



# telling our story

SOUTHERN  
OREGON  
UNIVERSITY

B R A N D

M E S S A G I N G

A N D

V I S U A L

I D E N T I T Y



## Telling the Southern Oregon University Story

After a yearlong research process involving the campus community, alumni, high school students, and parents of prospective students, we have arrived at three key messages that uniquely define Southern Oregon University:

*Connected learning, intellectual creativity, and our stunning natural environment and quality of life.* This manual outlines the visual identity system we have developed to communicate this brand, allowing enough flexibility to convey our story to both new audiences unfamiliar with our surroundings and lifelong fans with Raider pride in their veins.



# contents

4	Brand Promise
5	Key Messaging
8	Samples
12	Photography
13	Color
14	Skin
15	Type
16	Layout
17	Wordmark
18	The Raider
19	Other Identifiers
20	Paper
21	Formatting Correspondence
22	The Web
23	PowerPoint



## Brand Promise

*Southern Oregon University promises to open a world of inspiration to our students by celebrating creativity, making connections to our community, and encouraging exploration of our unique natural environment.*

The brand promise is a fundamental statement about the work we do at SOU. It creates a shared understanding of what our university promises to do more effectively than any other institution. The brand promise is an internal tool that focuses our thinking and guides our actions and strategies.

## Key Messaging

Following are three key messages accompanied by potential headlines illustrating those messages. We encourage the entire community to use this verbiage when talking about SOU to prospective students, families, current students, alumni, and community members. Feel free to pilfer this language for correspondence, publications, PowerPoints, and other communications.

The Marketing and Communications Office is constantly gathering stories that illustrate these messages. People remember stories about people. We need your help to build this database. Tell us your stories about faculty, students, staff, alumni, friends, donors, and partners.

We want to show that SOU attracts people who think creatively, bring a fresh perspective to the world around them, and share that perspective in meaningful ways.

We will be using these stories on the web as well as in our recruitment materials, outreach to alumni and donors, and public relations efforts.

Celebrate all that is Southern Oregon University. Share your stories with us at [stories@sou.edu](mailto:stories@sou.edu).

## Key Messages

The key messages are the pillars of our brand. They are what distinguishes SOU from its competitors.

- *At Southern Oregon University, connected learning experiences transform a student's education.*
- *At Southern Oregon University, we celebrate intellectual creativity and original thinking.*
- *At Southern Oregon University, we are inspired by the environment and quality of life in our region.*





## Key Message 1

*At Southern Oregon University, connected learning experiences transform a student's education.*

Any university can teach theory. But that only gives students a fraction of what they need. To learn, explore, and discover what really matters to them, students need to make a connection. And that's exactly what happens at Southern Oregon University.

For our students, learning goes far beyond the classroom. Our faculty encourage them to take what they are learning and put it into practice in the community, equipping them with the experience they need to immediately enter the workforce upon graduation. Our students go backstage and behind the scenes of the region's economic engines: Oregon Shakespeare Festival, Harry & David, Asante Health System, Britt Festivals, and Lithia Motors. Long before they graduate, SOU students are making connections that transform their educations, their lives, and the world around them.

Through connected learning experiences—including internships, mentor relationships, field study, volunteerism, and civic engagement—students translate learning into meaning as they apply classroom theory to their surroundings. Beyond their own learning, students have the opportunity to be a force of change in the community, bringing a fresh and informed perspective to real challenges.

That doesn't happen just anywhere. But then, southern Oregon isn't just anywhere. This environment provides a unique opportunity for SOU students to share their knowledge and passions—and to watch their ideas come to life in the real world.

### Stories

- Our students performed research at Blue Ledge Mine that changed Forest Service policies.
- Associate Professor of Chemistry Greg Miller's students proved there is a difference between grass-fed versus grain-fed/free range versus confined beef.
- SOU students help the aging community remain active and healthy through internships at Pacific Retirement Services.
- Theatre majors serve as guest directors and appear both on stage and behind-the-scenes at the Oregon Shakespeare Festival.
- Music majors perform and intern at Britt Music Festival.
- Environmental studies majors work with the Bureau of Land Management and city agencies to conduct research and influence policy.
- A freshman working at RVTV was appointed master control within his first year at SOU.

