ROGERS STATE UNIVERSITY
| BRANDING GUIDELINES |

Contents

University Logo

The Rogers State University logo is the primary representation of the university, our reputation and our mission. Consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the institution. This section of the brand guidelines will detail how and when to use the university logo as well as all other acceptable variations and proper usage.

Elements of the University Logo

The University logo is comprised of two primary elements: the wordmark and the shield. The clean simplified lines create a modern take on the Neoclassical architecture of Prepatory Hall. The RSU wordmark is rooted in traditional academic typography.

Shield

The shield hearkens back to RSU's legacy as the Oklahoma Military Academy. Within the shield lies a representation of Prepatory Hall.

Wordmark

The typeface used, Cinzel, was inspired in first century roman inscriptions. However, it's not a simple revivalism. While it conveys all the ancient history of the latin alphabet, it also merges a contemporary feel onto it that relates to the standards of the university credo "Tradition, Innovation & Excellence".

Spirit Logos

The RSU student body has adopted two spirit traditions that all incoming students learn. Upon acceptance, students become a member of the Hillcat Nation gaining a sense of pride and belonging. As a sign of unity, "Fear the Claw" is well known mantra of RSU students, faculty, staff and Hillcat supporters. Members of the RSU community often use #HillcatNation and #FearTheClaw on social media to show their school pride.

Versions

The primary logo of the university incorporates a center justified wordmark under the shield. It should appear on all university correspondence in its full form.

A secondary logo includes a horizontal left justified wordmark to the right of the shield. This version is used when the center justified design is not appropriate or when vertical space is an issue with the design.

The shield plays many roles and has flexible usage. When pulled away from the wordmark, it is a strong and iconic symbol of our University but can only be used in a design by itself if "Rogers State University" appears elsewhere in the design to complete the branding.

The acronym university logo has two versions; a vertical center justified "RSU" wordmark under the shield and a horizontal left justified RSU wordmark to the right of the shield. These versions should only be used in a design by itself if "Rogers State University" appears elsewhere to complete the branding.

PRIMARY LOGO   **SECONDARY LOGO**   **SHIELD**   **VERTICAL ACRONYM**   **HORIZONTAL ACRONYM**   **ACRONYM WORDMARK**

History of the University Logo

The university logo's visual centerpiece is a shield crest featuring Preparatory Hall, the university's first building constructed when the school was Eastern University Preparatory School. Listed on the National Register of Historic Places, Prep Hall has served as an iconic symbol for the university, thanks in large measure to its stately architecture, distinctive gold dome and prominent location atop College Hill overlooking Claremore, Oklahoma.

Usage

Consistent use of the university logo is critical to establishing a strong and familiar brand. Following these simple usage guidelines will ensure a clear and compelling visual brand across all levels of university communications.

PREFERRED CLEAR SPACE

MINIMUM CLEAR SPACE

1.5 INCHES   1.5 INCHES

Clear Space

Clear space is the minimum "breathing room" that must be maintained around the logo. When using the logo in layout, placement, text, photos, and other graphic elements, you must respect the clear space standards shown here. Clear space also refers to the minimum distance from the edge of the page. This standard also applies to email and web applications, as well as subbrand lockups.

Minimum Size

Minimum size refers to the smallest dimensions allowed for logo reproduction. It is stated as a minimum width, and ensures that we don't lose the legibility of the name or the clarity of the shield.

File Types

Several file types are available for your use for each logo element and lockup. Use the guidelines below to help you choose the correct file for your needs. File names appear next to each logo mark and are available with .eps, pdf, .jpg and .png extensions.

.eps (Encapsulated Postscript) or
.pdf (Portable Document Format)
Use these for print pieces (including banners, tablecloths, etc.), apparel and promotional items. Background is transparent, color formula is CMYK. These files are infinitely scalable, so this is the file type to use when creating a banner or large item when a large logo is needed.

*.jpg or .jpeg (Joint Photographic Experts Group)*
Jpg files have a white background. RGB color formula and low resolution make these best for web or on-screen use, not print.

*.png files (Portable Network Graphics)*
With a transparent background, these files are ideal for web and other on-screen use, as well as the preferred file type for Microsoft products (Word, PowerPoint). Color formula is RGB.

COLORS

The official RSU institutional colors are navy (primary) and red (secondary). Variations in shade or PMS color are not permitted. No other colors may be used unless prior approval is received by the RSU Communications & Marketing office.

