



OAKWOOD UNIVERSITY

Graphic Standards Manual

February 2018

PURPOSE of the OAKWOOD UNIVERSITY BRAND

by Kenn Dixon
Director of Integrated
Marketing & Public
Relations

Every time someone from Oakwood University communicates with the public, it contributes to our reputation. Newsletters, posters, stationery, T-shirts, websites, videos, displays, and other forms of communication represent not just the individual department or program, but the entire University.

Thus, it is imperative that our visual communications present a clear, consistent, and trustworthy image that reflects Oakwood University's quality, professionalism, and mission. The dependable use of our logos also conveys the message that while we are a very diverse community, we are indeed one University.

The Graphic Standards Manual is your resource and guideline for maintaining this consistency and integrity when you are producing any communication materials that bear the University's name. This manual outlines, in detail, the logo's usage, supporting colors, fonts, placement, and supporting graphics-and how to use this framework to achieve maximum impact.

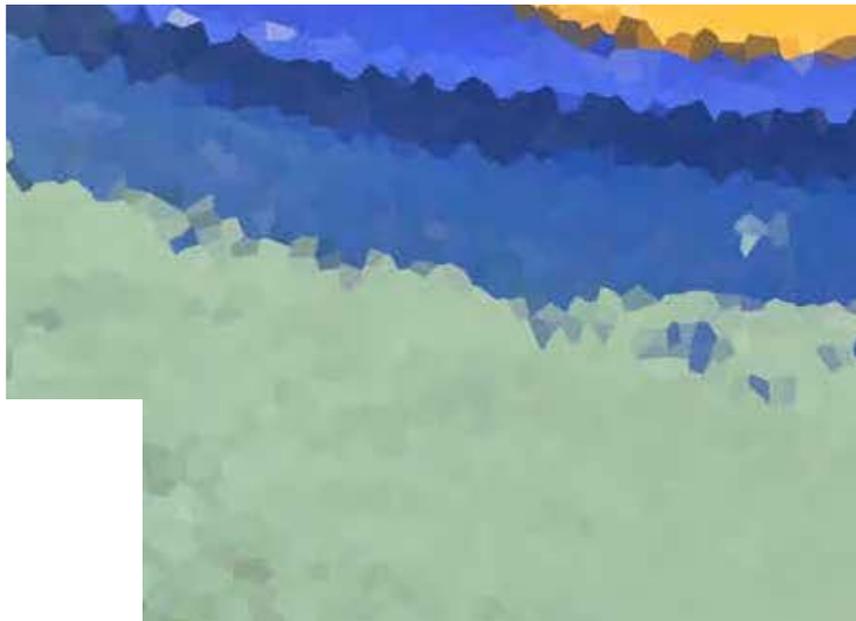
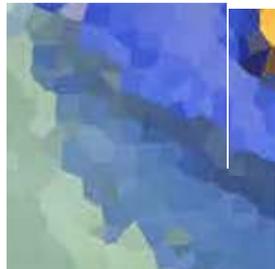
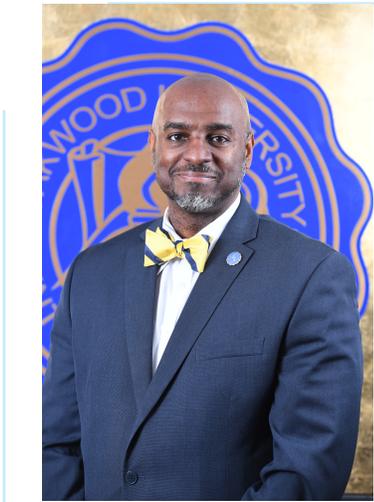
If you have questions that are not answered in this manual or wish to place a request for assistance, please contact the Office of Integrated Marketing and Public Relations at (256) 726-7202.

Thank you for helping Oakwood University maintain a clear and consistent image that supports our mission, an image we all build together and of which we can be proud.

Sincerely,



Kenn Dixon

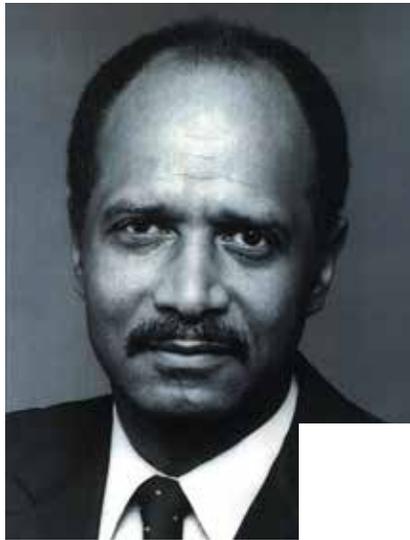




HISTORY of the

OAKWOOD UNIVERSITY SEAL

by Turner C. Battle, III
Creator of the Oakwood University Seal



Frank L. Peterson was appointed president of Oakwood College in 1946. As a new president, among the improvements he was making on the campus

were those of interest to students. Since the college had never had a yearbook, he asked James Dykes and me to design, write, and publish the first college yearbook. Dykes had an extensive background in writing. I had experience in commercial art and served as art editor of the yearbook the year before at Emmanuel Missionary College in Berrien Springs, Michigan.

He and I went to work immediately gathering information and photographs for the new college publication. We decided the name should be, Acorn, since it was the name on a pamphlet published by the college some years earlier. President Peterson hired Ray Simons, a professional photographer who got an occasional assignment from the Message Magazine, as the photographer. While Dykes and I studied and attended class, the three of us worked relentlessly until the 1946 Acorn was completed and ready for the press on the scheduled date. Shortly before it went to press, I informed President Peterson that my plans were to design a college seal. Although there was a place for it on the cover, it was impossible for me to complete it for the first yearbook of the college.

During the previous six months, I had done extensive research on seals of American colleges and universities. There were stacks of paper with sketches on the study table in my dormitory room. Within weeks after the Acorn had gone to press, I had completed more than a dozen acceptable pencil studies of the college seal. After carefully examining each, the one I thought was the most impressive was selected for a final drawing. I made a finished black India ink drawing of it on an 18"x22" Strathmore illustration board. Upon completion I went to the President's office where I asked his secretary if it was possible for me to see him. Immediately, she informed him of my interest after which I was invited to enter his office.

As President Peterson sat behind his desk, we exchanged pleasantries after which I told him "This is the college seal, I completed" while placing the board containing it on his desk. He thoughtfully examined the jet black illustration of the seal for several minutes. Looking up at me over his eye glasses he said, "Brother Battle this is amazing. I like this drawing, but what is



the meaning of the scroll, pen, and torch?” Again with intense interest, he looked at the large drawing of the seal on the Strathmore board as I began to speak.

I told him the seal contained elements that give legitimacy and authority to Oakwood because they present to the world the mission of the church, college, and students. They symbolize influences of the Bible, Mrs. White, and students who seek to carry the Third Angel’s Message to the entire world. Continuing I told him, I wanted to include a motto on the seal, but felt the symbols would over shadow any meaning found in words. It also purposely eliminates an oak tree that gave Oakwood its name. Instead, the three symbols serve as motifs to convey Oakwood College as an institution where

young men and women secure a religious education. The symbols uphold the Adventist view of Christianity as a divine faith for all to follow.

As you see I said, Oakwood College is at the top perimeter of the seal. The lower part has Huntsville, Alabama. I divided the founding date, 1896, on each side of the flambeau to symbolize the separation of Negroes and whites when the college was founded. “You asked about the three symbols in the center of the seal.” Continuing I told him, the scroll in the background is covered by a quill pen made from the hollow spine of a feather. The flambeau is super imposed on the quill and Torah.

ENHANCEMENT of the OAKWOOD UNIVERSITY SEAL

by Ron J. Pride
Graphic Artist for Integrated Marketing & Public Relations



The Oakwood University Seal still visually represents the highest ideals and values that it did at its creation by Turner C. Battle III back in 1946. I approach the revival

of the Seal with reverence and respect because great care and thought went into its development from the start. The Seal has been used to symbolize this historic institution for decades and is recognized as a symbol of excellence in education worldwide.

As we began the idea of launching this Graphic Standards Manual for 2015, some modifications to the Seal seemed to be in order. The basics of the Seal have endured, however, the Acorns and Compass Points were added in 2015. The Quill and Flambeau were enhanced and the typography was reset. Of course, the Blue & Gold colors are still the foundation of Seal and the ensigns of Oakwood pride.

