

LUNDQUIST COLLEGE OF BUSINESS BRAND GUIDELINES



Lundquist
College of Business

TABLE OF CONTENTS

1 OUR BRAND

- 1.1 Structure
- 1.2 Position
- 1.3 Tone

2 LOGOS AND USAGE

- 2.1 UO Primary Signature
- 2.2 Clear Space and Minimum Size
- 2.3 Signature Colors
- 2.4 Incorrect Usage
- 2.5 Lundquist College of Business Signature
- 2.6 Portland Signatures
- 2.7 Social Media Icons

3 BRAND COLORS

- 3.1 Primary Colors
- 3.2 Accent Colors

4 TYPOGRAPHY

- 4.1 Primary Fonts
- 4.2 Web and Utility Fonts

5 TRADEMARK LICENSING AND BRAND MANAGEMENT

6 IMAGERY

- 6.1 Style
- 6.2 Editing Guidelines
- 6.3 Video Production
- 6.4 DIY Photo/Video Guide

7 SOCIAL MEDIA

- 7.1 Best Practices
- 7.2 Icons

8 WEBSITES

9 WRITING GUIDELINES

- 9.1 Abbreviations
- 9.2 Academics
- 9.3 Capitalization
- 9.4 Numbers
- 9.5 Portland Locations
- 9.6 Punctuation and Usage

10 APPLYING THE BRAND

- 10.1 Email Signatures
- 10.2 Letterhead
- 10.3 PowerPoint
- 10.4 Zoom Backgrounds

11 PROMOTING EVENTS

- 11.1 Digital Displays
- 11.2 UO Calendar

12 STUDENT CLUBS

- 12.1 Logo Usage
- 12.2 Imagery
- 12.3 Promoting Events
- 12.4 Social Media

CONTENTS

1.1 Structure

1.2 Position

1.3 Tone

OUR BRAND

Thank you for taking the time to review this guide. The style guidelines within it are extremely important to the Lundquist College of Business and the University of Oregon.

The words we use, the way we visually tell our story to the world, our iconic logos and approved fonts—all these elements are combined to communicate our brand. Each is an integral part of our identity, so it's important that we work together to use them carefully and treat them with respect. Used properly, they will help create bold, engaging, and consistent messaging, protect our visual image, and strengthen relationships with our audiences across a wide range of media.

We are all ambassadors of the brand and encourage Lundquist College faculty and staff to refer to this guide when creating communication materials. If you need approved fonts, logos, templates, or additional information visit business.uoregon.edu/communications. If you don't find what you're looking for, contact Jim Engelhardt, director, strategic communications, at jime@uoregon.edu.

BRAND STRUCTURE

What's in a name?

The brand, for one.

Because the University of Oregon brand is our brand, and because the general themes on which key messages are built for both the UO and the Lundquist College of Business are nearly identical, we benefit most by primarily establishing ourselves as a part of the University of Oregon.

OUR BRAND NAME

University of Oregon Lundquist College of Business

This is the simplest way to link the business school with the UO and to build equity and awareness. It is the preferred way to refer to the school with any external audiences. It can be shorted to “UO Lundquist College of Business” or even simply “Lundquist College”—particularly if the University of Oregon connection is well understood.

OUR OFFICIAL OR FORMAL NAME

Charles H. Lundquist College of Business

This name is used almost solely for more formal occasions, such as ceremonial activities (for example, commencement).

NEVER LCB

Do not use the “LCB” abbreviation. Its meaning is lost to audiences outside of the college and does little to reinforce our identity or brand awareness. In fact, it negatively impacts and dilutes our brand, and dishonors our donors, reducing their name to a single letter. Non-Latin acronym use in general is a poor communication choice and tends to alienate the audience.

PRIMARY BRAND ARCHITECTURE

Departments and centers fall under the larger University of Oregon Lundquist College of Business brand.

UO Lundquist College of Business Department
of Management

or

UO Lundquist College of Business Warsaw Sports Marketing
Center

If the connection to the Lundquist College of Business is well understood these may be shortened in limited instances.

UO Department of Finance

or

UO Lundquist Center for Entrepreneurship

GRADUATE PROGRAMS

Because of their unique positioning and market perception, our six master's degree programs have an alternate brand affinity as follows:

Oregon Executive MBA at the University of Oregon Lundquist
College of Business

Master of Accounting at the University of Oregon Lundquist
College of Business

or

University of Oregon Master of Accounting at the Lundquist
College of Business

Sports Product Management at the University of Oregon
Lundquist College of Business

or

University of Oregon Sports Product Management at the
Lundquist College of Business

Master of Science in Finance at the University of Oregon
Lundquist College of Business

or

University of Oregon Master of Science in Finance at the
Lundquist College of Business

Only these six entities may use this alternate brand architecture. All other programs, clubs, departments, internal groups, and offices (i.e. PhD program, Undergraduate program, Honors program, Mohr Career Services, Braddock Tutoring) must rely on the primary brand architecture.

BRAND POSITION

University of Oregon

A brand statement is not a tagline. It's not something that should be shouted from the top of Mount Hood. These words are for University of Oregon eyes only. They exist to guide us, keep us in sync, and remind us who we are as we develop our marketing and communications materials.

"THE UNIVERSITY OF OREGON IS A COLLABORATIVE ACADEMIC ECOSYSTEM, ROOTED IN NATURE, THAT DEVELOPS CHANGEMAKERS WHO LEAD WHERE OTHERS HAVE NOT."

"The University of Oregon is a collaborative academic ecosystem,"

The greatest leaps in innovation happen at a crossroads—places where people, ideas, and disciplines intersect. Our role? To provide fertile ground for this work. People across continents and disciplines gather here to get wildly collaborative. We share resources and cross-pollinate ideas. Within our intricate web of interconnected ecosystems, we learn and work together to advance the whole.

"rooted in nature,"

Sheltered by mountains and fed by the river, our university grew up among the trees. A deep reverence for nature pulses at the heart of everything we do. It surrounds us, sparking our curiosity, inspiring our creativity, and driving our work as advocates and change leaders. We never forget that our connection to nature is what nourishes us, and we give back every opportunity.

"that develop changemakers..."

The world needs empowered creators. People who know they have something vital to offer. Who are motivated to make a difference. Who have honed their tools and are ready to build. It's not enough to show students the world as it is. We teach them how to change it as they go.

"...who lead where others have not."

Our students and alumni don't stick to well-worn paths. They go off-trail. They chase mysteries and push the limits of understanding. They know that yesterday's answers don't solve tomorrow's problems. Guided by curiosity and imagination, they take up the torch of leadership and venture into the unknown.

Lundquist College of Business

An indivisible and intimately connected part of the university, the Lundquist College of Business embraces the main University of Oregon brand positioning. But as a distinct entity within it, we also recognize the need to create our own brand position that will help us remain focused as we create marketing and branding communications. Again, this is not a tagline.

“A CREATIVE CATALYST FOR MEANINGFUL BUSINESS.”

“A creative catalyst...”

How does the Lundquist College of Business “create a better way?” By being a creative catalyst. We foster a pioneering mindset and nurture a culture of innovation. Built on a solid foundation of business theory and practice, liberal arts, and world-class research, we promote new thinking and create new paths—within the college of business, across disciplines, across campus, and worldwide.

“...for meaningful business.”

Meaningful business, to us, is business that’s not only viable and profitable, but that also makes a difference in the world—for the better. Meaningful business is sustainable and boldly entrepreneurial. It benefits society, locally and in general. It’s creative, exciting, and, occasionally, first-of-its-kind.

OUR BRAND

BRAND
TONE

In order to develop a brand that's able to flex for different audiences, a baseline tone is defined for our general messaging.

The tone is built around several qualities that should consistently be used as descriptors for our brand. The six words below are these qualities. Each word may be dialed up or down to suit the audience that any particular message is addressing.

FORWARD-THINKING

We never take our eyes off the horizon. We exist to help push humanity forward. To pass on a better world than we inherited. We don't just lift up the people around us, we build stairways so the next generation can climb even higher.

NATURAL

Ever notice how purely itself nature is? A tree is a tree; it doesn't try to be anything else. As always, we take our example from nature. Sometimes we're intense and focused. Sometimes we're relaxed and approachable. Either way, we don't try to force it. We just are.

INCLUSIVE

Everyone has an irreplaceable gift to offer. Corny, but astoundingly true. Inclusion means more than just acceptance, though. It means welcoming everyone into the room. And listening. And supporting. And collaborating. And celebrating their uniqueness.

EXTRAORDINARY

You know when you crest the summit and catch that first glimpse of the whole world laid out at your feet? Yeah, that feeling. We never stop chasing it. Our hunger for the extraordinary is what makes us... well, extraordinary.

UNEXPECTED

We love research that raises eyebrows. Insights that spark new perspectives. Solutions that defy old assumptions. And don't even get us started on art. Surprise disrupts our thinking, opening space for new ideas. It's why we sometimes zag when others zig.

BOLD

We know who we are, and we call it like we see it. But never in a rude way. Bold is what you get when you combine self-confidence with respect for others. We speak courageously, take risks, and stand up for what we believe. We're not arrogant or conceited, but we do swagger sometimes.