NAVY
(Primary)
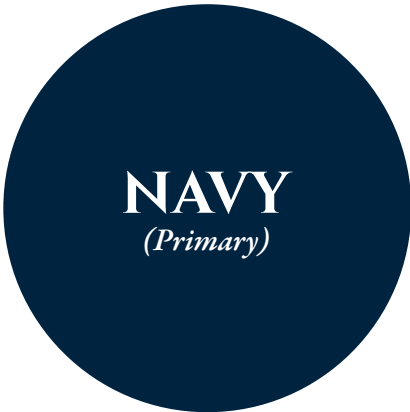
Spot Color	Pantone 289 C
Process Color	C 100%
	M 66%
	Y 0%
	K 76%
RGB	R 12
	G 35
	B 64
Hex	#0C2340

RED
(Secondary)
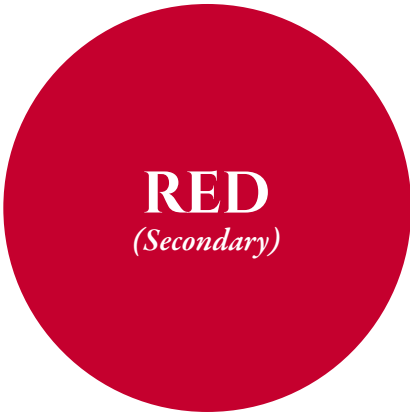
Spot Color	Pantone 200 C
Process Color	C 0%
	M 100%
	Y 76%
	K 13%
RGB	R 186
	G 12
	B 47
Hex	#BA0C2F

COLOR LINGO

We specify colors in several different ways, depending on the intended use. Use the definitions below to help you navigate the color vernacular so you can choose the correct color formulas for your materials.

PMS *(Spot Color)*
An acronym for Pantone Matching System®, this color system is also often referred to as "spot" colors. This color system is for print jobs when an exact color match of our navy or red is necessary.

CMYK *(Process Color)*
CMYK (or "process") refers to the 4 ink colors that are used to create every other color of the rainbow. Those colors are cyan (C), magenta (M), yellow (Y) and black (K). This is the color system used for print pieces, and both solid colors and photographs should be converted to CMYK color for printing.

RGB
RGB (red, green, blue) refers to colors used on screen only (web, phone, video, etc.). Photos and solid colors should be in RGB when intended for on-screen viewing.

HEX *(Web-Safe Color)*
Hex refers to the hexadecimal number assigned to solid colors for use on the web. Hex formulas will appear as #xxxxxx.

Logo Color Guidelines

There are set guidelines for how to use the different color variations of the university logo to help increase visibility and build branding recognition.

ROGERS STATE UNIVERSITY
TWO-COLOR

ROGERS STATE UNIVERSITY
TWO-COLOR REVERSE ON NAVY WITH WHITE LETTERS

ROGERS STATE UNIVERSITY
ONE-COLOR BLACK

ROGERS STATE UNIVERSITY
ONE-COLOR WHITE REVERSE ON BLACK

ROGERS STATE UNIVERSITY
ONE-COLOR NAVY

ROGERS STATE UNIVERSITY
ONE-COLOR WHITE REVERSE ON NAVY

ROGERS STATE UNIVERSITY
ONE-COLOR RED

ROGERS STATE UNIVERSITY
ONE-COLOR WHITE REVERSE ON RED

← **Color Variations**

These color variations insure maximum visibility and branding recognition. No other color variations should be created.

← **Over Photos**

When placing a logo over photography, be sure not to place it over a busy area. It's best practice to locate a part of a photo that has a fairly consistent value or tone. Refer to the color variations to see which is most appropriate for your scenario.

Typography

Rogers State University's typography must be regarded and protected as a fundamental design asset. The typeface used in RSU's wordmark, Cinzel, was inspired in first century roman inscriptions, and based on classical proportions. However it's not a simple revivalism, while it conveys all the ancient history of the latin alphabet it also merges a contemporary feel onto it that relates to the standards of the university credo "Tradition, Innovation & Excellence".

Please use these fonts in publications and communications for Rogers State University.

Cinzel

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Garamond Premier Pro

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SEMIBOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SEMIBOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ULTRA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
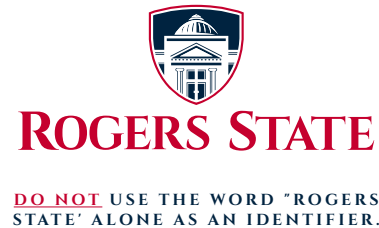abcdefghijklmnopqrstuvwxyz 1234567890

BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Unaccepted Usage

Use the illustrated examples below as a guide for what to avoid with the university logo. Overall, do not alter the logo or compromise its legibility in away that is different from the files provided by the RSU Communications & Marketing office.

