Basics

This publicity guide details the visual elements that support our current brand. When used correctly and consistently, these elements speak for our organization in a tone that is supportive of our values and ideals.

It is important to understand that the design of the Campus Activities Council brand is not random or abstract. It is a deliberate attempt to strengthen our brand both internally and externally. The visual elements, and ways in which they can be used, reinforce the values of our organization.

This publicity guide will help define the organization’s brand for our students, administrators and university community. In some cases this guide provides strict rules on how to use- and not use- various parts of our brand. It is important to remember that beyond this basic publicity guide, the brand can also be evolved and adapted to fit each event.

Style

colors, font and logo

Colors

1. C= 99, M=86, Y=7, K=0

2. C= 2, M=15, Y=99, K=0

Font

1. Myriad Pro

Appropriate sizes for body text are between 10-16 pt depending on the text. Appropriate sizes for header text include anything 4+ pts higher than the body text in an appropriate ratio.

Tip: Bold can be applied to easily distinguish and designate a header text.

Logo

The official CAC logo is to be printed only in its original colors of white and yellow, solid white or any other color combination approved by the CAC PR Chair. In an effort to brand CAC and all of its events, you must include the official CAC logo on your publicity.
General Procedures

• All printed materials must say “University of Oklahoma Campus Activities Council” followed by the name of the event. There are opportunities to just use the CAC logo on materials, please ask the PR Chair for more details.

• All publications must be reviewed by the advisor and the PR Chair.

• A registered trade mark symbol must always follow any university trademarked phrase or logo, including the schooner, the inter-locking “OU”, “Sooner”, and “University of Oklahoma.”

• “The University of Oklahoma” must precede “Campus Activities Council” on all publications.

• The following statements must appear on every item printed by CAC (including applications, agendas, posters advertisements, website, etc.)
  - Printing funded by SGA
  - For accommodations on the basis of disability, please call 405-325-3163
  - The University of Oklahoma is an Equal Opportunity Institution

Note on Photographs and Videos: Before photographs or video footage can be used in any university publication, identifiable people in the photos must sign a talent release agreement. Talent releases can be obtained at ou.edu/publicaffairs/mediacenter.

• The Official slogan of Campus Activities Council is “Bringing College to Life.”
• The Official logo of Campus Activities Council is the torch moniker.
• Please send all designs to the Publicity committee for approval.

Duties of the Public Relations Chair

- Serves on the General Council Executive Board, and assumes all responsibilities of that position.
- Assists Graduate Assistant in acquiring bids for all t-shirts for Campus Activities Council.
- Publicizes any General Council events and happenings, such as applications for General Council.
- Has all passwords/logins for CAC social media accounts.
- Assists Graphic Designer with any graphic work for events for which they are assigned.
- Ensures that event chairs are following Public Relations/Design deadlines.

Duties of the Graphic Designer

For each event, the graphic designer is responsible for:

- Logo
- Flyer
- T-shirt
- Profile picture
- Cover photo

*(Any extra event-specific materials must be approved by Public Relations Chair and Graduate Assistant)

*Please remember to CC Public Relations Chair, Graduation Assistant and Graphic Designer on all correspondence regarding these materials.
All things publicity
*t-shirts, graphics, posters, flyers, banners and chalking
*please note that publicity is extremely time sensitive and requires thorough planning for the best results.

8 weeks out

1. Create a design concept for your t-shirt using executive team member’s ideas.

2. Fill out the Graphic Designer Wufoo form and collaborate with the CAC Graphic Designer, PR Chair, and Graduate Assistant.

3. Finalize design/publication

6 weeks out

4. Send order information to Public Relations Chair. With this information, the Graduate Assistant will acquire bids, and follow through Licensing Procedures with the University.
   a. Quantity of T-shirts, total number and per size
   b. Color and Style of T-shirts
   c. Color(s) of Logo (Number of Colors for Front and Back)
   d. Any Special Design or Any Specific Requests
   e. Deadline for delivery of t-shirts

5. While the Public Relations Chair is getting artwork approval from Licensing and Student Affairs, fill out “pink form”

At least one week out

• Fill out Campus Display Form for Student Organizations, which can be found in Student Life. This form may be turned in to the Student Life Office. You can also fill out forms online at studentlife.ou.edu

• Attach poster design to request.

• Allow at least five business days for form approval.

• Processes for Publicizing at the Residence Halls and in the Union must be coordinated through the Residence Life Office in Walker, and the Union Business Office.
Web site, social media and other requests

Note on Web Sites:
The CAC PR chair is responsible for maintaining the CAC website and its child pages. Each event may register “contributors” to make updates that will be published by the CAC PR Chair. To request a website update, email the CAC PR chair. Please allow 72 hours.

Note on Social Media:
In an effort to brand the Campus Activities Council through social media, all events will use the official CAC accounts to carry out their social media campaigns. No event is allowed to have individual accounts. Please contact the Public Relations chair for the passwords to any account. Allow 24 hours for response.

Note on Sponsorship:
Please allow one week for sponsorship packets. When requesting a packet, provide at least 4 pictures, a brief description/statistics about your event and sponsorship levels.

Accounts
Website
cac.ou.edu

Facebook: facebook.com/oucac
Twitter: @OUCAC
Instagram: OUCAC
YouTube: OU CAC
Pinterest: OU CAC

Grammar
(According to AP Style)

1. Events and activities are always “on” the South Oval, never “in” the South Oval.

2. The official name of locations must be given
   Ex: The Molly Shi Boren Ballroom in the Oklahoma Memorial Union vs. the union ballroom.

3. Times should be listed following the below examples:
   8 - 10:30 a.m., 11 a.m. - 3 p.m., 4 -7 p.m., noon - 5 p.m.

4. a.m. and p.m. are always written in lower case with periods

5. 12 a.m. is to be listed as midnight and 12 p.m. are to be listed as noon.

6. The name of the institution is “The University of Oklahoma.” The initials OU may be used on second reference.

7. Avoid the most common grammar mistakes such as your vs. you’re, it’s vs. its, there vs. their vs. they’re, affect vs. effect, and then vs. than.

Contact Us
Haley Cowan
Graduate Assistant
haleycowan@ou.edu

Kelsey Gosdin
Public Relations
kgosdin@ou.edu

Nate Wiewel
Graphic Designer
nateweiwel@ou.edu