FORWARD-THINKING

NATURAL

INCLUSIVE

EXTRAORDINARY

UNEXPECTED

BOLD

CONTENTS

- 2.1 UO Primary Signature
- 2.2 Clear Space and Minimum Size
- 2.3 Signature Colors
- 2.4 Incorrect Usage
- 2.5 Lundquist College of Business Signature
- 2.6 Portland Signatures
- 2.7 Social Media Icons

LOGOS AND USAGE

Our logo has power. The “O” represents us at the highest level and serves as the centerpiece of our brand. It’s both an immediate identifier and a stamp of quality. It is, and should always be, the most consistent component of our communications.

The University of Oregon primary signature is the cornerstone of our identity system. It’s the most immediately recognizable signifier of the Oregon brand.

LOGOS AND USAGE

PRIMARY SIGNATURE

The UO primary signature consists of three elements: the Oregon O, the rule, and the university wordmark. Creating variations or making changes to the UO signature is prohibited.

The primary signature is to be used in its horizontal orientation wherever possible. In cases where the horizontal signature doesn't work due to design or space considerations, the stacked signature is allowed. As with the horizontal signature, color, size, and clear space requirements apply.

Do not create your own artwork for the UO signature. Creating variations or making changes to the UO logo or signature is prohibited.



NEED LOGOS?

The UO primary signatures are available at communications.
uoregon.edu/brand

UNIVERSITY OF OREGON
LOGOUNIVERSITY OF OREGON
WORDMARK

UNIVERSITY OF
OREGON

UNIVERSITY OF OREGON
PRIMARY HORIZONTAL SIGNATURE

UNIVERSITY OF
OREGON

UNIVERSITY OF OREGON
PRIMARY STACKED
SIGNATURE

LOGOS AND USAGE

CLEAR SPACE AND MINIMUM SIZE

Maintain size and spacing standards when using the UO signature so our most important identifier is prominent, legible, and impactful.

The "O" signatures should never appear smaller than 3/8 (0.375) inches tall in print in either horizontal or stacked versions. Size signatures proportionally to meet this standard.

There is no maximum size limit, it should never be the most dominant element on the page. Instead it should live comfortably and clearly as an identifying mark. The "O" logo by itself may be used as a dominant element.

MINIMUM CLEARSPACE = 2X ON ALL SIDES



MINIMUM SIZE = 0.375" TALL



LOGOS AND USAGE

SIGNATURE
COLOR

The primary color option for the university signature is UO Green 356 and UO Dark Gray 445. It is intended to be used on white or lighter colored backgrounds. Do not use the signature over backgrounds that do not provide sufficient contrast.

Other permissible color options are shown to the right. The signature may never be used in a color combination not shown on this page.

Backgrounds shown are for illustration purposes only.



UO GREEN AND DARK GRAY



UO GREEN



BLACK



UO YELLOW AND WHITE



UO YELLOW



WHITE

INCORRECT USAGE

In addition to the examples provided, never treat the signature or signature elements in any of the following ways:

- Never attempt to recreate or redraw any part of the signature.
- Do not combine the "O" with other text.
- Do not add text, taglines, or graphic elements to the signature.
- Do not use the "O" as a decorative element.
- Do not resize the "O".



DON'T SET THE LOGO OR SIGNATURE IN UNAPPROVED COLORS



DON'T FILL ANY PART OF THE SIGNATURE WITH AN IMAGE

UNIVERSITY OF
OREGON

DON'T ALTER SIGNATURE ELEMENTS



DON'T APPLY SHADOWS OR EFFECTS TO THE SIGNATURE



DON'T SACRIFICE LEGIBILITY



DON'T CREATE A PATTERN WITH THE LOGO OR SIGNATURE



DON'T ROTATE THE LOGO OR SIGNATURE

VOTE

DON'T USE THE "O" AS A TYPOGRAPHIC ELEMENT

LOGOS AND USAGE

LUNDQUIST COLLEGE OF BUSINESS SIGNATURE

The Lundquist College of Business signature was specially created to be used on all college collateral including advertisements, fliers, PowerPoint presentations, Canva templates, and more. Make sure the college logo appears on all communications to ensure brand consistency.

In the instance where an ad or piece of collateral is too small to fit the complete college signature, just the "O" logo may be used. This option requires approval from the college's communications office.

The same clear space, minimum size rules, and color options apply to all Lundquist College of Business signatures.

UNIVERSITY OF OREGON
LOGOLUNDQUIST COLLEGE OF BUSINESS
WORDMARK

Lundquist College of Business

LUNDQUIST COLLEGE OF BUSINESS
INFORMAL HORIZONTAL SIGNATURE

Lundquist College of Business

LUNDQUIST COLLEGE OF BUSINESS
INFORMAL STACKED SIGNATURE

INDIVIDUAL LOGOS

The University of Oregon strongly discourages centers, departments, programs, clubs, and events from developing individual logos. The preferred method for Lundquist College of Business programs, departments, centers, and clubs to promote their identity is through the use of type treatments and other design elements following stated guidelines for design considerations. It is necessary to adhere to this standard for all college communications to maintain brand consistency.



NEED LOGOS?

The Lundquist College signatures are available at business.uoregon.edu/communications.

QUESTIONS ABOUT LOGO USAGE?

Contact Tamra Holmes, creative lead and senior graphic designer, at tamrah@uoregon.edu.

LOGOS AND USAGE

PORTLAND
SIGNATURESLundquist College
of Business—
Portland

In instances where the college's Portland location cannot be conveyed in accompanying copy, the Lundquist College of Business—Portland logo may be used. Please check with the college's communications office before using.

The same clear space, minimum size rules, and color options apply to the college's Portland signatures.



LUNDQUIST COLLEGE OF BUSINESS—PORTLAND
INFORMAL HORIZONTAL SIGNATURE



LUNDQUIST COLLEGE OF BUSINESS—PORTLAND
INFORMAL STACKED SIGNATURE

LOGOS AND USAGE

SOCIAL MEDIA ICONS

The University of Oregon's visual brand is strongest when unified and consistent across all platforms. Therefore, it is encouraged that all social media accounts associated with the UO and Lundquist College only use the university-provided "O" logo for their icon. Departments, programs, schools, and centers should identify themselves through their account names, content, and imagery. The preferred icon for Lundquist College-affiliated accounts is green/white. Other options are shown to the right.



NEED ICONS?

Contact Tamra Holmes, creative lead and senior graphic designer, at tamrah@uoregon.edu.

GREEN/WHITE

YELLOW/GREEN

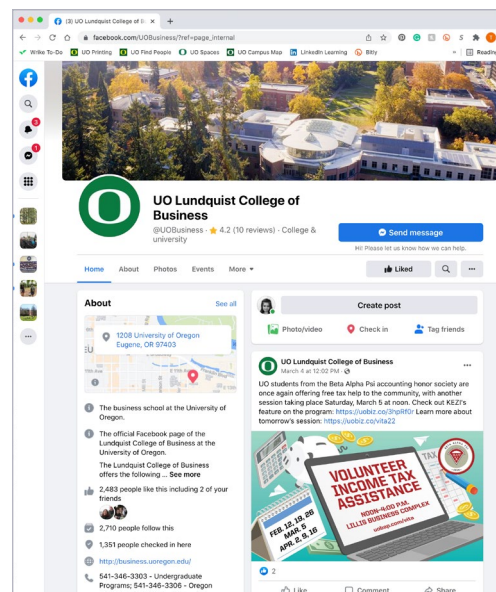
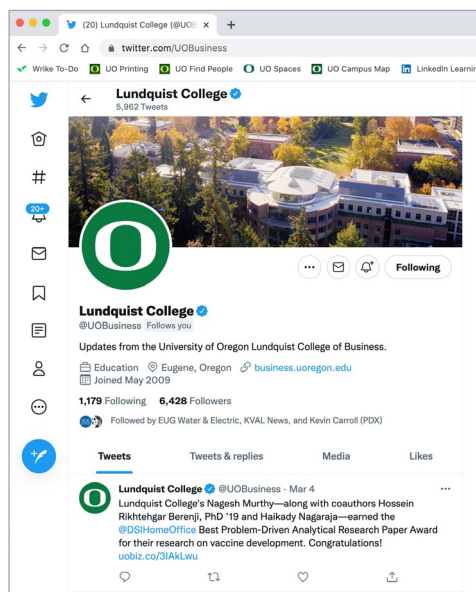
BLACK/WHITE



WHITE/GREEN

YELLOW/BLACK

BLACK/YELLOW



CONTENTS

3.1 Primary Colors

3.2 Accent Colors

BRAND COLORS

Color has been an important part of the University of Oregon brand for decades and is one of the most powerful and recognizable ways we express our visual identity.

The primary UO green and UO yellow are the go-to colors. Use accent colors sparingly to support the primary colors—it's usually best to stick with just one supporting shade in your communications.

Don't forget to build white space into your design. White space builds visual breathing room and can help focus attention on what's important.

BRAND COLORS

PRIMARY COLORS

The University of Oregon's institutional colors are green and yellow. These colors should always appear dominantly in your communications.

When using color builds, always use the color values listed here. They've been adjusted for the best reproduction in print and on screen, and meet accessibility standards.