DO NOT REARRANGE THE
LOGO ELEMENTS.

DO NOT CHANGE THE
TYPOGRAPHY OF THE LOGO.

DO NOT CHANGE THE
COLORS OF THE LOGO.

DO NOT ADD EFFECTS
TO THE LOGO.

DO NOT CREATE A LOGO
OUT OF OFFICIAL RSU LOGOS.

DO NOT STRETCH THE LOGO
OUT OF PROPORTION.

DO NOT REVERSE LOGO, USE
PROPER REVERSED LOGO FILE.

DO NOT USE THE WORD "ROGERS
STATE' ALONE AS AN IDENTIFIER.

DO NOT PLACE OVER AN IMAGE
THAT CAUSES READABILITY ISSUES.
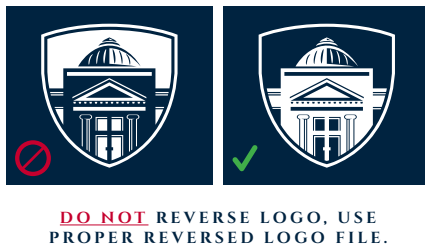
⊘ EXPIRED LOGOS

These logos are no longer used by the university. If you have any publications or signage using these logos, please contact the RSU Communications & Marketing office so they can help you update them.

❓ PERMISSION FOR USAGE

The RSU Communications & Marketing office is responsible for protecting the use of RSU institutional trademarks.

Unit Identity

All department and school logos are provided by the RSU Communications & Marketing office. They come in a variety of layouts and color variations to work for any print and web needs.

ROGERS STATE
U N I V E R S I T Y
[INSERT IDENTIFIER HERE]

PRIMARY LOGO

ROGERS STATE
U N I V E R S I T Y
[INSERT IDENTIFIER HERE]

SECONDARY LOGO

RSU | [INSERT IDENTIFIER HERE]

HORIZONTAL ACRONYM

Unit Logo Usage

We are happy to provide your campus department with your own identifying logo.

To request one, please contact the RSU Communications & Marketing office.

All departments & schools should use their new RSU identifier as their official logo in print and web.

For questions on which identifier should be used in certain instances, feel free to contact the RSU Communications & Marketing office.

HILLCATS LOGO

The Rogers State University's Hillcats logo, is the primary representation of RSU Athletics and school spirit. Consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the institution. This section of the brand guidelines will detail how and when to use the RSU Hillcat logo as well as all other acceptable variations and proper usage.

ELEMENTS OF THE RSU HILLCATS LOGO

The RSU Hillcats logo is comprised of two primary elements: the Hillcat head and the wordmark. The typeface is an altered version of the font Runway with a thin red stroke outlined by a heavier navy stroke.

← WORDMARK

The typeface is an altered version of the font Runway and was chosen for it's bold forward movement.

↑ HILLCAT HEAD

The Hillcat is a fictitious cousin of the bobcat, which is indigenous to northeast Oklahoma. The name "Hillcat" also draws from "College Hill," a traditional nickname for RSU. The university sits atop a hill overlooking the city of Claremore.

❓ PERMISSION FOR USAGE

The RSU Associate AD for External Operations is responsible for protecting the use of RSU Hillcats trademarks.

VERSIONS

The primary logo of the RSU Hillcats incorporates a fully justified wordmark to the right of the Hillcat head. It should appear on all RSU Athletics correspondence in its full form.

The secondary versions of the logo include the Hillcat head and the various wordmarks including the words "RSU" and "Hillcats".

The Hillcat head plays many roles and has flexible usage. When pulled away from the wordmark, it is a strong and iconic symbol of our university's spirit but can only be used in a design by itself if "Rogers State University", "Rogers State", "RSU", or "RSU Hillcats" appears elsewhere in the design to complete the branding.

PRIMARY LOGO | SECONDARY LOGO | RSU HILLCATS WORDMARK (SECONDARY) | RSU WORDMARK (SECONDARY) | HILLCATS WORDMARK (SECONDARY)

HISTORY OF THE HILLCAT LOGO

The name Hillcat was conceived independently by a group of RSU students in spring 2005, and approved by the University Mascot Committee, Student Government Association, president and administration. The Hillcat was developed and officially unveiled to the campus in 2005 by the university's Office of Public Relations with the assistance of SME Branding of New York, N.Y.

