OSU Extension Style Guidelines

The more we are able to use consistent visual elements and personality in Extension marketing and communication tools, the easier it will be for Oregonians to recognize the work of Extension.

- There are elements that are essential to the OSU visual identity, e.g., logo use, color palette, font selection.
- The templates provided by University Marketing on the OSU Brand Guide website and in the Extension and Experiment Station Box folder titled Marketing Templates, Tools and Inspiration are there to help get you started on designing your communication document; modify the design to fit your needs!

Use of OSU logos

The OSU logo must appear on the front of all marketing and communication tools. No exceptions!

The Extension companion logo, county companion logo, master volunteer program companion logos and Extension program companion logo (applies to Open Campus and Outdoor School) are used on the second page or back cover.

Logos in almost all instances are placed on the bottom of the page, either flush right, center or flush left.

Be sure to allow sufficient clear space – at least equivalent to the width of the “Or” in Oregon – around the logo so it can “breathe” and be clearly seen. More information can be found on the OSU Brand Guide website (see page 8 for URL).
OSU EXTENSION STYLE GUIDELINES

Color choices

Extension relies on white, Beaver Orange and black with an accent of a secondary color.
Open Campus often uses Star Canvas as its preferred secondary color; Outdoor School relies on Pine Stand.

The brand color palette can be found online: https://communications.oregonstate.edu/brand-guide/visual-identity/colors.

Limit font colors to black, Beaver Orange and one secondary color (in Example 1, High Tide is used to emphasize key words and phrases and Beaver Orange is used for headings).

See another way secondary colors are used in Example 2.

For color blocks, Beaver Orange is used at the top of the document and black, white and/or Beaver Orange are used at the bottom of the document to set off the logos. If the document is co-branded with partner or 4-H emblem or Sea Grant logo, it may be easiest to use a white background.

Brand fonts

Three brand fonts are available (Stratum, Georgia and Kievit Office).

EESC primarily relies on two of the fonts:
Stratum for headlines and other headings and Kievit Office for body copy.

Georgia is used sparingly, or not at all, in materials developed by EESC. See Example 2 for how Georgia can be used as an additional font (page 3).

Statements

A non-discrimination statement must appear on all program-related marketing and communication tools.

Sometimes it’s a challenge to fit the full statement on a one-page flyer. If that’s the case, there is a short version available. Wherever possible, it is preferable to use the full statement.
Example 2

**Statements (continued)**

If the document is more than one page, the statement can be placed on the back page.

All statements – non-discrimination and accessibility – can be found on the Extension Employee Intranet page. Look for them in the right navigation bar under Marketing Tools. The statements also are available in Spanish.

**Co-branding**

When the **4-H emblem or Sea Grant logo** are used, place the emblem/logo next to the OSU logo on the front of the document. Allow clear space around the OSU logo and keep them in proportion. The emblem/logo also can be placed on the back of the document.

When we **partner with other organizations**, the OSU logo should be placed in the bottom left corner and appear in equal proportion to the other logos. If there are too many partner logos to display on the front of the document, consider using text instead of logos, or place the logos on the back of the document.

When multiple OSU campus departments partner together, the Oregon State University logo should appear in the bottom left corner and the individual department names should be listed in the bottom right corner.
Headlines

Headlines are prime real estate for engaging your audience. Make them engaging and intriguing enough so your reader wants to learn more. Consider them to be conversation starters. Sometimes you'll find the best headlines buried in your brochure copy!

Writing good headlines is not always easy (it's downright hard for most of us), but the more we do it, the better headline writers we'll become.

Consider using the Extension Message Map for inspiration. You'll find it on pages 8 and 9 of the Extension Style Guide (located on the Employee Intranet site).
Photos

Photos help tell your story and are an important part of the OSU brand. Using quality photos is essential.

Photos also can help break up brochure copy, making it easier to read and more engaging. One big photo is generally better than lots of little photos (hopefully Example 3 and other examples included in these guidelines will provide inspiration).