UO GREEN

PANTONE **356** | CMYK **96-26-100-15** | HEX **#007030**



UO YELLOW

PANTONE **107** | CMYK **0-6-99-0** | HEX **#FEE11A**

BRAND COLORS

ACCENT
COLORS

The accent color palette was created to complement our primary colors. Use these colors sparingly, and always in a supporting role to UO green and yellow. Always choose color combinations that reflect the University of Oregon brand—taking care to not represent another institution.



LEGACY GREEN

PANTONE 3435 | CMYK 87-45-78-49 | HEX #104735



GRASS GREEN

PANTONE 362 | CMYK 75-15-100-2 | HEX #489D46



LIME GREEN

PANTONE 377 | CMYK 52-6-100-0 | HEX #8ABB40



CHARTREUSE

PANTONE 396 | CMYK 15-1-100-0 | HEX #E2E11B



DARK GRAY

PANTONE 445

CMYK 69-53-55-30

HEX #4D5859



MEDIUM GRAY

PANTONE 429

CMYK 18-10-10-26

HEX #A2AAAD



LIGHT GRAY

PANTONE N/A

CMYK 0-0-0-17

HEX #D8DCDA



BERRY

PANTONE 228

CMYK 40-100-40-18

HEX #8D1D58



DARK BLUE

PANTONE 3025

CMYK 100-65-37-20

HEX #004F6E



LIGHT BLUE

PANTONE 7710

CMYK 81-13-28-0

HEX #00A5B5

CONTENTS

4.1 Primary Fonts

4.2 Web and Utility Fonts

TYPOGRAPHY

When used thoughtfully, typography can add visual meaning to our voice.

We use one primary typeface—United—for nearly all of our marketing materials. Its breadth of styles allow us the flexibility to tailor the typographic style of each piece to its audience while still building brand recognition.

TYPOGRAPHY

PRIMARY
FONTS

Our primary typeface, United, comes in several styles. We use it for everything from headlines to body copy.

Our accent typeface—Bauer Bodoni Black Italic—works best when used sparingly as a headline, but never as body copy.

Source Sans and Source Serif are utility fonts to be used primarily for business correspondence when United is not available.



NEED FONTS?

Source Sans and Source Serif fonts are available for download at business.uoregon.edu/communications.

United Sans Condensed

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Semi-Condensed

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Regular

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Semi-Extended

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Sans Extended

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Condensed

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Semi-Condensed

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Regular

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Semi-Extended

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Extended

Aa	Aa	Aa	Aa	Aa	Aa
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

Bauer Bodoni***Aa***

BLACK ITALIC

TYPOGRAPHY

WEB AND
UTILITY
FONTS

Our web typography includes three key typefaces: United Sans Regular, United Serif Regular (both for headlines), and Source Sans Variable (for body text).

Source Sans and Source Serif are secondary fonts in digital and print when United is not available for use.

United Sans Regular

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

United Serif Regular

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
THIN	LIGHT	MEDIUM	BOLD	HEAVY	BLACK

Source Sans

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
EXTRA LIGHT	LIGHT	REGULAR	SEMIBOLD	BOLD	BLACK

Source Serif

Aa	Aa	Aa	Aa	Aa	Aa
<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>	<i>Aa</i>
EXTRA LIGHT	LIGHT	REGULAR	SEMIBOLD	BOLD	BLACK

CONTENTS

Commercial Usage

Student Organizations

Primary Colors

Garment Colors

Apparel Restrictions

Unacceptable Products
and Services

TRADEMARK LICENSING AND BRAND MANAGEMENT

Lundquist College schools, colleges, units, departments, programs, center, institutes, events, and affiliated entities (for example, student organizations, Flight School, Business Academic Residential Community, Professional Edge, Oregon Consulting Group) have a responsibility to ensure that any products they purchase that carry the college brand are produced by officially licensed vendors familiar with the UO brand guidelines. This ensures our brand is being reproduced in a consistent manner of the highest quality.

TRADEMARK LICENSING AND BRAND MANAGEMENT

UO's policies and procedures should be adhered to with all purchases as required with UO Purchasing and Contracting Services. Please plan for and allow a minimum of 10 business days from initial artwork submittal to official design approval.

QUESTIONS ABOUT ORDERING LICENSED PRODUCTS?

For specific Brand Management and Trademark Licensing guidelines, please contact Brad Hutchins at hutchins@uoregon.edu for assistance.

See a complete list of UO licensed vendors at communications.uoregon.edu.

COMMERCIAL USAGE

All products that carry UO logos and marks must be produced by officially licensed vendors through our licensing agency, Fanatics Licensing Management. Licensed third-party apparel and headwear bearing any university or departmental signature must follow these guidelines.

STUDENT CLUBS AND ORGANIZATIONS

Officially recognized student organizations can request merchandise and apparel for an event. Word marks and graphics are available with apparel. The "O" mark is not allowed for use by any student club for marketing, advertisement, or identity purposes. Products are for organization members only.

GARMENT COLORS

Licensed apparel should stick to UO Green 356, UO Yellow 107, gray, black, white, or the closest match.

APPAREL RESTRICTIONS

- For department-branded orders under 1,000 units, the manufacturer's logo or branding cannot appear on the exterior of the garment. Inside the neck label is acceptable. This applies to all signatures including primary, secondary, departmental, and informal options.
- For orders totaling 1,000 units or more, contact Brad Hutchins at hutchins@uoregon.edu for assistance.

UNACCEPTABLE PRODUCTS AND SERVICES

The UO name and marks may not be associated in any way with:

- Tobacco, controlled substances, sexually oriented products, alcohol, religious products, or games of chance.
- Sexually suggestive text or graphics, disparaging language toward any group, items that infringe on other trademark owners, or endorsement of political candidates.
- Products that do not meet minimum standards of quality and/or taste, are judged to be dangerous, or carry high product liability risks.

CONTENTS

- 6.1 Style
- 6.2 Editing Guidelines
- 6.3 Video Production
- 6.4 DIY Photo and Video Guide

IMAGERY

Photos and videos are an important part of illustrating our visual brand.

They help our audiences connect with our campus and find a sense of belonging within our community. The way we choose, create, and use imagery should reflect and reinforce our brand, support our key messages and values, and help tell our story.

When using photos or videos to represent the college, they should always fit the communication but never overpower the key message. Look for imagery that's graphic and conveys what you're trying to communicate in an artful, honest, and engaging way. Stick to situations that feel authentic—not stock or staged—showcasing the vibrancy and diversity of our community.

IMAGERY

STYLE

Follow these best practices to ensure imagery will best represent the college.

- Use available light as often as possible, using artificial light only when necessary
- Capture candid moments
- Photograph real people in real places
- Look for interesting and unexpected angles
- Avoid hand gestures other than the O



MODEL AND FERPA RELEASES

Model release forms are required for all participants of coordinated photo and video shoots. In addition, FERPA forms are required for all current UO students. Both forms can be downloaded at business.uoregon.edu/communications.

PHOTO AND VIDEO REQUESTS

If you need photo or video services, a request can be submitted at business.uoregon.edu/photo.



HEADSHOTS

Headshots should be shot in a horizontal orientation from the waist up, capturing subjects in a warm, natural environment. Use the rule of thirds to avoid placing the subject in the direct center of the frame. Shoot with a narrow depth-of-field to help compress the background and reduce distractions. Artificial lighting can also be used to subtly separate the subject from the background.



PORTRAITS

Portraits tell a story of the personality of the subject. Select settings that help communicate the subject's interests or area of academic involvement. Shoot with a wider lens to accommodate more information about the person relative to their surroundings.



CANDIDS AND B-ROLL FOOTAGE

Capture moments of real emotion—spirit, achievement, action, energy—while telling a story, creating a personal connection with the viewer. Keep the scene casual and avoid posing subjects. A natural, authentic look with a bright, airy, and modern feel is preferred. Use asymmetrical cropping or a shallow depth of field to add visual interest.



EVENTS

When possible, shoot with available light and look for candid moments and expressive interactions. Avoid images of people eating, drinking, or talking. Capture speakers through a mix of tightly cropped telephoto images as well as wide shots that include the crowd or environment of the event.

IMAGERY

EDITING GUIDELINES

It is important to caution that changing content conflicts with the UO's value of authenticity.

The following is our policy related to the creation and use of photographs and videos.

ACCEPTABLE

- Enhancing the technical quality of a photograph is acceptable, but changing the meaning is not.
- Electronic equivalents of established practices for traditional darkroom printing methods like dodging, burning, toning, and cropping, as long as the content and meaning aren't changed.
- Color and tonal correction to ensure accurate reproduction of the original image.
- Technical touch-up of images for the purpose of color-balancing or removal of flaws (such as dust spots, scratches, digital noise, artifacts, etc.).
- When cropping, keep the modified version true to the intent of the original image.

NOT ACCEPTABLE

- Alteration of an image that misleads, confuses, or otherwise misrepresents its accuracy is strictly prohibited.
- Content alteration of any kind: moving, adding, deleting, combining, stretching, shrinking, etc.
- If a caption is needed to explain that the content isn't real, don't use the image.
- Misrepresenting a created scene as a "found" moment.

IMAGERY

VIDEO PRODUCTION

NEED FILES?

For current outro and lower third video files, contact Jon Sharpy, videographer, at jsharpy@uoregon.edu.

MODEL AND FERPA RELEASES

Model release forms are required for all participants of coordinated photo and video shoots. In addition, FERPA forms are required for all current UO students. Copies of both forms can be downloaded at business.uoregon.edu/communications.