Logo Color Guidelines

There are set guidelines for how to use the different color variations of the university logo to help increase visibility and build branding recognition.

TWO-COLOR

TWO-COLOR REVERSE ON NAVY
WITH WHITE LETTERS

ONE-COLOR BLACK

ONE-COLOR WHITE
REVERSE ON BLACK*

ONE-COLOR NAVY

ONE-COLOR WHITE
REVERSE ON NAVY

ONE-COLOR RED

ONE-COLOR WHITE
REVERSE ON RED

← ## Color Variations

These color variations insure maximum visibility and branding recognition. No other color variations should be created.

* The one-color white reverse on black is for print publication only.

← ## Over Photos

When placing a logo over photography, be sure not to place it over a busy area. It's best practice to locate a part of a photo that has a fairly consistent value or tone. Refer to the color variations to see which is most appropriate for your scenario.

TYPOGRAPHY

RSU Hillcats' typography must be regarded and protected as a fundamental design asset. The typeface used in RSU Hillcats wordmark, Runway, was altered by the RSU Communications & Marketing design team from the original font to create a unique typeface that was chosen for its bold forward movement.

Please use these fonts in publications and communications for RSU Hillcats.

RUNWAY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

HILLCAT ALTERED TYPEFACE

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
0123456789

LEGACY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Gotham

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ULTRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Condensed

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Unaccepted Usage

Use the illustrated examples below as a guide for what to avoid with the RSU Hillcats logo. Overall, do not alter the logo or compromise its legibility in away that is different from the files provided by the RSU Communications & Marketing office.

DO NOT REARRANGE THE LOGO ELEMENTS.

DO NOT CHANGE THE TYPOGRAPHY OF THE LOGO.

DO NOT CHANGE THE COLORS OF THE LOGO.

DO NOT ADD EFFECTS TO THE LOGO.

DO NOT CREATE A LOGO OUT OF OFFICIAL RSU LOGOS.

DO NOT STRETCH THE LOGO OUT OF PROPORTION.

DO NOT REVERSE LOGO, USE PROPER REVERSED LOGO FILE.

DO NOT FLIP THE HILLCAT HEAD TO FACE THE LEFT.

DO NOT PLACE OVER AN IMAGE THAT CAUSES READABILITY ISSUES.

DO NOT COVER THE EYES, EARS, MOUTH OR NOSE WITH TEXT.

⊘ **EXPIRED LOGOS**

These logos are no longer used by the university. If you have any publications or signage using these logos, please contact the RSU Communications & Marketing office so they can help you update them.

Unit Identity

All athletic logos are provided by the RSU Communications & Marketing office. They come in a variety of color variations to work for any print and web needs.

PRIMARY LOGO

SECONDARY LOGO

Unit Logo Usage

We are happy to provide each athletic team with its own identifying logo.

To request one, please contact the RSU Communications & Marketing office.

All athletic departments should use their new RSU Hillcat identifier as their official logo in print and web.

For questions on which identifier should be used in certain instances, feel free to contact the RSU Communications & Marketing office.

Mascot

The Hillcat had a lot of things going for him: great looks, a wonderful fan base and awesome athletes for which to cheer. However, one thing that the giant red-and-blue cat was missing was a name. In 2009 through an online voting contest, the Hillcat was given the name of "Hunter".

Hunter the Hillcat sports a jersey and travels to home athletic games, local community events, as well as cheer competitions as our resident spirit mascot.

Fight Song

Hillcats of RSU
Standing tall in Red and Blue
We will prevail
We refuse to fail
Because our spirit's great
We wear our colors proudly
On our way to victory
Go Rogers State!!!

Alma Mater

Rise above the Claremore valley
Camelot to view,
Stands our gracious alma mater
Thrusting t'ward the blue.

Lift the chorus, speed it onward
For the Red and Blue,
Hail to thee our alma mater
Hail to R-S-U!

University Seal

The Rogers State University Seal, is the primary representation of the Office of the President and Office of Academic Affairs. Consistent use and proper implementation of this logo is crucial to maintaining effective brand standards of the institution. This section of the brand guidelines will detail how and when to use the University Seal as well as all other acceptable variations and proper usage.

Elements & Color of the University Seal

The University Seal is comprised of two primary elements: the credo and illustration of Prepatory Hall. The Seal should only appear in navy, red, black or gold.

Prepatory Hall

In the center of the seal lies an illustration of Prepatory Hall, the first building and foundation of what would later become known as RSU with the establishment date of 1909 below.