The enhancements made to the Oakwood University Seal are both for aesthetic value and to more clearly convey our story. The redrawing of the quill, for instance, defines the object more realistically. The Flambeau is simplified, yet dimensional—in keeping with the look of the other objects. The Flame burns a little higher. The typography is bolder and more modern, thus easier to read and reproduce. Added Compass Points on the inner circle speak to the global reach and influence of our University. The use of plain, round bullets is now replaced by more meaningful Acorns (Faith & Hope)—giving homage to the oak, the Yearbook, and the deeper insight of the potential in the seed.

The refinements made to parts of the imagery will help to modernize the look of the Seal for a new era of leadership under the current forward-thinking administration.

the Key to the
OAKWOOD
UNIVERSITY
SEAL

The Oakwood University Seal is a trademark of Oakwood University and may not be used, edited, modified, copied or reproduced without the express permission of an authorized representative of Oakwood University.

The Compass Points. Faculty, staff, administrators, graduates, supporters and friends of Oakwood University are dispersed throughout the four corners of the globe—not to mention the influence of our mission, missionaries and message.

Blue is the color associated with depth and stability. Blue symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

Gold is the color of success, achievement, triumph and abundance. Gold is associated with higher ideals, understanding and enlightenment. It inspires spirituality



Oakwood University is at the top perimeter of the seal. The lower part has Huntsville, Alabama. The founding date, 1896, is divided on each side of the flambeau to symbolize the separation of Negroes and whites when the college was founded.

The Torah, the oldest symbol, represents original Hebrew Scripture that contains the first divine laws. This compilation of knowledge allows individuals to find guidance as they pursue fundamental questions concerning God, man, and salvation.

The Quill represents Mrs. Ellen G. White. She, as many authors of that time, used it to write her interpretation of God's plan for His people from Adam to the Second Coming of the Savior.

The Flambeau depicts wisdom, knowledge, and education that portray a beacon of light and guidance while it prepares the mind, character, and religious conviction for this life and finally eternity.

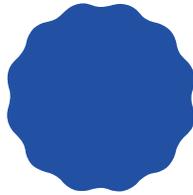
The Acorns. Embedded within these small seeds are the makings of a great oak. God, by His Spirit will plant in us the seeds of faith and hope. By believing in God first, Oakwood students will grow to find the magnificent destiny He has planned for each of them.

ELEMENTS of the OAKWOOD UNIVERSITY BRAND

Official Color Standards



SPOT: Pantone 123C
CMYK: m23, y93
WEB (LAB): #fec524
HEX: ffc72c



SPOT: Pantone 2728C
CMYK: c95, m78
WEB (LAB): #1946ba
HEX: 0047bb

The Blue and Gold are the flagship colors that continue to represent Oakwood University. These colors, as shown here, are used in almost every aspect of design and presentation authorized by Oakwood University. The colors are chosen from the industry standard Pantone Matching System and interpreted for offset or digital CMYK printing and web or electronic use.

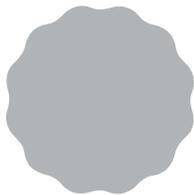
Alternate Colors



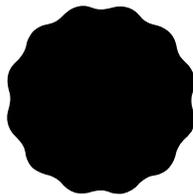
SPOT: Pantone 8642



SPOT: Pantone 8184



GRAYSCALE: k35



GRAYSCALE: kX



GRAYSCALE: k75



SPOT: Pantone 124c
CMYK: c7, m35, y100
WEB (LAB): #fec524
HEX: ffc72c



SPOT: Pantone 360c
CMYK: c61, y96
WEB (LAB): #1946ba
HEX: 0047bb



SPOT: Pantone 1585c
CMYK: m72, y98
WEB (LAB): #fec524
HEX: ffc72c



SPOT: Pantone Proc. Cyan
CMYK: c100
WEB (LAB): #1946ba
HEX: 0047bb



Grayscale & Single Color Variations



OAKWOOD UNIVERSITY

Official Oakwood University Logo in preferred color application



OAKWOOD UNIVERSITY

Official Oakwood University Logo in grayscale application



OAKWOOD UNIVERSITY

Official Oakwood University Logo in 1 color application



OAKWOOD UNIVERSITY

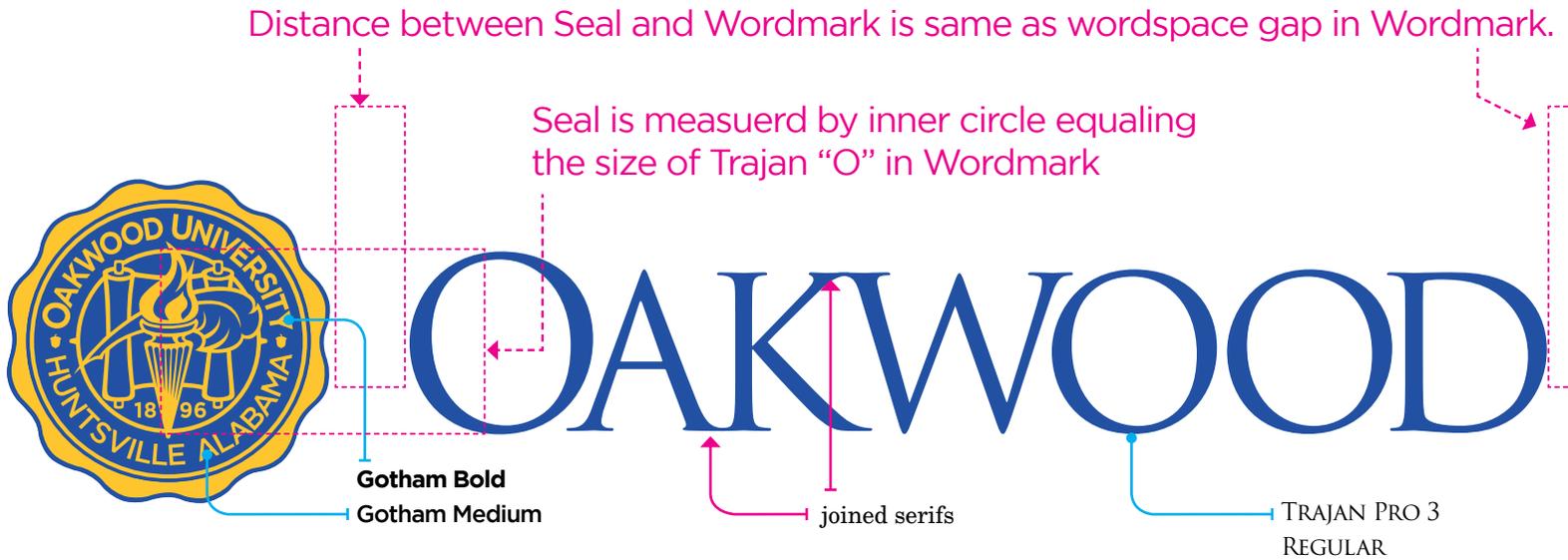
Official Oakwood University Logo in 1 color application on dark background



OAKWOOD UNIVERSITY

Official Oakwood University Logo in 2-color application on dark background

Complete Logo



Type Faces

Gotham Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz~1234567890!

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz~1234567890!



Seal



Wordmark

OAKWOOD UNIVERSITY

Official Oakwood University Logo

UNIVERSITY

joined serifs

ligatures

The Oakwood University Logo is a trademark of Oakwood University and may not be used, edited, modified, copied or reproduced without the express permission of an authorized representative of Oakwood University.

TRAJAN PRO 3 REGULAR

AABBCCDDEEFFGGHHIIJJKKLLMMNNOO

PPQQRRSSTTUUUVVWWXXYYZZ~1234567890!

ELEMENTS of the
OAKWOOD UNIVERSITY BRAND

Official Configurations

Complete
Logo
Horizontal
version 1 >



OAKWOOD UNIVERSITY

OakwoodUniv_SealType_H1_2015_CMYK.eps

Complete
Logo
Horizontal
version 2 >



OAKWOOD
UNIVERSITY

OakwoodUniv_SealType_H2_2015_CMYK.eps

Complete
Logo
Vertical
version 1 >



OAKWOOD UNIVERSITY

OakwoodUniv_SealType_V1_2015_CMYK.eps

Complete
Logo
Vertical
version 2 >



OAKWOOD
UNIVERSITY

OakwoodUniv_SealType_V2_2015_CMYK.eps

Preferred Configurations with Schools & Departments



Gotham Bold (caps) 11/7 >
ITC Century (Book Italic & Book) 9/7 >

OAKWOOD UNIVERSITY

SCHOOL OF ARTS & SCIENCES

Department of English & Foreign Language

< School is set in all caps at half-height of the space used to gauge distance of School below Wordmark.
< Department is 2 points smaller than School.