### Possible Taglines/Headlines

- Change the world before you graduate.
- Don't be surprised when we tell you to get out of the classroom.
- Theory into practice.



## Key Message 2

*At Southern Oregon University, we celebrate intellectual creativity and original thinking.*

We don't simply encourage our students to be creative. We surround them with a culture based on creative expression and original thinking. We expose them to different points of view. We challenge conventional thinking. And we provide an open, inclusive environment where students are free to speak their minds.

It starts with our community. Southern Oregonians have a reputation for doing things differently. For not following established rules and traditions. For being open to unconventional ideas and creative ways of thinking. This rich environment of imaginative individuals spans all fields of study and provides a common ground for students from around the world to collaborate on new and inventive visions.

The local arts community, including the internationally acclaimed Oregon Shakespeare Festival, inspires our creativity. But it's more than just the arts that get us going. It's a way of thinking that stretches boundaries. The University embraces this creative spirit in the ways we interact with students, teach, and involve the community in the educational process.

At SOU, it's not business as usual. We push ourselves, our students, and our community to find creative solutions to tomorrow's challenges. And together, we're discovering new ways to think and be in this changing world.

### Stories

- Our video production students produce movie trailers that have been playing in theaters along the West Coast.
- Art major Trisha Johansen spent two-and-a-half terms designing and constructing *Swamphorse*, a 500-pound sculpture melding biology with art that permanently inhabits Hannon Library.
- Alumnus Michael Geisen was named 2008 National Teacher of the Year.
- A business student took his capstone project and collaborated with two fellow students to start a biodiesel recycling business in the Rogue Valley.

### Possible Taglines/Headlines

- An education for a new generation.
- Creativity at every turn.
- This is not your parent's college education.
- Discover new ways of thinking.
- A global perspective. A personal experience.



### Key Message 3

*At Southern Oregon University, we are inspired by the environment and quality of life in our region.*

We're passionate about our work—and our play. And who wouldn't be in SOU's creative learning environment and southern Oregon's inspiring landscape?

SOU values tradition and celebrates innovation. We care about each other and our environment. We live green. With campuses in Ashland and Medford, our students and faculty enjoy the benefits of small-town life while experiencing big-city culture and opportunities.

Our mountains and streams are more than just an impressive backdrop—they serve as classrooms for outdoor leadership, environmental studies, biological research, and hospitality and tourism. SOU students don't just read about grazing rights, land management, water quality, and wine production—they are out in the field learning firsthand. The wild and scenic Rogue River, the Cascade-Siskiyou National Monument, Crater Lake National Park, the Kalmiopsis Wilderness Area, and the Deer Creek Center for Field Research and Education offer living, learning laboratories a short distance from campus.

When we play, we head out to Mt. Ashland just twenty minutes away or picnic at nearby Emigrant Lake, Hyatt Lake, or Lake of the Woods. We love to ski, hike, bike, swim, raft, backpack, climb, and play in our own backyard.

It all comes together naturally at SOU—fuel for your intellectual spirit, inspiration for your soul. Come join us at play and at work.

### Stories

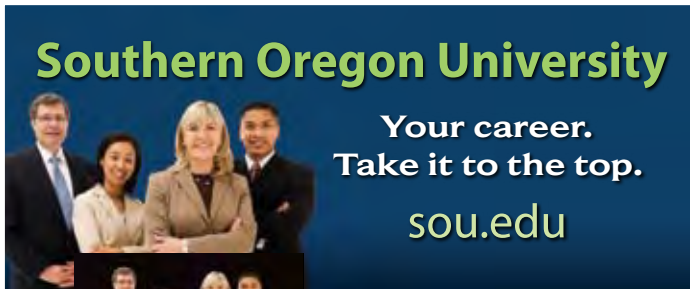
- Two SOU students challenged the formation theory about Crater Lake's Phantom Ship.
- Professor of Environmental Studies Greg Jones is changing the world with his research on climate change and viticulture.
- SOU's student-run Ecology Club of the Siskiyou (ECOS) runs an organic garden open to both campus and community members, and produce is used to feed the homeless and hungry.
- Outdoor Programs organizes a range of outdoor activities (e.g., skiing, hiking, and rafting trips) throughout the academic year.

