Thank you for taking the time to review this guide.

The brand guidelines found within it are extremely important to the Lundquist College of Business and the University of Oregon. Used properly, they will help maintain graphic and message continuity, protect our logos, and help us build our brand across a wide range of media.

**WHY IS THIS NECESSARY?**

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 critically important that we use them carefully and treat them with respect.

Working together, we can create bold, engaging messaging, build strong bonds with our internal and external audiences, and protect our vision and voice well into the future.

**QUESTIONS?**

Looking for 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 541-346-2825 or jime@uoregon.edu.
BRAND ARCHITECTURE

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 strongly (and 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 shortened 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. It has no meaning to anyone outside of the college and does little to reinforce our identity or brand awareness. In fact, it negatively impacts and dilutes our brand.

Acronyms also dishonor 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 MBA at the University of Oregon Lundquist College of Business

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.
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 an ecosystem of collaboration, immersed in nature, creating a better way.”

“We are deeply collaborative here. So much so that it has become a defining characteristic of the UO. It goes much further than the way our students from around the world come together, explore, and share ideas as they get a world-class, broad-based liberal arts and sciences education. It’s about how inclusivity and resource sharing have become part of the culture. And how our schools and colleges work together to create interdisciplinary learning and research experiences to the great benefit of all.

“Immersed in nature,”

The university is an island of innovation surrounded by a sea of trees. Our campus is quite literally an arboretum. Nature is all around us. Naturally, we have a deep connection to it. In fact, it guides our research and informs our decisions.

“Creating a better way,”

Sometimes things happen here that change the world for the better. It’s wonderful. And it makes us proud when it happens. But that’s not really why we do what we do. It’s much simpler than that. Our goal is to consistently help push humanity forward. Make a steady, meaningful impact through innovative research and thinking that improves the quality of life for Oregonians, Americans, and, whenever possible, people worldwide. That’s what we mean by creating better ways.

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.
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.

**IRREVERENT**
No, this character quality doesn’t mean we should ever be disrespectful or disparaging. It reminds us that our brand should not shrink from being bold, unexpected, and fearless about challenging convention. We can dial this quality up to create messaging for prospective and current students. Or dial it down for peer, donor, and key opinion leader audiences.

**PROGRESSIVE**
We never take our eyes off the horizon. We exist as a university to help push humanity forward. We collaborate, innovate, and find better ways. This word reminds us to embrace our research roots and our can-do spirit. We can dial this trait up to focus on where we’re going and what’s possible. Or dial it down to focus more on what we’ve done or what we’re currently doing to find better ways.

**EXTRAORDINARY**
Simply put, there is nothing that we don’t do well here. Which is uncommon. And something that we must be comfortable touting. Usually with the help of confident, straightforward messaging and unsubtle design. We never want to come across as arrogant or conceited, but we should absolutely dial this quality up to communicate our achievements and UO pride. We also see this as “Extra Ordinary.” As in more than the usual. There’s more here than what you expect.

**ALIVE**
There’s just something about this place. The energy on campus is palpable. The electricity in the air at UO events is astonishing. It comes from everywhere. From the lush, green environment that enrobes the university. From the town that supports us. And from the students, faculty and staff members, and friends who fuel our positivity and innovation. And everyone who runs and bikes and hikes and skis and plays hard. “Alive” is about our desire to do.

**NATURAL**
It’s about nature. But it’s not just about nature. It’s about human nature and the way we interact with each other. You can be doing something well and be intense and in someone’s face, or you can be relaxed and comfortable in who you are. That’s us. Approachable. That’s how the UO carries itself. The more this lever is dialed up, the more casual the tone.

**INCLUSIVE**
The university has a long history of being inclusive. From the Free Speech Plaza to the welcoming mentality applied to everyone, we pride ourselves in welcoming all kinds. But it’s more than that. We don’t merely welcome them, we encourage them to collaborate and support each other as they discover who they are. A physics student who wants to also major in cinema studies? Sure. Come on in.
LOGO USAGE

The following is a summary of University of Oregon visual identity guidelines as they apply to the Lundquist College of Business. For more details, please refer to the UO Style Guide at communications.uoregon.edu/brand.