Half-height of the Trajan "E" in Wordmark is the space used to gauge distance of School below Wordmark.



OAKWOOD UNIVERSITY

SCHOOL OF ARTS & SCIENCES

Department of English & Foreign Language

< Use the same ratios as above for the Seal, School and Departments. Center elements horizontally under Wordmark.



OAKWOOD UNIVERSITY

SCHOOL OF ARTS & SCIENCES

Department of English & Foreign Language

Use the same ratios as above for the Seal, Wordmark, School and Department when used in white on dark background.

ELEMENTS of the OAKWOOD UNIVERSITY BRAND

Incorrect Usage



Altering the design, configuration, colors, typefaces, size relationships or other aspects of the Oakwood University Logo are prohibited. Here are just a few examples of what not to do when producing print, electronic, video, signage, gifts, clothing or other media with the Official Oakwood University Logo, Seal or Wordmark. The graphic design director in the Office of Integrated Marketing and Public Relations can help with questions regarding proper use of our branding standards.



Don't use Seal as letterform with Wordmark



Don't remove parts of the Wordmark in any of its configurations



Don't alter the setting of the Seal with Wordmark beyond the 4 (four) official configurations



Don't alter the setting of words in Wordmark.



Don't set Wordmark in italic, slant, bold or condense



Don't alter the size relationship of words in Wordmark.



Don't use old Wordmarks or Seal



Don't alter the typeface, title case, kerning, leading or spacing of words in Wordmark.



Don't change color of Wordmark

Preferred Configurations with Divisions and Offices



Gotham Bold 11/7 >
ITC Century (Book Italic & Book) 9/7 >

OAKWOOD UNIVERSITY

Advancement & Development
Office of Integrated Marketing & Public Relations

< Division is half-height of the space used to gauge distance of Division below Wordmark.
< Office is 2 points smaller than Division

Half-height of the Trajan "E" in Wordmark is the space used to gauge distance of Division below Wordmark.



OAKWOOD UNIVERSITY

Advancement & Development
Office of Integrated Marketing & Public Relations

< Use the same ratios as above for the Division and Offices. Center elements horizontally under Wordmark.

Special Uses



Special Use (small-use) Alternate Seal for use at minimum size: 3/8" (0.375 inches). This is best for small gift items, web icons/apps, and print. Shown here at actual size.

There are special uses which call for variations of the Oakwood University Seal & Wordmark. The graphic design director in the Office of Integrated Marketing and Public Relations can advise when and how to discern the special uses.

OAKWOOD
UNIVERSITY

Wordmark alone (without Seal) can be used for special application determined by design team.

OAKWOOD UNIVERSITY



Seal in embossed gold appearance (with or without Wordmark) can be used for special applications determined by design team.



Seal alone (without Wordmark) can be used for special application determined by design team.

Graphic Features

Accompanying graphic features are the Acorn pattern in Blue or Gold and the Waves. These embellishments will be used by the design team in various ways to enhance the Oakwood University brand.

Waves



Acorn Pattern Blue



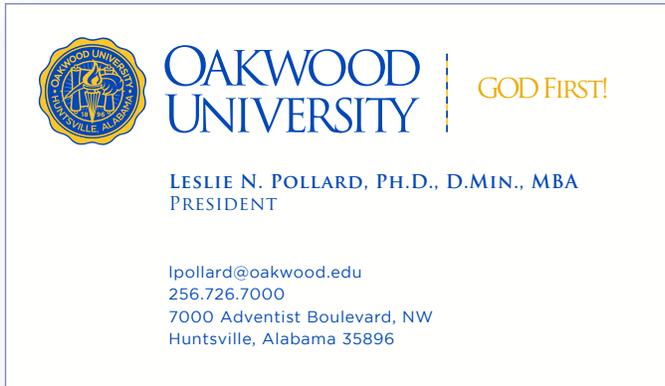
Acorn Pattern Gold



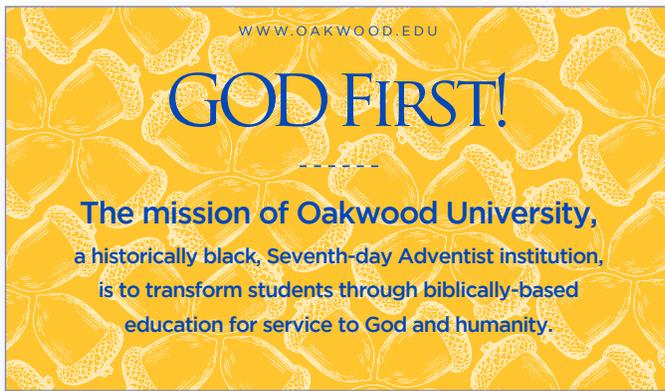
ELEMENTS of the OAKWOOD UNIVERSITY BRAND

Business Cards

Front

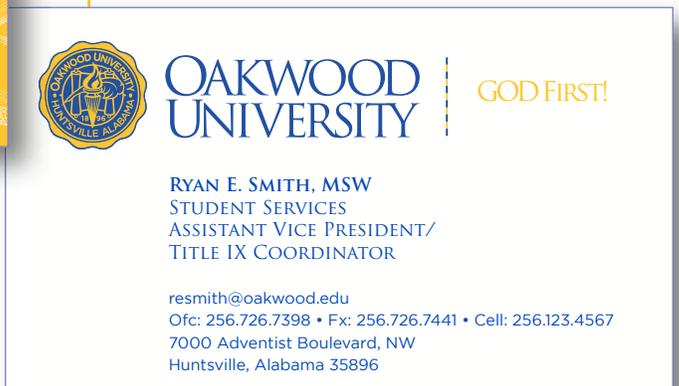


Back (Only Office of the President & Provost have gold card back)

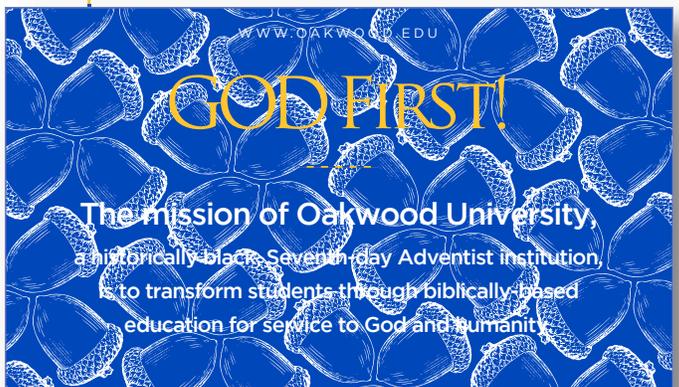


Standard business cards for staff, faculty and approved representatives of Oakwood University will feature the Logo, Tagline and Mission Statement on a fresh two-sided design. The back side of the standard card has the tone-on-tone Acorn pattern in Blue PMS 2728. The back side of the card for the President and Provosts offices displays the tone-on-tone Acorn pattern in Gold PMS 123.

