Contents

**LOGO GUIDELINES** page 4
- DASNR logos / page 5
- 4-H Youth Development logo / page 6
- Logo use guidelines / page 7
- Entity and program configurations / page 9

**LEGAL DISCLOSURES** page 12

**COLOR PALETTE** page 16

**TYPOGRAPHY** page 18

**EDITORIAL STYLE** page 20
LOGO GUIDELINES
DASNR logos

THE DASNR TRIANGLE
The Division of Agricultural Sciences and Natural Resources logo was created in 2006 and consists of the OSU logo with a triangle behind and to the left. The DASNR logo commonly is referred to as “the DASNR triangle.” The triangle is an especially poignant visual representation for DASNR because of the Division’s unique role in serving OSU’s three-pronged, federally mandated land-grant mission of teaching, research and Extension.

AGENCY/MISSION WORDMARKS
DASNR has a college and two state agencies that each fulfill a unique facet of this mission: 1) the College of Agricultural Sciences and Natural Resources; 2) the Oklahoma Agricultural Experiment Station and 3) the Oklahoma Cooperative Extension Service.

There are four approved configurations of the DASNR triangle that use the GoPokes font to identify our missions and agencies.

Other than these four configurations, identification of a DASNR entity or program using GoPokes font under the triangle is prohibited.

ENTITY AND PROGRAM LOGOS
Any DASNR entities or programs can configure the DASNR triangle to reflect an individualized identity. Some examples of entities and programs for which logos can be configured follow.

- College of Agricultural Sciences and Natural Resources
- Oklahoma Cooperative Extension Service
- Oklahoma Agricultural Experiment Station
- Human Sciences Extension
- Family and Consumer Sciences
- Centers and institutes
- Academic departments
- Research stations
- County offices
- Program areas (such as Master Gardeners and Rural Development)
- Service units
4-H Youth Development logo

As the youth development program of the Cooperative Extension System of land-grant universities, 4-H is the nation’s largest youth development organization. The 4-H name and emblem have been granted a very unique and special status in the United States; it is in a category similar to the Presidential Seal and the Olympic Emblem and is under the protection of the U.S. Secretary of Agriculture.

As such, the Oklahoma 4-H Youth Development Program logo represents both 4-H and Oklahoma State University. This logo has been approved for use on all Oklahoma 4-H-related materials.

All DASNR logo use guidelines apply to the Oklahoma 4-H Youth Development logo.

The logo may be used in a horizontal layout, a vertical layout or as emblems only. The logo may be placed on a colored background and can be used with both black text and white text.
Logo use guidelines

As the primary graphic identity for DASNR, the DASNR triangle is the preferred mark to identify any DASNR-affiliated activity. DASNR entities and programs should not use the primary OSU logo as a replacement for the DASNR triangle. DASNR entities and programs may use individualized logos, which are outlined later in this document.

CLEAR SPACE REQUIREMENTS
To ensure visual impact of DASNR logos, there should be a clear space around all sides of the logo. There should always be distance “½ x” between any part of the logo including added wording (e.g., departmental names) and any other page element or the edge of the page, where “x” is equal to the height of the “O” of the logo.

SIZE REQUIREMENTS
To ensure the integrity and legibility of DASNR logos, the minimum size for the logo when printed should be no smaller than .75 inch from top to bottom.

UNACCEPTABLE USE
DASNR logos may not be reconstructed or altered in any way. Acceptable configurations of the DASNR logo, including the inclusion of agency wordmarks, unit name configurations, orientations and color space, are described on subsequent pages of this style guide.

A brief explanation of other uses inconsistent with DASNR brand standards follows. Examples of unacceptable use are described more fully in the Oklahoma State University Style Guide.

http://universitymarketing.okstate.edu

- **Improper color** - DASNR logos should never appear in any color other than the official colors.
- **Distracting backgrounds** - DASNR logos should never appear over backgrounds that overpower, distract or clash.
- **Alterations or distortions** - DASNR logos should not be altered, angled, stylized, outlined or distorted.
- **Layered** - DASNR logos should never be layered under or obscured by other design elements.
- **Cropped** - DASNR logos should never be cropped or bleed off the page or artboard.
COLOR SPACE OPTIONS
DASNR logos may be reproduced in 4-color process, 2-color spot, RGB, grayscale and line art.

TEXT COLOR OPTIONS
DASNR logos can be configured with black text or white text, and they can be placed on white, black, orange, gray or other complimentary backgrounds.
Entity and program configurations

**LAYOUT OPTIONS**
Text identifying specific DASNR entities or programs can be configured two ways: horizontally with the logo text to the right of the DASNR triangle or vertically with the logo text below the DASNR triangle.

▶️ Example of horizontal layout

▶️ Example of vertical layout

**LOGO FARM**
DASNR logo files can be accessed via Logo Farm, a repository of more than 3,500 individual logo files for DASNR entities. If a particular DASNR entity or program is not listed on Logo Farm, contact Agricultural Communications Services for assistance before attempting to build one yourself.

http://acs.okstate.edu/logo-farm
MEASUREMENTS AND SPACING

Entity and program names appearing with the DASNR triangle are configured to exact size and space specifications, which are measured relative to specific aspects of the DASNR triangle.