PHOTO AND VIDEO REQUESTS

If you need photo or video services, a request can be submitted at business.uoregon.edu/photo.

LOGO AND BRANDED OUTRO VIDEO

All videos produced by the Lundquist College should begin and/or end with our logo and wordmark. If using a logo, center a white logo on a black background and hold for at least three seconds.

LOWER THIRDS

Any main subject of a college-produced video should be identified with their name and title/affiliation (faculty, staff, board members, or non-UO speakers) or degree/class year (alumni and students) in the lower thirds.

Alumni

- Graduate degree: Susan Thelen, MBA '83
- Undergraduate degree: Susan Thelen '63

Current Students

- Undergrad: Class of 2022
- MBA: MBA, Class of 2022
- MSF: MS in Finance, Class of 2022
- MAcc: Master of Accounting, Class of 2022
- OEMBA: Executive MBA, Class of 2022
- SPM: Sports Product Management, Class of 2022

CLOSED CAPTIONING

All videos that include speaking must be closed-captioned, so our video content is as accessible to as broad an audience as possible. Closed-captioning video content helps those who are hard of hearing or have speech barriers to engage with our content. Be sure to include closed captioning for

- all videos posted to YouTube and Vimeo.
- videos posted on social media.
- live video events (whenever possible).

For more information about accessibility visit communications.uoregon.edu/accessibility.

CODEC AND FORMAT

As broadcast and online distribution follow many different video standards and formats, it's the responsibility of the producer or production company to adhere to the highest video standards and those of the network, online community, or station. For national broadcasts, producers will utilize distribution services such as Extreme Reach for management, delivery, and quality control of finished commercials.

Minimum Requirements

- Small HD: 1280 x 720; H264; preferably 24 fps
- Full HD: 1920 x 1080; ProRes 422HQ or DNxHD/DNxHR; preferably 24 fps

CAMPUS DRONE POLICY

The operation of unmanned aircraft systems (UAS), also known as drones, has become increasingly popular for a growing number of educational, commercial, and safety purposes. Anyone wishing to operate a UAS or model aircraft on UO property or at a UO-sponsored event is required to obtain approval from Safety and Risk Services prior to operation and submit a completed UAS flight request form to riskmanagement@uoregon.edu at least 14 days in advance of the requested flight date.

Visit safety.uoregon.edu/drones-campus to learn about the process and download the UAS flight request form. View current approved drone flights at map.uoregon.edu/drone-flights.

COMMERCIAL FILMING

Permission is required for commercial filming or photography. All commercial filming on campus is managed through Brand Management and Trademark Licensing. If you have questions about commercial filming, permitting, or public safety coordination, contact Brad Hutchins at hutchins@uoregon.edu.

IMAGERY

DIY PHOTO AND VIDEO GUIDE

When submitting photos or videos to the Lundquist College communications team, follow these guidelines to ensure the best quality imagery.

QUESTIONS?

Contact Jon Sharpy, videographer, at jsharpy@uoregon.edu.

SETUP

- Position the camera or phone a few feet directly in front of you with your light source slightly to one side—about 15 degrees off center. This will prevent squinting while looking at the camera. Never position your light source directly behind you.
- Choose a background you want the world to see. Offices and quiet backyards work great.
- Consider asking a helper to record or take photos, or use a tripod or flat, stable surface.
- Do a test to make sure you are capturing audio for video and that your photos are framed the way you want and in focus.
- For video, once you are in a quiet, well-lit area, don't overthink your words. Be yourself, speak at a conversational volume level, and imagine what you would want to hear as a member of your target audience.
- Shoot horizontal (landscape), not vertical (portrait).

CONTENT

- Keep each video segment length between one and two minutes.
- Be sure to include the following in each video:
 - Students: your name, area or study, and when you anticipate you will graduate. For example, "My name is Laura Smith, class of 2025, and I'm studying marketing."
 - Faculty and staff: your name and title

WARDROBE

- Attire should be smart casual to business casual. Blazers are welcome; ties are optional. Please make sure your attire is pressed or ironed and free of wrinkles.
- Choose solid shirts in neutrals such as grays, tans, and blues. Dark to medium solids photograph well with many skin tones, but lighter solids might be a better choice for darker skin tones. Avoid reds, oranges, and busy patterns.
- Collared, scoop, and v-neck shirts are the most flattering necklines to photograph. Avoid turtlenecks or other high-collared shirts.
- Wear appropriate shoes. Avoid flip-flops and sneakers.

UO Branded Gear

We welcome Duck pride in our photos and videos. Feel free to wear nicer UO or Lundquist-branded apparel such as polos or t-shirts. Avoid overly casual branded attire, such as tank tops, sweatshirts, and hats.

What Not to Wear

Avoid wearing all white, all black, stripes, or busy patterns. Do not wear hats, sweatpants, leggings or spandex, baggy clothes, crop tops, tattered or ripped clothing, attire with words or logos (besides UO or Lundquist College), or items that easily wrinkle. Do not wear clothing that reveals undergarments.

JEWELRY, MAKEUP, AND HAIR

- Jewelry can add polish to a professional look but should not be visually distracting.
- If you chose to wear makeup, avoid overly heavy, bright, dark, or shiny makeup. Consider bringing powder with you in case of shine.
- Hair can be worn up or down, but should be styled away from the face.

CONTENTS

6.1 Best Practices

6.2 Social Media Icons

SOCIAL MEDIA

Social media is where we engage with our audiences in real time.

It extends the reach of our news and storytelling platforms, allowing us to distribute timely information to the broadest possible audience. It's where members and prospective members of our community can come together, explore passions, share experiences, and ask questions.

SOCIAL MEDIA

BEST PRACTICES

HASHTAGS AND ACCOUNTS

Use these to share your message more broadly.

- @UOBusiness
- @UOregon
- #UOregon
- #GoDucks
- #DucksofUO
- #DucksonBreak

The Lundquist College's social media handle, @UOBusiness, has a strong presence on several platforms. Our goal is to build the college's brand by encouraging engagement and pride in the college and showcasing the student experience and student life at the UO and the Lundquist College of Business.

We filter our content through the strategic lens of excellence, access, experience, and diversity, and are careful to converse with audiences rather than tell them how they should think or feel.

Social media content should maintain authenticity, professionalism, and a respectful human voice. The most engaging content is frequently spontaneous, such as a video from a hailstorm in front of Lillis.

THINGS TO AVOID

- Do not identify individuals on social media without their written permission.
- Do not use foul language or slang.
- Do not post imagery of a party or images with alcohol.
- Do not post content that includes hand gestures other than the "O." Many are disrespectful in non-Western cultures.

SOCIAL MEDIA

ICONS

The University of Oregon's visual brand is strongest when unified and consistent across all platforms. Therefore, it is encouraged that all social media accounts associated with the UO and Lundquist College only use the university-provided "O" logo for their icon. Departments, programs, schools, and centers should identify themselves through their account names, content, and imagery. The preferred icon for Lundquist College-affiliated accounts is green/white. Other options are shown to the right.



NEED ICONS?

Contact Tamra Holmes, creative lead and senior graphic designer, at tamrah@uoregon.edu.

GREEN/WHITE

YELLOW/GREEN

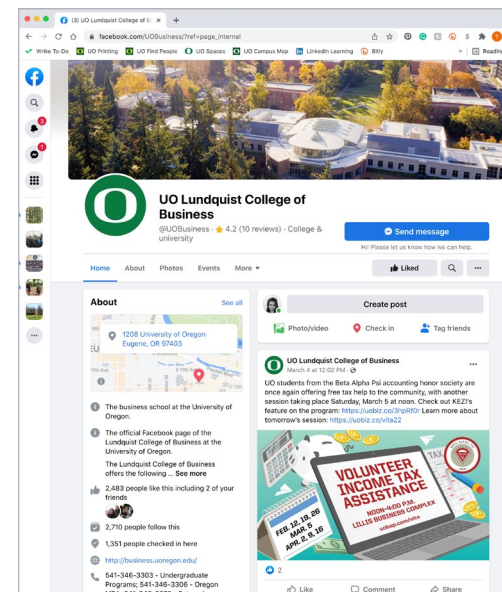
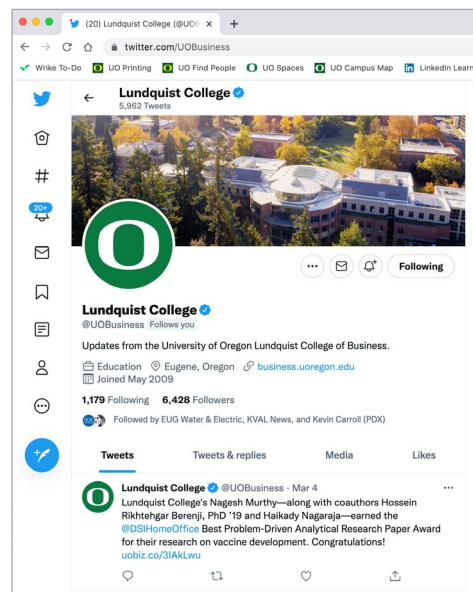
BLACK/WHITE



WHITE/GREEN

YELLOW/BLACK

BLACK/YELLOW



QUESTIONS?