### Possible Taglines/Headlines

- Hit the books. Then the slopes.
- Fuel your mind. Feed your spirit.
- Stand out.
- Real world. Real experience. Real fun.



# samples

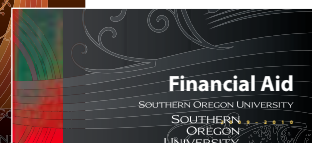
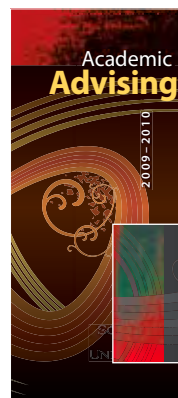


Billboards and print ads from 2008–2009.





# samples



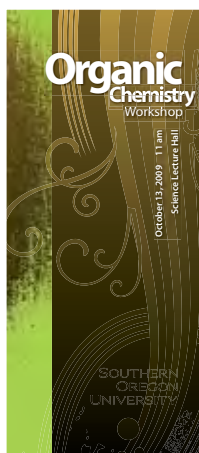
Alumni and Foundation materials, as well as materials geared to current students and alumni, employ SOU's traditional palette.

# samples



## Banners

Alternating red and gold lamppost banners create a powerful and elegant presence on Siskiyou Boulevard.



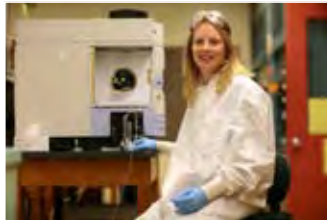
Our identity is designed to maintain consistency while remaining flexible enough to avoid a cookie cutter monotony. The communications will be instantly recognizable as SOU, but nuanced to show continuous evolution.

# photography

Photography is an important element in communicating the SOU brand. Photos should be evaluated for their communication of *intellectual creativity and originality, connected learning*, and our unique *natural environment and quality of life*. Concern should be given to content, composition, and color. If a photo is of poor quality in any of these areas, the wiser choice is to refrain from its use. Either seek a replacement, or proceed without the use of photography. A bad photograph detracts from even the most eloquently presented written text.

Care should also be taken to ensure that photos are scanned properly, and that they possess sufficient resolution for their intended use. If a photo has been dragged from the web, the odds are very scant that it will be reproducible in print, whereas a photo of sufficient resolution for print should be scaled down for web use to prevent slow page loading.

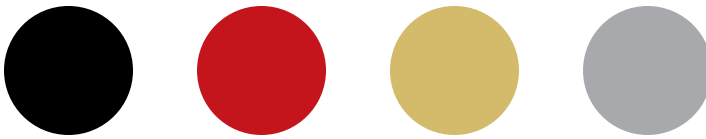
University-approved photos are available for download at [sou.edu/brandtools](http://sou.edu/brandtools). Call the Office of Marketing and Communications for your password. Please keep in mind that the password is not to be shared with the general public.





# color

SOU's official colors are red and black. Moving forward with our brand, our visual identity now features an approved palette of colors capable of illustrating the complex and diverse concept of learning. These may be used in many combinations, either with or without red and black. Since creativity, originality, connectedness, and our stunning environment are the pillars of our brand, it is important to communicate these strengths in nonverbal ways. There are three major components in the SOU palette: environmental, connectedness, and traditional. The "intellectual creativity and original thinking" pillar of our brand is supported with the use of photography and the skins described on pages 12 and 14. These colors work in tandem with an overall system built to effectively share our story with the world.



**Traditional.** Employs Southern's legacy colors, best used when relating to groups already acquainted with SOU history, such as alumni, foundation, and Raider athletics. This is a crucial element of university history that must be continually represented even as other aspects of our brand assume a more significant role.



**Environmental.** A cool, natural palette, useful for communications with audiences unfamiliar with our natural environment. This is the "go to" palette for relations based on our primary pillar, that of culture and community.



**Accent.** A diverse system of visual identity has room for a limited variety of accent colors. Check with the Office of Publications prior to employing these colors.



While photography and color will go a long way toward communicating our brand, pattern lends an intriguing abstract component that can convey **intellectual creativity and original thinking** in an easily incorporated way. The primary application of these skins is as background or augmentative element; they are not intended for use as stand-alone replacements for photographs. As an ingredient in our visual identity, skins can be kept fresh as trends change. The Office of Publications has hundreds of rights-free patterns available to any who wish to add this layer of detail to their work.



