

Publication Policy

To ensure that all publications representing the University of Oklahoma convey a consistent and accurate message and image, all **externally disseminated** publications must be reviewed by the Office of Public Affairs. Public Affairs will review materials such as newsletters, brochures, recruitment materials, programs, invitations, posters, and other items intended for alumni, prospective students, and other external audiences based on the University of Oklahoma's official branding guidelines. Please allow five working days.

Office of Public Affairs at OU-Tulsa

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Talent Release Policy

When photographs are taken at an event, please have attendees sign the [Talent Release form](#).

General OU and CAS Guidelines

- On any printed piece, the words "The University of Oklahoma" should always be prominently displayed. The name of the College of Arts and Sciences or any other academic unit can be the same size or smaller, but never larger than "The University of Oklahoma."
- The appropriate abbreviation for the College of Arts and Sciences at OU-Tulsa is either CAS or CAS-Tulsa.
- For any printed material, please include the following Accommodations Statement.
For accommodations, please contact (Department Name) at (918) 660-XXXX.
- For any printed material, please include the following Equal Opportunity Statement in its full or abbreviated form. The following is the abbreviated form. For the full statement, please see the official OU style guide at ou.edu/brand.

The University of Oklahoma is an equal opportunity institution. www.ou.edu/eoo

- Neatness and quality of typography and photography are important. Avoid unprofessional fonts and low-quality instant photographs. A few clean and classic fonts that work well in many applications are Garamond, Helvetica, or Franklin Gothic.
- OU's Licensing Department (soonersports.com/licensing) is the appropriate resource for the creation of promotional products or other OU or CAS branded t-shirts, mugs, pens, etc.

Resources

- The College of Arts and Sciences and each academic department have three layout variations for visual marks. Choose either the linear, centered, or stacked version based upon your document.

Linear version:



Centered version:



Stacked version:



The CAS logo is also sometimes used in conjunction with the OU-Tulsa shield logo:



Rarely, the CAS “atom” logo is used alone:



Need help finding a particular mark layout or filetype for your department? Ask Lauren McKinney for help at (918) 660-3457 or lmckinney@ou.edu.

- Oklahoma Crimson is Pantone 201, CMYK 0/100/65/34, and #841617.
- Internally distributed items should look clean and attractive, too! We recommend using a simple online design tool like Canva rather than Word or Publisher.

This is not an exhaustive list of guidelines. Consult the official OU style guide at ou.edu/brand for more detailed information.

The Office of Public Affairs is the ultimate authority on decisions pertaining to print and digital publications.