For questions about the Lundquist College website or its content, contact Amanda Miner, web communications specialist, at aminer@uoregon.edu.

WEBSITES

The University of Oregon is committed to an inclusive and welcoming user-centered approach that provides maximum utility for our various audiences while maintaining a consistent experience across all UO websites.

Content is the most important element on a website. A simple layout with quality content performs much better than a cutting-edge design with long, confusing copy. When asking for new pages to be added to the Lundquist College website, or if providing copy for existing pages, think about your target audience and what would best engage them.

WEBSITE UPDATES

The Lundquist College's website is often the first point of contact for prospective students and the first place current students will look for information. The communications team is dedicated to keeping our website as up-to-date as possible. Submit website update requests at business.uoregon.edu/communications/website-update-request.

CONTENTS

- 9.1 Abbreviations
- 9.2 Academics
- 9.3 Capitalization
- 9.4 Numbers
- 9.5 Portland Locations
- 9.6 Punctuation and Usage

WRITING GUIDELINES

With a few exceptions, the UD's editorial standards follow *The Chicago Manual of Style* and *The American Heritage Dictionary of the English Language*. We encourage you to use these resources for more detailed information.

WRITING GUIDELINES

Abbreviations

Except for common Latin abbreviations, don't use an abbreviation without spelling it out first.

IN THIS SECTION

- Building Abbreviations
- Business Names
- Days of the Week or Months
- Group or Program
- Latin Abbreviations
- Lundquist College of Business
- Lundquist College Proper Names
- Mailing Addresses
- Measurements
- Pac-12
- State Names
- Time
- University of Oregon

BUILDING ABBREVIATIONS

Lillis	LIL
Peterson	PETR
Anstett	ANS

BUSINESS NAMES

In general go by the official business name on the company's corporate website. Pay close attention to where commas and other punctuation are placed. If they spell their name in ALL CAPS, we do too. Use hoovers.com as a secondary source.

JELD-WEN
Mazama Capital Management, LLC
Moss Adams LLP
Palo Alto Software, Inc.
U.S. Bank

DAYS OF THE WEEK OR MONTHS

Write out months or days of the week unless space is too limited.

The class meets Mondays, Wednesdays, and Fridays.

but

Mon., April 6	First class meeting
Tues., April 7	Midterm examination
Wed., April 8	Final examination

GROUP OR PROGRAM

In the first reference to any college group or program spell out the proper name. In subsequent references shorter names and phrases such as the center or the college are preferable to acronyms.

Lundquist Center for Entrepreneurship then Lundquist Center or the center

LATIN ABBREVIATIONS

The abbreviation e.g. means 'for example.' Set the example off with parentheses and put a comma after the unitalicized abbreviation.

Many UO students major in one or more Romance languages (e.g., French, Italian, Spanish).

The abbreviation i.e. means 'in other words.' Set the clarification off with parentheses and put a comma after the unitalicized abbreviation.

The University of Oregon Telephone Directory is provided free to UO employees (i.e., faculty members, officers of administration, classified staff members, and graduate employees).

The abbreviation etc. adds little value. If the unlisted items denoted by etc. are not important enough to include, don't bother using the abbreviation.

Submit a yellow printing-revision form to change such publication details as quantity, ink color, and paper stock.

not

Submit a yellow printing revision form to change quantity, ink color, paper stock, etc.

LUNDQUIST COLLEGE OF BUSINESS

Spell out the first reference to Lundquist College of Business then Lundquist College or the college. Note the lowercase "c." We do not capitalize "the center" or "the college."

Never abbreviate the name of the college, even on subsequent reference.

LCB (never use)

LUNDQUIST COLLEGE PROPER NAMES

Accounting Circle

Alpha Kappa Psi

Board of Advisors

Beta Alpha Psi

Braddock Tutoring

Business Academic Residential Community
(never abbreviate as BARC)

Business Honors Program

Business Minor Program

Business Research Institute

Business Technology Center

Cameron Center for Finance and Securities Analysis

Center for Sustainable Business Practices

Department of Finance

Department of Management

Department of Marketing

Department of Operations and Business Analytics

Job Shadow Program

Lillis Business Complex (never abbreviate)

Lundquist Alumni Network

Lundquist Center for Entrepreneurship

Lundquist College of Business (never abbreviate as LCB)

Master of Accounting Program

Master's of Business Administration Association

Mohr Career Services (never Career Services Center)

New Venture Championship

Oregon Consulting Group

Oregon Executive MBA

Oregon MBA Alumni Association

Oregon MBA (never abbreviate as OMBA)

PhD Program

School of Accounting

Sports Product Management Program

Strategic Planning Project

Undergraduate Advising

Undergraduate Programs

University of Oregon American Marketing
Association

University of Oregon Financial Management
Association

University of Oregon Investment Group

UO Net Impact

Volunteer Internal Revenue Tax Assistance

Warsaw Sports Business Club

Warsaw Sports Marketing Center

When used in a sentence do not use a comma after the Inc., Co., or LLC in a company's name.

He has worked at Spray Systems Co. since 1961.

Nike, Inc. Chairman and CEO Phil Knight.

For fifteen years, Palo Alto Software, Inc. has maintained its headquarters in Eugene.

MAILING ADDRESSES

In mailing addresses, use the two-letter postal abbreviation for states. Except for the hyphenated nine-digit ZIP code, no punctuation is required in the mailing address. Delivery of US mail to university offices requires the four-digit extended ZIP code before University of Oregon. Do not include building names and room numbers in mailing addresses.

On envelopes or mailing lists, write addresses in capital letters.

LUNDQUIST COLLEGE OF BUSINESS
1208 UNIVERSITY OF OREGON
EUGENE OR 97403-1208

In standard running text, write the same address as follows:

Lundquist College of Business, 1208 University
of Oregon, Eugene OR 97403-1208.

Abbreviate compass directions in mailing addresses and in running text. One-letter compass directions require a period (N., W.); two-letter abbreviations (NW, SE) do not.

MORLEY JAMES
1811 NW BEACON BLVD
PORTLAND OR 97202

Use the following abbreviations with a mailing address that includes a street number. If an address number isn't used, don't abbreviate.

AVE Avenue
BLVD Boulevard

In running text, spell out the standard abbreviations used in mailing addresses—Street, Avenue, Boulevard, Place, Court, Lane

The Museum of Natural and Cultural History is located at 1680 East 15th Avenue, Eugene, Oregon.

MEASUREMENTS

Spell out terms of measurement in the text:

inches	millimeters	kilometers
miles	minutes	percent

PAC-12

Use Pac-12 as an abbreviation for the Pacific-12 Conference.

STATE NAMES

Spell out state names unless space is restricted or when giving a mailing address. Use the two-letter United States Postal Service abbreviations (e.g., OR) in mailing addresses; don't insert a comma between the city and the state.

The university is located in Eugene, Oregon.

but

Direct related inquiries to the Office of Affirmative Action and Equal Opportunity, 474 Oregon Hall; send mail to 5221 University of Oregon, Eugene OR 97403-5221.

If space is limited in text other than a mailing address, use longer standard abbreviations with periods (e.g., Ore. or Oreg. for Oregon).

TIME

Use noon instead of 12:00 p.m.

Use midnight instead of 12:00 a.m.

The class meets at 10:30 a.m.

The lecture begins at 4:00 p.m. and the reception at 5:15.

There are several correct ways of expressing inclusive times. Don't mix and match them.

The workshop lasted from 8:00 a.m. to 10:45 p.m.

Visiting hours are 8:00-10:00 a.m.

The museum is open between noon and 5:00 p.m.

not

The workshop lasted from 8:00 a.m.-10:45 p.m.

Visiting hours are between 8:00-10:00 a.m.

Schedule:

Workshop	10:30 a.m.-noon
Lunch	noon-1:30 p.m.
Reception	6:30-7:30 p.m.

UNIVERSITY OF OREGON

Spell out the first reference to the University of Oregon. Use the UO, Oregon, or the university to abbreviate subsequent references.

not

U of O

WRITING GUIDELINES

Academics

IN THIS SECTION

- Academic Quarters
- Academic Rank
- Administrative Titles
- Alumni
- Degrees
- Departments and Offices
- Equal Opportunity and Affirmative Action
- Faculty
- Grade Point Average
- Hierarchy and Tradition
- Master of Accounting
- Staff

ACADEMIC QUARTERS

The quarter system is divided into four terms: fall term, winter term, spring term, and summer session. Terms are not capitalized.

ACADEMIC RANK

Not all faculty members are professors. When the academic rank of a faculty member is mentioned in a UO publication, use the official, university-conferred rank—one of the following:

assistant professor	postdoctoral fellow
associate professor	professor
fellow	research associate
graduate employee	senior instructor
graduate research fellow	senior research assistant
instructor	senior research associate
lecturer	

Acting, adjunct, courtesy, emerita or emeritus, pro tem, or visiting may also be part of the official academic title. Don't capitalize general references to academic rank or title.

ADMINISTRATIVE TITLES

Refer to people who oversee academic or administrative units as follows:

Academic/ Administrative Unit	Title
area	coordinator
center	director
college	dean
committee	chair
department	head
institute	director
museum	director

office	director
professional school	dean
program	director
vice presidency	vice president

Don't hyphenate the following titles:

vice chair	vice president
vice chancellor	vice provost

ALUMNI

The term “alumni” is frequently misused to refer to an individual; however, it is plural and always refers to more than one person. You cannot be “an alumni” of a university.