Credo

The typeface used, Palatino, is based on the humanist types of the Italian Renaissance. The Renaissance or "rebirth" period was defined as one of cultural revival and renewed interest in classical antiquity which relates to the RSU standards of the university credo "Tradition, Innovation & Excellence".

★ OMA Seal

The official seal of the Oklahoma Military Academy (OMA) Alumni Association, is protected by the same regulations as RSU's official logo. The official colors of the OMA Seal are blue (PMS 288) and yellow (PMS 116). The seal should not be recreated or maniplated in any manner. Usage of the seal is restricted to the official OMA Alumni Association.

OMA History

In January 1919, just a few months after the end of World War I, a bill was introduced in the Oklahoma Legislature to establish a military academy at the former site of the Eastern University Preparatory School in Claremore, Oklahoma.

The military academy was located in Preparatory Hall, the iconic gold-domed structure which remains the flagship building and centerpiece of the Rogers State University campus.

Communications
& Marketing

The mission of Rogers State University Communications & Marketing office is to protect, advance and manage the university's brand image, support and advance the university's mission and strategic plan through the effective use of marketing and communication strategies, maintain clear and open communication channels with all university constituencies, provide marketing and communications leadership and support for student recruitment and fundraising, and maintain clear, open and proactive relationships with all media outlets.

Print Policy

All printed materials intended for external audiences should be reviewed by the RSU Communications & Marketing office.

Just as certain university departments and offices are tasked with carrying out their specific designated duties in their respective fields, the RSU Printshop is our campus resource certified in the management and operation of the university document production services. All university departments and offices are required to channel their printing and duplicating services through the RSU Printshop, whether items are printed in house or outsourced externally through one of our approved printing vendors. This coordinated program promotes economy and efficiency, both in time and in ensuring conformity and compliance in printed mediums to the university's brand management/marketing objectives. It is critical that RSU's branding remain consistent and cohesive throughout ALL material distributed on behalf of RSU and its organizational bodies, internally and externally.

All printing and copy jobs are to be referred to the RSU Printshop for fulfillment. Printing and copy services are available to students, faculty and staff when such service are required in line with assigned university functions or class work. Personal services not directly related to these functions or to class work are not an authorized obligation of RSU Printshop but will be accommodated as scheduling allows. Contact the RSU Printshop for an estimate and/or job evaluation.

All print and/or copy services are done on a first-come, first-served schedule and must be accompanied by a purchase order unless prior payment arrangements have been made. Jobs cannot be processed without a purchase order or payment. For layout or design work, all images, graphics, photos, text and reference samples should be brought in or sent in for review. All text should be sent digitally. Print and/or copy jobs will be delivered or you may request to pick up upon completion. An invoice will be provided.

The RSU Printshop has the right to deny printing requests if, in its sole judgment, the project conflicts with the mission and values of the University, portrays students or faculty in a negative manner, or is derogatory to higher education. Examples of subject matter that may be rejected are excessive violence, abuse of alcohol and drugs, nudity, racism, sexism, and obscenity.

FILE SUBMISSION

Print ready files can be emailed as a PDF, PSD (flattened), JPG, TIFF or EPS to printshop@rsu.edu. These files must be at least 300 DPI to size or larger and should require no editing. InDesign, Photoshop, Illustrator, Word, Excel and PowerPoint files are acceptable. The RSU Printshop is not responsible for any content formatting or special symbol issues that may occur when sending native program files. All native files must be sent with accompanying links, support files and fonts. **PDF files are recommended**. Please do not send Publisher files.

PROOFS

If a proof has been sent for your approval, please **READ THE CONTENT CAREFULLY**. Once the proof has been approved, the RSU printshop will not be responsible for any typographical, layout or content errors. By approving the proof, you are accepting all responsibility for the content and design. If the turnaround time is limited, review your proof as quickly as possible and do not wait until right before the completion deadline. Color may vary and may not exactly match the color produced by your computer monitor. A hard-proof can reviewed during a press-check prior to printing and may aid in a closer color expectation.

Stationery Guidelines

A coordinated stationery system, meaning letterhead, envelopes and business cards, is of large importance to presenting and preserving Rogers State University's brand identity clearly and consistently internally and externally. In many circumstances, the university's stationery serves as the first graphic representation to the university audiences. These audiences include prospective students, current students, alumni, parents, faculty, staff and supporters. Both academic and athletic stationery have been carefully constructed to display a unified and professional appearance.

The stationery system has been created by the RSU Communications & Marketing office for implementation across campus. At no point should any individual, office or department create or print their own stationery. The university stationery can be ordered through the RSU Printshop, which jointly serves to ensure that branding standards are met on all university print items.

