



AGRICULTURE

BRAND GUIDE

**Brand guidelines for departments, programs,
units, centers and institutes under the Division
of Agricultural Sciences and Natural Resources.**

- ▶ Ferguson College of Agriculture
- ▶ Oklahoma Agricultural Experiment Station
- ▶ Oklahoma Cooperative Extension Service



OSU AGRICULTURE BRANDING GUIDELINES

The Oklahoma State University Agriculture brand guidelines apply to all academic and state agency programs and units under the OSU Division of Agricultural Sciences and Natural Resources.

OSU Agriculture adheres to the brand guidelines established by OSU Brand Management. The exceptions provided have been approved for unique instances in which OSU Agriculture's needs deviate from the guidance provided by the university. Outside of the guidance detailed directly in this supplemental brand guide, OSU Agriculture must follow the direction of university brand guidelines.

OSU Agriculture brand guidelines are upheld by Agricultural Communications Services and the OSU Agriculture digital governance committee. For questions or concerns regarding logo use and other communications and marketing needs, contact agcommservices@okstate.edu. For website and digital projects, contact digital@okstate.edu.



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AGRICULTURE

THE POWER OF A BRAND

As an employee of the Division of Agricultural Sciences and Natural Resources, you are in the position to help bring our story to the world.

Our brand is the essence of who we are and everything we do to fulfill our land-grant mission of teaching, research and Extension. To better serve our mission, Agricultural Communication Services (with guidance from OSU Brand Management) created OSU Agriculture brand standards that are detailed in this guide.

The work we perform is vital to our land-grant mission; it is far-reaching and profound. Our brand captures this and provides a stage for expressing it through a distinct story, a consistent voice and a cohesive visual vocabulary. Embraced as a whole, our brand equips us to show our work and tell our stories in ways that are memorably us.

It is our responsibility to promote and protect the excellence that defines the division and OSU. Consistent presentation will leave a permanent mark in the minds of our audiences and help the university achieve the goals set forth in the strategic plan.

This guide establishes the rules for using those elements – teaching, research and Extension wordmarks, as well as OSU marks, the academic seal and Pistol Pete – in all media. Typography and color palettes are outlined, as well as appropriate contexts. I charge each member of our division to properly use our brand standards which are governed by Agricultural Communications Services and my office.

Thank you for your continued commitment to our identity. I hope, with these resources, we will continue to make an impact on our students, faculty, staff and stakeholders.

A handwritten signature in black ink, appearing to read 'Thomas G. Coon'.

THOMAS G. COON
VICE PRESIDENT AND DEAN

Division of Agricultural Sciences and
Natural Resources

OSU BRAND GUIDELINES

BRAND OVERVIEW

OSU Agriculture adheres to the guidance of university Brand Management regarding OSU official marks, colors and fonts.

OSU official marks, color palettes and fonts apply to all OSU Agriculture departments, programs, units, centers and institutes.

University brand guidelines can be found at the link provided below. Reference the OSU Brand Management website for logo use guidelines, fonts, color formats, editorial style, print and digital advertising and more information about the university brand.

brand.okstate.edu


PRIMARY MARK | THE BRAND



SECONDARY MARKS | PISTOL PETE • ACADEMIC SEAL • UNIVERSITY NOMENCLATURE



PRIMARY COLOR PALETTE | ORANGE • BLACK • WHITE

	PANTONE 021 CMYK 0, 75, 100, 0 RGB 250, 100, 0 HEX Fe 5c 00		CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX 00 00 00		CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX ff ff ff
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SECONDARY COLOR PALETTE | LIGHT GRAY • DARK GRAY

	PANTONE Cool Gray 2 CMYK 5, 3, 5, 11 RGB 208, 208, 206 HEX dd dd dd BLACK 15%		PANTONE Cool Gray 10 CMYK 40, 30, 20, 66 RGB 99, 102, 106 HEX 75 75 75 BLACK 80%
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PRIMARY FONTS | GOTHAM NARROW • SENTINEL

Gotham Narrow

Sentinel

SECONDARY FONTS | FJALLA ONE • RUBIK

Fjalla One

Rubik

SCRIPT FONTS | BICKHAM SCRIPT PRO • PARKSIDE

Bickham Script Pro

Parkside

AGRICULTURE LOGOS

LOGO GUIDELINES

All materials produced on behalf of OSU Agriculture must be branded with the appropriate OSU affiliated mark.