**Diverse Consistency** A sampling of the sort of patterns available. See the “Samples” spread for some methods skin can be implemented. In this example, we show how skins can be darkened or lightened to accomodate additional elements. Our collection of abstracts covers a wide range of topics and approaches.

# type

Consistent typography is vital to a successful visual identity. Our standard typefaces are Minion Pro and Myriad Pro, a robust pairing since 1992. These faces allow the text to communicate clearly without distracting from the content, and they easily team with more distinctive accent faces. In written communications, typography conveys the voice of the University. In keeping with the spirit of our brand message, our typefaces are contemporary, flexible, and highly functional.

## Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?\$&%

## Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?\$&%

## Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?\$&%

## Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?\$&%

## Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?\$&%

## Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?\$&%

## Guidelines

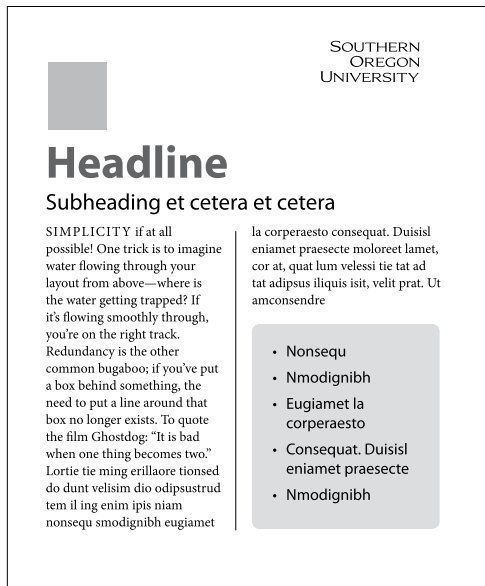
Type should be sized with the scannability of the finished page in mind. Overly large type for the mere sake of “making it bigger” can detract from legibility by creating a crowded and unattractive page (see “Layout” on page 16). At first glance, the reader should see a page that is well-organized and clearly defined, with enough white space (10 percent minimum) to guide the eye as it assesses the information presented.

If you do not have Minion Pro installed, **Times New Roman** may be substituted for body text in Microsoft Word documents. Those without Myriad Pro may use **Gill Sans**, an excellent face for headings and subheadings.

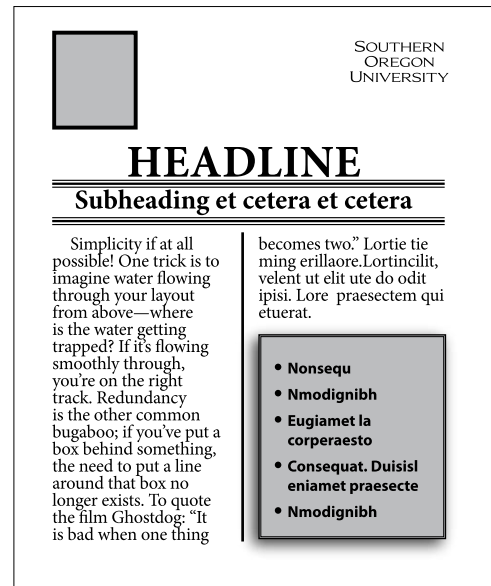
In web design, use **Verdana** for sans serif type, while **Georgia** can serve as your serif typeface.

# layout

When in doubt, simplicity if at all possible! One handy layout trick is to imagine water flowing through your layout from above—where is the water getting trapped? If it's flowing smoothly through, you're on the right track. A good way to establish flow is to keep an eye out for alignment opportunities; Clean lines are a great way to make a piece feel organized. Redundancy is another common bugaboo; if you've put a box behind something, the need to put a line around that box no longer exists. To quote the film *Ghostdog*: "It is bad when one thing becomes two."



Yup. Lets the eye do a little work.



Nope. Makes the mind do a lot of work.

# wordmark

The SOU wordmark, or logotype, is used consistently throughout print, web, and video communications. The wordmark is **always** either black, red, or white and is shown here in its four configurations: one-line; three-line right-aligned; three-line centered; and three-line left-aligned. There is a long tradition of logotypes in the world of visual identity. Our wordmark is quite young in terms of identifier years. Struck in a contemporary/classical face and gently customized, our logotype should serve us well for years to come.

