

SPEARS SCHOOL OF BUSINESS STYLE GUIDE

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SECTION 1 | Graphic Identity Guide

This style guide has been compiled by the Spears School of Business Marketing and Communications unit to provide guidelines for addressing issues of style and grammar that are likely to be encountered while producing marketing and communications items for the Spears School. The present guide is to supplement, not replace, the official *Oklahoma State University Style Guide*, which can be accessed at <http://universitymarketing.okstate.edu/index.php/style-guide>.

OKLAHOMA STATE UNIVERSITY LOGO AND IDENTITY SYSTEM

The *Oklahoma State University Style Guide* provides information about the graphic identity program for Oklahoma State University. The guide provides information about the proper use of the primary university logo, campus logo wordmark, positioning statement, other OSU college/agency wordmarks, the academic logo, nomenclature, athletic logo and spirit marks, athletic brand logo, secondary athletic logo and wordmarks, and Pistol Pete. Download it at <http://universitymarketing.okstate.edu/index.php/style-guide>.

SPEARS SCHOOL LOGO AND IDENTITY SYSTEM

Spears Academic logo (primary SSB logo): *SSB_Shared>Marketing&Communications>Logos>Spears Logos>Dept. & Centers/*

The Spears School logo contains the academic logo and is the configuration preferred for use in Spears School marketing and communications efforts.



- *Departmental/Unit Configuration*



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Spears School seal: [SSB_Shared>Marketing&Communications>Logos>Spears Logos>Dept. & Centers/HOF](#)

The Spears School seal is used in limited situations, including certain academic applications and Spears School Hall of Fame materials.

- *Standard Configuration*



- *Hall of Fame Configuration*



The Associates logo: [SSB_Shared>Marketing&Communications>Logos>Spears Logos>The Associates](#)

The Associates is a select group of individuals whose experience, counsel and participation have had a profound impact on the Spears School's ability to provide a quality educational experience for its students. The Associates provide support through annual giving, endowments and other gifts restricted to the Spears School.

- *Standard Configuration*

The Associates

Watson Trading Floor logo: [SSB_Shared>Marketing&Communications>Logos>Dept. & Centers>Watson Trading Floor](#)

Since 2001, the Charles L. Watson Trading Floor has brought the excitement of Wall Street to the Spears School. Students are able to experience the fervor of a trading-floor through hands-on experience in financial analysis, commodities and financial trading systems, portfolio management and risk management in this state-of-the-art facility.

- *Standard Configuration*



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Center for Telecommunications & Network Security logo: [SSB_Shared>Marketing&Communications>Logos>Dept. & Centers/CTANS](#)

The Center for Telecommunications and Network Security fosters teaching research and outreach in information assurance and digital forensics at Oklahoma State University. The multi-disciplinary center unites faculty from five colleges.

- *Standard Configuration*



MBA 50th Anniversary logo: [SSB_Shared>Marketing&Communications>MBA 50>logos](#)

The Master of Business Administration program at Oklahoma State University will celebrate its 50th anniversary during the 2010–2011 academic year. Since the program was founded in 1960, the OSU MBA program has produced more than 3,000 graduates from diverse backgrounds and disciplines who have made lasting impressions on Oklahoma and the world. During the anniversary celebration year, the Spears School will showcase five decades of integrated, high-quality MBA teaching, research and outreach and will honor the individuals who shaped the program's history and continue to shape its future.

- *Standard Configuration*



National Repository of Digital Forensic Intelligence logo: [SSB_Shared>Marketing&Communications>Logos>Spears Departments & Centers logos>ctans>NRDFI](#)

The NRDFI is a knowledge base for federal, state and local law enforcement agencies to share digital forensic tools, techniques and procedures to help solve cases involving digital media quickly and efficiently. The NRDFI is a joint partnership between the CTANS and the U.S. Department of Defense Cyber Crime Center.