Descriptions of how these elements are measured and used to configure text follow.

\( t = T \) height. Equal to 1/4 of total height of DASNR triangle.

\( o = O \) height. Equal to height of space between bottom of the word University and bottom bar of the orange O in the primary OSU logo.

\( x = X \) height. Equal to height of each of the triangle legs.

- **Horizontal layout configurations**

- **Vertical layout configurations**
TEXT STYLE

Font treatment
Text identifying specific DASNR entities or programs is set using two weights of Helvetica Neue LT Std font: Heavy Extended and Light Extended.

Light Extended text (the larger font) is set in title case and should be used for primary identifying words.

Heavy Extended text (the smaller font) is set in all caps and should be reserved for words that are secondary or supplementary to the entity or program name.

Number of lines
Text set in Light Extended font can be included on a single line or split between two lines. Lines should be split in a way that most equally distributes the characters. Light Extended text should not span more than two lines except in extreme circumstances identified by Agricultural Communications Services in which lines cannot equitably be split between two lines. Do not hyphenate words in logos.

Text set in Heavy Extended should not span more than one line except in extreme circumstances identified by Agricultural Communications Services.

Ampersands
Ampersands (&) are preferred in logo text unless lines would be more equitably split by spelling out the word and.

CHARACTER SETTINGS
Text set in Light Extended should be sized one T height tall. Kerning should be set to Optical and tracking should be set to 0.

Text set in Heavy Extended should be sized one O height tall. Kerning should be set to Optical and tracking should be set to 200.

SPACING AND ALIGNMENT

For horizontal configurations
For horizontally configured logos, all identifying text should be left-aligned beginning one X height from the right of the DASNR triangle. The baseline of the bottom-most line of text should align with the bottom of the triangle base.

If the Light Extended text spans two lines, the leading between the lines should be set so the top of the first line is aligned with the top of the O in the primary OSU logo. If Heavy Extended text is used, the leading between the Heavy Extended and Light Extended should be one O height.

For vertical configurations
For vertically configured logos, all identifying text should be center-aligned with the DASNR triangle. The cap height of the top line of text, whether it is set in Heavy Extended or Light Extended, should be one X height below the triangle base.

If the Light Extended text spans two lines, the leading between the lines should be set so the top of the first line is aligned with the top of the O in the primary OSU logo. If Heavy Extended text is used, the leading between the Heavy Extended and Light Extended should be one O height.
LEGAL DISCLOSURES
Legal disclosures

By state law and regents’ policy, all university publications - when purchased from university budget accounts - must include a statement of printing authorization and costs and OSU’s nondiscrimination policy. “University publications” are printed items that bear the university name and are produced for audiences outside the university. They do not include business cards, announcements, letters, memoranda, invitations or other personally signed communications.

- The cost and nondiscrimination policies can be placed anywhere on the document.
- These statements can be in small font (as small as 4 point, but 6 point or larger is preferred.)

For full disclaimer instructions, visit [http://acs.okstate.edu/disclaimers](http://acs.okstate.edu/disclaimers).

**EQUAL OPPORTUNITY STATEMENT**

Publications intended for students may include a substitute equal opportunity statement, which is outlined in the main OSU Style Guide at [http://universitymarketing.okstate.edu](http://universitymarketing.okstate.edu).

Oklahoma State University, as an equal opportunity employer, complies with all applicable federal and state laws regarding non-discrimination and affirmative action. Oklahoma State University is committed to a policy of equal opportunity for all individuals and does not discriminate based on race, religion, age, sex, color, national origin, marital status, sexual orientation, gender identity/expression, disability, or veteran status with regard to employment, educational programs and activities, and/or admissions. For more information, visit [https://eeo.okstate.edu](https://eeo.okstate.edu).

Publications authorized and funded by the Oklahoma Cooperative Extension Service also should include the following statement:

*Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Director of the Oklahoma Cooperative Extension Service, Oklahoma State University, Stillwater, Oklahoma.*

Publications authorized and funded by the Oklahoma Agricultural Experiment Station also should include the following statement:

*This is a report of the Oklahoma Agricultural Experiment Station.*
COST STATEMENT
Immediately following the nondiscrimination assertion, the cost statement should appear.

- If you are not paying a vendor for printing (e.g., printing on office copiers), use your best judgment when disclosing cost. Usually, printing costs about 20 cents per page.
- If a publication is designed to be disseminated electronically, you may forego the cost statement.

This publication, issued by Oklahoma State University as authorized by the Vice President of the Division of Agricultural Sciences & Natural Resources, was printed at a cost of $_____ for ____ copies.

If a publication is printed without using university budget accounts, you may use the following statement.