The OSU primary mark provides crucial and immediate recognition of all materials produced on behalf of the university.

As a direct line from OSU to the public, it is important that OSU Agriculture follows logo usage guidelines in all branding materials. This includes publications, flyers, social graphics, advertisements, press releases, email signatures, reports, t-shirts and any additional materials produced affiliated with the university.

No logos outside of the logos provided by Agricultural Communications Services may be used on behalf of the Division of Agricultural Sciences and Natural Resources. Find all OSU Agriculture logos approved for use or request an additional logo at the link below.

acs.okstate.edu/logofarm

AGRICULTURE

The OSU Agriculture logo is the primary mark for the Division of Agricultural Sciences and Natural Resources.

This includes any appointments or programs that are dual funded between state agencies and the university. The Division of Agricultural Sciences and Natural Resources logo may also be used, preferred for official documents not viewed by the general public.

AGRICULTURE LOGO | PRIMARY



AGRICULTURE



AGRICULTURE

DIVISION OF AGRICULTURAL SCIENCES and NATURAL RESOURCES LOGO



DIVISION OF
**AGRICULTURAL SCIENCES
AND NATURAL RESOURCES**



DIVISION OF
**AGRICULTURAL SCIENCES
AND NATURAL RESOURCES**

AG RESEARCH

The OSU Ag Research logo is the primary mark for items and materials branded on behalf of the Oklahoma Agricultural Experiment Station.

Recommended use of the full Oklahoma Agricultural Experiment Station logo is limited to official documents or other materials not distributed to the general public.

AG RESEARCH LOGO | PRIMARY



OKLAHOMA AGRICULTURAL EXPERIMENT STATION LOGO



RESEARCH STATIONS

Each research station logo suite includes three variations of the logo wordmark. Determine best use as directed below.

- **Research Station | OSU Ag Research**
Use for applications to be viewed by the general public.
- **Research Station | Oklahoma Agricultural Experiment Station**
Use for applications to be viewed by lawmakers, shareholders, etc.
- **Research Station**
Use for applications that would render the full research station logo illegible.

RESEARCH STATION LOGO | OSU AG RESEARCH



RESEARCH STATION LOGO | OKLAHOMA AGRICULTURAL EXPERIMENT STATION



RESEARCH STATION LOGO



EXTENSION

The OSU Extension logo is the primary mark for all items and materials branded on behalf of the Oklahoma Cooperative Extension Service.

Recommended use of the full Oklahoma Cooperative Extension Service logo is limited to official documents or other materials not distributed to the general public.

EXTENSION LOGO | PRIMARY



OKLAHOMA COOPERATIVE EXTENSION SERVICE LOGO



EXTENSION DISTRICT AND COUNTY LOGOS

Extension district and county logos shall be used in instances that require distinction of specific Extension offices.

Examples of these instances include t-shirts, office signage, flyers, digital graphics and other promotional or educational materials created on behalf of the county or district.

EXTENSION DISTRICT LOGO



EXTENSION COUNTY LOGO



FERGUSON COLLEGE OF AGRICULTURE

Logos developed on behalf of the Ferguson College of Agriculture follow logo formats for academic departments as established by OSU Brand Management.

For further information regarding academic logo use, visit the OSU brand management website.

brand.okstate.edu

FERGUSON COLLEGE OF AGRICULTURE LOGO



ACADEMIC DEPARTMENTS

ACADEMIC DEPARTMENT LOGO | FERGUSON COLLEGE OF AGRICULTURE

Each academic department logo suite includes two variations of the logo wordmark. Determine best use as directed below.

- **Academic Department Logo | Ferguson College of Agriculture**
Primary logo used for most applications.
- **Academic Department Logo**
Use for applications that would render the full academic department logo illegible.