- *Standard Configuration*



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LOGO USAGE

Spears School logos color palette

- *Two-color process version*



- *Single-color spot version*



Spot

PMS 166

CMYK

0-63-100-0

RGB

217-89-0

Web

FF6600



Spot

Process Black

CMYK

0-0-0-100

RGB

0-0-0

Web

#000



Spot

White (blank)

CMYK

0-0-0-0

RGB

255-255-255

Web

FFFFFF



Spot

Process Black

CMYK

0-0-0-100

RGB

0-0-0

Web

#000



Spot

White (blank)

CMYK

0-0-0-0

RGB

255-255-255

Web

FFFFFF

Clear space, minimum size, etc.

The Oklahoma State University style guide provides information about the proper use of all university identify marks. The style guide can be accessed at <http://universitymarketing.okstate.edu/index.php/style-guide>.

Riata Center for Entrepreneurship logo: *SSB_Shared>Marketing&Communications>Logos>Spears Departments & Centers logos>riata*

- *Two-color process version*



- *Single-color spot version*



Entrepreneurship program tagline: *SSB_Shared>Marketing&Communications>Logos>Spears Departments & Centers logos>riata>EEE tagline*

To further brand the Spears School's entrepreneurship program, which consists of the OSU School of Entrepreneurship and the Riata Center for Entrepreneurship, the tagline "Imagine>Believe>Create" has been adopted as the tagline to represent the program. The preferred configuration is to use Helvetica Neue LT Std Heavy Extended or Helvetica Neue LT Std Medium Extended.

- *Heavy Extended Configuration*

Imagine > Believe > Create

- *Medium Extended Configuration*

Imagine > Believe > Create

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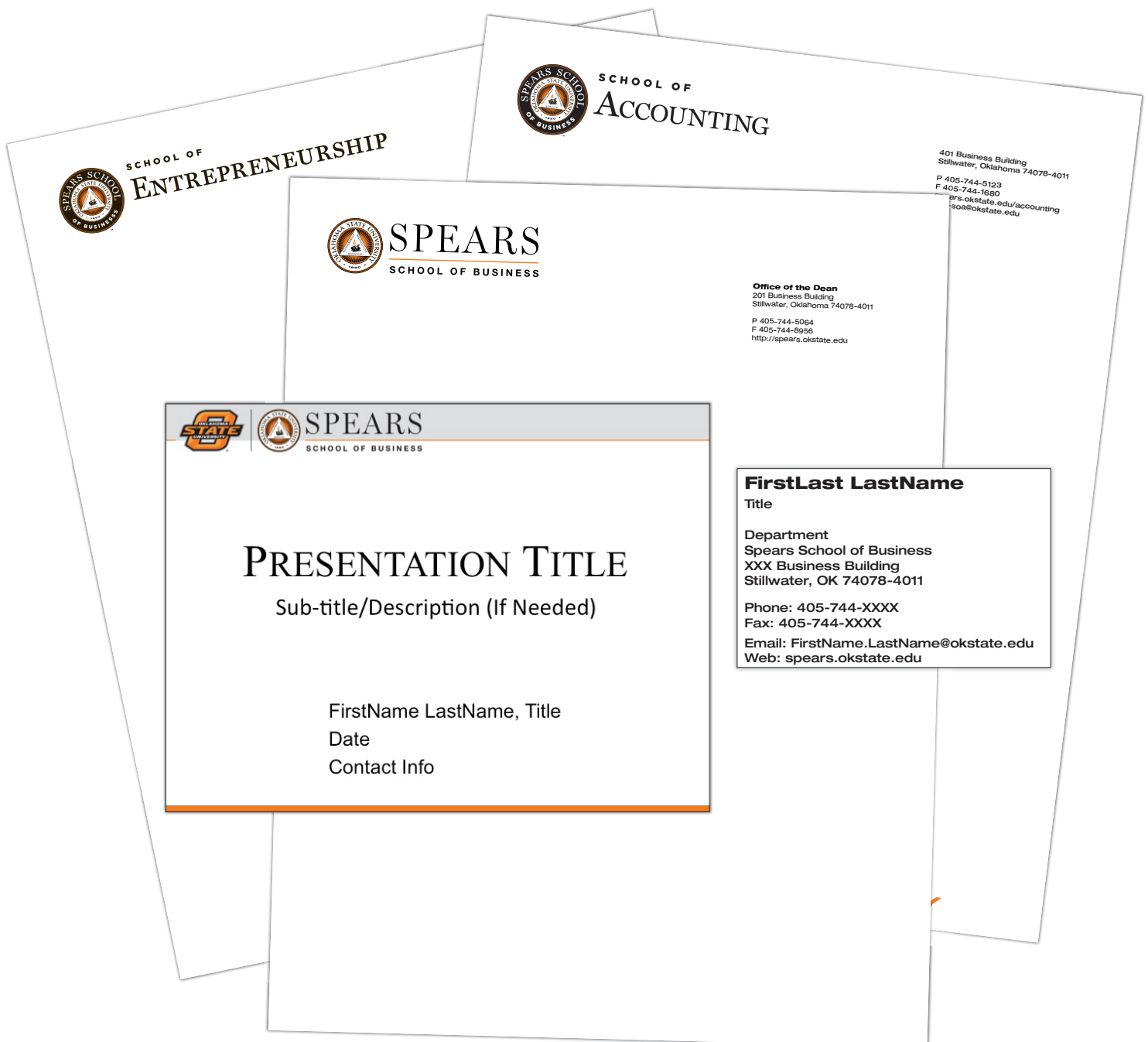
STATIONERY AND TEMPLATES