This publication, issued by Oklahoma State University as authorized by the Vice President of the Division of Agricultural Sciences & Natural Resources, was printed at no cost to the taxpayers of Oklahoma.

BRAND DISCLAIMER
If you mention particular brand names, you must put this statement somewhere on the publication.

The information given herein is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the Cooperative Extension Service is implied.

PESTICIDE DISCLAIMER
If you mention pesticides, you must put this statement somewhere on the publication. Note: The pesticide disclaimer contains language pertaining to brand names, thus, the brand disclaimer is not necessary if the pesticide disclaimer is used.

The pesticide information presented in this publication was current with federal and state regulations at the time of printing. The user is responsible for determining that the intended use is consistent with the label of the product being used. Use pesticides safely. Read and follow label directions. The information given herein is for educational purposes only. Reference to commercial products or trade names is made with the understanding that no discrimination is intended and no endorsement by the Cooperative Extension Service is implied.

ACKNOWLEDGMENT OF USDA SUPPORT BY NIFA
When acknowledging USDA support in accordance with 2 CFR Part 415, grantees must use the following acknowledgment for all projects or initiatives supported by the National Institute of Food and Agriculture, or NIFA. Whenever practical, NIFA also expects that grantees use NIFA’s official identifier in publications, posters, websites and presentations resulting from their award. This identifier can be found at http://nifa.usda.gov/resource/official-nifa-identifier.

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number XXX-XXXXX-XXXXX. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.
Note about press announcements and media interviews for NIFA projects
It is recommended awards should not be announced in any manner by a grantee until approval is
obtained by NIFA's communication office. This applies to press releases, newsletters, press interviews
or web or social media postings. In many cases, the Secretary of Agriculture may want to personally
announce the award. NIFA grant awardees are requested to coordinate all public announcements with
NIFA's communication staff at CommunicationsStaff@nifa.usda.gov. Simultaneous announcement by
NIFA and the grantee are preferred. The awardee is responsible for acknowledging NIFA support during
news media interviews that discuss work supported by NIFA.
COLOR
PALETTE
Official color palette

OSU’s official colors are Pantone 166 and 151. Full-color process, RGB and web-safe color builds are outlined below. Pantone 166 is for printing on coated white paper stock. Pantone 021u is for all other media and surfaces, including uncoated and matte-coated stock. Pantone 021u’s advantage over Pantone 166 is in its consistency and intense color while Pantone 166 can look brown in some applications.

**SPOT COLOR:**

<table>
<thead>
<tr>
<th>Pantone 166c</th>
<th>Pantone Orange 021u</th>
<th>Pantone 151c</th>
<th>Pantone Cool Gray 5c</th>
<th>Pantone Process Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 0%</td>
<td>C 0%</td>
<td>C 0%</td>
<td>C 0%</td>
<td>C 0%</td>
</tr>
<tr>
<td>M 64%</td>
<td>M 65%</td>
<td>M 48%</td>
<td>M 0%</td>
<td>M 0%</td>
</tr>
<tr>
<td>Y 100%</td>
<td>Y 90%</td>
<td>Y 95%</td>
<td>Y 0%</td>
<td>Y 0%</td>
</tr>
<tr>
<td>K 0%</td>
<td>K 0%</td>
<td>K 0%</td>
<td>K 25%</td>
<td>K 100%</td>
</tr>
</tbody>
</table>

**FOUR-COLOR PROCESS:**

<table>
<thead>
<tr>
<th>R 229</th>
<th>R 255</th>
<th>R 255</th>
<th>R 190</th>
<th>R 0</th>
</tr>
</thead>
<tbody>
<tr>
<td>G 83</td>
<td>G 124</td>
<td>G 153</td>
<td>G 190</td>
<td>G 0</td>
</tr>
<tr>
<td>B 3</td>
<td>B 25</td>
<td>B 0</td>
<td>B 190</td>
<td>B 0</td>
</tr>
</tbody>
</table>

**RGB COLOR:**

<table>
<thead>
<tr>
<th>FF7300</th>
<th>FF9900</th>
<th>BEBEBE</th>
<th>00000</th>
</tr>
</thead>
</table>

**WEB-SAFE COLOR:**
Typography is as important to a successful brand identity as institutional marks. If it is used consistently, typography can identify OSU and DASNR entities and programs independently of wordmarks or logos, helping proliferate the university’s brand.

DASNR faculty and staff may access OSU fonts at http://acs.okstate.edu/fonts.

HELVETICA NEUE
The Helvetica Neue (hel-VET-i-ka NOY-ya) family of fonts is the primary sans serif typeface of OSU. This font family is diverse, with lots of weight options, including condensed, standard and extended versions. “Light Extended” is the default weight preferred by OSU, but any weight in the suite is acceptable. A few of the options are included below. If Helvetica Neue is not available, a suitable replacement is Verdana.

a b c d e f g h i j k l m n o p q r s t u v w x y z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0 $ % & ( . ; : # ! ?)

► Helvetica Neue 43 Light Extended - 12 pt.

