is important to presenting Southeastern Oklahoma State University’s image identity clearly and consistently. Letterhead, envelopes, and business cards often serve as the first graphic representation of the University to audiences.

The stationery pieces include the signature logo in two colors on white stock. The mailing address, phone, fax, and web information is also included. To order letterhead, envelopes, or business cards, visit www.SE.edu/printing-services.
Website & Email

Website Templates

There are three distinct levels in the architecture of our website. Each level is visually integrated and changes seamlessly to accommodate the logical progression of information and relevant content.

Level I is our most public facing presentation with categories containing most pertinent information, also known as the SE homepage.

Level II web pages offer more specific and in-depth information. This would include departmental and office homepages.

Level III web pages contain detailed departmental information.

Any information that you need to have formatted for the web should be sent to Network Operations (webupdates@SE.edu). Text should be in Microsoft Word format and photos should be sent as jpegs. Network Operations provides software platforms that allow departments to update their own website content within standardized Southeastern website templates. University websites will comply with ADA requirements for accessibility.

Departments must receive approval from the VP of Business Affairs and Executive Director of Information Technology/CIO to accept online payments through Southeastern hosted websites.

Email

Email sent using the SE server is for official use only. Emails sent represent the University and its employees, faculty, and students. In any emails using the SE server, there should be no backgrounds in the body of the email. Email signatures should not include any photos, logos, or images other than the official SE logo. Additions to email signatures require prior approval through the Office of the President. For a professional look, email signatures should include the following:

Name
Title
Department
Southeastern Oklahoma State University
1405 N. Fourth Ave., PMB (your PMB #)
Durant, OK 74701-0609
580.745.XXXX
Fax: 580.745.XXXX
www.SE.edu
Correct Software

Software

Correct software is key. Before getting into the details of design graphics, let’s address the means by which we create our graphics. The use of industry-standard software for designing print materials is essential to ensuring the highest quality. Such applications allow for strict control of color, typography, and images for print and web-based use.

Software considered industry standard:

**TEXT:** Microsoft Word

**LAYOUT:** Adobe InDesign or PageMaker

**VECTOR GRAPHICS:** Adobe Illustrator or Macromedia Freehand

**RASTER IMAGES/PHOTOGRAPHY:** Adobe Photoshop

Applications such as Microsoft Word, Microsoft Publisher, PrintShop, and Corel Draw do not conform to industry standards, and therefore, should not be used for design of ads, brochures, posters, or graphic design material.
Brochures

Templates for print ads are available.

PowerPoint

Templates for PowerPoints are available. Simply contact Printing Services to have them emailed. See below.
Family of Publications

A Family of Publications allows prospective and current students, at a glance, to recognize that a publication is from Southeastern. Utilizing a similar style and layout, the publications give unity to the Southeastern image.

The current slogan used on these products is “Where Your Story Begins!” These publications use the fonts Times New Roman, Christina, and Stamp Act. Color schemes, backgrounds, and artwork tie all of these products together, representing the University in a unique and colorful image.

Some samples of the current Family of Publications are shown below.
Guidelines for University News Releases

Anyone is encouraged to submit information to the Office of University Communications for consideration of a news release and/or photo. This request may be done by phone or e-mail and should be done at least two weeks prior to a projected publication date. As designated by the University President, the Office of University Communications is charged with the following responsibilities:

• Evaluate all news submissions and determine, based on professional judgment, audience potential, and other media criteria, if a news release is justified
• With any potential news release, consider the benefit to the University as a whole as opposed to the benefit of an individual
• Ensure that all news releases meet Associated Press guidelines for publication
• After completing a draft of the release, contact the appropriate persons to verify the information is correct
• Determine if the news is of an internal or external nature (see examples below)
• Distribute the news release in a timely manner to appropriate media outlets – the Office of University Communications has an active data base of nearly 200 media outlets
• ALL external University news releases must be reviewed and approved by the Office of University Communications

Examples of Internal news/photos

This type of news is written for the campus community and/or specific inter-campus groups, and because of a limited audience, does not have broad enough interest for the general public. Examples would include presentation of papers, granting of tenure, etc. While these news items are important, they are more appropriate for school and departmental newsletters or websites.

Examples of External news/photos

This type of news is written for the general public, which for the most part, is not a higher education audience. These releases must be written in plain terms without higher education jargon. Examples would include upcoming events, significant University accomplishments (enrollment increases), and significant school, department and individual accomplishments (large grant, gift or scholarship, state, or national award). These news releases should have some broad interest to the public, and are distributed to media outlets in Oklahoma, Texas, and other regions, when appropriate. Media outlets have limited time and space, and priority should be placed on distributing the appropriate type of news for publication. And remember that just because a news release is produced and distributed, there is no guarantee when or if it will be published.

Contact

You may contact the Office of University Communications by phone (745-2288), or by email (aburton@SE.edu, dhoke@SE.edu, hharmon@SE.edu)
Trademarks and Licensing

The SE trademark-licensing program serves to protect and enhance the University’s name, reputation and image through the administration of the controlled use of the University’s trademarks, service marks, and logos. The Vice President for Business Affairs negotiates and administers licenses with manufacturers that wish to trade upon the University name and ensure that all uses of the University’s name is professional, tasteful, and of a quality which reflects positively on the institution.

Licensing Policy

All logos, seals, names, symbols, and slogans associated with Southeastern Oklahoma State University are trademarks and are the exclusive property of SE. Reproduction of these marks for resale or other commercial purposes must have University authorization. University Communications and Vice President for Business Affairs is responsible for protecting the use of Southeastern Oklahoma State University trademarks and for licensing commercial use of the marks.

What is Commercial Use?

Items for Resale

Selling products (such as cups, sweatshirts, balloons, boxer shorts, etc.) bearing University trademarks is considered commercial use. This policy applies to the following situations:

• Sales to campus and private retailers
• Sales to individual customers
• Sales at Southeastern Oklahoma State University sporting events
• Sales on campus by student groups with vending permits
• Sales for fund-raising projects

Items for Promotional Use

• Items that bear the trademarks of the University and those of a commercial business, such as a restaurant, which are either sold or given away, are promotional and are considered commercial.

What Activities Are Exempt from Licensing?

In-House Use of Trademarks

Registered student organizations, as defined by the University (i.e., official student organizations) and campus departments may use trademarks of the University for “inhouse” purposes as on stationary, posters, signs, and banners dealing with the on-campus activities of the organization, provided such use reflects positively on the University and the logos are reproduced accurately. Artwork requires approval by the University Communications Office and Printing Services.

Sales Restricted to Campus Events

Office, student organizations and campus departments may sell or give away products (such as T-shirts) bearing the marks of the University combined with the names and logos of their organization, department, or activity if such merchandise relates directly to an on-campus activity sponsored by that organization, with approval by the Vice for President Business Affairs. A royalty waiver form must be completed, and artwork
approved. Examples of such projects include:

- Student Government events
- Social club events
- Homecoming events

**Next Steps**

The Vice President for Business Affairs must grant approval to all outside vendors using the trademarks of the University even if they are producing it for a University-affiliated group. If the department or organization is involved in any of the activities deemed to be commercial, the vendor from which merchandise is purchased must be licensed. Please use these licensed vendors to avoid any possibility of infringement. If the project is in the exempt category, then only variations of the artwork require approval.

- E-mail: licensing@SE.edu