UO LOGO
The university logo is the cornerstone of the University of Oregon identity system. As the primary identifier of the university, the logo has been developed to consistently represent the university in all of its communications.

The UO logo and UO wordmark are used together to form the university signature. The signature can appear as a positive mark or reversed out of colored blocks.

The university signature consists of three elements: the Oregon O, the rule, and the university wordmark. The university block signature consists of two blocks, one enclosing the "O" logo and the other the University of Oregon wordmark. Each of the individual elements maintains a special relationship to the others and must not be altered.

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

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?
University of Oregon and Lundquist College logos are available for download at business.uoregon.edu/communications

BLOCK ELEMENTS
Based on x (width) and y (height) measurements, additional elements (e.g., school wordmarks) should be contained in blocks that are multiples of X and Y.

STACKED SIGNATURE
The horizontal signature should be used as the primary signature. In cases where the horizontal signature doesn’t work due to design or space considerations, the stacked signature is allowed.
Lundquist College Logos

This logo is used by all departments, centers, programs, and other college entities. It must appear on all publications and printed materials—reports, books, postcards, training manuals, forms—and appear on exhibits, signs, and posters. Make sure the Lundquist College of Business logo appears prominently on everything to ensure brand consistency.

Lundquist College in Portland Logos

These logos are the approved configurations for Lundquist College of Business departments and programs in Portland.

NEED LOGOS?
University of Oregon and Lundquist College logos are available for download at business.uoregon.edu/communications
LOGO AND SIGNATURE CLEARSPACE
It’s important to ensure adequate space around the UO and Lundquist signatures in order for them to work best in print and digital.

MINIMUM SIZES
The O should never appear smaller than 3/8" (.375") tall. When using the block logo system, it should never appear smaller than 1/2" (.5") tall. Exceptions may apply for extremely small applications (such as pens and small-space ads).

INCORRECT LOGO AND SIGNATURE USE
When using the UO and Lundquist signatures, do not
• reassign colors to the logo or signature.
• create other one-color variations.
• apply the two-color signature to a dark background.
• sacrifice legibility.
• fill any part of the logo or signature.
• use the logo or signature as a decorative element.
• obscure the logo or signature with type.
• reposition or resize components of the signature other than as shown in the brand guidelines.
• apply graphic effects to the logo or signature.
• use the O as a typographic element in a word.
• use the logo to create other logos.
• use elements to create the O logo.
• use the O logo to create an illustration.
• create your own logo or signature.
• add text, taglines, or graphic elements to the logo or signature.

NEED LOGOS?
University of Oregon and Lundquist College logos are available for download at business.uoregon.edu/communications

QUESTIONS?
Jim Engelhardt, Director, Strategic Communications
541-346-2825, jime@uoregon.edu
COLOR PALETTE

Our colors have been an important part of the University of Oregon brand for decades. Official brand colors should always be used. The color palette below is designed to allow for flexibility. Favor the primary colors (UO green and UO yellow), and limit the use of secondary colors.