Helvetica Neue LT Std 43 Light Extended
Helvetica Neue LT Std 63 Medium Extended
Helvetica Neue LT Std 73 Bold Extended

► Helvetica Neue - various font weights - 11 pt.

SABON
Sabon (Sah-BON) is the primary serif typeface of OSU. If Sabon is not available, a suitable replacement is Times New Roman.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $ % & ( . ; : # ! ?)

► Sabon - 12 pt.

GOPOKES
The GoPokes font developed by Oklahoma State University Marketing is approved for use on university publications as display text, but should not be used as body text or to accompany DASNR logos other than those described on page 4 of this document.
EDITORIAL STYLE
Editorial Style

DASNR follows the same editorial style as OSU, which is based on Associated Press style. However, there are a few exceptions. Clarifications of how DASNR applies this editorial style are included below.

Associated Press Stylebook: http://apstylebook.com

Oklahoma State University Style Guide: http://universitymarketing.okstate.edu

4-H—see Oklahoma 4-H Youth Development

abbreviations and acronyms—in general, and especially for off-campus audiences, avoid abbreviations and acronyms. Spell out the full name, title or phrase on first reference. You may use an abbreviation on second reference if it is commonly recognized or helps avoid repetition or if you explain the acronym following the first reference (this is called an appositive). Do not follow a full name with an abbreviation in parentheses, but rather, set it off as an appositive with commas and the word or.

Examples:
The Robert M. Kerr Food and Agricultural Products Center, or FAPC, is located on the Oklahoma State University campus. (correct)
The U.S. Department of Agriculture Farm Service Agency, or FSA, administers programs authorized by the Agricultural Act of 2014. (correct)
The Division of Agricultural Sciences and Natural Resources (DASNR) is dedicated to developing and disseminating science-based information. (incorrect)

academic degrees—Spell out and use the lowercase: bachelor’s degree, master’s degree, doctoral degree or doctorate. Capitalize formal degree names such as Bachelor of Science or Master of Science.

Avoid using abbreviations to mention degrees in articles or body copy. In the event an abbreviation is used, set the degree designation off with commas: Damona Doye, Ph.D.

With the exception of MBA, abbreviated degrees have periods after all the letters: B.S., M.S., Ph.D.

Examples:
He received a master’s in animal science. (correct)
She received her Bachelor of Science degree in agricultural economics. (correct)
She holds both a Bachelor’s Degree and a Master’s Degree. (incorrect)

See Dr., majors, minors

academic departments, unit names, campus offices—Lowercase academic departments, unit names and campus offices unless they contain a proper noun or unless they are part of the official name. A department name will only be capitalized when it is preceded by OSU or Oklahoma State University. Note the correct spelling of academic departments in the College of Agricultural Sciences and Natural Resources at http://casnr.okstate.edu/academics/academic-departments.

Examples:
the department of agricultural economics; the department of English; the Oklahoma State University Department of Animal Science; the OSU Department of Plant and Soil Sciences, the finance office
academic titles—Capitalize and spell out formal titles such as president and dean when they precede a name. Lowercase professor as a title before a name, but capitalize the official names of endowed chairs and professorships. In copy intended for external audiences, such as press releases, it is preferred to refer to faculty with Extension appointments using their Extension role, rather than their faculty designation. (Note: It is not disrespectful to lowercase titles, and names are easier to read without them.)

Examples:
Associate Vice President Keith Owens (correct)
Damona Doye, Regents Professor and Rainbolt Chair in Agricultural Finance (correct)
Michael Holmes, associate professor of landscape architecture (correct)
Kris Hiney, Oklahoma Cooperative Extension equine specialist (correct)
professor Tom Royer (correct)
Professor Tom Royer (incorrect)

See professor

advisor, adviser—In a departure from AP style, the preferred spelling is advisor, which is used more commonly in academia. Adviser is acceptable for press releases.

agricultural, agriculture—Agricultural is an adjective. Agriculture is a noun.

Examples:
I want to work in the agricultural industry. (correct)
I love agriculture. (correct)
Enroll in the College of Agricultural Sciences and Natural Resources. (correct)
My class is in Agricultural Hall. (correct)

Agricultural Hall—Although listed as Agriculture on campus maps, the preferred name is Agricultural Hall. Agricultural Hall and other campus buildings should not be abbreviated in press releases and body text of publications. For social media posts and graphics, Ag Hall is preferred for brevity. AGH may be used for Twitter.

See building names, room numbers

a.m., p.m.—Use lowercase and periods for a.m. and p.m.

and, ampersand (&)—Spell out and in body text where possible. An ampersand (&) may be used in display text to conserve space. However, in a single document, it is important to be consistent. Do not list one item using an ampersand and another using and.

building names—All proper names of buildings should be capitalized.

See Agricultural Hall, room numbers

College of Agricultural Sciences and Natural Resources—The primary teaching and instruction organization of the Division of Agricultural Sciences and Natural Resources. CASNR or the college is acceptable on second and subsequent references.

centers, institutes—The formal names of centers and institutes should be capitalized, but center or
Institute by itself should be lowercase. Upon second and subsequent reference, it is not necessary to use the complete proper name.