RSU Printshop Services

Here are a few of the many RSU Printshop services provided:

- Digital Printing (stationery, envelopes, postcards, small posters, brochures, business cards, invitations, newsletters, flyers, etc.)
- Color and Black/White Copies and Prints (Syllabi, Class Handouts, NCR forms, etc.)
- Supply Copy Paper for Departments (White and Various Colors)
- Laminating up to 24" Wide
- Cutting
- Round Cornering
- Score, Perforate, Folding, and Saddle Stitching
- Coil Binding and Comb Binding
- Padding
- Wide Format Prints and Banners up to 42" Wide (Standard Entrance 42x96 Banners)
- Dry Mounting on Foam Board (20x30 and 30x40)
- Signage 12x18 Vinyl Cling
- A-Frame Direction Signs with Clings
- Campus Mail Pick-up and Delivery
- Outgoing USPS, UPS, Fedex mailing, bulk mailing (Closed on Holidays)
- Shredding

Project Completion Process

The RSU Communications & Marketing office is committed to promoting Rogers State University to targeted audiences through a variety of mediums. Our office strives to provide all faculty, staff and administrators (our clients) with full-service communications and marketing support that is proactive, customer focused and high quality. Our goal is to handle each client's project with rapid return times that effectively communicates RSU's story.

Our office is conveniently located in Herrington Hall on the Claremore campus and on the 2rd floor. All projects created for external distribution must be approved by the RSU Communications & Marketing office.

Content Submission

For Pre-Draft Text:
- Avoid elaborate formatting.
- Designer will apply new formatting as part of the creative process.
- Word document is best.
- Please check all written materials very carefully for typos, grammar and syntax. Written materials that require extensive editing will be returned and must be corrected by the submitter before the design process will begin.
- All content will be reviewed by our staff, which will make wording and organizational recommendations.

For Design Elements:
- Photographs and artwork should be saved at high resolution to ensure quality.
- Logos will be sent in vector format.
- Materials submitted for design should be approved final versions.

For Project Draft Edits:
- Project edits MUST BE combined in one proof document – rather than multiple edits reviewed by more than one client.
- Once we receive the edits, the project will be reviewed and evaluated. Next steps will be provided via email.

Turnaround Time

The turnaround time will vary depending on the scope of the project and number of projects currently in-house. If specialized photography or copy writing are required by our department, the time frame for completion can be extended.

Communications & Marketing allows for three design proofs. Additional proofs interfere with other pending design requests and can extend the completion date for your project.

If several people will be editing the proof, consolidate all corrections into one document and return a single copy to the RSU Communications & Marketing office.

Social Media

Through social media, the Rogers State University hopes to create an engaged audience that is connected and loyal to the University and Hillcat brand.

Consistency is important across all social media accounts. Quality is more of a priority than quantity. Information posted on social accounts should represent RSU in the best possible light and always be appropriate for fans of any age to see.

We've arranged an overview of **10 key guidelines** for how to best utilize social media for your department.

1. Contact the RSU Communications & Marketing office before any official RSU account is created. Official profile pictures and cover photos should be created before the account is live.

2. Personal accounts – whether they belong to an administrator, faculty or staff – represent themselves and the university itself on social media, intentional or not. So please be cautious of what you post.

3. Stay consistent with design language in photos and graphics. Use the correct logos, fonts and colors to help ensure consistent branding.

4. Use the assigned graphics for social media profile icons and header graphics on social department accounts. Please do not create these graphics for yourself. Contact the RSU Communications & Marketing office to have these graphics created for you if you have a new account.

5. While #rsuhillcats is the primary hashtag for all of Rogers State University, #HillcatNation and #FearTheClaw are encouraged to be used as well.

6. Let your photos and videos do the talking by keeping captions short and sweet. In many instances, a photo will be powerful enough to tell its own story without the need to add lengthy captions or extra graphics on top of it.

7. Videos should be uploaded directly to Facebook, Twitter and Instagram. YouTube links and embeds are fine for news stories on rsu.edu and rsuhillcats.com, but videos uploaded directly will perform better and create a better user experience on social media networks with their own dedicated video platform. Contact the RSU Communications & Marketing office for assistance in uploading videos and tips on how to best utilize video on these platforms.

8. Utilize peak posting times for your platforms. While every page and audience may be different, we typically see a stronger response from fans during a few peak times, such as around the lunch hour and early to mid-evening. Content may need to be posted multiple times to ensure that it's seen by its target audience depending on the social media platform.