Please email [pubs@sou.edu](mailto:pubs@sou.edu) to request the wordmarks.

## SOUTHERN OREGON UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

## SOUTHERN OREGON UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

## SOUTHERN OREGON UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

# the raider

The red-tailed hawk mascot and spirit mark are vital parts of our identity. The Raider hawk is best deployed in communications slanted toward school spirit, pride, and tradition.

Its use is not necessary in pieces that introduce an audience to SOU for the first time. If a more general approach is called for, over-emphasis of the hawk can confuse or dilute a message focused on our brand of intellectual creativity, connected learning, and cultural and environmental uniqueness. That having been said . . .

*Go Raiders!*



**Raider Hawk.** Main identifier for promoting Raider Athletics.



**Raider S.** Used primarily for athletics uniform graphics.

# other **id**entifiers

In addition to the University wordmark and Raider spirit mark, the President's Medal Seal may be used when more historical tradition is required, while the monogram can be employed in less formal publications.



**President's Medal Seal.** For specific uses related to the Office of the President.

# SOU

**Monogram.** Works as part of our wordmark package. For audiences already familiar with the SOU story.



**Traditional Seal.** Our most historic identifier. This mark will be updated to convey a sense of tradition with a more contemporary execution.

SOUTHERN OREGON  
UNIVERSITY FOUNDATION

**Foundation Wordmark.** Works as part of our wordmark package for Foundation communications.

SOUTHERN  
OREGON  
UNIVERSITY  
FOUNDATION

SOUTHERN OREGON  
UNIVERSITY FOUNDATION



**Former logo. DISCONTINUED.** The SOU wordmark replaces this identifier.



**Former Seal. DISCONTINUED.** This graphic was not created for broad use.

# paper

**Letterhead, envelopes, and business cards** are available through Printing and Copy Services. The stock used for the two-color (black and red) letterhead and blank overflow sheets is 70# Environment, which is 100-percent recycled. Business cards are printed on 80# Environment Cover, also 100-percent recycled. The envelopes are 80-percent recycled on 24# Environment Ultra.

A more economical black-and-white alternative letterhead is available on 60# Environment (80-percent recycled), paired with 24# White Wove envelopes (non-recycled).

Please note: Discontinued logos (page 19) are no longer used on **any** University communications.





# formatting correspondence

Clean, clear, and simple is best. Margins and type sizes/styles are shown here. **No photographs, logos, or graphics besides the wordmark should appear on official University correspondence and business cards.** Conservation of paper is important, but so is maintaining an attractive image throughout our printed materials. If your letter does not fit gracefully onto a sheet of letterhead using these dimensions, please use a blank second sheet of the same stock (available at Printing and Copy Services).

Letters should be formatted in block style as shown below. It is important to maintain consistency in all University communications, right down to the stock, typestyle, and formatting of a simple letter.

**Letter Template:**

2" minimum

**SOUTHERN OREGON UNIVERSITY**  
OFFICE OF ADMISSIONS

First Name MI Last Name  
Street Address 1  
City, ST Zip

Date

Dear First Name:

I am excited to hear of your interest in Southern Oregon University! Located in the culturally dynamic city of Ashland, the main campus is surrounded by a beautiful, mountainous environment with plenty of recreational opportunities. Our excellent academic programs attract 5,000 students from around the world. SOU is small enough to offer an individualized education, yet large enough to afford students a wide variety of academic, social, and cultural opportunities.

Southern Oregon University offers more than 100 areas of study. Our University Studies program provides students with a comprehensive and academically rigorous educational foundation. We are proud of our 21:1 student-to-faculty ratio, the small average size of our classes, which are taught solely by faculty, and are complemented by internships, state-of-the-art technology, and research opportunities. Whatever your interests, you will find a supportive and active campus community.

Detailed information about SOU can be found in the en...  
Admissions website: [sou.edu/admissions](http://sou.edu/admissions). We are accepti...  
now, and our Priority Deadline is February 15, 2009. It's...  
us know what questions you have and how we can be of...  
working with you through your college search process.