Letterhead and Business Cards

- Standardized letterhead should be used by all Spears School units.
- Letterhead and Business Cards can be ordered through Research and Financial Services in 345 Business.
- Microsoft Word versions of Spears School letterhead are available at I:\Marketing&Communications\Letterhead.

PowerPoint Template

- A PowerPoint template for use by Spears School administration, faculty and staff is available at I:\Marketing&Communications\PowerPoint Template\.



SECTION 2 | Editorial Style Guide

The guidelines presented here are based primarily on *The Associated Press Stylebook* and the *Oklahoma State University Style Guide*. The AP stylebook is widely accepted for questions of style among journalists; the OSU style guide was developed to ensure consistency throughout the university. Remember, the present guide is to supplement, not replace, the official *Oklahoma State University Style Guide*, which can be accessed at <http://universitymarketing.okstate.edu/index.php/style-guide>.

OSU and the Spears School follow the Associated Press style with only a few exceptions. Buying the most recent edition of The Associated Press Stylebook and keeping it for handy reference will prevent spills down most slippery stylistic slopes. Scientific or technical publications may have their own requirements, and specific disciplines are often governed by their own style guides. Although different target audiences and different publication formats may require different stylistic approaches, it is important to remember consistency is key to effective communication.

academic degrees—Spell out and use the lower case: bachelor’s degree, master’s degree, degree or doctorate. Capitalize formal degree names such as Bachelor of Business Administration or Master of Science. Abbreviated degrees have periods after all the letters: B.S.B.A., M.S., Ph.D., etc. (with the exception of MBA).

- **Examples:**

He received a master’s degree in quantitative financial economics (correct).

She received her Bachelor of Business Administration degree in marketing (correct).

academic departments or campus offices—Lowercase academic departments and campus offices unless they contain a proper noun or unless they are part of the official name.

- **Examples:**

The department of history; the purchasing department; the department of English; the Oklahoma State University Department of Chemistry; the office of the president; Office of Natural Resources; the university.

academic titles—Capitalize and spell out formal titles such as “president,” “dean” and “professor” when they precede a name. Lowercase elsewhere. Do not precede a name with a title of an academic degree and follow it with the abbreviation for that degree. Capitalize the official names of endowed chairs and professorships. For those titles that are not honorary or for references after the name of the professor, use lower case.