- Read up on the OSU photo style in the brand guideline, or refer to the Extension Style Guide beginning on page 27.
- All Extension and Experiment Station personnel have access to the EESC photo archive and may use photos for OSU purposes with credit to the photographer. The site is password protected. If you don’t know the password, contact your office staff or EESC Digital Asset Manager Karen Zimmermann.

Example 3 – Front cover and inside panels
Use the grid

Flyer, brochure, poster and newsletter templates are laid out on the grid system to get you started and make it easier for you to design a pleasing product.

Most readers find it more visually appealing and easier to comprehend information when they know where to look. Headlines and copy should line up and photos should have a relationship with other elements in the design. See Example 6. Example 7 shows how to use clear space to rest the eye.

One versus two-sided flyers

Trying to convey too much information on one page makes it difficult for the reader to find the important information. One-page flyers are meant to convey limited information.

Using a two-page (front and back) format allows the information to be organized in a more readable way and provides an opportunity to offer more detailed information. See Example 4.

Example 4 – Front and back of what was originally drafted as a one-page flyer
Creating consistency

Example 5 – First page of a four-page brochure

Grid system is used to line up headline, copy in color block and introductory paragraph, and line up intro paragraph and blue sub-heading.

- Orange color block
- OSU Extension Service and Program or County in capital letters using Kievit Office
- Headlines and subheadings in Stratum
- Photo dominates to add color and engagement
- Body copy in Kievit Office
- OSU logo appears on front of document
- Non-discrimination statement appears on back cover on this multi-page document

In most cases, the 4-H emblem appears next to the OSU logo. In this case, it was used to emphasize that this is a 4-H program.
ZOMBIE GAME prepares families for disasters

TEACHING BASIC EMERGENCY PREPAREDNESS WITH A TWIST

Extension helps families and communities prepare for surviving natural disasters.

SATURDAY, JULY 18, 2020
9 a.m. to noon, followed by lunch.
Polk County Fair Grounds
520 S Pacific Hwy W, Rickreall, OR 97371

Family activity, ages 5 and older encouraged to attend
Cost to attend: $15 per family (includes lunch)
Check in, introduction and rules: Building C
Register by July 10 at www.OSUExtension/zombietag.com

Co-Sponsors:

Polk County Sheriff
Salem Health Hospitals & Clinics
Polk County Family & Community Outreach

OSU Extension Service prohibits discrimination in all its programs, services, activities and materials. Accommodation requests related to a disability should be made by July 15 to the Extension office in Polk County 503-623-8395, or PolkExtensionOffice@oregonstate.edu.

Example 7 – Using clear space
Resources to know

**OSU online brand guide** ([https://communications.oregonstate.edu/brand-guide](https://communications.oregonstate.edu/brand-guide))
where you’ll find:

- Proper use of logos, including guidance for promotional items
- Colors
- Photography style
- Templates and other downloads, including icons
- Tips
- Inspiration (look how others around campus and University Marketing are utilizing brand elements)

**Extension Intranet** ([https://employee.extension.oregonstate.edu/](https://employee.extension.oregonstate.edu/))
where you’ll find links to:

- OSU Box with logos, letterhead and marketing templates, tools and more
- Extension Style Guide
  - Program message maps for Extension, Forestry and Natural Resources, Open Campus, Oregon Sea Grant, and Outdoor School
  - Email Signature Guidelines
  - Branded and Substitute Systems Fonts
  - Writing with Your Audience in Mind, a presentation by Gary Delude, senior editor in University Marketing

**Ann Marie Murphy**, Extension marketing manager for brand consultations and brand-related questions

**Karen Zimmermann**, digital asset manager and contact for photo archive
Facebook posts for events and other tips

Okay 😞

On July 18 at the Polk County Fairgrounds, families are encouraged to attend Zombie Game from 9 a.m. to noon. Kids from ages 5 and older will learn basic emergency preparedness by playing the game. Cost is $15 per family and includes lunch. Register at: www.OSUExtension/zombietag.com Photo by Stephen Ward.