Sincerely,

Name  
Title

2" minimum

1250 Siskiyou Boulevard • Ashland, Oregon 97520-5045  
TEL 541-552-6411 or 800-482-7672 • FAX 541-552-8403 • EMAIL [admissions@sou.edu](mailto:admissions@sou.edu) • WEB [sou.edu/admissions](http://sou.edu/admissions)

**Business Card Template:**

**SOUTHERN OREGON UNIVERSITY**  
OFFICE OF ADMISSIONS  
1250 Siskiyou Boulevard  
Ashland, Oregon 97520-5045

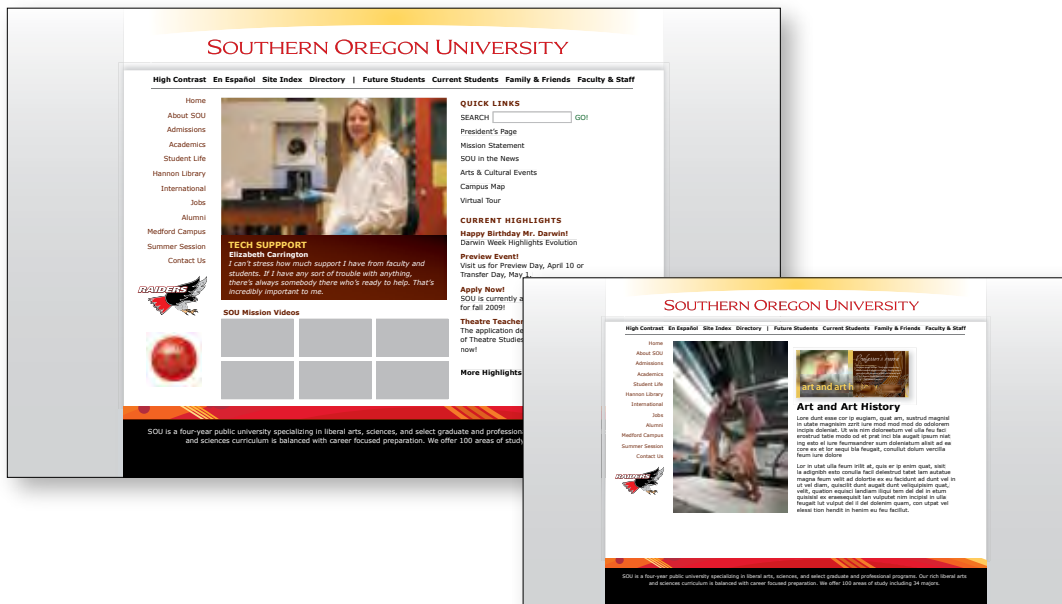
First Name MI Last Name  
Street Address 1  
City, ST Zip

**Type for address:  
Minion Pro or  
Times New Roman  
10 point**

# the web

Good web design is clean, clear, and uncluttered. One of the keys to good navigation is to keep the user from having to spend a lot of time thinking or trying to figure out how things work. The proposed design shown here accomplished this by using grouping, alignment, and space to make all options easily recognizable at a quick glance. Our brand is supported largely through photography and the accompanying testimonial, as well as links to numerous compelling videos showcasing faculty, staff, and alumni describing their SOU experience.

Subsequent pages will reflect the same overall structure and look, with content sharing the many aspects of the SOU story.



## Web Levels

Department home pages have consistent information (professor / student testimonial, faculty profiles, career options, successful alumni, curriculum, and contact information).

# powerpoint

Consistent imagery and typography are important regardless of the communication media. That includes PowerPoint. These examples were created using Gill Sans for the typeface, as well as background patterns (available at [sou.edu/marketing/brandtools](http://sou.edu/marketing/brandtools)). We recommend using no more than 7 bullet points per slide—any more than that is an invitation to crowding, which leads to illegibility.

## standout



- Point one
- Point two
- Point three
- Point four
- Point five
- Point six
- Point seven

---

SOUTHERN OREGON UNIVERSITY

## theory into practice



- Point one
- Point two
- Point three
- Point four
- Point five
- Point six
- Point seven

---

SOUTHERN OREGON UNIVERSITY

SOUTHERN  
OREGON  
UNIVERSITY