Examples:
The Robert M. Kerr Food and Agricultural Products Center helps develop successful value-added enterprises. By offering Oklahomans access to faculty and staff with expertise in business and technical disciplines, FAPC strives ... (correct)

class names, course names—Use lowercase to refer to general classes and courses. Capitalize specific and complete class titles. Complete titles should use the format PREFIX ###: Course Title.

Examples:
She is taking three classes in agricultural communications. (correct)
The course, FDSC 1133: Fundamentals of Food Science, routinely features experiments related to food products. (correct)

See course prefixes

composition titles—In a departure from AP style, which calls for the use of quotation marks for all titles, OSU italicizes the titles of books, movies, television shows, and names of paintings, boats, airplanes and other large stand-alone works and uses quotation marks around the titles of smaller works such as poems, song titles, articles or chapters.

course prefixes—When referring to courses within the College of Agricultural Sciences and Natural Resources, use the following abbreviations, which also are used by the Registrar.

Department of Agricultural Economics
- Agribusiness: AGBU
- Agricultural Economics: AGEC

Department of Agricultural Education, Communications and Leadership
- Agricultural Communications: AGCM
- Agricultural Education: AGED
- Agricultural Leadership: AGLE

Department of Animal Science
- Animal Science: ANSI
- Food Science: FDSC

Department of Biochemistry and Molecular Biology
- Biochemistry and Molecular Biology: BIMB

Department of Biosystems and Agricultural Engineering
- Biosystems Engineering: BAE

Department of Entomology and Plant Pathology
- Entomology: ENTO

Department of Horticulture and Landscape Architecture
- Horticulture: HORT
- Landscape Architecture: LA
- Landscape Management: LM

Department of Natural Resource Ecology & Management
- Natural Resource Ecology and Management: NREM
Department of Plant & Soil Sciences
  • Plant and Soil Sciences: PASS
  Environmental Science
  • Environmental Science: ENVR

See class names, course names

Division of Agricultural Sciences and Natural Resources—A statewide entity of the Oklahoma A&M System that is comprised of the College of Agricultural Sciences and Natural Resources, the Oklahoma Agricultural Experiment Station and the Oklahoma Cooperative Extension Service. Spell out on first reference. If the name of the university is used prior to first reference, OSU Division of Agricultural Sciences and Natural Resources may be used. DASNR or the division is acceptable on second reference.

Dr.—This abbreviation should be used on first reference only when the person is a medical doctor or veterinarian. Do not use for a person with a Ph.D. or Ed.D., except in quoted matter.

Extension—See Oklahoma Cooperative Extension Service

Extension educator—The title for faculty or staff who work for the Oklahoma Cooperative Extension Service throughout the state. Never use Extension agent.

Freshmen in Transition—The Freshmen in Transition program is a collective group and as such, is plural in all instances.

hyphenated words in titles—A general rule of thumb is to capitalize the first unit and capitalize the second unit if it is a noun or adjective or if it has equal balance with the first unit. The second unit should be in lowercase if it's a participle modifying the first unit or if both units constitute a single word.

▶ Examples:
  Twentieth-Century Poets in South America; City-States in Nineteenth Century Europe; English-speaking People throughout Asia; Medium-sized Companies with Unions

majors, minors—Lowercase the names of academic majors and minors in body text. It is acceptable to capitalize them as display text. Note the correct spelling of academic majors, minors and graduate degree programs available in the College of Agricultural Sciences and Natural Resources at http://casnr.okstate.edu/academics.

See academic departments

fractions, decimals—Consult AP for guidelines about formatting fractions and decimals. While both fractions and decimals are permissible, do not switch between the two within a single document.

▶ Examples:
  Annual rainfall in the area is 21.5 inches per year. However, last year, the county received 16.75 inches. (correct)
  Annual rainfall in the area is 21.5 inches per year. However, last year, the county received 16 3/4 inches. (incorrect)
Oklahoma 4-H Youth Development—The youth development program of the Oklahoma Cooperative Extension Service. Note the hyphen between 4 and H. When referring to a specific 4-H club, club may be capitalized. Members are 4-H’ers. Avoid beginning a sentence with 4-H (or any number).

Oklahoma Agricultural Experiment Station—A state agency and the primary research organization for the land-grant functions of the Oklahoma A&M System. Spell out on first reference. OAES is acceptable on second and subsequent references.

Oklahoma Cooperative Extension Service—A state agency and the primary outreach organization for the land-grant functions of the Oklahoma A&M System. Spell out on first reference. OCES or Oklahoma Cooperative Extension is acceptable on second and subsequent references. OSU Extension is not acceptable. Extension should be capitalized when used alone or as an adjective to denote Oklahoma Cooperative Extension or the national system, which is a rare departure from the standard of capitalizing only proper names of organizations.