Secondary Colors

UO LEGACY GREEN
CMYK 87-45-78-49
PMS 3435
RGB 167-71-53
#104735

DARK GREEN
CMYK 84-38-88-34
PMS 7483
RGB 35-94-57
#235E39

PINE GREEN
CMYK 96-26-100-15
PMS 356
RGB 72-136-63
#489D46

GRASS GREEN
CMYK 75-15-100-2
PMS 362
RGB 72-157-70
#489D46

LIME GREEN
CMYK 52-6-100-0
PMS 377
RGB 138-187-64
#8AB840

APPLE GREEN
CMYK 34-2-100-0
PMS 383
RGB 181-207-52
#B5CF34

CHARTREUSE
CMYK 15-1-100-0
PMS 396
RGB 226-225-27
#E2E11B

YELLOW
CMYK 0-0-100-0
Process Yellow
RGB 255-242-0
#FFEF00

GOLDEN YELLOW
CMYK 16-1-100-0
PMS 109
RGB 254-209-3
#FE0103

SPICY MUSTARD
CMYK 16-31-100-1
PMS 110
RGB 215-170-39
#D7AA27

DARK GREY
CMYK 65-47-52-42
PMS 476
RGB 79-86-90
#4F565A

MEDIUM GREY
CMYK 20-10-12-35
PMS 578
RGB 154-158-159
#99A99F

20% GREY
CMYK 0-0-0-20
PMS 678
RGB 209-211-212
#D1D3D4

5% GREY
CMYK 0-0-0-5
PMS 34
RGB 241-242-242
#FFF2F2
MARKETING AND BRANDING

The Lundquist College of Business uses two unique fonts in its branded communications. The United font family is robust with 10 families and 51 typefaces, and is primarily used in marketing and communication pieces. Bauer Bodoni Bold Italic is used solely in marketing and communication pieces in a limited capacity.

**United Sans Bold**

**United Serif Bold**

**United Italic Bold**

**Bauer Bodoni Bold Italic**

**Utility Fonts**

Open Sans and Melior are utilized in correspondence and presentations.

**Open Sans Bold**

**Melior Bold**

**Web Fonts**

Quadon is solely used on the Lundquist College website.

**Quadon Bold**

Questions?

Jim Engelhardt
Director, Strategic Communications
541-346-2825, jime@uoregon.edu

Need Fonts?

Utility fonts are available for download at business.uoregon.edu/communications
IMAGERY

Photos and videos are an important part of our visual brand. They help our audiences picture themselves at the Lundquist College. 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 video to represent the college, they should always fit the communication, but should never overpower the key message. When choosing pictures or locations of places or environments, look for imagery that’s graphic and conveys what you’re trying to communicate very simply. When choosing pictures of people, stick to situations that feel authentic, not stock or staged. They should feel like candid, caught moments.

Photography

BEST PRACTICES

HEADSHOTS

• Headshots should be captured in a horizontal orientation, from the waist up.
• Use the rule of thirds—avoid placing the subject in the direct center of the frame.

EVENTS/CANDIDS

• Capture the moments of real emotion: spirit, achievement, action, energy—while keeping photos casual.
• Avoid posing subjects—we want a natural, authentic look (team/group shots are the exception).
• Try and achieve a bright, airy, and modern feel.
• Use asymmetrical cropping or a shallow depth of field to add visual interest.
• Capture images of people that tell a story or create a personal connection with the viewer.
• Avoid shots that are taken from a high “above the head” angle—instead use lower angles that make the viewer feel like part of the scene.
• Avoid hand gestures other than the O.

Videography

OPENING/CLOSING AND LOWER THIRDS

The Lundquist College created standardized lower thirds and opening/closing sequences to be used in all videos the college produces. These are available by contacting Jon Sharpy, videographer at 541-346-1589 or jsharpy@uoregon.edu.

PHOTO/VIDEO 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 are in need of photo or video services, a request can be submitted at business.uoregon.edu/photo.

QUESTIONS?

Tamra Holmes
Senior Graphic and Visual Designer
541-346-8831, tamrah@uoregon.edu
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

LOCATION SERVICES AND PERMITTING
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 the Brand Management and Trademark Licensing office.

Image Library
All college faculty and staff have access to view and download photos from the image library. It is accessible on the O: drive at
- **PC:** O:\Administration\Communications\ImageLibrary
- **Mac:** smb://lcb-file2/Shared/Administration/Communications/ImageLibrary

UPLOAD IMAGES
To share photos with the communications team, you may upload images to the communications Public folder at
- **PC:** O:\Administration\Communications\Public
- **Mac:** smb://lcb-file2/Shared/Administration/Communications/Public

Once you have uploaded the photos, please email uobusiness@uoregon.edu to let us know and we will add them to the image library.