Note: *It’s not disrespectful to lowercase titles. Plus, names are easier to read without them.*

- **Examples:**

Dean Larry Crosby joined the Oklahoma State University faculty in 2010 (correct).

Janice Jadow, Regents Service Professor and associate professor of finance, retired from the Spears School faculty in 2010 (correct).

Tom Brown, Ardmore Professor of Business Administration, led the Creative Branding and Marketing Conference (correct).

David Biro serves as assistant professor of management information systems in the Spears School of Business (correct).

acronyms—Spell out the full name, title or phrase on first reference. Generally, it’s fine to use acronyms if you feel they’re commonly recognized or if it helps avoid repetition. Do not follow a full name with an abbreviation in parentheses.

- **Examples:**

The Center for Executive and Professional Development is housed in the Spears School of Business. The CEPD provides more than 325 outreach programs annually (correct).

The Center for Executive and Professional Development, or CEPD, is housed in the Spears School of Business (correct).

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a.m./p.m.—Use lower case and periods for “a.m.” and “p.m.”

building names—All proper names of buildings should be capitalized.

centers and institutes—The formal names of centers should be capitalized, but “center” by itself should be in lower case. The same rules apply to institutes. Upon second reference, it is not necessary to use the complete proper name.

Center for Applied Economic Research—Spell out on first reference. Use CAER on second and subsequent references.

- The Center for Applied Economic Research has a long-standing tradition of applying economic analysis to existing and proposed public policy measures, questions of business and government efficiency and effectiveness, and the issue of regional economic development and forecasting. The CAER pursues an applied research program developed to contribute to the economic advancement of the State of Oklahoma and provides opportunities for faculty and students to engage in the theoretical analysis of public policy and the empirical estimation and forecasting of economic outcomes.

Center for Executive and Professional Development—Spell out on first reference. Use CEPD on second and subsequent references.

- The Center for Executive and Professional Development offers more than 335 programs annually to approximately 20,150 people. CEPD programs include public and on-site programs and conferences, distance learning and on-campus supplemental credit courses, study abroad and travel courses, executive and professional development, and retreat and conference planning.

Center for Telecommunications and Network Security—Spell out on first reference. Use CTANS on second and subsequent references.

- The Center for Telecommunications and Network Security fosters teaching, research, and outreach in information assurance and digital forensics at Oklahoma State University. The CTANS is a multi-disciplinary center that unites faculty from five colleges and has led OSU to be named Oklahoma’s only National Center of Academic Excellence in Information Assurance Education and Research.

Charles L. Watson Trading Floor—see entry for “Watson Trading Floor.”

classes and courses—Use lowercase to refer to general classes and courses. Capitalize specific and complete class titles. Complete titles should use the format “PREFIX ####: Course Title.”

- **Examples:**

She is taking three classes in accounting (correct).

The course, FIN 4363: Energy Finance, routinely features guest speakers (correct).

company titles—Abbreviate “company,” “corporation,” “incorporated” and “limited” when used after the name of a corporate entity (with the exception of when the company name is used in a list).

composition titles—Although AP style calls for the use of quotation marks for all titles, OSU italicizes the titles of books, movies, television shows, and names of paintings, boats, airplanes and other large stand-alone works and uses quotation marks around the titles of smaller works such as poems, song titles, articles or chapters.

dean’s list—Always use lower case.

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Dr.— This abbreviation should be used on first reference only when the person has a medical or veterinary degree. Do not use for a person with a Ph.D. or Ed.D., except in quoted matter.

entrepreneurship program—Lowercase unless using formal name: “OSU Entrepreneurship Program.” Two-pronged program, consisting of the academic-focused OSU School of Entrepreneurship and the outreach-focused Riata Center for Entrepreneurship. Use to refer to the collective entrepreneurship efforts of the Spears School.