9. Find your voice for your department. Your voice should reflect the natural pride & confidence that comes from being a Hillcat. Understand that there is a difference between the tone of your main feed and the "story" functionality in platforms like Instagram.

10. Official or RSU-affiliated accounts will not comment on specific prospective students controversial social post.

RSU Website

The RSU website is one of the most visible and important ways in which we communicate with all our audiences. Individually and collectively, the RSU website creates an impression about the university: who we are, what we do, and the impact we have regionally through our research, outreach and teaching.

It's critical that our website meet the highest standards in terms of content, ease of use and accessibility. These are tremendous potential benefits, both for developers and users, to adoption of uniform standards:

- Stronger and more coherent Web presence
- Improved usability
- Enhanced institutional branding
- Improved conformance to international standards for accessibility
- More efficient design, development and maintenance
- Improved portability to new standards and technologies

ACCESSIBILITY

Imagine having a disability that limits your sight, hearing or mobility. The internet and computers have opened up a whole new world to the millions of people in this situation. Computers can read aloud text that appears on a screen. They provide a way for people with hearing and speech impairments to communicate easily — and computers understand and implement voice commands for individuals with limited mobility.

Accessible web pages have been constructed to be usable by anyone — even if they are using assistive technology to access the web page. Examples of assistive technology are screen readers, screen magnifiers, voice recognition software, alternative keyboards and Braille displays. RSU's web templates are designed with these needs in mind.

Email Signature

Email signatures should be consistent with proper use and implementation of the University's logo elements. Information included in email signatures should be relevant, actionable and legible.

Sender Name
Title
Department

Rogers State University
Building Name
Room Number
170 1 W. Will Rogers Blvd.
Claremore, OK 74015
Office: 000-000-0000
Cell: 000-000-0000
Fax: 000-000-0000
www.rsu.edu/[Dept. Name]

Sender Name
Title
Department

Rogers State University
Building Name
Room Number
170 1 W. Will Rogers Blvd.
Claremore, OK 74015
Office: 000-000-0000
Cell: 000-000-0000
Fax: 000-000-0000
www.rsuhillcats.com

Stationery

The RSU institution logo or Hillcat head should be prominent in official correspondence.

Business cards have been standardized to be consistent with the new university branding guidelines.

Contact information should be displayed as it appears in the example.

Contact the RSU Printshop at printshop@rsu.edu to order.

Nametags

The name tag designs shown below are the approved designs to be used for any department on campus.

ROGERS STATE
U N I V E R S I T Y

NAME

TITLE/DEPARMENT
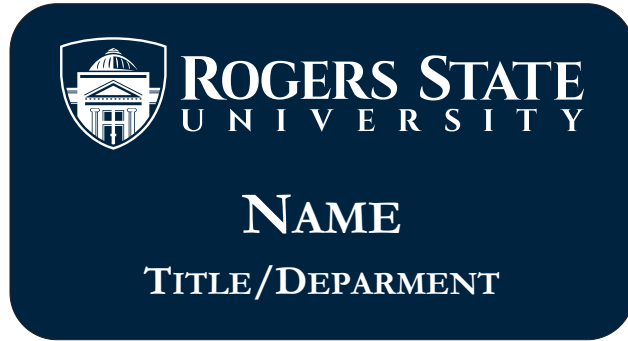
Nametags can be ordered from:

House of Trophies
www.okhouseoftrophies.com
houseoftrophies@tulsacoxmail.com
918-343-2111

Hunter Emojis

The Hunter the Hillcat Emoji was specially created for the purpose of allowing customization so that RSU students, faculty, administration and staff can express their inner Hillcat on social media platforms.