PHOTO/VIDEO 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 are in need of photo or video services, a request can be submitted at business.uoregon.edu/photo.

QUESTIONS?
Tamra Holmes
Senior Graphic and Visual Designer
541-346-8831, tamrah@uoregon.edu
WRITING GUIDELINES

With a few exceptions, the UO’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.

Abbreviations

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

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.

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

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
- miles
- millimeters
- minutes
- kilometers
- 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

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)

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

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
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.

Academics

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

<table>
<thead>
<tr>
<th>Academic/ Administrative Unit</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>area</td>
<td>coordinator</td>
</tr>
<tr>
<td>center</td>
<td>director</td>
</tr>
<tr>
<td>college</td>
<td>dean</td>
</tr>
<tr>
<td>committee</td>
<td>chair</td>
</tr>
<tr>
<td>department</td>
<td>head</td>
</tr>
<tr>
<td>institute</td>
<td>director</td>
</tr>
<tr>
<td>museum</td>
<td>director</td>
</tr>
<tr>
<td>office</td>
<td>director</td>
</tr>
<tr>
<td>professional school</td>
<td>dean</td>
</tr>
<tr>
<td>program</td>
<td>director</td>
</tr>
<tr>
<td>vice presidency</td>
<td>vice president</td>
</tr>
</tbody>
</table>

Don’t hyphenate the following titles:

- vice chair
- vice chancellor
- vice president
- vice provost

**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)

**DEPARTMENTS/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

**AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY**
University policy mandates that the University of Oregon statement on equal opportunity and affirmative action (EOAA statement) must appear on all university publications, advertisements, and websites.

There are four versions of the EOAA statement, each with its own specific use. If you are publicizing an event, make sure to include contact information for those who need accommodations.

The most commonly used statements are as follows:

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.

*or*

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

**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

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

Karina Goudy, MFA

Do not use periods in degree abbreviations.

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.

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.

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.

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]

ACADEMIC QUARTERS

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

Capitalization

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

Informal
the Alumni Association
the association

University of Oregon Foundation
Board of Trustees of the
University of Oregon

the foundation
the board

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.

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 AND FAX NUMBERS
Separate numbers with hyphens, not dots.

6-5396
541-346-5396 [not 541.346.5396]

Punctuation and Usage

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

APOSTROPE
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, ca, 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
coop [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]
grey [not grey]
hands-on experience
Hawaii [not Hawai’i]
internet [not Internet]
judgment [not judgement]
MActg [not MActg] when referring to program
MBA [not M.B.A.]
marshaling [not marshalling]
merchandise [not merchandize]
one [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]
travelling (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.

**Portland Locations**

**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 presence
- Portland office
- 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
TEMPLATES

FONTS
All Lundquist College templates use the Open Sans font family.

COLORS
The below color palette is based on the Lundquist College of Business branding colors. Please stay within this palette to help ensure brand consistency. Below are the RGB color values for the approved color choices for PowerPoint and letterhead templates.

Digital 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 pre-printed letterhead, please contact Tamra Holmes.

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

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

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.

NEED FONTS OR TEMPLATES?
Open Sans, digital letterhead, and PowerPoint templates are available for download at business.uoregon.edu/communications.

QUESTIONS?
Tamra Holmes
Senior Graphic and Visual Designer
541-346-8831, tamrah@uoregon.edu
LILLIS SIGNAGE

Reservations for digital display slides, table tents, and atrium banners 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 or rejection and all artwork must be approved before reservations will be granted.

We will not 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.

Digital 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 (1600 x 900 pixels) to best fit our screens. Submissions that are created at a different size may not be accepted, or may be stretched/shrunk 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 Open Sans) to ensure readability.
- File type should be saved as a JPEG, PNG, or PPT at 72 ppi.
- PowerPoint slide submissions will be converted into a static jpeg—any transitions or animations will be lost once converted.

