OUR VOICE
THE OREGON STATE MASTER BRAND CREATIVE PLATFORM

There's the brand we express to the world — through print, the web, on buildings and in person. But then there's the very essence we reflect on before our pen hits the paper or our fingers strike the keys.

The OSU Extension story builds on the master brand platform to further reinforce the impact of the university.

Out There

At Oregon State, we have a responsibility.
To our state. To our region. To every part of the globe.
We're obligated to solve today's most pressing issues.
And to do so, we travel to the highest peaks and the deepest depths. To verdant orchards and vibrant meadowlands.
To communities fragile and flourishing.
To the very edge of what's known and back, to where answers coalesce in labs and classrooms, virtual and physical.
Where discourse and discovery are informed by a culture that embraces the worth of individuals and the value of serving everyone.
Every day, fulfilling our duty to embrace the land, explore the seas, study the sun and search the cosmos.
And in every mind we enlighten, every life we enrich, every challenge we face and solution we forge,

we're OUT THERE.

Serving the people of Oregon.
Of our nation.
And of the world.
BRINGING IT ALL TOGETHER

Our message will naturally shift based on the audience. Different personality traits will come into play depending on the audience, and while the core content remains consistent, the tone will change. Here is how the description of OSU Extension might shift based on audience, and which of the Extension brand personality traits help inform the tone.

**OSU Extension Service message:**

OSU Extension puts information and expertise within reach of all Oregonians so they may thrive in their communities, be lifted by growing economies, and share pride in the flourishing ecosystems of Oregon.

**Personality Traits**

**PRODUCERS**
- Helpful
- Welcoming
- Progressive

**STEWARDS**
- Conscientious
- Collaborative
- Progressive

**ADVOCATES**
- Visionary
- Collaborative
- Adventurous

**LEARNERS**
- Helpful
- Welcoming
- Progressive

**INTERNAL**
- Helpful
- Collaborative
- Visionary

OSU Extension is your essential resource for knowledge in your field, so you can draw upon expertise, build on best practices, and fulfill your vital role in helping Oregon's communities, economies and ecosystems thrive.

OSU Extension is here to provide concerned Oregonians the knowledge and expertise they need to ensure that our ecosystems remain vital, that our economies grow equitably, and that every Oregonian can seize the opportunity to thrive.

OSU Extension partners with you to champion our communities, promote our economies and stand tall for ecosystems by providing the knowledge and expertise to help every Oregonian thrive here, and beyond.

OSU Extension is the go-to resource for the expertise and knowledge every Oregonian needs to live healthy lives, nurture our great state's ecosystems, and play a vital role in Oregon's vibrant communities.

OSU Extension is here for every Oregonian, providing the resources and knowledge they need to thrive in their communities, to take part in Oregon's vibrant economies, and to help our great state's ecosystems flourish.
ELEVATOR SPEECHES

Whether we're speaking with someone in person, communicating over email or composing a tweet, our message needs to be clear and consistent. Here are a few ways to talk about OSU Extension (who we are and what we do): in 140 characters, 10 seconds and 30 seconds.

140-CHARACTER STATEMENT
Oregon State University Extension provides information and expertise to help meet local challenges and help every Oregonian thrive.

10-SECOND STATEMENT
Oregon State University Extension puts information and expertise within reach of all Oregonians so they may thrive in their communities, be lifted by growing economies, and share pride in the flourishing ecosystems of Oregon.

30-SECOND STATEMENT
Oregon State University Extension puts information and expertise within reach of all Oregonians. As a land, sun, space and sea grant institution, we're committed to nurturing our great state's communities, economies and ecosystems. We're partnering with people in every county and helping them thrive every day — just as we have done for more than 100 years.
FIVE TIPS FOR WRITING WELL

Telling your story clearly and compellingly takes a combination of instinct and discipline.

Good writing feels purposeful, intentional and, above all, meaningful. Here are five can’t miss principles to keep in mind when crafting your next communication.

MAKE HEADLINES COUNT.
A headline is not a label; it’s a handshake, a conversation starter and an enticement for the reader to learn more.

KNOW YOUR AUDIENCE.
Consider who you’re writing for and what they care about, and your story will be more relevant and resonate more strongly.

SPEAK TO ONE PERSON AT A TIME.
Imagine you’re writing a letter to a friend or a loved one. It will naturally focus and clarify your message.

MAKE IT ABOUT THEM.
Use second-person “you” and “your” to engage and motivate the reader. They’ll be grateful you did, and so will you.

STAY ON MESSAGE.
No communication is too big or too small to support our core value proposition. Always consider how your message aligns with our attributes, benefits and messaging pillars (outlined on pages 8 to 10 of these guidelines).