- The OSU Entrepreneurship Program was jump-started by a multi-million dollar gift from OSU alumni Amy and Malone Mitchell 3rd in 2008. The OSU School of Entrepreneurship launched in January of 2009, followed by the launch of the Riata Center for Entrepreneurship a few months later. Together, both units develop entrepreneurial leaders, encourage campus-wide academic collaboration and foster engagement with the entrepreneurial community. In addition, the program conducts research that informs entrepreneurial practice and organizes national programs on best practices in the entrepreneurship classroom and in curriculum development.

hyphenated words in titles—A general rule of thumb is to always capitalize the first unit and capitalize the second unit if it’s a noun or adjective or if it has equal balance with the first unit. The second unit should be in lower case if it’s a participle modifying the first unit or if both units constitute a single word.

- **Examples:**
“*Twentieth-Century Poets in South America*;” “*City-States in Nineteenth Century Europe*;” “*Non-Christian Religions in North America*;” “*English-speaking People throughout Asia*;” “*Medium-sized Companies with Unions*”

Institute for Research in Information Systems—Spell out on first reference. Use IRIS on second and subsequent references.

- The Institute for Research in Information Systems enhances faculty productivity and visibility by providing opportunities for collaborative research. Serves as a sounding board for improved dialog between corporations and academics. Current IRIS research emphases include data mining, network security, e-commerce, telecommunications design, knowledge management, collaborative applications and strategic/organizational impacts of information systems.

Amy and Malone Mitchell 3rd—Use “3rd” and not “III” when referring to Mr. Mitchell. The OSU graduates (Malone obtained a degree in agriculture and Amy earned a degree in family relations, both in 1983) founded Riata Energy in 1985 in their guest bedroom with \$500 in capital and have turned it into one of the largest privately held energy companies in the U.S., and the largest private land-drilling contractor in the nation. They have generously supported the Spears School of Business and Oklahoma State University. The Mitchells donated \$28.6 million to the Spears School in 2008 to help fund the entrepreneurship program. For their contribution, the Riata Center for Entrepreneurship (see entry for “Riata Center for Entrepreneurship”) is named in the Mitchells’ honor. They also gave a \$7.5 million gift in 2012 to create the home of the Riata Center and the entrepreneurship school in the new business building.

- **Examples:**
The generosity of Amy and Malone Mitchell 3rd makes this possible (correct).
Amy and Malone Mitchell III are longtime supporters of Oklahoma State University (incorrect).

Oklahoma State University—Use “Oklahoma State University” for first reference. Second and repeated references should be “OSU” or “the university” (lowercase). For brevity in a lead, OSU can be used as an adjective: “OSU students.”

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Riata Center for Entrepreneurship—Spell out on first reference. Use Riata Center on second and subsequent references.

- The Riata Center for Entrepreneurship offers a diverse portfolio of experiential programs to immerse students in entrepreneurship, as well as outreach programs for entrepreneurs and aspiring entrepreneurs across the state. Together with the OSU School of Entrepreneurship, the Riata Center seeks to support the development of a vibrant culture of entrepreneurship in Oklahoma, and to create a nationally visible program that also impacts the field of entrepreneurship internationally. Core programs of the Riata Center will support student entrepreneurs, women entrepreneurs, a cross campus business plan competition, technology based entrepreneurship and commercialization, entrepreneurial interns, entrepreneurs' bootcamps, a bootcamp for disabled veterans and related initiatives.

rooms—Capitalize only when used with a number, letter or name. In combination with a building name, use the number only.

- *Examples:*

The meeting will be in Room 123 (correct).

The Riata Center for Entrepreneurship is located in 101 Business (correct).

seasons/semester names—Capitalize only when used in a title or as part of a formal name. Use lower case when these words stand alone.

- *Examples:*

CEO Day takes place during the spring semester each year (correct).

The Fall 2010 semester will begin August 23, 2010 (correct).

Spears School of Business, the—Use "Spears School of Business" for first reference. Second and repeated references should be "Spears School"

When the name of the school is repeated several times in a publication, "Spears School" should alternate with: "the school" and "Spears." The school was once known as the "William S. Spears School of Business" but it was changed several years ago. **Note: Never refer to the Spears School as "the SSB."**

Never refer to the Spears School as "the SSB."