The caricature is property of the University and all customization must be done by the RSU Communications & Marketing office. The Hunter the Hillcat Emoji is never to be used as a logo or take the place of the RSU institutional or the athletic logos. Any use on printed material must be approved by the RSU Communications & Marketing office.
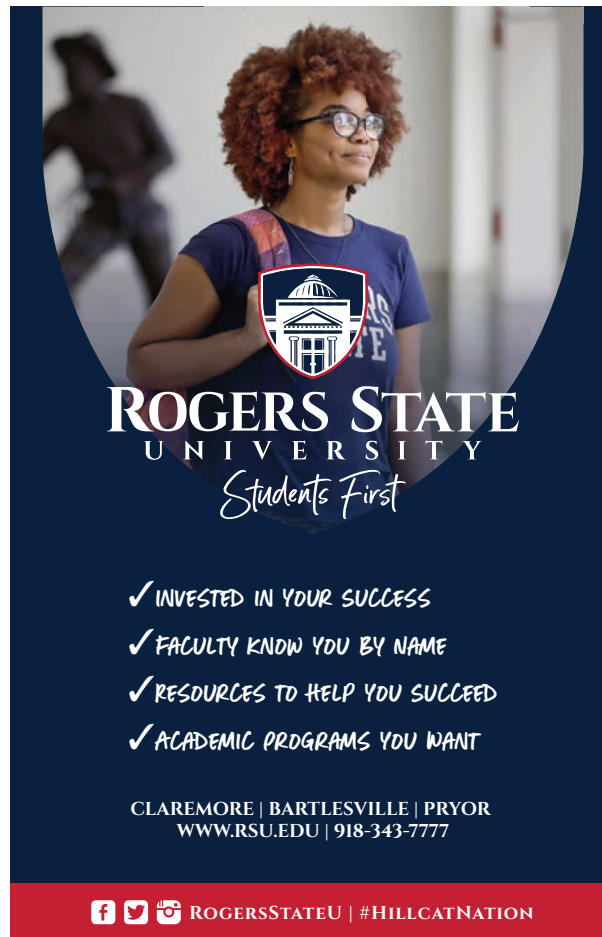
To see examples and request stickers for events, please visit www.rsu.edu/emojis.

Branding Toolkit

The design elements in this section can help add flair to your designs, while staying consistent with the design language of the department and the spirit of RSU.

The shield container is a way of seperating an image from the text or contain a message or identity that reflects the RSU brand. Here are a few examples of proper usage:

STUDENT VETERANS CENTER

ROGERS STATE
UNIVERSITY
Students First

✓ INVESTED IN YOUR SUCCESS
✓ FACULTY KNOW YOU BY NAME
✓ RESOURCES TO HELP YOU SUCCEED
✓ ACADEMIC PROGRAMS YOU WANT

CLAREMORE | BARTLESVILLE | PRYOR
WWW.RSU.EDU | 918-343-7777

ROGERSSTATEU | #HILLCATNATION

FIN15H
HILLCAT STRONG

15 CREDITS + GRADUATE ON TIME = FINISH HILLCAT STRONG!

START STRONG EACH SEMESTER   GRADUATE ON TIME   FINISH HILLCAT STRONG!

At RSU, we believe that the payoffs for taking at least 15 hours per semester are huge:
- Reduced student loan debt
- Savings on tuition, housing, and fees
- Better academic outcomes
- Earlier entry into your career

Plan for it. Talk with your advisor about building a balanced schedule with the right courses for your degree.

Schedule it. Register for at least 15 credit hours each semester or 30 hours a year to stay on track.

Commit to it. Get to know your professors, prioritize your studies, and talk to the campus counselor if you need help.

Stay Steady, take 15 hours per semester and finish **Hillcat Strong!**

ROGERS STATE
UNIVERSITY

Licensing

The mission of trademarks and licensing through the RSU Communications & Marketing office is to 1) ensure proper and consistent use of the university's branding, trademarks and logos by administrating a controlled usage 2) protect and enhance the university's name, reputation and image by ensuring that all uses of the university's name are done professionally, tastefully and a quality which reflects positively on the institution 3) generate income to support and build a stronger scholastic environment for the university.

All names, logos, trademarks, seals, slogans, images and mascot associated with or in any combination referring to Rogers State University are the exclusive property of this institution. Use of these marks for resale or other commercial purposes must be purchased through a licensed vendor and obtain approval through the RSU Communications & Marketing office. The RSU Communications & Marketing office and the Associate AD for External Operations are responsible for protecting the use of Rogers State University trademarks and for commercial licensing of the University marks.

For more information on logos, trademarks, usage and licensing with RSU, please contact the RSU Communications & Marketing office:

RSU Communications & Marketing
1701 W. Will Rogers Blvd.
Claremore, OK 74017
Office: 918-343-7771 | Fax: 918-343-7854 | Email: pr@rsu.edu | www.rsu.edu/public-relations

In partnership with the university, the RSU marks are facilitated and distributed under a licensing program by Learfield Licensing Partners. Usage of these marks will require approval through Learfield Licensing Partners or written permission from the RSU Communications & Marketing office.

For more information obtaining a license for use of Rogers State University trademarks for commercial use, please contact:

Learfield Licensing Partners
8900 Keystone Crossing Suite 605
Indianapolis, IN 46240
Office: 317.669.0808 | Fax: 317.669.0810 | www.learfieldlicensing.com