So much better 😞

If you see a blood-splattered person in rags stumbling toward you, run! The zombies are coming! Oh, come on, you’re thinking: “There’s no such thing as a real zombie.” Well, why don’t you come on down to see for yourself at the Polk County Fair Grounds, 9 a.m. to noon, July 15. That’s when we’ll unveil a creepy-crawly game to teach the family how to prepare for emergencies. Don’t worry, it won’t freak anyone out. It’s appropriate for kids 5 and over. Cost is $15 per family, and guess what? That includes lunch. Register at: www.OSUExtension/zombietag.com Photo by Stephen Ward.

Tips

• Use a “voice”, whether it’s funny, goofy, charming or knowledgeable.

• Try to have a photo with each post. If there isn’t an appropriate photo in the archive, try finding one in Flickr. Always credit a photo.

• Post at least two or three times a week, more if possible. The more you post, the more traffic you’ll have. A good place to look for posts is the Extension news site: https://extension.oregonstate.edu/about/news or catalog: https://catalog.extension.oregonstate.edu/

• Like and follow other people’s or organization’s pages. Once they know you exist, they’ll usually reciprocate. It takes time, but just do a few a day.

• Try to use a url link back to the Extension website, whether it's yours, the main Extension page or any where else that takes people to Extension.

• If you’re having a day when you can’t think of anything, share posts, especially from the main Extension page and other Extension county posts. Other good ones are Master Gardener pages, particularly the main one (https://www.facebook.com/OSUMG/), Food Hero (https://www.facebook.com/BeAFoodHero/), Oregon 4-H (https://www.facebook.com/Oregon4h/) and OSU Food Preservation (https://www.facebook.com/OSUExtensionFoodPres/). Those are just a few ideas. Look for newspaper articles, videos, etc. that mention your program.

• Don’t be discouraged if you don’t have a lot of followers or engagement at first. It will come.

• If all else fails, do a post about an insect. They get incredible engagement.
Event announcement

Event announcement templates are customized for each location and can be found in the Box folder with location’s logos.

FOR IMMEDIATE RELEASE

July 1, 2020

OSU Extension in Polk County to hold Zombie Tag on July 18

Contact: Suki Bulmer, 503-623-8865, sbulmer@oregonstate.edu

Dallas, Ore. – The Oregon State University Extension Service in Polk County will host Zombie Tag on Saturday, July 18.

Zombie Tag is an event that helps families and communities prepare for potential disasters. It is scheduled for 9 a.m. to noon at the Polk County Fairgrounds, 5260 S. Pacific Highway West, in Rickreall. Check-in, introduction and rules will be in Building C.

Families with children ages 5 and older are encouraged to attend. The cost is $5 per family, which includes lunch. Registration is required and ends July 16.

In the wake of summer storms, wildfires and predicted earthquakes in the Pacific Northwest, being prepared for an emergency is something everyone should be doing, said Suki Bulmer, OSU associate professor and Polk County 4-H youth development faculty.

While engaged in the zombie activity families will learn how to survive by stockpiling essentials and relying on their wits to keep them safe and in good shape until help comes.

More information about Zombie Tag is available online at the OSU Extension Polk County web page, or by calling the county office at 503-623-8875.

Sponsors include West Valley Hospital, Polk County Family & Community Outreach and the Polk County Sheriff’s Office.

Accommodation requests related to a disability should be made by [specific date] to [contact person, phone number, and email address].

About OSU Extension: The Oregon State University Extension Service shares research-based knowledge with people and communities in Oregon’s 18 counties. OSU Extension addresses issues that matter to urban and rural Oregonians, OSU Extension’s partnerships and programs contribute to a healthy, prosperous and sustainable future for Oregon.

Note: Event announcement templates can be found in each county Box in the Extension and AES Box folder.