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

**UO CALENDAR**

Be sure to add all your events, guest speakers, deadlines, and club meetings to the UO calendar at bizweb.uoregon.edu/calendar. This will ensure that they will be included in the college’s Current Events Weekly reminder emails along with the Events Calendar on the business.uoregon.edu website and the Lillis Business Complex digital display screens.

Table Tents

There are 25 table tents available for advertising in the Lillis atrium and can be used to promote events and guest speakers to the UO and Lundquist College communities.

**REQUIREMENTS AND REGULATIONS**

- Lillis Business Complex table tent units have a total of two visible sides.
- Table tents are placed on tabletops throughout the Lillis Business Complex atrium by college administration; the total number of locations/tents may vary.
- The reservation period for table tents is one week, beginning on Monday and ending on Sunday. There is a monthly limit of two reservations per advertiser with a minimum of two weeks between reservations.
- Advertisers must provide a quantity of 25 4-inch wide by 6-inch tall double-sided
portrait orientation cards to the Lundquist communications office by noon the Friday prior to the reservation start date. Cards not meeting these specifications may not be accepted and could result in a canceled reservation.

Atrium Banners

Either vertical or horizontal banners may be hung in the atrium to promote upcoming events and guest speakers to the UO and Lundquist College communities.

REQUIREMENTS AND REGULATIONS

- All banner installations must be coordinated with the Lundquist College building facilities office. Any banners installed without a reservation will be removed.
- The reservation period for atrium banners is two weeks, beginning on Monday and ending on Sunday. There is a monthly limit of one reservation per advertiser with a minimum of two weeks between reservations.

HORIZONTAL BANNERS

- Lillis Business Complex horizontal banners are one-sided and hung from the second or third floor bridge railing, facing the north entrance.
- Banners must be no larger than 144-inches wide by 33-inches tall, with grommets across the top and bottom. Banners not meeting these specifications may not be accepted and could result in a canceled reservation.

VERTICAL BANNERS

- Lillis Business Complex vertical banners are double-sided and hung from the second floor atrium poles. There are two locations, one each on the east and west sides of the atrium.
- Banners must be 36-inches wide by 72-inches tall with a rod pocket at the top and weighted rod at the bottom. Banners not meeting these specifications may not be accepted and could result in a canceled reservation.
- Vertical banners may be reserved one at a time or both at the same time.

NEED TO REQUEST A BUILDING SIGN?
Reservations for digital display slides, table tents, and atrium banners in the Lillis Business Complex can be requested at business.uoregon.edu/lillis-signage.

QUESTIONS?
Tamra Holmes
Senior Graphic and Visual Designer
541-346-8831, tamrah@uoregon.edu
Student Clubs

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

**CLUB LOGO USAGE**

Use of the University of Oregon’s logos, trademarks, and/or symbols creates an association with the university that needs to be protected. Failure of student clubs to follow guidelines on logo usage outlined in this brand toolkit may result in non-compliant items being collected and destroyed. **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 should be used, and the club’s logo for internal communications with fellow students should not be used.

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

**IMAGES DOS AND DON’TS**

**DO**

- Use high-quality images that are either your own photos 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 photo in club marketing materials on social media via a photo 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 (photo and/or FERPA release) to do so.

**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**

Add club events, guest speakers, and meetings to the UO calendar at bizweb.uoregon.edu/calendar to be included in the college’s Current Events Weekly reminder email sent to all business faculty and students every Monday morning (please have events entered by noon Fridays to be included in the weekly email). They will also automatically show up on the Events Calendar on the business.uoregon.edu website as well as in the Events Calendar on the digital display screens in the Lillis Business Complex.

**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 PowerPoint, PDF, or JPEG format and sized at 1600 x 900 pixels. Submit slides requests at business.uoregon.edu/lillis-signage.

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.
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.

SOCIAL MEDIA
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 photo from 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 info.

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.

HASHTAGS AND ACCOUNTS
Use these to share your message more broadly.

• @UOBusiness
• @UOregon
• #UOregon
• #GoDucks
• #DucksofUO
• #DucksonBreak

CLUB/ORGANIZATION CONTINUITY
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.