Singular: *alumna* refers to a woman; *alumnus* refers to a man. *Alum* is informal and gender neutral.

Plural: *alumnae* refers to women only; *alumni* refers to men or to women and men.

State alumni degrees and degree years as follows. In running text, separate names and degree listings with commas. Be careful to use an apostrophe (') rather than a single quote mark (') before the degree year. No comma is necessary if no degree is indicated:

Susan Thelen, BS '83

but

Susan Thelen '63

Alexis Udall, PhD '77

Thomas Morales, BA '63, MA '67, JD '74

If multiple alumni and their degree years are indicated, use semicolons to separate each listing:

Alexis Udall, PhD '77; Thomas Morales, BA '63, MA '67, JD '74;
Susan Thelen, BS '83

For alumni who earned a nonbusiness undergraduate degree from the UO, include the school or college in parenthesis.

Renée James '86 (College of Arts and Sciences),
MBA '92

If an alum has earned a degree at UO and another institution, only list the UO degree.

Charles M. Lillis, PhD '72

DEGREES

Don't capitalize general references to academic degrees and honors. Do capitalize the abbreviated degree after someone's name.

I have bachelor of arts and master of fine
arts degrees.

but

Korinna Goudy, MFA

Do not use periods in degree abbreviations.

DEPARTMENTS AND OFFICES

Capitalize names of departments only when using the official name

Department of Operations and Business Analytics

but

operations and business analytics department

Departments of Management and Marketing

but

management and marketing departments

Office of the Dean

but

dean's office

EQUAL OPPORTUNITY AND AFFIRMATIVE ACTION

UO policy recommends that university materials include a statement on equal opportunity—and requires its inclusion in publications and advertisements used for recruitment of students and employees.

Full Statement

The University of Oregon is an equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act. This publication will be made available in accessible formats upon request. Accommodations for people with disabilities will be provided if requested in advance.

Shorter Statement

For university stationery and position announcements

An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act

Minimal Statement

For newspaper and journal position advertisements and other printed materials where space is very tight.

EO/AA/ADA institution committed to cultural diversity

FACULTY

Faculty is a singular noun and requires a singular verb unless there's more than one faculty. It refers to a collective body of people.

The university faculty is large and vocal.

but

The faculties at the University of Oregon and Oregon State University differ greatly.

Use faculty member (singular) or faculty members (plural) to refer to individuals.

Consult your advisor or another faculty member in your department.

The advisory group consists of four faculty members and one student.

GRADE POINT AVERAGE

Use two digits after the decimal when stating a grade point average (GPA):

2.50 [not 2.5]

4.00 [*not* 4.0]

HIERARCHY AND TRADITION

Traditionally, academic units are called *colleges* or *schools*, *departments* or *programs*, and occasionally areas. Exceptions that already exist should be regarded as anomalies rather than as models.

Lundquist College of Business

School of Law

Printing and Mailing Services

University of Oregon Libraries (Knight Library is the name of a building)

MASTER OF ACCOUNTING

The correct abbreviation for the Master of Accounting degree is MActg. The "MAcc" abbreviation is only used when referring to the Master of Accounting program. If unsure, spell out Master of Accounting.

STAFF

Staff is a singular noun and requires a singular verb unless there's more than one staff. Like faculty, it refers to a collective body of people.

Welcome to our staff.

Some staffs have 30 employees, some only one.

Use staff member (singular) or staff members (plural) to refer to individuals.

Do you need one staff member or two this weekend?

Our staff members are always ready to help you.

WRITING GUIDELINES

Capitalization

IN THIS SECTION

- Academic and Administrative Titles
- Groups of People
- Things

ACADEMIC AND ADMINISTRATIVE TITLES

Capitalize the principal words in a title that appears before the name of a particular person. Don't capitalize a title elsewhere.

Vice President Robin Holmes

but

Robin Holmes, vice president for [not of] student life

Assistant Professor Keith Kirby

but

the assistant professor or Keith Kirby, assistant professor

An exception is in the heading or closing of a letter:

Keith Kirby

Assistant Professor

When a title is used as an appositive before a name, not as a part of the name but as a descriptive tag, it is lowercased.

Professor John Chalmers

Associate Professor Linda Krull

but

finance professor John Chalmers

associate professor of accounting Linda Krull

President John Wesley Johnson

but

UO president John Wesley Johnson

GROUPS OF PEOPLE

The names of racial, linguistic, tribal, religious, and other groups of people are capitalized. Don't hyphenate them.

African American or Black

Alaska Native

American Indian or Native American

Asian (from the Far East, Southeast Asia, India, China, or Korea)

Asian American

Caucasian or White

Chicana, Chicano

Hispanic

Latina, Latino

Mexican American

North African

Pacific Islander

people of color

people with disabilities [not the handicapped, the disabled, or the differently abled]

THINGS

Capitalize only the formal names of departments, institutes, schools, centers, and government agencies. Don't capitalize words that aren't part of the formal names.

Some administrative units include the full name of a person. In such cases there are two acceptable informal names.

Formal

Charles H. Lundquist

College of Business

Informal

the Lundquist College

or the college

Only a few offices include University of Oregon in their official names. They also have two references, formal and informal.

Formal

University of Oregon

Alumni Association

University of Oregon

Foundation

Informal

the association

the foundation

WRITING GUIDELINES

Numbers

IN THIS SECTION

- Cardinal and Ordinal Numbers
- Dates
- Money
- More Than, Fewer Than
- Percent
- Telephone Numbers

CARDINAL AND ORDINAL NUMBERS

In most cases, spell out figures from zero through nine except in cases such as scientific matter dealing with physical quantity, scores for sporting events, or when speaking of academic credit or course numbers. Always use figures with percent.

one course

three terms

two semesters

but

1.5 milliliters

0.3 credits

HIST 101

5 percent

Write numbers 10 and greater as numerals.

Write out numbers at the beginning of a sentence, or rewrite the sentence so that it doesn't begin with a number.

With the exception of years and test scores, four-digit and greater numbers should always have a comma after the thousand position.

With the exception of first through ninth, do not spell out ordinal numbers.

Gwen stole second base in the top half of the first inning.

18th- and 19th-century literature is his specialty.

DATES

Don't use a comma in dates giving only the month and year.

January 1995

Use two commas to set off the year in dates giving the month, day, and year.

Does July 5, 1909, ring a bell?

Use an en dash instead of a hyphen between the first and second number to denote inclusive dates. When the century or the millennium changes, all the digits are repeated.

The 1999–2000 catalog is missing from the archive.

She served a term in 2000–2001.

When writing inclusive dates between, for instance, 2001 and 2009, don't include the 0 after the en dash (zero is a place holder with no value).

The professor was on leave during 2006–7.

Inclusive dates after 2009 revert to the two-digit standard.

The provost returns for the 2015–16 academic year.

Except in formal invitations, use cardinal rather than ordinal numbers for the date.

The ceremony is scheduled for October 16, 2001.

but

You are cordially invited to attend the inauguration of the President of the United States on the Sixteenth of January, Two Thousand and Sixteen.

In general, don't use *on* with a date or day. Occasionally you need to include *on* to avoid confusion.

Commencement will be Saturday, June 12.

but

He performed in 1776 on August 12, 2012.

MONEY

Use figures for fractional amounts of more than one dollar. Use zeros after the decimal point for whole-dollar amounts only when they appear in the same context with fractional amounts.

The ticket prices are \$5.00 for general admission, \$3.50 for students and senior citizens.

\$7.95

\$2

\$4,020

\$100,000

\$1.5 million

MORE THAN, FEWER THAN

Don't use *over* or *under* when referring to numbers; use *more than* or *fewer than*.

PERCENT

Percent is one word. Always use figures with it. Use decimals, not fractions. The % symbol may be used in scientific data or tables.

8.25 percent [*not* 8-1/4 percent]

TELEPHONE NUMBERS

Separate numbers with hyphens, not dots.

6-5396

541-346-5396 [*not* 541.346.5396]

WRITING GUIDELINES

Portland Locations

IN THIS SECTION

- University of Oregon in Portland
- Lundquist College of Business in Portland

UNIVERSITY OF OREGON IN PORTLAND

When referring to the university's campus in Portland (not the building), use *University of Oregon in Portland*. On second reference, the *UO in Portland* is acceptable.

To describe the facility that houses the University of Oregon in Portland, use White Stag Block.

When addressing an envelope, use the following template:

NAME OF SCHOOL OR COLLEGE OR UNIT
UNIVERSITY OF OREGON IN PORTLAND
70 NW COUCH ST STE ____
PORTLAND OR 97209-4038

When writing the address within text (such as a listing in a brochure), use this template:

Name of School or College or Unit
University of Oregon in Portland
70 NW Couch Street Suite ____
Portland, Oregon 97209-4038

LUNDQUIST COLLEGE OF BUSINESS IN PORTLAND

When referring to the Lundquist College of Business's Portland location, don't say building. It is not a University of Oregon building, and we are one of many tenants. Instead use the following:

Portland location	Portland office
Portland presence	109 NW Naito

Note: The entrance to our Portland location is different from the mailing address.