Oklahoma State University—Spell out on first reference. Second and subsequent references should be OSU or the university (note university is lowercase). In headlines for in-state outlets, OSU can be used.

percent—Do not use %. Use figures rather than spelling out numbers. Consult AP for other clarification.

professor—Never abbreviate. Lowercase before a name, but capitalize Professor Emeritus and official names of endowed chairs and professorships. The term professor should be used only in reference to those who have official status as full professor. Otherwise, use the correct title of assistant professor or associate professor. In copy intended for external audiences, such as press releases, it is preferred to refer to faculty with Extension appointments using their Extension role, rather than their faculty designation.

room numbers—When listing room locations, the room number should be listed prior to the building name.

See Agricultural Hall, building names

said, says—For press releases, use said. Most university publications prefer said over says, with STATE magazine being a notable exception. Check with individual outlets for preference.

seasons, semester names—Capitalize only when used in a title or as part of a formal name. Use lowercase when these words stand alone.

Examples:

The Agricultural, Food, Environmental and Natural Sciences Career Fair takes place during the fall semester each year. (correct)

The Fall 2017 semester will begin Aug. 21, 2017. (correct)

Each summer, the Oklahoma State University Big 3 Field Days attract thousands of students to Stillwater. (correct)

student classifications—Lowercase student classifications such as freshman, sophomore, junior, senior, underclassman, upperclassman, undergraduate student, graduate student or postdoctoral fellow.

Examples:

She is a senior biochemistry and molecular biology major (correct).
titles—Keeping with AP style, a person’s title is capitalized only when used as a formal title directly before a name. Only capitalize titles, and try to keep it short. Do not capitalize an occupational designation. Titles following a person’s name should appear in lowercase. Use lowercase when a title is used alone. (Note: It is not disrespectful to lowercase titles, and names are easier to read without them.)

Examples:
DASNR Vice President Tom Coon welcomed students to the National Agricultural Leadership Conference held on the OSU campus. (correct)
The assistant dean will moderate the event. (correct)
The president of Oklahoma State University will address the group. (correct)
John Doe, vice president of the student organization, led the meeting (correct).

See academic titles, composition titles

website addresses, internet URLs—AP style has varied throughout the past in regard web addresses and internet URLs. The most recent AP Stylebook entry recommends using http:// protocol.
SUNUP follows the same editorial style as OSU and DASNR, which is based on Associated Press style. However, there are a few exceptions. Clarifications of how SUNUP applies this editorial style are included below.

Associated Press Stylebook: [http://apstylebook.com](http://apstylebook.com)

Oklahoma State University Style Guide: [http://universitymarketing.okstate.edu](http://universitymarketing.okstate.edu)

## Lower Thirds

**names**—Present first name in Helvetica Neue Light and last name in Helvetica Neue Bold. Both first and last names presented in all caps unless spelled in a unique way.

- Examples:  
  STEVE SMITH, McKENZIE BROWN, SAM McDONALD

**titles**—Capitalize the first letter of each title. Spell out titles. Abbreviate only if necessary to fit the space.

- Examples:  
  Ext., Dir., Co., Ag, Spec., 4-H’er, Ed.

- 4-H member designations—Designated by county and 4-H’er: Tulsa County 4-H’er, Woods County 4-H’er

- academic degree designations—In a departure from AP Style, spell out and capitalize: Bachelor’s, Master’s. Note: This departure applies to lower thirds only. Follow AP and DASNR style for degree names in text. Use Dr. only when the person is a medical doctor or veterinarian. Do not use for a person with a Ph.D. or Ed.D.

- college student designations—Designated by field of study and classification: Multimedia Journalism Sophomore.

- OSU employee designation—Do not use professor. Rather, refer to faculty with Extension appointments using their Extension role, rather than their faculty designation. When appropriate, use OKSTATE in designation to support brand recognition: For consistency, use organization first, then title: OKSTATE Extension Beef Specialist.

- secondary student designations—Designated by school and classification. In a departure from AP Style, first through ninth grade can use ordinal numbers: Watonga Elementary 5th Grader, Sperry High School 9th Grader

## Full Screens

### Editorial Style

Generally, follow AP Style or local style adopted by OSU and DASNR

**abbreviations and acronyms**—In general, avoid abbreviations and acronyms except as outlined in this style guide.

**ampersand (&)**—An ampersand (&) is preferred to and in both headers and display text
brand names, product names—Do not use brand or product names. Rather, use generic descriptions or chemical names: *glyphosate* rather than *Roundup*.

measurements—Always abbreviate.

- Common abbreviations:
  - Bushels: *bu.*
  - Feet: *ft.*
  - Pounds: *lbs*

money—Use round terms if possible unless it’s essential to the story. Use dollar signs. Spell out *cents*.

- Examples:
  - $150 (correct)
  - 150 dollars (incorrect)
  - 23 cents (correct)

numbers—In a departure from AP, never spell out. Use round terms if possible unless it’s essential to the story: 6,500 rather than 6,527.

percentages—in a departure from AP, use % instead of *percent*.

state names—Use 2-letter postal abbreviations for state names. For locations in Oklahoma, no state designation needed.

