

## MEWBOURNE COLLEGE OF EARTH AND ENERGY PUBLICATIONS GUIDELINES

SIZES	
<b>Flyers</b>	<b>Digital Slides</b>
Standard: 8.5 x 11”   Tabloid: 11 x 17”	26.5 x 15” at 300 pixels per inch (resolution)

COLORS	
<b>OU Crimson – Print</b>	<b>OU Crimson - Digital</b>
PMS 201	PMS 202
CMYK: 7c 100m 65y 32k	HEX: #841617
HEX: #9c1f2e	

RECOMMENDED FONTS	
<b>Official OU Serif</b>	Garamond
<b>Serif</b>	Adobe Caslon
<b>Mewbourne Sans Serif (good for headers)</b>	Gotham Light Medium <b>Bold Black</b>
<b>Mewbourne Sans Serif (good for body text)</b>	Avenir Next

ABBREVIATION GUIDELINES		
First Reference	Following References	Never
University of Oklahoma	OU the university	
Mewbourne College of Earth and Energy	Mewbourne College the college	MCEE
Mewbourne School of Petroleum and Geological Engineering	Mewbourne School the school MPGE	
School of Geosciences	the school Geosciences	
Ronnie K. Irani Center for Energy Solutions	Irani Center for Energy Solutions the Irani Center I-CES the center	ICES

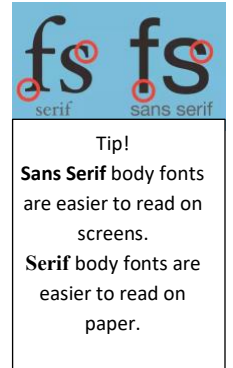
## MEWBOURNE COLLEGE OF EARTH AND ENERGY PUBLICATIONS REVIEW CHECKLIST

### REQUIRED ELEMENTS ON ALL FLYERS AND DIGITAL SLIDES

- Logo (college, schools or center)
  - Do copy/paste from website.
  - Print-Quality logos and OU’s logo guidelines are available [HERE](#).
- Event information in Time / Date / Place order
- Prominent contact person
  - Name or Office
  - “For further information” Email and/or phone number. Office number, if applicable
- Call to action.
  - Examples: Sign up. Come for free food! Learn more.
  - If participants need to sign up on a website, please include a shortened URL and QR code.  
We use a free account from Rebrandly.
- The intended audience should be clear.
- Accommodations statement for all events:  
For accommodations, please contact xxxxx at xxxxx (phone and/or email)
- Equal Opportunity Statement:  
The University of Oklahoma is an equal opportunity institution. [www.ou.edu/eoo](http://www.ou.edu/eoo)

### REQUIRED DESIGN STANDARDS

- Text
  - Fonts should be easy to read.
  - No more than two fonts per flyer/slide. (Not counting the fonts on the logos).
  - Font colors should stand out from the background.
  - Remember to have enough space between text and the edge of the page.
    - Printed Flyers: .5” margin. Digital slides: 2” margin.
- Logos and Images
  - All logos and images should be high quality and not pixilated (aka fuzzy).
  - OU Logos: PMS 201 for print. PMS 202 for digital.
- Tone  
The publication should leave readers with a positive impact and the impression that warm and friendly people stand ready to serve their needs at the university.



### EDITING CHECKLIST

- Check all links to ensure they work.
- Check spelling, grammar and names.
- Check dates and times.

### OU STYLE AND COMMON ERRORS

- Adviser (not advisor)
- Alumni
  - Alumni (plural, male and female or plural male)
  - alumna (single female)
  - alumnae (multiple female)

- alumnus (single male)
- Degrees
  - Formal: Bachelor of Science | Informal: bachelor’s
  - Formal: Master of Science | Informal: master’s
  - Doctoral or doctorate | Ph.D.
- Lowercase school and university names, i.e., “the university”
- *Name Name, Ph.D.* – NOT – *Dr. Name Name*
- Ampersands (&) should only be used as design elements. Not in body text and not (when referring to the college or MPGE).
- One space after periods.
- No oxford commas\*. (Internal flyers for faculty can use oxford commas).
- Do not add abbreviations after names. i.e. Department of Energy (DOE).

## APPROVAL PROCESS

Is this an internal or external publication?

- Internal:
  - Intended audience: Mewbourne College students, faculty, staff and visitors to building
  - Placement: internal digital displays, college/school social media
  - Cost: free (digital), printed on college printers, or a small number printed at a low cost (example, if you need a larger-size paper)
- External:
  - Intended audience: alumni, community
  - Placement: external – in the community, mailed to alumni, donors or corporate partners
  - Cost: pay for printing

Internal:

Send to Sarah Warren or department communicator for review and approval.

External:

- Step 1: Send to Sarah Warren or department communicator for initial review.
- Step 2: Send to MarComm for review and approval via [Source](#).
- Step 2a: If fundraising is involved, send to Advancement Communication via Sarah Warren.

A note on vendors:

Whether it is internal or external, if you are ordering through a vendor, your project must be approved by [OU Licensing](#).

## DISTRIBUTION

- Digital Slides – Send to Sarah Warren
  - Include the start and end dates you would like the slide to be displayed
- Earth.Links – [earth.links@ou.edu](mailto:earth.links@ou.edu)
  - Earth.Links submission checklist
    - Event time, date and place
    - Short description
    - Any fliers or graphics
    - Links

- Submission/registration deadlines
- Contact information

## SOURCES

This checklist is a streamlined overview of the following OU resources:

- [Checklist\\*](#)
- [Branding Guide\\*](#)
- [OU Style Addendum](#) (addition to AP Style)
- [Workshop Guide, Pgs 13-14, frequent errors](#)

\* University requirements for larger publications like magazines and brochures were not included in this document because it focuses only on guidelines for flyers and digital slides.