For more information or questions, contact the Extension news and public issues team: Chris Brnam or Kym Polkomy.

OSU Extension Service prohibits discrimination in all its programs, services, activities and materials.
Accessing and using the Extension photo archive

We make a selection of EESC photos available for use for Extension projects and websites. See: https://employee.extension.oregonstate.edu/eesc/eesc-photo-archives

This is a password protected site.

Password: ______________________

More photos added monthly.
To inquire about other photos in the collection, contact karen.zimmermann@oregonstate.edu.

For campus buildings and student activity photos, contact University Relations & Marketing: https://communications.oregonstate.edu/brand-guide/download-brand-photography

If you are searching for other free photos, please only download from reputable sites in the United States that follow U.S. copyright laws. Here are a couple of reputable sites:

https://search.creativecommons.org/ (you must follow license instructions)

https://www.flickr.com/photos/131420410@N05/ (public domain = free to use)

December 2, 2019
Please credit our photographer and Oregon State University, where possible.
On your Drupal websites you have a “Photo Credit” field where you should list the photographer.
If you’re using the photo in places other than a website, please credit on or near the photo.

Examples:
Lynn Ketchum photo
Photo by Lynn Ketchum.
Photo by Lynn Ketchum, Oregon State University.

Please use the “Email Feedback” button to tell us how you’re using the photo. We have to complete reports at the end of each year, as I’m sure you do.

You may also use “Email Feedback” to communicate with me, or, here’s my direct contact info:

Karen Zimmermann, Digital Asset Manager (Pronouns: she, her, hers)
Oregon State University | Extension & Experiment Station Communications
422 Kerr Administration Building | Corvallis, OR 97331
Tel: 541-737-3717 | Fax 541-737-0817
karen.zimmermann@oregonstate.edu

December 2, 2019
Maximize event exposure on the Extension website

What Is an Event in the Extension website?
An event that a visitor to the website could attend. This does NOT include office closures, these should be announcements instead.

Why Create Events?
- Showcase and track the amount of on-the-ground programming that you do.
- Expand your outreach to local and new audiences about your events.
- Have a place to direct people for learning more and registering for the event.
- Can enter once and have it fed to the OSU calendar (and Forestry Extension page if relevant).
- Be able to send specific events to interested people through the future digital strategy.
- Find out which events are most viewed and by what audiences through analytics.

Who Can Add Events?
Any user on the site. If an event applies to more than one county or program, coordinate and make sure to add it only once.

Quick Tip: If an event has been entered that needs to be edited or removed from your page, you should contact the uploader of the event.

Instructions for Events

To create an Event, go to your My Groups page and select the appropriate group (any type). Then, click the “Create Event” button at the top of the page.

On the edit screen for an event, you will see the following fields:

- **All Day Event**: Indicates that an event takes place all day. If checked, you will not need to fill in the time fields for the event date.
Maximize event exposure on the Extension website (continued)

- **Event Date (required):** the date(s) when the event occurs
- **Event occurs multiple times in the specified period:** check this box if you are entering an ongoing event, such as a plant clinic or hotline that has regular hours over the date range you specified. This will reveal a field where you can enter those hours more specifically.

- Event occurs multiple times in specified period.
  Check this if the event is not ongoing for the entire duration specified above, but has multiple occurrences within that period. E.g. it repeats weekly.

**Describe event occurrence**

Hours: Monday to Thursday from 9am to 3pm

E.g. "Tuesdays from 10am to 2pm".

- **Event location fields (required):**
  0. The field asks “Where will this event be held?”
    - If “At a county office,” then select the county office from the drop-down field that appears. The address field will get automatically filled in.
    - If “At another non-office location,” enter the name and address of the location.
      - If the address is not yet known or private, type “To Be Determined” or “To be provided to registrants” in the location name. Then enter the city, state, and ZIP code.
Maximize event exposure on the Extension website (continued)

- If "Online-only," no address needs to be provided.