Front

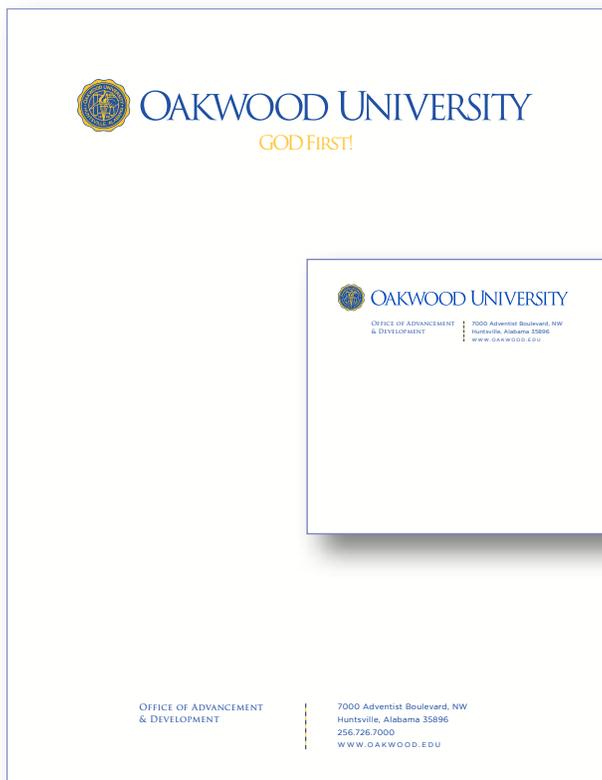


Back

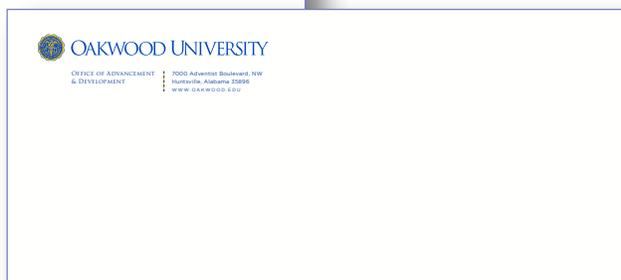


Stationery

Letterhead

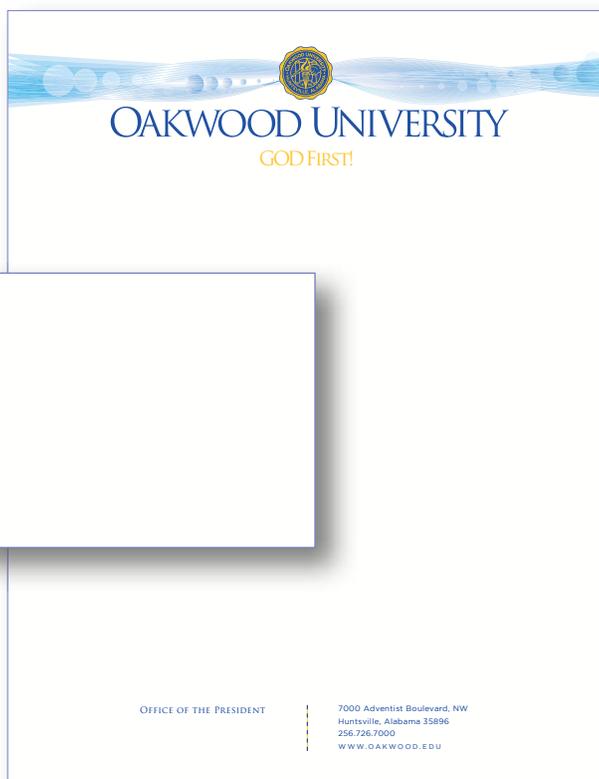


Envelope



Standard stationery (letterhead, envelopes) for staff, faculty and approved representatives of Oakwood University will feature the Logo and Tagline. The inside of the envelopes feature the Acorn pattern in Blue PMS 2728. The stationery pieces for the President and Provosts offices displays the Waves with the Logo and Tagline.

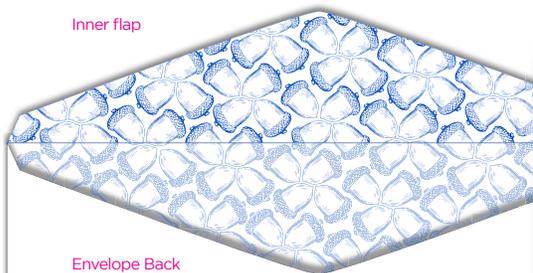
Letterhead Front (Only Office of the President & Provost use the centered version of the Logo and Waves)



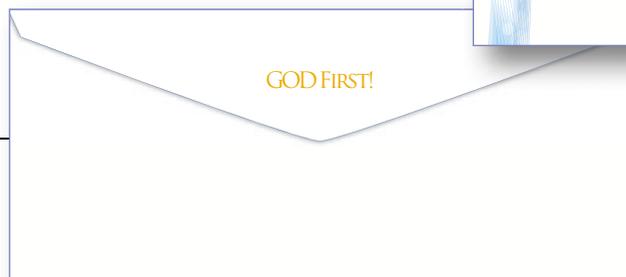
Envelope Front (Only Office of the President & Provost use the centered version of the Logo and Waves)



Inner flap



Envelope Back



Ordering Stationery

<https://htmlsig.com>

The screenshot shows the College Press website interface for ordering stationery. At the top, there is a logo for College Press and contact information: 800.277.7877 and www.cpltho.com. Below the logo are navigation links: Product List, My Account, Order Status, and Login. The main content area is titled 'Stationery Products' and 'President Items'. A welcome message reads: 'Welcome! If you have questions, please call Public Relations.' Below this, there are five product categories, each with a preview image, a 'price / qty' dropdown menu, and a 'Create -' button:

- Business Card:** Preview shows a business card with Oakwood University logo and contact info.
- Envelope:** Preview shows a standard envelope.
- Letterhead:** Preview shows a letterhead with Oakwood University logo and a large graphic.
- Window envelope:** Preview shows a window envelope.
- Letterhead 2nd page:** Preview shows the second page of a letterhead.

Ordering official University stationery is now an online procedure administered by College Press, our vendor of choice. The Integrated Marketing & Public Relations (IMPR) Director George Johnson is the vendor liaison and final approval representative for ordering stationery, using the following process:

1. Log on to: <http://tinyurl.com/OUcards>
2. If you choose, set up a departmental account for repeat orders, etc. (This step is optional.)
3. Follow instructions onscreen for ordering stationery items.
4. Fill in fields to order business cards, departmental stationery, etc.
5. Click "Save & Preview."
6. Enter your initials and click "Approve."
7. Click "Review Cart."
8. Capture and save screen shot of products ordered.
9. Request purchase order through Jenzabar, and obtain P.O. from Accounting.
10. When you have PO number, return to website, click on "Checkout." You will need P.O. # to complete checkout process. Include P.O. # in "Special Instructions" box.
11. Click "Confirm."
12. Order will then go to IMPR Director George Johnson for approval.

Email Signature

Completed Email Signature



Standard email signatures for administration, staff, faculty, and approved representatives of Oakwood University will feature the small-use Seal, Tagline and photo of the campus (or your building—IMPR will provide) on a clear, consistent design. The set-up of the email signature is a fast, easy online process that can be done by each individual or a member of the IMPR Staff can assist in the process. The Social Media icons will be the common Oakwood University approved sites (listed below, left).

These email signatures can include your personal cell phone number if you choose, however it must be free of all personal photos, quotes, anecdotes, etc.

<https://htmlsig.com>

htmlsig Easy Email Signatures PRICING HELP SIGN UP LOGIN

Your information ?

MAIN SOCIAL DISCLAIMER BANNER STYLE APPS

Name: Ron J. Pride Job Title: Graphic Designer

Email: rpride@oakwood.edu Mobile Phone:

Company Name: Oakwood University Website: www.oakwood.edu

Remove Avatar or Logo

Office Phone: 256-726-8092 Fax:

Address: 7000 Adventist Blvd., NW

Address - Line 2: Huntsville, AL 35896

Please sign me up for the htmlsig.com newsletter!

Signature preview

Ron J. Pride - Graphic Designer
rpride@oakwood.edu
Oakwood University
256-726-8092
7000 Adventist Blvd., NW
Huntsville, AL 35896
www.oakwood.edu

ELEMENTS of the OAKWOOD UNIVERSITY BRAND

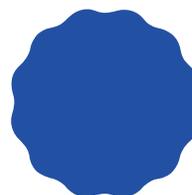
Logo



A fun Alternate Logo has been developed for Oakwood University to set some designation apart from the Official Seal. The Alternate Logo will be used for clothing, gifts, collateral items, sports teams and some other uses determined by the IMPR team. It features the signature Oakwood colors while capturing the OU initials in the form of an acorn—one of our most familiar symbols. The Alternate Logo also features an accompanying sans-serif, customized Wordmark.



SPOT: Pantone 123C CMYK: m23, y93 WEB (LAB): #fec524 HEX: ffc72c



SPOT: Pantone 2728C CMYK: c95, m78 WEB (LAB): #1946ba HEX: 0047bb

The Blue and Gold are the flagship colors that continue to represent Oakwood University. These colors, as shown here, are used in almost every aspect of design and presentation authorized by Oakwood University. The colors are chosen from the industry standard Pantone Matching System and interpreted for offset or digital CMYK printing and web or electronic use.