ACADEMIC DEPARTMENT LOGO



4-H YOUTH DEVELOPMENT

The 4-H Youth Development co-branded logo is the primary mark for Oklahoma 4-H Youth Development.

The 4-H clover is a federally protected logo and must be used in accordance with 4-H Youth Development brand guidelines, in addition to university brand guidelines. For more information regarding proper and improper use of the 4-H logo, visit the links below.

4h.okstate.edu
nifa.usda.gov

4-H CO-BRANDED EMBLEM

The 4-H co-branded emblem is best used for applications that would render the 4-H co-branded logo illegible.

Uses for the 4-H co-branded emblem can include, but are not limited to, social media avatars, image overlays or embroidered items.

4-H CO-BRANDED DISTRICT AND COUNTY LOGOS

4-H co-branded district and county logos shall be used in instances that require distinction of specific 4-H offices.

Examples of these instances include t-shirts, office signage, flyers, digital graphics and other promotional or educational materials created on behalf of the county or district.

4-H CO-BRANDED LOGO | PRIMARY



OSU EXTENSION
4-H YOUTH DEVELOPMENT



OSU EXTENSION
4-H YOUTH DEVELOPMENT

4-H CO-BRANDED EMBLEM ONLY LOGO



4-H CO-BRANDED DISTRICT LOGO



OSU EXTENSION
NAME OF DISTRICT
4-H YOUTH DEVELOPMENT

4-H CO-BRANDED COUNTY LOGO



OSU EXTENSION
NAME OF COUNTY
4-H YOUTH DEVELOPMENT

CENTERS AND INSTITUTES



BIOBASED PRODUCTS and ENERGY CENTER LOGO



BIOBASED PRODUCTS AND ENERGY CENTER

Division of Agricultural Sciences and Natural Resources

INSTITUTE FOR AGRICULTURAL BIOSCIENCES LOGO



INSTITUTE FOR AGRICULTURAL BIOSCIENCES

Division of Agricultural Sciences and Natural Resources

INSTITUTE FOR BIOSECURITY and MICROBIAL FORENSICS LOGO



INSTITUTE FOR BIOSECURITY AND MICROBIAL FORENSICS

Division of Agricultural Sciences and Natural Resources

OKLAHOMA WATER RESOURCES CENTER LOGO



OKLAHOMA WATER RESOURCES CENTER

Division of Agricultural Sciences and Natural Resources

ROBERT M. KERR FOOD and AGRICULTURAL PRODUCTS CENTER LOGO



ROBERT M. KERR FOOD AND AGRICULTURAL PRODUCTS CENTER

Division of Agricultural Sciences and Natural Resources

PROGRAMS AND UNITS

Programs and units included within OSU Agriculture follow the primary logo template. All exceptions have been approved by administration and are listed below.

PROGRAM and UNIT LOGO TEMPLATE



FAMILY and CONSUMER SCIENCES LOGO and COMMUNITY NUTRITION EDUCATION PROGRAMS LOGO



MASTER GARDENERS LOGO and MASTER GARDENERS COUNTY LOGO



MASTER CATTLEMAN LOGO





STATIONERY SYSTEM

The stationery templates included in this guide are the official templates created for and by the Division of Agricultural Sciences and Natural Resources.

OSU Agriculture stationery templates shall be used only for departments, units and programs that fall under the Division of Agricultural Sciences and Natural Resources. These templates have been established to fit the specific needs of the Ferguson College of Agriculture, Oklahoma Agricultural Experiment Station and Oklahoma Cooperative Extension Service.

Materials included may not be adjusted in any way outside of options specified. OSU Agriculture is driven to uphold the integrity of the OSU brand and create a consistent, unified brand experience.

LETTERHEAD

All departments with Extension or Ag Research appointments must use the primary Division of Agricultural Sciences and Natural Resources letterhead.

The primary templates for Extension and 4-H Youth Development are listed and titled accordingly.