  **LOCATION**

  Where will this event be held? "
  - At a county Extension office
  - At another non-office location
  - Online only (webinar)

  **Office**

  Choose the office where the event will take place. All Extension, Combined Experiment & Extension Centers, and Branch Experiment Stations offices are listed.

  **Room/building number**

1. **Room/building number:** Include if needed

   **Troubleshooting Tip:** If you change an event from an existing location to a custom address, the old location may still show when you save. To correct this:

   - For the field "Where will this event be held?" select "At a county office."
   - Change the drop-down list to "--None--" which unsets the existing location.
   - Click the "At another non-office location" button and enter the new address.
   - Save.

   - **Event Cost:** How much it costs to attend the event.
   - **Registration Link:** A link to register for the event online. If you enter the link here, you don’t need to enter it in the description.
   - **Registration Closed:** If you check this box, the registration button will be replaced with text that says "Registration Closed" on the event page and in teasers for the event in event lists.
   - **Event Type (required):** The category for the event. This is used for internal reporting as well as for export to OSU's calendar system, Localist.
   - **Description (required):** The full event description. You do not need to include information, such as date, location, or cost, that is already included in other fields.
   - **More information or promotional flyer:** Uploaded flyer or registration form for the event.

\[MORE INFORMATION/PROMOTIONAL FLYER\]

You can select up to 1 media items (0 left).

\[CURRENT SELECTION\]

- four-rivers-4-h-camp-2019.pdf

  \[Remove\]  \[Edit\]

- Important Note: It is important that any information in a flyer is also included in another field on the event (e.g., in the full description field). This is due to the OSU Calendar import process as well as Accessibility standards.
Maximize event exposure on the Extension website (continued)

- **Contact name, email, and phone (required):** person to contact with questions about the event. This information is required by OSU’s calendar system, which pulls Extension events.

- **Tags**
  - **Topics:** specifies which topic pages the event should show on. Event lists on focus areas set up by counties can also be narrowed to show only events tagged with certain topics.
  - **Additional counties or programs:** other counties and programs where the event should show. You don’t need to include the county or program you are using to enter the event.
  - **Category:** if you are entering an event through a Program group, you can tag it with one of the Program Resource Categories configured for that group (see the Program Resources section for more information). This can be used to narrow event lists on program subpages to only show events in a specific category.
  - **Additional calendar:** used to export events to other calendars and create narrowed-down event lists on program and county pages

- **Teaser settings:** thumbnail and short description that display in the event’s teaser. If the thumbnail is empty, it will use a default image based on the topic, county, or program.

**How and Where Events Display**

Event teasers will only display on pages until the event ends. They contain the event title, dates, and the city in which it takes place (or “Online” if it is a webinar). They show on the following pages on the site:

- **Topic pages:** events tagged with the topic in the “Topics, Programs, and Counties” section of the edit screen.
- **Program pages:** events entered by the program’s group or tagged with the program in the “Topics, Programs and Counties” section of the edit screen.
- **County pages:** events entered by the county’s group or tagged with the county in the “Topics, Programs, and Counties” section of the edit screen.
- **County focus areas:** Members of a county group can set up event lists on focus area pages that only show a subset of events for that county. These events must be:
  - added through the county group or tagged with that county, and
  - tagged with either one of some specified topics OR a specified additional calendar.

All Extension events will be automatically exported to OSU’s main calendar, Localist. Some important notes about this process:

- Localist pulls events from the Extension website each night.
- It pulls both new events and updates to existing events.
- Uploaded flyers or other documents on the event will only display on the Extension website, not Localist.
- If you delete an event before it is over (e.g., if you noticed it was a duplicate), it will show as “cancelled” in Localist.

The FNR Extension website pulls events from the Extension website when “Forestry Extension” is selected under “additional calendars.”

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Extension web guide: https://osu-eesc.github.io/cms-docs/user-guide/site/content-types/event/