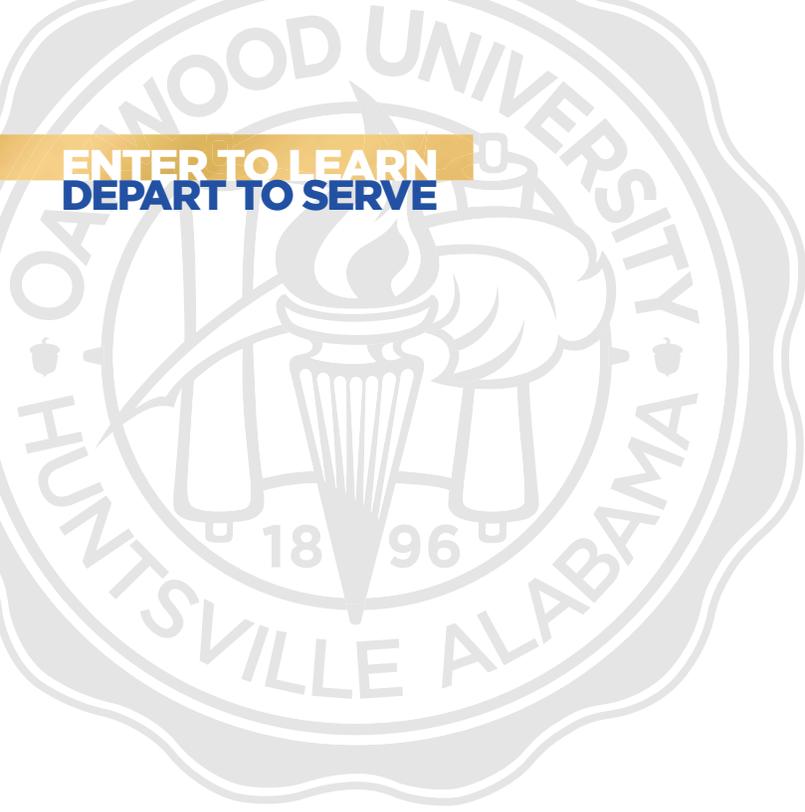


ELEMENTS of the OAKWOOD UNIVERSITY LOGO





ENTER TO LEARN
DEPART TO SERVE



GOD FIRST!



**OAKWOOD
UNIVERSITY**

7000 Adventist Boulevard NW
Huntsville, AL 35896

256.726.7000

www.oakwood.edu



OAKWOOD UNIVERSITY

Integrated Marketing & Public Relations

Affiliate Logo Request Policy

When outside entities request the use of official Oakwood University brand/logos/marks with their logo/brand/marks, for events or other publications, the follow guidelines must be followed

Guidelines For Use Of Approved Affiliate Logos

1. What is an Affiliate logo?
 - a. *Affiliate logos or marks are entities seeking to using the Oakwood University logos alongside their logos for promotion*
2. Affiliate logos must be used in conjunction with the Oakwood University wordmark. When used in a publication, the University logo must appear on either the front or back outside cover.
3. Approved Affiliate logos can be used on official Oakwood University system letterhead or all other business correspondence designed in an approved University format. Contact Public Relations, (256) 726-7202, for further information.
4. Approved Affiliate logos may be used in publications, promotional materials, websites, videos, DVDs, advertising, social media, informal correspondence, and collateral merchandise.

Event/Short-Term Use Secondary / Affiliate Logos

Secondary / Affiliate logos may be created for use with events or programs having a fixed start and end date such as centennials, dedications, alumni events and seminars.

1. What is a Secondary / Affiliate logo?
 - a. *Secondary / Affiliate logos are marks that are used with the Oakwood University marks to create a look for an event. The two logos, one from the entity organizing the event, and the other(s) are one of Oakwood University marks, are designed together on a publication to promote an event.*
2. All event/short-term use Secondary / Affiliate logos must be approved by the Public Relations Department by submitting a request via the Affiliate (entity requesting usage)



OAKWOOD UNIVERSITY

Integrated Marketing & Public Relations

logo form:

www.oakwood.edu_____

3. Event/short-term use logos are not permitted on business correspondence.
4. Once approved, these logos may be used in publications, promotional materials, websites, videos, social media, DVDs, advertising, informal correspondence, and collateral merchandise.
5. Event/short-term use logos may not be used longer than one year except in the case of centennial celebrations where they may be used up to one year before and one year after the centennial date.
 - a. All event usage of logos ends at the conclusion of the event. University logos may not be used after the event for a different event hosted by original user.



OAKWOOD UNIVERSITY

Permissions form for use of logos & copyrighted material

Thank you for your interest in using Oakwood University logos and in reprinting our materials. We have a simple permissions process for these requests. Please read and fill out the information below.

Logos

When using logos, taglines, and names, please follow guidelines as outlined in our online styleguide: https://www2.oakwood.edu/wp-content/uploads/ou-graphic-standardsmanual_fx3-2.pdf. For additional information, please call The office of Integrated Marketing and Public Relations at 256.726.7202.

Reprints

To reprint content from our website, publications, or materials, please complete this permissions form.

Organization

Contact

Item requested *(If published material, please list where it appeared, author, date of publication, and page numbers.)*

Intended use

Date/location

Other *(please describe)*

Conditions of reprint permission

- Permission to reprint any University articles, logos, or workshop materials is granted only for one-time use and only for purposes listed in the statement of intended use. Please apply in writing for any additional reprints.
- Permission does not include the right to syndicate, rent, or loan.
- If you wish to edit an article, Oakwood University must approve the changes before it will grant permission. You may not alter or manipulate logos in any way.
- Proper credit for reprints must be given with the following line:
© Oakwood University reprinted from (name of publication) with permission.
- Please furnish one complimentary copy of the reprinted material for which permission has been given.

By signing below I acknowledge that Oakwood University is the exclusive trademark holder of the Oakwood University logos. Furthermore, I agree not to claim any trademark that includes the logos or images that represent them or any variation thereof.

Authorized signature

Printed name

Title

Date

Phone

Email

By what date do you need the permission? _____

Number to be reproduced

_____ Is your group a 501(c) (3) nonprofit? Yes No

How many will view/read

materials? _____

Please attach a sample of what you wish to reprint or a draft of the project for authorization.

PLEASE RETURN COMPLETED FORM Oakwood UNIVERSITY. Scan/email to pr@oakwood.edu Fax 256.726.8337



OAKWOOD UNIVERSITY

Project/Photography/Video
Request Instructions

July 2018

Safari File Edit View History Bookmarks Window Help

www2.oakwood.edu

Oakwood University Public Relations ChatBots-Higher Education Huntsville, A... Weather.com Hashtag Trac...ok - Keyhole Artist.io - W...ome to Artlist PR Week. The ...ons Industry Powtoon Anim...resentations The Easy Onli...deo | Moovly Create Easy In... | Piktochart OU-Project M...ement-Podio GuideBook

Signal Vine Orientation for New & Transfer Students Click Here For Schedule (2) Project Web Forms | OU Project & Photography/Media Work Request Home - Oakwood University

USA France Germany South Korea Italy

OAKWOOD UNIVERSITY

Our Story Academic Experience Life at Oakwood Financing Oakwood Give Quick Links 🔒 🔍 Customer Conce

Go to "Quick Links" dropdown menu



OAKWOOD UNIVERSITY

Your Success Begins Here

[VISIT OAKWOOD](#) [APPLY NOW](#)

⌵

Richard's iMac

Tags

- First Take
- Good Audio
- B-Roll
- MARKETING
- EquipYou Training



Orientation for New & Transfer Students Click Here For Schedule

OAKWOOD UNIVERSITY

Our Story Academic Experience Life at Oakwood Financing Oakwood Give Quick Links Customer Concerns **APPLY NOW**

From Dropdown menu select "Integrated Marketing & Public Relations"



- THE AEOLIANS
- ACCOUNTING
- ALUMNI
- CALENDAR
- CUSTOMER CONCERNS
- DIRECTORY
- EMPLOYEES
- INSIDEOAKWOOD
- INTEGRATED MARKETING & PUBLIC RELATIONS**
- LEAP: ADULT DEGREE PROGRAM
- NEWS & MEDIA
- OAKWOOD MAGAZINE
- ONLINE STORE
- ORDER EDIBLE

VISIT OAKWOOD **APPLY NOW**

Richard's iMac

Tags

- First Take
- Good Audio
- B-Roll
- MARKETING
- EquipYou Training

Select first item on side menu called "Project/Photography/Video Request"

ips, and to accurately communicate "the Oakwood
es - the Office of Integrated Marketing & Public
University and the community, including local and

RESOURCES

- Project/Photography/Video Request
- Submit News & Announcements Request
- OU Texting Service Opt-in form
- Email Signature Guidelines
- IMPR Procedure Manual 2018
- IMPR OUGraphic Standards Guide
- OU Social Media Usage
- Online Store
- OU Magazine



CONTACT US

The Department of Integrated Marketing and Public Relations (IMPR) advances and protects the image and

Richard's iMac

Tags

- First Take
- Good Audio
- B-Roll
- MARKETING
- EquipYou Training

Fill out form completely

Submit Your Project Request
Fill out this form for your project request(s)

Service(s) being Requested *
Please select an option

Status
Please select an option

Date of Event *

Start MM/DD/YYYY HH:MM AM/PM

End MM/DD/YYYY HH:MM AM/PM

Deadline *

Start MM/DD/YYYY HH:MM AM/PM

End MM/DD/YYYY HH:MM AM/PM

First Name *
[Text Input]

Last Name *
[Text Input]

Email *
Other [Text Input]

Add another

Phone
Other [Text Input]

Add another

Richard's iMac

Tags

- First Take
- Good Audio
- B-Roll
- MARKETING
- EquipYou Training



OAKWOOD UNIVERSITY

- Our Story
- Academic Experience
- Life at Oakwood
- Financing Oakwood
- Give
- Quick Links
- Customer Concerns
- APPLY NOW

- Public Relations / Marketing Campaign
- Other

Relationship to Project App

Deliverables associated existing project

Description of Project *

This includes size/dimensions, material, quantity as well as photographic specifications.