DIVISION OF AGRICULTURAL SCIENCES and NATURAL RESOURCES LETTERHEAD | PRIMARY



DIVISION OF
**AGRICULTURAL SCIENCES
AND NATURAL RESOURCES**

Program/Unit/Office Name
Office Address
City, State Zip
O | Office Phone Number
F | Office Fax Number
url.goes.here.edu

OKLAHOMA COOPERATIVE EXTENSION SERVICE • OKLAHOMA AGRICULTURAL EXPERIMENT STATION
FERGUSON COLLEGE OF AGRICULTURE

4-H CO-BRANDED LETTERHEAD



OSU EXTENSION
4-H YOUTH DEVELOPMENT

Program/Unit/Office Name
Office Address
City, State Zip
O | Office Phone Number
F | Office Fax Number
url.goes.here.edu

DIVISION OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES

EXTENSION LETTERHEAD



EXTENSION

Program/Unit/Office Name
Office Address
City, State Zip
O | Office Phone Number
F | Office Fax Number
url.goes.here.edu

DIVISION OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES


ENVELOPES

All departments, programs and units shall use the primary envelope template provided by OSU Brand Management.


Oklahoma Agricultural Experiment Station, Ferguson academic departments and all non-Extension or 4-H associated programs and units are expected to use the envelope template provided by OSU Brand Management.

Extension and 4-H units, offices or programs will use the envelope templates shown below.

EXTENSION ENVELOPE

 EXTENSION	Office or Program Name Office Address City, State Zip
---	--

4-H CO-BRANDED ENVELOPE

 OSU EXTENSION 4-H YOUTH DEVELOPMENT	Office or Program Name Office Address City, State Zip
--	--

BUSINESS CARDS

The university business card template is preferred for all applications under the Division of Agricultural Sciences and Natural Resources.

DUAL COUNTY BUSINESS CARDS

Dual county business card options are provided for Extension personnel appointed to two counties.

DEFAULT URLS

If a specific URL is not available, use the default options as listed below.

- **4-H:** 4h.okstate.edu
- **Ag Research:** agresearch.okstate.edu
- **Agriculture:** dasnr.okstate.edu
- **Extension:** extension.okstate.edu
- **College:** agriculture.okstate.edu

LOGO OPTIONS

Personnel under the Division of Agricultural Sciences and Natural Resources may choose from a selection of approved wordmarks to place on the back of their business cards. These options are listed on page 17.

For faculty and staff with two or more equally funded academic, Extension or Ag Research appointments, the recommended logo is the primary Agriculture mark.

UNIVERSITY BUSINESS CARD TEMPLATE | FRONT OPTIONS




NAME HERE
 PROFESSIONAL TITLE (REQUIRED)
 Department name (Not required)
 College name (Not required)

O | Office # required
C | Cell # not required
F | Fax # (or office location/address) not required
 email.is.required@okstate.edu

[URLrequired.edu](#) (specific dept. url n/a, use **okstate.edu**)

[URLrequired.edu](#) (specific dept. url n/a, use **okstate.edu**)

EXTENSION DUAL COUNTY BUSINESS CARD TEMPLATE | FRONT OPTIONS



NAME HERE
 POSITION TITLE
 email.is.required@okstate.edu
C | Cell # not required

<p>County Name O Office # is required Address Here, City, State, Zip</p>	<p>County Name O Office # is required Address Here, City, State, Zip</p>
---	---

[countyURLrequired.edu](#) [countyURLrequired.edu](#)

[countyURLrequired.edu](#) [countyURLrequired.edu](#)

BUSINESS CARD BACK | COLOR OPTIONS



BUSINESS CARD LOGO OPTIONS | BACK DESIGN ONLY



OSU EXTENSION
4-H YOUTH DEVELOPMENT



AG RESEARCH



AGRICULTURE



DIVISION OF
AGRICULTURAL SCIENCES
AND NATURAL RESOURCES



EXTENSION



FERGUSON COLLEGE
OF AGRICULTURE



OKLAHOMA AGRICULTURAL
EXPERIMENT STATION



OKLAHOMA COOPERATIVE
EXTENSION SERVICE



AGRICULTURAL COMMUNICATIONS SERVICES TOOLBOX

Visit the Agricultural Communications Services toolbox website to download updated OSU Agriculture templates and additional resources.

