

# THE UNIVERSITY OF OKLAHOMA PUBLICATION POLICY

To ensure that all publications representing the University of Oklahoma convey a consistent and accurate message and image, externally disseminated publications must be reviewed by the appropriate publications office. The publications office will review materials based upon the guidelines contained in this policy. In general, these guidelines apply to official university Web sites, as well.

## The reviewing offices, their addresses and their phone numbers are:

Division of Public Affairs  
339 W. Boyd St.  
Norman, OK 73019-5143  
Jeri Culpepper  
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(405) 325-1701

College of Continuing Education  
220 OCCE Administration Building  
1700 Asp Ave.  
Norman, OK 73072-6400  
Jerry Jerman  
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(405) 325-4351

Athletics  
Oklahoma Memorial Stadium  
180 W. Brooks St.  
Norman, OK 73019  
Debbie Copp  
dcopp@ou.edu  
(405) 325-8367

## Publications to be reviewed include:

1. *Newsletters and magazines*, especially those for external distribution to alumni, prospective students and general audiences. Scholarly journals are exempt.
2. *Academic bulletins and departmental brochures*.
3. *Recruitment materials* for students and faculty.
4. *Conference brochures and programs*.
5. *Covers, folders and invitations* for special events.
6. Posters.

**Deadlines for Publications Review:** Please allow five working days for small projects such as invitations, fliers and posters. For larger projects, such as catalogs, magazines and newsletters, please allow at least 10 working days.

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## GUIDELINES

- The words “The University of Oklahoma” should always be prominently displayed on the cover of any printed piece. The name of the academic unit can be the same size or smaller, but never larger than “The University of Oklahoma.” The full name of the university, not simply the sponsoring unit, should receive prominent attention on the cover, even if the piece is published to promote a special event.
- The name of the institution is “The University of Oklahoma.” Please do not use the designation Oklahoma University. The initials OU (without periods) may be used on second reference.
- All special logos for colleges, departments and related programs and projects must be approved by the appropriate publications office. Special logos should not be used on university letterhead and, when used on other publications, should be secondary to the OU logo.
- The university seal is primarily used for official purposes, as in the publications of the institution, its certificates, diplomas and legal documents and printed materials in conjunction with official functions of the university. The OU seal may be used by the university and/or for commercial uses, provided appropriate authorization is granted from OU’s Licensing Department under the guidelines that its use thereof is not disparaging, does not constitute false representation as to sponsorship, affiliation or conventions and public morals and decency, and does not reflect unfavorably on the university.

- Most publications should include an overview paragraph about the university. In some cases, the mission statement is appropriate. The following paragraph is appropriate for most publications:

#### The Overview Statement

Created by the Oklahoma Territorial Legislature in 1890, the University of Oklahoma is a doctoral degree-granting research university serving the educational, cultural, economic and health-care needs of the state, region and nation. The Norman campus serves as home to all of the university's academic programs except health-related fields. Both the Norman and Health Sciences Center colleges offer programs at the Schusterman Center, the site of OU-Tulsa. The OU Health Sciences Center, which is located in Oklahoma City, is one of only four comprehensive academic health centers in the nation with seven professional colleges. OU enrolls more than 31,000 students, has more than 2,600 full-time faculty members, and has 20 colleges offering 165 majors at the baccalaureate level, 159 majors at the master's level, 80 majors at the doctoral level, 29 majors at the doctoral professional level, and 28 graduate certificates. The university's annual operating budget is \$1.7 billion. The University of Oklahoma is an equal opportunity institution.

#### The Mission Statement

Never forget: The mission of the University of Oklahoma is to provide the best possible educational experience for our students through excellence in teaching, research and creative activity, and service to the state and society.

#### OTHER GUIDELINES

- Neatness and quality of typography and photography are important. Low-quality computer typesetting and instant photographs generally are unacceptable.
- The official colors of the university are crimson and cream. The specification for the crimson ink is PMS 201 red, for cream PMS 468. White stock may be substituted for cream to reduce costs.
- The purpose of the publication and audiences for whom it is intended should be clear.
- All publications are expected to use accurate, standardized information on enrollment, research funding, number of faculty, number of buildings, acreage, finances, etc., available from Public Affairs at 325-1701.
- 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.
- Printed material should be attractive and well designed. The copy should convey information accurately, concisely, clearly and in a style that invites readership and avoids jargon.
- The publication should include instructions about how readers can obtain additional information.
- The Equal Opportunity Statement in its full or abbreviated form should appear on all university publications as required by the OU Board of Regents. The policy follows:

The University of Oklahoma in compliance with all applicable federal and state laws and regulations does not discriminate on the basis of race, color, national origin, sexual orientation, genetic information, sex, age, religion, disability, political beliefs, or status as a veteran in any of its policies, practices or procedures. This includes but is not limited to admissions, employment, financial aid and educational services. For questions regarding discrimination, sexual assault, sexual misconduct, or sexual harassment, please contact the Office(s) of Institutional Equity as may be applicable -- Norman campus at (405) 325-3546/3549, the Health Sciences Center at (405) 271-2110 or the OU-Tulsa Title IX Office at (918) 660-3107. Please see [www.ou.edu/eoo](http://www.ou.edu/eoo)

In publications with limited copy areas – e.g., pamphlet-type brochures, fliers, posters – the following statement may be substituted: “The University of Oklahoma is an equal opportunity institution. [www.ou.edu/eoo](http://www.ou.edu/eoo)”

This line should appear in ALL publications/stories that promote campus events/programs:

Accommodations on the basis of disability are available by contacting (phone number; name and address desirable) by (date, or as soon as possible).

Certain publications require a Cost Disclosure Statement. As authorized by Senate Joint Resolution No. 20, a cost disclosure statement containing the following information should be included on reports and regulations in book or booklet format that are published for members of the public.

1. Name of the issuing agency or department.

2. Authorization for publication; the name of the person(s) so authorizing.

3. The cost of the publication, including salaries/wages of employees for all the time spent on the compilation

and preparation of material contained in the publication.

4. Number of copies printed.

5. Name of the printer.

Sample: This publication, printed by \_\_\_\_\_, is issued by the University of Oklahoma. \_\_\_\_\_ copies have been prepared and distributed at a cost of \$\_\_\_\_\_ to the taxpayers of the State of Oklahoma (or at no cost to the taxpayers of the State of Oklahoma).

Each university building has its own ZIP plus 4 code, which should be used everywhere a ZIP code is printed.

Each publication should indicate the month or season and year of printing. Generally, this will be on the cover, inside cover or back page of publications and printed materials.

Major university publications, including annual reports, catalogs and academic bulletins, should include a listing of key university officers. In major universitywide publications, this list will include:

1. The OU Board of Regents

2. The president and executive officers

3. Norman campus and HSC deans

In major campus-specific publications, the list should include:

For HSC publications:

1. The OU Board of Regents

2. The president and executive officers

3. HSC deans

For Norman campus publications:

1. The OU Board of Regents

2. The president and executive officers

3. Norman campus deans

College-specific publications, except pamphlets, posters and similar small publications, generally should include the OU Board of Regents, president, executive officers and appropriate college administrators.