Spears School marketing and communications efforts should seek to bring prominence to the school name, not obscure it.

- The flourishing and highly-regarded Spears School of Business at Oklahoma State University is a comprehensive business school with instructional, research and outreach missions. The academic arm of the Spears School is composed of seven academic departments with more than 100 tenure and tenure-track educational professionals. The school offers 18 undergraduate degree programs, seven master's degree programs and two doctoral programs.

states and regions—Spell out the names of the 50 United States when they stand alone in text. When preceded by a city or town name, abbreviate, using AP, not postal rules.

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student classifications—Do not capitalize “freshman,” “sophomore,” “junior,” “senior,” “postdoctoral fellow” or “graduate student.” Capitalize as a class designation or formal title.

- **Examples:**

She is a senior management information systems major (correct).

Several Spears School students were selected as Seniors of Significance (correct).

titles—A person’s title is capitalized only when used before the name. When using a capitalized title immediately before the name, try to keep it short. Do not capitalize an occupational designation, only a true title. Titles following a person’s name should appear in lower case. Use lower case when a title is used alone. (See the entry for “Academic Titles” for more information). **Note: It’s not disrespectful to lowercase titles. Plus, names are easier to read without them.**

- **Examples:**

In the most recent edition of Inside OSU, President Hargis visited the Watson Trading Floor (correct).

The dean will moderate the event (correct).

The president of Oklahoma State University will address the group (correct).

Larry Crosby, dean of the Spears School of Business, attended the OSU Energy Conference (correct).

U.S./United States—Spell out when used as a noun. Use U.S. (no space) only as an adjective.

Watson Trading Floor—Use “Watson Trading Floor” or “Charles L. Watson Trading Floor” on first reference. Use “the trading floor” or “the floor” on second and subsequent referenes. Never abbreviate as “WTF.”

- The Watson Trading Floor is located in the lobby of the Business Building. Originally named the Dynegy Trading Floor, the floor opened in March 2001 with the help and initiative of Chuck and Kim Watson. The trading floor was renamed in April 2007 in honor of the Watson’s \$2 million dollar contribution toward the construction of a new building. The Watson Trading Floor is the first of its kind on an Oklahoma campus, the second one in the Big XII and one of only a few in the country. The trading floor allows students to gain hands-on experience in financial analysis, commodities and financial trading systems, portfolio management and risk management. The floor contains 36 high-end, networked workstations with live data feeds, real-time market quotes and cutting-edge trading simulation software prepare students and researchers to make split-second decisions and analyze their results.

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SECTION 3 | OSU STYLE GUIDE

These guidelines provide all the information necessary to ensure the accurate and effective presentation of OSU to internal and external audiences. The guidelines encompass OSU's family of graphic elements, including the OSU logo, nomenclature, wordmarks, positioning statements tagline, university seal, athletics logo, color palette, recommended typefaces and applications to an extended stationery system, presentation media and the OSU web. The official *Oklahoma State University Style Guide* can be accessed at <http://universitymarketing.okstate.edu/index.php/style-guide>.

Here is the page designated for the Spears School of Business in the *Oklahoma State University Style Guide*:

Spears School of Business

The Spears School of Business is given its own identifying mark in following the standard of most business schools across the nation. The mark reinforces the Spears School's commitment to academic excellence and incorporates the words "Scholarship," "Instruction," and "Service" into a triangle that serves as the mark's anchor. The appropriate use of the logo is when designating the Spears School of Business as a whole. Apply the emblem when identifying a unit within the school.

*Primary academic emblem/
wordmark configuration*



SPEARS
SCHOOL OF BUSINESS

*Spears School emblem, color
and black-and-white versions*



Examples of emblem and unit name configuration



SCHOOL OF
ACCOUNTING



DEPARTMENT OF
MANAGEMENT



CENTER FOR
**SOCIAL SERVICE
MARKETING**



Ph.D. in Business
for Executives