Downloadable materials include:

- ▶ Agriculture, Extension, Family and Consumer Sciences and 4-H Newsletter Templates
- ▶ Extension Stakeholder Template
- ▶ Extension and 4-H Social Media Profile Images
- ▶ Agriculture, 4-H, Ag Research, Extension and Ferguson College of Agriculture PowerPoint Presentation Templates

Visit the link below for more information and to view new materials created on behalf of OSU Agriculture.

acs.okstate.edu/toolbox

LEGAL DISCLOSURES

By state law and regents' policy, all publications affiliated with and funded by the university must include the appropriate nondiscrimination and cost statement(s).

"Publications" include printed items that bear the university name and are produced for audiences outside the university. They do not include business cards, announcements, letters, memoranda, invitations or other personally signed communications.

Use the guide on page 20 to determine the appropriate statements for your materials. For more information regarding OSU legal disclosures, visit the following web pages.

acs.okstate.edu/disclaimers
eeo.okstate.edu

COST STATEMENT

The cost statement provides public record of university funding used for printed materials.

The cost statement directly follows the equal opportunity statement on all printed publications. If materials in question will be distributed strictly through digital platforms, the cost statement is not required.

If a publication will be printed using funding outside of university budget accounts, use the following statement.

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

BRAND DISCLAIMER

When brand names are mentioned in a publication, use the following statement.

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

PESTICIDE DISCLAIMER

When pesticides are mentioned in a publication, use the following statement.

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

Note: The pesticide disclaimer contains language pertaining to brand names, thus, the brand disclaimer is not necessary if the pesticide disclaimer is used.

LEGAL DISCLOSURE STATEMENT TABLE

Use the following table to determine appropriate legal disclosure(s) for your publication.

Equal Opportunity Statement

Cost Statement

General University

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

This publication is printed and issued by Oklahoma State University as authorized by the Vice President for Agricultural Programs and has been prepared and distributed at a cost of ____ cents per copy.

OSU Ag Research

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

This report of the Oklahoma Agricultural Experiment Station is printed and issued by Oklahoma State University as authorized by the Vice President for Agricultural Programs and has been prepared and distributed at a cost of ____ cents per copy.

OSU Extension

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

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Director of Oklahoma Cooperative Extension Service, Oklahoma State University, Stillwater, Oklahoma. This publication is printed and issued by Oklahoma State University as authorized by the Vice President for Agricultural Programs and has been prepared and distributed at a cost of ____ cents per copy.

ACKNOWLEDGING USDA SUPPORT BY NIFA

When acknowledging USDA support in accordance with 2 CFR Part 415, grantees must use the following acknowledgment for all projects or initiatives supported by the National Institute of Food and Agriculture, or NIFA.

Whenever practical, NIFA also expects that grantees use NIFA's official identifier in publications, posters, websites and presentations resulting from its award. This identifier can be found at nifa.usda.gov/resource/official-nifa-identifier.

This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number 000-00000-00000.

All publications and other materials, except scientific articles or papers published in scientific journals, must contain the following statement:

Any opinions, findings, conclusions or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

NIFA PROJECT ANNOUNCEMENTS AND INTERVIEWS

Recommended awards will not be announced in any manner by a grantee until approval is obtained by NIFA's communication office. This applies to press releases, newsletters, press interviews or web or social media postings. In many cases, the Secretary of Agriculture may want to personally announce the award.

NIFA grant awardees are requested to coordinate all public announcements with NIFA's communication staff at communicationsstaff@nifa.usda.gov.

Simultaneous announcement by NIFA and the grantee are preferred. The awardee is responsible for acknowledging NIFA support during news media interviews that discuss work supported by NIFA.

OSU Agriculture expects any such grant announcement to be coordinated and released via its official news distribution process in Agricultural Communications Services.



EDITORIAL GUIDELINES

OSU Agriculture is consistent with the editorial style used by OSU, which is based on Associated Press style. However, there are a few exceptions. Clarifications of how OSU Agriculture applies this editorial style are included below.