**GRAPHIC STYLE**

- Use the “Full Screen” template in Final Cut.
- Header font: Helvetica Neue Bold, size 48, all caps. Can adjust accordingly to the screen.
- Body font: Helvetica Neue Regular, size 36.8, sentence cap. Can adjust accordingly to the screen.
- Use small round bullet point (not dash) to begin bullet point.
- Begin first line of each bullet point with capital letter. All other words in line should be lowercase, even if continued on next line, with the exception of proper names.
- Economize words in full screens as much as possible, paraphrase and avoid word repetition in graphic. Full sentences quickly get cumbersome for viewers. Remember, these are bullet points.
- Do not punctuate bullet points with periods.

**Pop ups**

**GRAPHIC STYLE**

- Same basic rules as full screens
- Center both lines when read & reveal bullet points to support story/interview
- For viewer clarity, economize words as much as possible – does not have to be verbatim what the person is saying – just supportive, brief paraphrasing to help story pacing
- No periods
- Limit to two lines of copy. If more space is needed, use full screen instead.
CASNR Specific Editorial Style

phone numbers—Phone numbers are written with dots, not dashes in print publications. Dashes should be used in press releases.

rodeo terminology—When referring to rodeo marketing, refrain from using the words ladies and athletes. When selecting pictures, be mindful of what position the animal is in and what the rider is doing.

rodeo title—When referring to Cody Hollingsworth, his title is OSU Rodeo program and facilities coordinator.
Academic Abbreviations

CASNR is home to 16 majors and 59 study options. These undergraduate degree programs are housed within 9 academic departments and one multidisciplinary program. For consistency on the website and publications, please use the following abbreviations, which are also used by the Registrar, for each of the degrees.

Department of Agricultural Economics
  Agribusiness: AGBU
  Agricultural Economics: AGEC

Department of Agricultural Education, Communications & Leadership (AECL)
  Agricultural Communications: AGCM
  Agricultural Education: AGED
  Agricultural Leadership: AGLE

Department of Animal Science
  Animal Science: ANSI
  Food Science: FDSC

Department of Biochemistry & Molecular Biology
  Biochemistry and Molecular Biology: BIMB

Department of Biosystems & Agricultural Engineering
  Biosystems Engineering: BAE

Department of Entomology & Plant Pathology
  Entomology: ENTO

Department of Horticulture & Landscape Architecture
  Horticulture: HORT
  Landscape Architecture: LA
  Landscape Management: LM

Department of Natural Resource Ecology & Management
  Natural Resource Ecology and Management: NREM

Department of Plant & Soil Sciences
  Plant and Soil Sciences: PASS

Environmental Science
  Environmental Science: ENVR
News Release Template

When writing a CASNR news release, please use the CASNR News Release Template. The following pages provide guidelines for the boilerplate, header graphic, header text, and footer text - all of which are part of the template. The template can be found in Publications>CASNR>News Releases.

Header Graphic

[Image of the header graphic]

Header Text

This and other Oklahoma State University news stories related to the College of Agricultural Sciences and Natural Resources students and academic programs/activities are available via the Internet at casnr.okstate.edu/news.

Boilerplate

For all CASNR news releases, please include CASNR’s boilerplate as the last paragraph of the release. The boilerplate can be found in Publications>CASNR>News Releases.

The OSU College of Agricultural Sciences and Natural Resources believes in the value of hands-on education and the importance of having a well-rounded student experience. Our award-winning faculty members are dedicated to developing students and passionate about adding value to the total educational experience. With 16 majors and 59 study options, plus more than 60 student organizations, the college is committed to expanding minds and inspiring purpose. Learn more at casnr.okstate.edu.
News Release Template

Footer Text

Oklahoma State University, as an equal opportunity employer, complies with all applicable federal and state laws regarding non-discrimination and affirmative action. Oklahoma State University is committed to a policy of equal opportunity for all individuals and does not discriminate based on race, religion, sex, color, national origin, marital status, sexual orientation, gender identity/expression, disability, or veteran status with regard to employment, educational programs and activities, and/or admissions. For more information, visit https://eeo.okstate.edu

Email

When distributing CASNR news releases to media outlets or seeking quote approval, please use the CASNR Communications email account.

casnrcommunications@okstate.edu
Social Media
Social Media

Platforms:
Facebook: OSUCASNR
Instagram: OSUCASNR
Twitter: OSUCASNR
LinkedIn: Oklahoma State University CASNR Cowboy Connection

Hashtags:
Please use capital letters at the beginning of each word. Unless it is a hashtag associated with another event and as already been established. (ex: #okstate is all lower case)

Common hashtags include:
#okstate
#CASNR
#MajorsMonday
#GoPokes
#OkStateRodeo

Abbreviations:
Due to limited character space in Twitter, you may either abbreviate Agricultural Hall to either Ag Hall or AGH. For Facebook and Instagram, Ag Hall is preferred to match graphics.