Acknowledge of Service Deadlines *

My project has been submitted with a minimum of two (2) weeks before the event. However, if my project is within a (2) weeks of the deadline (event), I acknowledge that the project may not be completed in a timely matter. With this information, I will still submit my project for completion. By selecting yes below, I hereby acknowledge that I completely read and fully understand the deadlines require for all projects as stated above.

Upload Attachment

Supported image types: .jpg .gif .png

Add another

Attachments

Add another

Submit

Attach any simples or required documents & Submit form for assignment

- Richard's iMac
- Tags
- First Take
 - Good Audio
 - B-Roll
 - MARKETING
 - EquipYou Training



OAKWOOD UNIVERSITY

Email Signature
Creation Instructions

February 2018

Email Signature



 [Edit Content](#)

Step-by-step process

Please follow the below steps as seen in the screenshots to create your signature.

STEP 1

COPY the below signature by doing the following:

Highlight the entire signature then press Ctrl + C at the same time

OR

Hold down your mouse key and select the entire signature. Once highlighted, right-click and select copy.

John Doe / Project Manager
jdoe@oakwood.edu



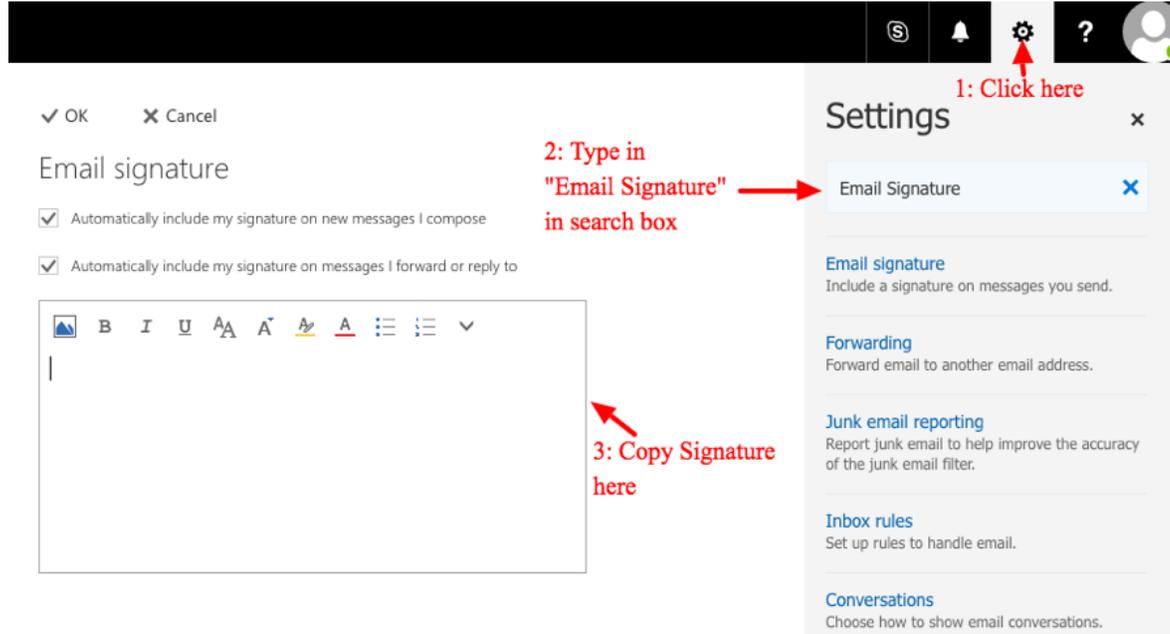
Oakwood University
256-726-7000
7000 Adventist Blvd., NW
Huntsville, AL 35896
www.oakwood.edu



STEP 2

Now access your email signature by doing one of the following:

For Office 365 WEB Users



The screenshot shows the Office 365 Web interface. At the top right, there is a navigation bar with icons for search, notifications, settings, help, and profile. A red arrow points to the settings gear icon with the text "1: Click here". Below the navigation bar, there is a "Settings" panel on the right side. The "Email Signature" option is highlighted in blue, and a red arrow points to it with the text "2: Type in 'Email Signature' in search box". Below the "Email Signature" option, there is a text input field for the signature. A red arrow points to this field with the text "3: Copy Signature here". On the left side of the screenshot, there is a "Email signature" dialog box with a rich text editor. The dialog box has "OK" and "Cancel" buttons at the top. Below the buttons, there are two checkboxes: "Automatically include my signature on new messages I compose" and "Automatically include my signature on messages I forward or reply to". The rich text editor has a toolbar with icons for bold, italic, underline, text color, background color, bulleted list, numbered list, and a dropdown menu.

For OUTLOOK Users

Please follow the instructions here on how to access your email signature: [CLICK HERE](#)

STEP 3

PASTE the signature by doing the following:

Ctrl + V

OR

Right-click and select Paste.

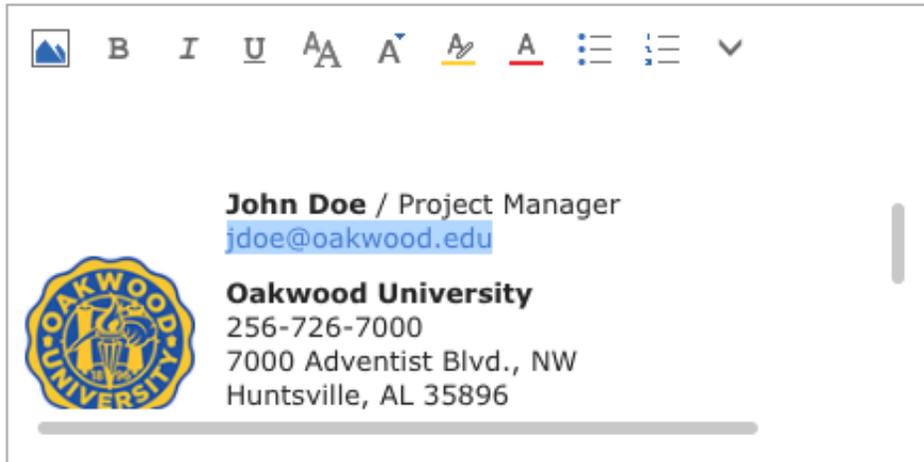
STEP 4

Type in your correct information such as your name, position, number, etc. Pay close attention to the following steps to edit your email address.

A. First, type in your email address, then highlight it.

Email signature

- Automatically include my signature on new messages I compose
- Automatically include my signature on messages I forward or reply to

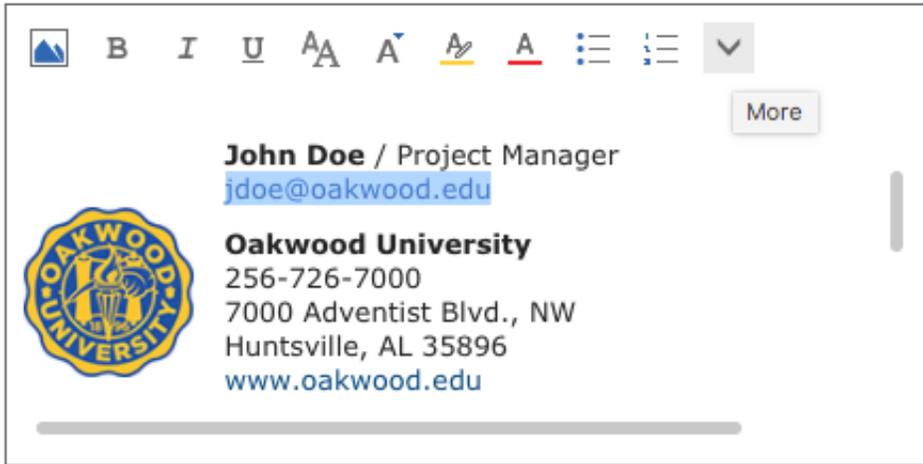


The screenshot shows an email signature editor. At the top is a toolbar with icons for image, bold (B), italic (I), underline (U), text color (AA), background color (A), link (A), bulleted list, numbered list, and a dropdown arrow. Below the toolbar, the signature text is displayed: "John Doe / Project Manager" followed by the email address "jdoe@oakwood.edu" which is highlighted in blue. Below the email address is the Oakwood University logo, a circular seal with a tree and a book. To the right of the logo is the university's name and contact information: "Oakwood University", "256-726-7000", "7000 Adventist Blvd., NW", and "Huntsville, AL 35896". A vertical scrollbar is visible on the right side of the signature area.