AP STYLE DEVIATIONS

Advisor, Adviser

- In a departure from AP style, the preferred spelling is advisor.
- Adviser is acceptable for press releases.

Dr.

- Dr. should be used on first reference only when the individual referenced holds a medical degree.
- Do not use Dr. for individuals holding a Ph.D. or Ed.D., except in quoted content.

Said, Says

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

FIND MORE INFORMATION:

- ▶ [Associated Press Stylebook](#)
- ▶ [Oklahoma State University Brand Guidelines](#)
- ▶ [Oklahoma 4-H](#)

OSU AGRICULTURE TERMINOLOGY

OSU AGRICULTURE | DIVISION OF AGRICULTURAL SCIENCES AND NATURAL RESOURCES

The Division of Agricultural Sciences and Natural Resources is a statewide entity of the Oklahoma A&M System that is comprised of the Ferguson College of Agriculture, the Oklahoma Agricultural Experiment Station and the Oklahoma Cooperative Extension Service.

- Spell out the full division name on first reference. OSU Agriculture or organization is acceptable on second reference.
- If the name of the university is used prior to first reference, OSU Division of Agricultural Sciences and Natural Resources may be used.

AGRICULTURAL HALL

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

OSU EXTENSION | OKLAHOMA COOPERATIVE EXTENSION SERVICE

The Oklahoma Cooperative Extension Service is a state agency and the primary outreach organization for the land-grant functions of the Oklahoma A&M System.

- Use OSU Extension as the primary reference for the Oklahoma Cooperative Extension Service.
- Oklahoma Cooperative Extension Service is acceptable when referencing the state agency for official matters.
- Extension is capitalized when used alone or as an adjective to denote Oklahoma Cooperative Extension or the national system, which is a rare departure from the standard of capitalizing only proper names of organizations.

EXTENSION EDUCATOR

Extension Educator is the appropriate title for faculty or staff who work for OSU Extension throughout the state. Never use Extension agent.

OKLAHOMA 4-H YOUTH DEVELOPMENT

Oklahoma 4-H Youth Development is the youth development program of OSU Extension.

- Note the hyphen between 4 and H.
- When referring to a specific 4-H club, club may be capitalized.
- Members are 4-H'ers.
- Avoid beginning a sentence with 4-H (or any number).

OSU AG RESEARCH | OKLAHOMA AGRICULTURAL EXPERIMENT STATION

The Oklahoma Agricultural Experiment Station is a state agency and the primary research organization for the land-grant functions of the Oklahoma A&M System.

- Spell out the full agency name on first reference. OSU Ag Research is acceptable on second and subsequent references.

FERGUSON COLLEGE OF AGRICULTURE

The Ferguson College of Agriculture is the primary teaching and instruction organization of the Division of Agricultural Sciences and Natural Resources.

- The college name must not be reduced to a prefix outside of course descriptions used by the Registrar.
- Spell out the full college name on first reference. Ferguson College is acceptable on second and subsequent references.

FRESHMEN IN TRANSITION

The Freshmen in Transition program is a residential living-learning program for students in the Ferguson College of Agriculture focused on helping them transition to college.

- The Freshmen in Transition program is plural in all instances.
- Spell out the full program name on first reference. The acronym FIT is acceptable on second and subsequent references.

CENTERS AND INSTITUTES

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



QUESTIONS?

CONTACT US

Contact Agricultural Communications Services with any questions regarding OSU Agriculture brand guidelines.

The team of experienced professionals in Agricultural Communications Services is committed to elevating agricultural and natural resources programs and services at OSU.

We deliver all aspects of integrated communications and marketing:

- ▶ Digital
- ▶ Web and social media
- ▶ Branding and campaigns
- ▶ Television shows and educational videos
- ▶ News and feature stories
- ▶ Photography
- ▶ Graphic design and publications

We serve as the news, information and marketing team for OSU Extension, OSU Ag Research and OSU's Ferguson College of Agriculture.

acs.okstate.edu



AGRICULTURAL COMMUNICATIONS SERVICES
Division of Agricultural Sciences and Natural Resources
405-744-4065 | agcommservices@okstate.edu