   Example: 103 Ag Hall (Preferred)
   Example: 103 AGH (Twitter only)

College of Agricultural Sciences and Natural Sciences may be abbreviated to CASNR.

Please only abbreviate department names in Twitter, when necessary. For Facebook and Instagram, spell out department name.

If a department has a social media page, please tag their page instead of spelling out department name.

   Example: OSU Agricultural Education, Communications & Leadership

Please use registrar degree abbreviations.

   Example: AGCM, AGEC, ANSI, BIMB, ENVR, ENTO
Social Media

Academic Departments:

According to APA style, an academic department should only be capitalized when it follows OSU or Oklahoma State University.

Example: the Oklahoma State University Department of Animal Science
Example: from the department of animal science

NOTE: If a department has a social media page, always tag the page, regardless of style.

Links:

Links included in Facebook should be shortened, unless it is a hidden link. A colon should separate the message from the link. Please use an active voice to encourage followers to view the link.

Example: Read more about her story here: okla.st/1OTmDgZ
Example: Watch this video to learn more: okla.st/1OTmDgZ
Example: Click here to learn more: okla.st/1OTmDgZ
Example: You can download the app here: okla.st/1JBHZv

Instagram does not have hyperlink capabilities in captions for individual photos. However, CASNR’s website is included in the biography. Therefore, we should direct followers to visit this link. The hashtag #linkinprofile should be used to direct traffic.

Example: Click the #linkinprofile to see more.
Example: To read more about the CASNR Student Success Center, click the #linkinprofile.
Example: Want to know more? Click the #linkinprofile.
Example: For more info, visit the #linkinprofile.

Links included in Twitter should be shortened. A colon should separate the message from the link, unless limited character space does not allow.

Example: Read more about her story here: okla.st/1OTmDgZ
Example: See more here: okla.st/1OTmDgZ
Example: okla.st/1OTmDgZ (just putting the link at end)
Example: emoji: okla.st/1OTmDgZ

NOTE: Links can be shortened on Bitly or Sprout Social.
Design Dimensions

Print

Ag Hall Posters
- Outstanding Senior: 69 x 45 in
- Rodeo Board: 36 x 89 in
- Student Council: 69 x 33 in
- Honor Rolls: 63 x 44 in
- Faculty Awards: 70.5 x 46.5 in
- Early Career: 63 x 44 in
- Clubs: 46 x 61 in

A-frame (Internal): 24 x 36 in
A-frame (External OSU): 32 x 48 in
Flyer: 8.5 x 11 in

O'Colly Ads
- Quarter Page: 5 x 5 in
- Half Page: 10 x 5 in
Poster: 11 x 17 in

Pop-up Banner: 33 x 94 in; 4” top margins; 12” bottom margins

Postcard: 8.5 x 5.5 in
Rackcard: 9 x 4 in
Slick Sheet: 8.5 x 11 in

Digital Signage

Xibo Digital Signage: 1280 x 720 px (16:9 aspect ratio)
612 x 792 px (8.5 x 11 inches)

PowerPoint

PowerPoint Slide Image: 10 x 7.5 in

Website

CASNR Homepage Image: 1280 x 720 px (16:9 aspect ratio)
DASNR Homepage: 690 x 182 px
Flood Image: 730 x 292 px (10:4 aspect ratio)
Landing page tile: 530 x 350 px
Headshot Image: 85 x 128 px
Preview image: 270 x 180 px
Spotlight Image: 265 x 285 px
Site Logo: No more than 84 px tall, must be PNG

Other

Coon Blog Post Image: 600 x 400 px (must be less than or equal to 1 MB)
BrandInsight Banner Ads: 728 x 90 px or 300 x 600 px
- Mobile Version: 300 x 250 px

Youtube video on CASNR website: 640 x 360 px

42
Design Dimensions

Social Media

NOTE: Social media dimensions change often as apps and platforms are updated. For always up-to-date social media graphic sizes, visit http://okla.st/1MSrHWG.

Facebook
- Profile Photo: 180 x 180 px
- Cover Photo: 828 x 315 px
- Shared Image (Timeline, Newsfeed): 1200 x 630 px
- Event 784 x 295

Instagram
- Profile Photo: 110 x 110 px
- Photo Size: 640 x 640 px

Twitter
- Profile Photo: 400 x 400 px
- Header Photo: 1500 x 500 px
- In-Stream Photo: 506 x 253 px

Bleeds

Bleeds for all publications should be 0.125 for Top, Bottom, Right and Left. When exporting as a PDF, please select “Use Document Bleed Settings.”

Format, Resolution, Type

After completing a design, please save and export as a JPEG or PDF file. Only rotator, digital signage and social media graphics should be saved as JPEG.

- Web graphics should be RGB and have a resolution of 150 DPI.
- PNG files are good for web graphics.
- Print publications should be CMYK and have a resolution of 300 DPI.