B. Next, click on the 'more' button:

Email signature

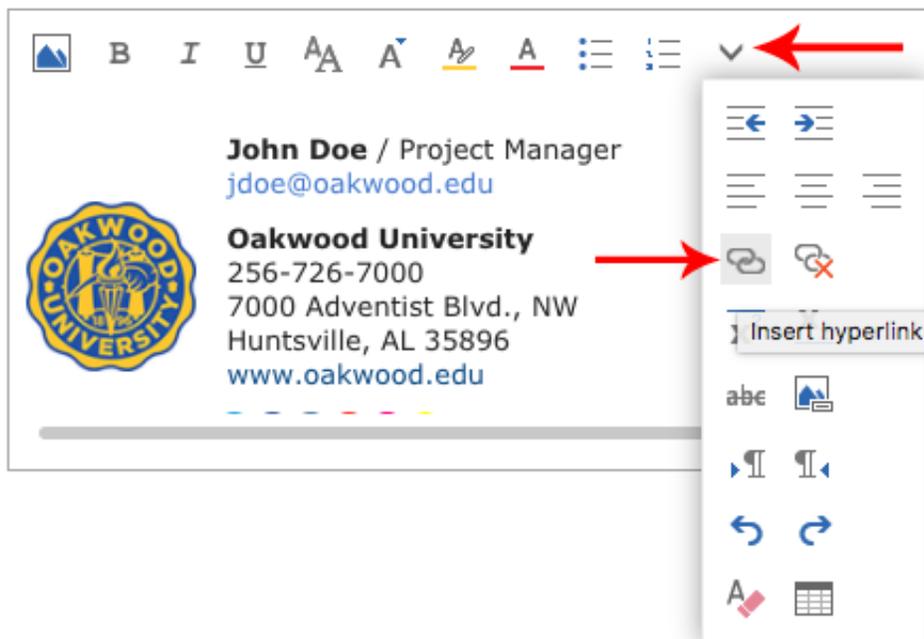
- Automatically include my signature on new messages I compose
- Automatically include my signature on messages I forward or reply to



C. Now click on the 'insert hyperlink' button:

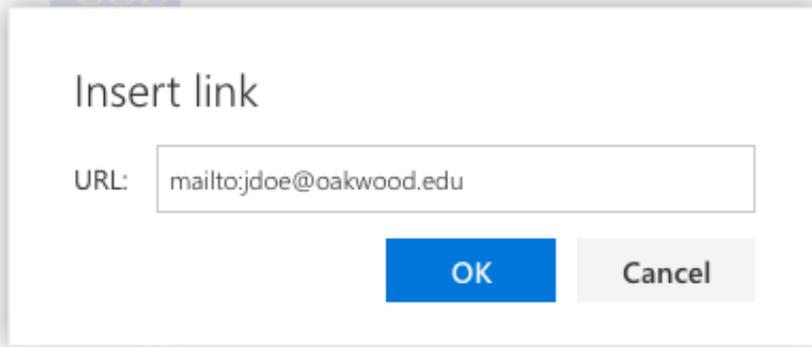
Email signature

- Automatically include my signature on new messages I compose
- Automatically include my signature on messages I forward or reply to



D. Here you will type in the following to match your email address.

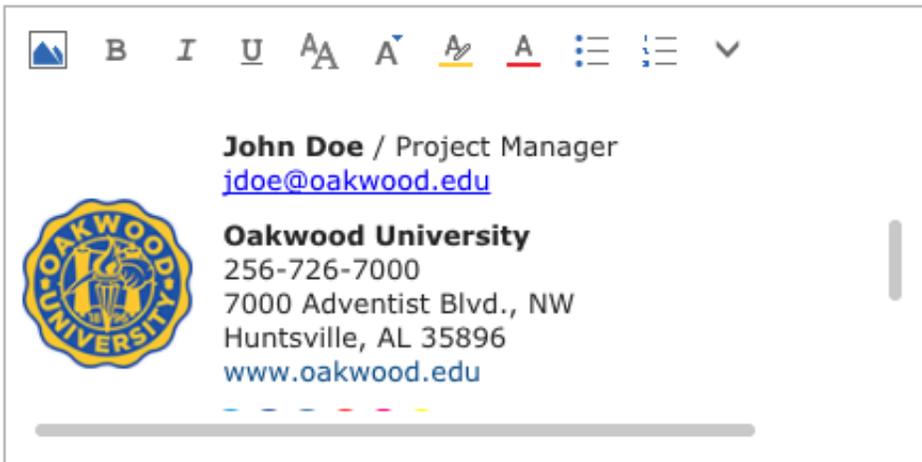
mailto:jdoe@oakwood.edu



E. And that's it!

Email signature

- Automatically include my signature on new messages I compose
- Automatically include my signature on messages I forward or reply to



****For any questions or concerns contact Nathanael deCanal at 8147 or email ndecanal@oakwood.edu.***



OAKWOOD UNIVERSITY

Social Media Usage Working Policy

February 2018



OAKWOOD UNIVERSITY

Integrated Marketing & Public Relations

Social Media Usage Policy

SOCIAL MEDIA GUIDELINES WHEN POSTING AS AN INDIVIDUAL

Oakwood University uses social media to supplement traditional press and marketing efforts. Employees are encouraged to share University news and events that are a matter of public record with their family and friends. Linking straight to the information source is an effective way to help promote the mission of Oakwood University and build community.

When you are using social media for personal purposes and might be perceived as an agent/expert of Oakwood, you need to make sure it is clear to the audience that you are not representing the position of the University or Oakwood University policy. While the guidelines below apply to those instances where there is the potential for confusion about your role as an Oakwood agent/expert versus personal opinion, they are good to keep in mind for all social media interactions. When posting to a social media site, you should:

Do No Harm

Let your Internet social networking do no harm to Oakwood University or to yourself, whether you're navigating those networks on the job or off.

Does It Pass the Publicity Test?

If the content of your message would not be acceptable for face-to-face conversation, over the telephone, or in another medium, it will not be acceptable for a social networking site. Ask yourself, would I want to see this published in the newspaper or posted on a billboard tomorrow or 10 years from now?



OAKWOOD UNIVERSITY

Be Aware of Liability

You are personally responsible for the content you publish on blogs, wikis, or any other form of user-generated content. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts). Increasingly, employers are conducting web searches on job candidates before extending offers. Be mindful that what you publish will be public for a long time—be sure that what you post today will not come back to haunt you.

Maintain Transparency

The line between professional and personal business is sometimes blurred: Be thoughtful about your posting's content and potential audiences. Be honest about your identity. In personal posts, you may identify yourself as an Oakwood faculty or staff member. However, please be clear that you are sharing your views as an individual, not as a representative of Oakwood University. If you identify yourself as a member of the Oakwood community, ensure your profile and related content are consistent with how you wish to present yourself to colleagues.

Be a Valued Member

If you join a social network, make sure you are contributing valuable insights. Don't hijack the discussion and redirect by posting self-/organizational-promoting information. Self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups.

Think Before You Post

There's no such thing as a "private" social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you



OAKWOOD UNIVERSITY

delete a post. If you feel angry or passionate about a subject, it's wise to delay posting until you are calm and clear-headed. Only post pictures that you would be comfortable sharing with the general public (current and future peers, employers, etc.).

Take the High Ground

If you identify your affiliation with Oakwood in your comments, readers may associate you with the University, even with the disclaimer that your views are your own. Remember that you're most likely to build a high-quality following if you discuss ideas and situations civilly. Don't pick fights online.