Entrance Location

109 NW Naito Parkway

Mailing Address

University of Oregon
Lundquist College of Business—Portland
38 NW Davis, Suite 200
Portland, OR, 97209-4062

WRITING GUIDELINES

Punctuation and Usage

IN THIS SECTION

- Ampersand
- Apostrophe
- Colon
- Comma
- Dashes—Em and En
- Exclamation Point
- Hyphen
- Pronouns
- Punctuation in Lists
- Slash
- Spelling and Troublesome Terms
- Websites and URLs

AMPERSAND

The ampersand shouldn't be used as a replacement for and in nonabbreviated text. The ampersand may only be used sparingly in certain *abbreviations* or in the names of architecture, accounting, advertising, or law firms.

R&D (*but* research and development)

Q&A (*but* question and answer)

the law offices of Morgan, Lewis & Bockius

Ernst & Young

APOSTROPHE

Don't use apostrophes in plural nouns. This includes dates, such as 1870s and 1990s. The only time you need to use an apostrophe in forming a plural is to avoid ambiguity. For instance, if you're writing about letter grades, you may need the apostrophe to distinguish A's from the word As.

ifs, ands, or buts

dos and don'ts

but

Make sure you dot your I's and cross your T's.

The possessive for names or singular nouns ending in s is formed with an additional s.

The Lundquist College of Business's new Lillis Business Complex.

Dylan Thomas's poetry

COLON

The colon is often used to introduce a list or series. However, it's redundant to use a colon directly after such verbs as *are* and *include*.

COMMA

Use commas to separate all the items in a series of three or more ending in *and* or *or*.

DASHES—EM AND EN

The em dash indicates a break in the syntax of a sentence.

The en dash indicates continuing or inclusive numbers in dates, times, or reference numbers.

Quotes within the text get an em dash

"You cannot escape the responsibility of tomorrow by evading it today." —Abraham Lincoln

EXCLAMATION POINT

Overuse of the exclamation point imparts an adolescent quality to most writing. Use it sparingly to express surprise, disbelief, or other strong emotion.

HYPHEN

Compound adjectives should be hyphenated to eliminate ambiguity of meaning. Otherwise, leave open.

first class mail

\$2 million grant

but

study-abroad programs

work-study student

The prefixes *anti*, *co*, *post*, *pre*, *non*, *multi*, and *re* generally don't require a hyphen unless followed by a proper noun.

antinuclear

codirector

postdoctoral

premajor
nonmajor
multidisciplinary
reconsider
but
post-Renaissance
non-English

However, *do* use a hyphen when coining a new word, indicating support, or distinguishing confusing terms and awkwardly formed words.

pro-feminist
re-create (as opposed to recreate)
pre-business (*not* prebusiness)

PRONOUNS

Avoid the use of awkward or unpronounceable pronoun combinations.

his or her (*not* his/her)
him or her (*not* him/her)
he or she (*not* s/he)

PUNCTUATION IN LISTS

When the items in a list are sentence fragments, no ending punctuation is necessary. When the items form complete sentences, a punctuation mark, usually a period or semicolon, may be used at their terminus. The style chosen for the list should be consistent. Do not mix and match sentence fragments and complete sentences within a list.

SLASH

The slash is used to separate alternatives, such as *and/or*. In most other cases, try to use words instead of the slash.

faculty or staff member (*not* faculty/staff)

Use a hyphen instead of a slash to link two words.

middle-secondary education (*not* middle/secondary)

SPELLING AND TROUBLESOME TERMS

The University of Oregon follows spelling and usage conventions in *The American Heritage Dictionary of the English Language*.

Use the first spelling listed, never the variant, except in official titles or proper names. If a compound noun isn't listed as one word, use two.

acknowledgment (*not* acknowledgement)
adviser (*not* advisor), but advisory
café
catalog (*not* catalogue)
classroom (*not* class room)
cliché
co-op (as opposed to coop)
commercialize
course work (*not* coursework)
database (*not* data base)
decision making
e-business (*not* eBusiness)
email (*not* E-mail or e-mail)
envelop (*not* envelope)

first hand [adjective]
first-hand [adverb]
fieldwork (*not* field work)
flier ['a paper handout' or 'a person who flies,' *not* flyer]
fundraising (*not* fund-raising)
GPA (*not* G.P.A.)
grassroots (*not* grass-roots)
gray (*not* grey)
hands-on experience
Hawaii (*not* Hawai'i)
internet (*not* Internet)
judgment (*not* judgement)
livestream (*not* live stream or live-stream)
MActg (*not* MAcc) when referring to degree
MAcc (*not* MActg) when referring to program
MBA (*not* M.B.A.)
marshaling (*not* marshalling)
merchandise (*not* merchandize)
online (*not* on-line)
Pac-12
percent (*not* per cent)
RSVP
real-world experience
résumé [noun] or resume [verb]
shoemaking (*not* shoe making)
theater (*not* theatre)
toward (*not* towards)

traveling (*not* travelling)

web (*not* Web)

website (*not* web site or web-site)

WEBSITES AND URLS

Both URLs and email addresses need to be copied exactly—including punctuation, capitalization, and spacing. It is not necessary to include 'http://www' in URLs.

Brevity and simplicity are best, so the preferred URL form is the shortest and simplest that works. Check that the URL works in web browsers as listed in your text document.

Avoid breaking URLs over two lines.

CONTENTS

- 10.1 Email Signatures
- 10.2 Letterhead
- 10.3 PowerPoint
- 10.4 Zoom Backgrounds

APPLYING THE BRAND

Our colors, words, and imagery come together to create a strong, unique presence for the Lundquist College of Business and University of Oregon. Using our brand elements consistently ensures that we are presenting ourselves in a consistent and cohesive way, across all mediums. Refer to this section as a guide when crafting written communication, building presentations, or creating digital images. When in doubt, use the provided templates and opt for clarity, sincerity, and simplicity.

APPLYING THE BRAND

EMAIL SIGNATURES

Standardized email signatures are an important part of ensuring the Lundquist College brand stays cohesive across digital communications on both desktop and mobile devices.

Use the text-only branded signature in Source Sans, 10 pt.

We strongly discourage using images in email signatures because most email clients do not automatically download and display images. Your email is also more likely to end up in the recipient's junk folder, or spam filters are more likely to block your email if it includes images.



All utility fonts can be downloaded at business.uoregon.edu/communications.

EUGENE

Name

Title | Title 2

University of Oregon | Lundquist College of Business
Department
Office | 1208 University of Oregon, Eugene, OR 97403
email@uoregon.edu | 541-346-0000
url.uoregon.edu | @social

PORTLAND

Name

Title | Title 2

University of Oregon | Lundquist College of Business—Portland
Department
109 NW Naito Parkway, Portland, OR 97209
email@uoregon.edu | 503-412-0000
url.uoregon.edu | @social

SOURCE SANS BOLD 10 PT BLACK	-----	Tamra Holmes		
	-----	Creative Lead Senior Graphic Designer		
	-----	University of Oregon Lundquist College of Business	-----	SOURCE SANS BOLD 10 PT
SOURCE SANS REGULAR 10 PT BLACK	-----	332A Lillis 1208 University of Oregon, Eugene, OR 97403		DARK GREY #4D5859
	-----	tamrah@uoregon.edu 541-346-8831		
	-----	business.uoregon.edu @UOBusiness		

APPLYING THE BRAND

LETTERHEAD

The Lundquist College of Business digital letterhead templates are recommended for digital letters. They are meant to be emailed only, not printed. If you need preprinted letterhead, please contact UO Print Services.

There are two templates available—one for Eugene and one for Portland locations. Each includes a customizable footer to add specific contact information.

The recommended fonts to use in all Lundquist College communications are the Source Sans and Source Serif families.



All utility fonts and digital letterhead templates can be downloaded at business.uoregon.edu/communications.

Printed letterhead and envelopes are available through UO Print Services at print.uoregon.edu.



School, College or Division
Department Name
123 Physical Hall
1234 University of Oregon, Eugene, OR 97403-1234
541-346-1010 | FAX 541-346-0101 url.uoregon.edu

An equal-opportunity, affirmative-action institution committed to cultural diversity and compliance with the Americans with Disabilities Act

APPLYING THE BRAND

POWERPOINT

The Lundquist College of Business PowerPoint templates are recommended to use for all PowerPoint presentations. These templates include several layouts to choose from, as well as a custom theme and color palette. Please do not alter these elements in any way.

The recommended fonts to use in all Lundquist College communications are the Source Sans and Source Serif families.



All utility fonts and PowerPoint slide deck templates can be downloaded at business.uoregon.edu/communications.

Best Practices

IMAGERY

When selecting images to use in your PowerPoint presentation, be sure to use photos or graphics that are professional and relevant to the presentation content. Size images appropriately to the space given on each slide. Do not cover any logos or wordmarks in the header or footer.

PRESENTATION TIPS

Follow the styles in the PowerPoint templates and in this guide to ensure consistency throughout your presentation.

- Keep the slides clean and simple.
- Use darker colors and bullet points for text to make the slides easier to read.
- Try not to add too much information to each slide. Use one headline and a few bullet points to illustrate your key point.
- Only include one table of information per slide.

APPLYING THE BRAND

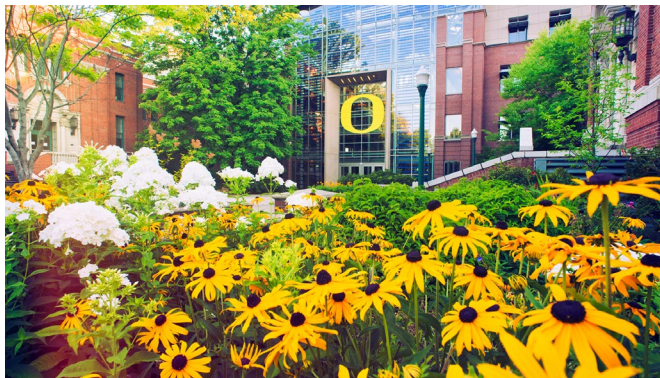
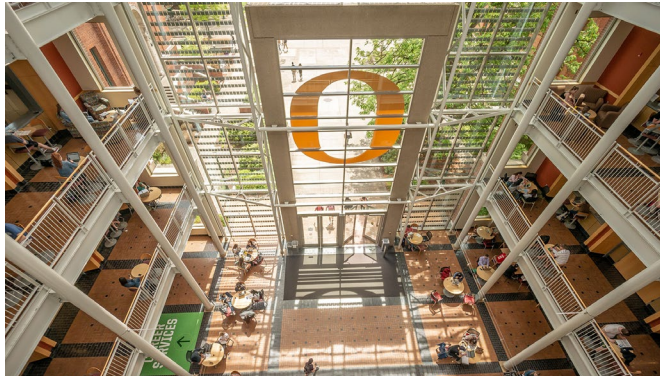
ZOOM BACKGROUNDS

In an effort to consistently represent the college in a professional manner, a series of branded Zoom backgrounds are available for all faculty, staff, and students to use.

Imagery has been specifically chosen to evoke a sense of place for both Eugene and Portland audiences.



Lundquist-branded Zoom backgrounds can be downloaded at business.uoregon.edu/communications.



CONTENTS

11.1 Digital Displays

11.2 UO Calendar

PROMOTING EVENTS

All Lundquist College departments, programs, centers, and clubs are encouraged to promote their upcoming events, application deadlines, or general awareness information. A variety of ways exist to advertise messages to on-campus audiences. Consider which channels will be most effective for accomplishing your goals and connecting to your target audience.

PROMOTING EVENTS

DIGITAL DISPLAYS

Reservations for digital display slides in the Lillis Business Complex are made through the Lundquist College of Business communications office. All reservations must be made at least two weeks in advance and are granted on a first come, first served basis.

Lundquist College events and advertisers take priority over non-Lundquist advertisers. All advertising content is subject to review and all artwork must be approved before reservations will be granted.

Digital display reservation requests can be submitted at business.uoregon.edu/displays.

There are seven digital display monitors throughout the Lillis Business Complex.

These can be used to promote events, guest speakers, deadlines, and club meetings to the UO and Lundquist College communities.

REQUIREMENTS AND RECOMMENDATIONS

Artwork should be sized at a 16:9 ratio (1600x900 or 1920x1080 pixels) to best fit our screens. Submissions that are created at a different size may not be accepted, or may be stretched to fit.

Best practice should be to limit to 15 words or less per slide (think of it as similar to a Tweet). Be sure to include the event title, date and time, location, and URL (if applicable).

- Fonts should be simple and clean (such as Source Sans) to ensure readability.
- File type should be saved as a JPEG, JPG, or PNG at 72 ppi.

Our displays rotate through an average of 20 slides with each slide running on a 12-second rotation to allow maximum viewing opportunity.

We cannot accept artwork that:

- reflects poorly on the university.
- does not meet university standards according to communications.uoregon.edu/brand or other university guidelines.
- violates copyrights, trademarks, or FERPA laws.
- is not in the approved file type and/or size.

business.uoregon.edu/displays

PROMOTING EVENTS

UO CALENDAR

Visit business.uoregon.edu/communications for detailed instructions on how to submit events to the UO calendar.

Submit calendar event requests at bizweb.uoregon.edu/calendar.

Adding your events, guest speakers, and deadlines to the UO calendar will ensure they will gain the maximum exposure throughout the college's digital channels.

Submitting events to the UO calendar will automatically include them in the college's Current Events Weekly reminder emails, the Events Calendar on the Lundquist College website, and the calendar on the Lillis Business Complex digital display screens.

bizweb.uoregon.edu/calendar

CONTENTS

12.1 Logo Usage

12.2 Imagery

12.3 Promoting Events

12.4 Social Media

STUDENT CLUBS

Student clubs are an important part of the inclusive and welcoming community at the Lundquist College of Business.

The following are branding and marketing policies, guidelines, and resources for student clubs affiliated with the Lundquist College.

It is suggested that your club maintain all marketing files on a cloud-based storage system, making sure that current and incoming leadership always know the location and have access—especially when a password is required.

STUDENT CLUBS

LOGO
USAGE

QUESTIONS?

Contact Jim Engelhardt, director,
strategic communications at
jime@uoregon.edu.

Use of the University of Oregon's logos, trademarks, and/or symbols creates an association with the university that needs to be protected.

As a result, clubs affiliated with the college must refrain from using the O in association with the club name as an identifying and branding mark for that club. Student clubs instead are encouraged to develop their own distinct logo for on-campus communications with other UO students.

In select instances in which a club is representing the University of Oregon, the Lundquist College of Business, or one of its programs (e.g., Warsaw Sports Marketing Center) in an official capacity to an external audience, the University of Oregon Lundquist College of Business signature block with the "O" is preferred, instead of the club's logo for internal communications with fellow students.

Any use of the O and/or the University of Oregon Lundquist College of Business signature block by clubs for external audiences requires preapproval from the college's communications director.

TRADEMARK LICENSING AND BRAND MANAGEMENT

Officially recognized student organizations can request merchandise and apparel for an event. Word marks and graphics are available with apparel. The "O" mark is not allowed for use by any student club for marketing, advertisement, or identity purposes. Products are for organization members only.

IMAGERY

QUESTIONS?

Contact Jim Engelhardt, director,
strategic communications at jime@uoregon.edu.

Imagery Dos and Don'ts

DO

- Use high-quality images that are either your own photos, video, or graphics, or images you have permission (and perhaps paid) to use.
- Give photo/design credit wherever possible.
- Ensure you have permission to use someone's image in club marketing materials on social media via a model release—and for currently enrolled students you are identifying by name, a FERPA release. Copies of both forms can be downloaded at business.uoregon.edu/communications.

DON'T

- Use images you find on the internet without verifying they are public domain or free stock.
- Use images of anyone that identifies them by name unless you have written permission (model and/or FERPA release) to do so.

STUDENT CLUBS

PROMOTING EVENTS

ADDITIONAL OPPORTUNITIES

A list of additional ways to get club messages to on-campus audiences including posters, ground stakes, chalking, and more is available at studentlife.uoregon.edu/marketing.

QUESTIONS?

Contact Jim Engelhardt, director, strategic communications at jime@uoregon.edu.

Visit business.uoregon.edu/communications for instructions on how to submit events to the UO calendar.

Submit calendar event requests at bizweb.uoregon.edu/calendar.

Digital display reservation requests can be submitted at business.uoregon.edu/displays.

Marketing on Campus to Student Audiences

A variety of ways exist for student clubs to get their messages to on-campus audiences. Below are the primary channels available. Consider which channels will be most effective for accomplishing your goals and connecting to your target audience.

UO CALENDAR

Submitting club events, guest speakers, and meetings to the UO calendar will automatically include them in the college's Current Events Weekly reminder emails (sent to all business faculty and students every Monday), the Events Calendar on the Lundquist College website, and the calendar on the Lillis Business Complex digital display screens.

bizweb.uoregon.edu/calendar

LILLIS BUSINESS COMPLEX DIGITAL DISPLAYS

Clubs are encouraged to prepare slides for the seven digital displays in Lillis to promote their meetings and events—or for general awareness and membership drives. Slides should be in JPEG, JPG, or PNG format and sized at 1600x900. Submit slides requests at business.uoregon.edu/displays.

Best practices for display slides:

- Avoid unnecessary words and visual clutter. Too much text will not be readable.
- Include event title, date and time, location, and a URL (if applicable).
- Use high-resolution images and graphics to ensure your slides look their best.

business.uoregon.edu/displays

STUDENT CLUBS

SOCIAL MEDIA

HASHTAGS AND ACCOUNTS

Use these to share your message more broadly.

- @UOBusiness
- @UOregon
- #UOregon
- #GoDucks

QUESTIONS?

Contact Jim Engelhardt, director, strategic communications at jime@uoregon.edu.

Student club social media content should maintain authenticity, professionalism, and a respectful human voice using engaging content.

The most engaging content is frequently spontaneous, such as a video of a hailstorm in front of Lillis.

Make sure you create a clear content schedule, including dates, times, and numbers of posts. Event communications should also be clear, including time, date, location, and contact information.

THINGS TO AVOID

- Do not identify individuals on social media without their written permission.
- Do not usage foul language or slang.
- Do not post party photos or photos with drinks.
- Do not post photos that include hand gestures other than the O. Many are disrespectful in non-Western cultures.