Respect Your Audience

Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in Oakwood's community. You should also show proper consideration for others' privacy and for topics that may be considered sensitive, such as politics and religion. You are more likely to achieve your goals if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Correct Mistakes

If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

Monitor Comments

Most people who maintain social media sites welcome comments—it builds credibility and community. However, you may be able to set your site so that you can review and approve comments before they appear.



OAKWOOD UNIVERSITY

This allows you to respond in a timely way to comments. It also allows you to delete spam comments and to block any individuals who repeatedly post offensive or frivolous comments.

Protect Your Identity

While you should be honest about yourself, don't provide personal information that scam artists or identity thieves could use. Don't list your home address or telephone number. It is a good idea to create a separate email address that is used only with social media sites.

Don't Use Pseudonyms

Never pretend to be someone else. Tracking tools enable supposedly anonymous posts to be traced back to their authors.

Use a Disclaimer

If you publish content to any website outside of Oakwood and it has something to do with the work you do or subjects associated with Oakwood, use a disclaimer such as this: "The postings on this site are my own and do not represent Oakwood's positions, strategies, or opinions."

A common practice among individuals who write about the industry in which they work is to include a disclaimer on their site, usually on their "About Me" page. If you discuss higher education on your own social media site, we suggest you include a sentence similar to this: "The views expressed on this [blog, website] are mine alone and do not necessarily reflect the views of Oakwood University." This is particularly important if you could be perceived to be in a leadership role at Oakwood.



OAKWOOD UNIVERSITY

Don't Use the Oakwood Logo or Make Endorsements

Do not use the Oakwood shield, wordmark, or any other Oakwood marks or images on your personal online sites. Do not use Oakwood's name to promote or endorse any product, cause, or political party or candidate. Oakwood logo and trademark guidelines can be found [here](#).

SOCIAL MEDIA GUIDELINES WHEN POSTING ON BEHALF OF OAKWOOD UNIVERSITY

Online collaboration tools provide low-cost communication methods that foster open exchanges and learning. While social media tools are changing the way, we work and how we connect with the public and other higher education institutions, Oakwood policies and practices for sharing information remain the same. In addition to the individual guidelines discussed above, please follow these official guidelines when you create or post to a social media site on behalf of Oakwood:

Process for Creating an Oakwood Social Media Presence

To ensure that your social media efforts adhere to the design and policy standards of Oakwood University and that your efforts are not tied specifically to an Oakwood community member's personal account, all official Oakwood social media accounts must be created by Web Services within the Office of Integrated Marketing and Public Relations.

Web Services will then grant the appropriate person(s) administrative access to those accounts. To request an account, fill out the following [form](#).

Maintain Oakwood University Confidentiality

Do not post confidential or proprietary information about Oakwood University, its students, its alumni, or your fellow employees. Use good ethical judgment and follow the University's policies and federal requirements, such as the Health Insurance Portability and Accountability



OAKWOOD UNIVERSITY

Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA). Review Oakwood [policies](#) for more information on your responsibility as an Oakwood employee.

Maintain Privacy

Do not discuss a situation involving named or pictured Oakwood community members on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum. Additional information on the appropriate handling of student and employee information can be found [here](#).

Be Thoughtful

Before composing a message that might act as the “voice” or position of the University or a school/department, please discuss the content with your supervisor or the dean/chair of the school/department or his or her delegate. If you ever have any question about whether a message you are crafting is appropriate to post in your role as an Oakwood employee, talk with your supervisor before you post.

Respect University Time and Property

It’s appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should participate in personal social media conversations on your own time.

Be Responsible

What you write is ultimately your responsibility. Participation in social computing on behalf of Oakwood University is not a right but an opportunity, so please treat it seriously and with respect. Keep in mind that if you are posting with a University username, other users do not know you personally. They view what you post as coming from the University. What



OAKWOOD UNIVERSITY

you say directly reflects on the University. Discuss with your supervisor the circumstances in which you are empowered to respond directly to users and when you may need approval.

Be Accurate

Make sure that you have all the facts before you post. It's better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible—that's how you build community.

Frequency

- Assign an **administrator** who regularly monitors postings and content.
- Create a **content calendar** with pre-planned content for slow periods. Aim for standard times for postings and updates.
- Consider managing your social platforms via **Hootsuite or Buffer** to communicate with multiple admins and monitor communications from students and/or the public.
- While the recommended minimum frequency is once to twice a week, be sure not to overload your followers with updates.

Stagnant Accounts

Web Services reserves the right to **disable or temporarily unpublish Oakwood University social media accounts that are dormant (no posts, no activity) for more than SIX months**, as such stagnancy reflects poorly on the University.



OAKWOOD UNIVERSITY

Departed Admins

When page editors and administrators, especially students, have left the university and no longer require access to social media accounts, you must update/adjust your page roles immediately. Please contact [Web Services](#) and Integrated Marketing and Public Relations **any time an admin is removed or added.**

Proper Branding

Abide by the University [Identity Standards](#). For social media profile avatars, Web Services will provide a template upon request of a new page.

At Oakwood University, we understand that social media can be a fun, productive and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. As preachers of the gospel and employees of the Seventh-day Adventist Church, we must assure that our comments, views and opinions are presented with professionalism, Christian love, and in harmony with Biblical teachings.

The influence of a Christian reaches to the heart of those who listen and are willing to follow their directives as they come from God. It is for this reason that as minister of the gospel, our public comments on social media outlets should reflect the love of Christ and be consistent with Biblical teachings expressed in our fundamental teachings as Seventh-day Adventists.

We are here to elevate those around us, engage them where needed, while reflecting Christ in the process. May God bless you as you continue to lift up His kingdom.



OAKWOOD UNIVERSITY

Text Messaging Usage
Working Policy

February 2018



OAKWOOD UNIVERSITY

Integrated Marketing & Public Relations

Oakwood University Text Messaging Policy (proposed)

Background

Text messaging is an additional method of communication that Oakwood University may utilize to reach out to the University community. Mass texting is used by authorized university officials to relay important and time sensitive information such as emergency notifications, campus closures, academic deadlines, and notices critical to student academic success. For the purposes of this policy, mass text messages are defined as texts sent to a predetermined group of persons with whom the sender is not in direct, personal contact on a regular basis. Text messaging may also be utilized for a targeted message to an individual student that is time sensitive in nature.

Guiding Principles

- Preserve texting as an additional channel for critical communications as outlined in the Categories of Messages section of the policy.
- Keep texts to a minimum to ensure that students remain in the texting program and do not opt-out because of overuse.
- Messages must be directly related to student safety, student academic success or notification of issues that directly affect students on the campus.

Scope

All mass texts should originate from the Integrated Marketing and PR office, or from any authorized University employee acting in his/her professional capacity, are included in this procedure.

Categories of Messages



OAKWOOD UNIVERSITY

Texting is reserved for information which is considered critical and/or time sensitive. The following are the categories of mass text messages permitted under this policy:

- Crisis and/or emergency, or significant disruptions to University operations, including activities which pose a threat to public safety, as determined by the President, Provost, Chief of Police or his/her designee.
- Information critical to student academic success (currently limited to): critical academic calendar dates, course-related texts from instructors, and academic advising notifications.
- Limited calendar information or campus news.
- Other critical messages as determined by the President, Provost, or their designee.

Text messages should not be used for:

- Information that should be distributed on Social Media or Email.
- Repeat reminders of text messages already circulated
- Personal matters (e.g. items for sale)
- Solicitation

Text messaging must not be used as the sole means of communicating an essential message or announcement. The text message must be supplemented by some other means of communication (e.g. electronic, paper notice, social media) to ensure all students receive the information.

Mass Text Approvers

Prior to being sent, mass text messages need to be approved by:

- Director of Integrated Marketing and PR or his/her designee
- Executive Director of Advancement and Development or his/her designee
- President or Provost or their designee

University officials must ensure the text message is:

- valid and in compliance with the Text Messaging Policy
- the wording is appropriate
- the circulation list is correct



OAKWOOD UNIVERSITY

Procedure for non-emergency text:

-
- Administrative offices wanting a mass message sent on behalf of their office must contact the Dean, Provost and Academic Vice President one week in advance with text wording, date to be distributed and the message.
- Messages should be no longer than 160 characters
- Limit use of abbreviations

Student Opt-In/Opt-Out Feature

Students are able to opt-in or opt-out to receive course-related texts, academic advising texts, and/or student academic success texts at any time. Students are automatically added to the system upon arriving at Oakwood University.

Faculty/Staff Opt-In/Opt-Out Feature

Faculty and staff are encouraged to be a part of the mass text messaging system by opting in via the University's website on the Public Relations page. Faculty and staff are able to opt in or opt out at any time. www.oakwood.edu/