
OSU College of Public Health and Human Sciences

STYLE GUIDE



Oregon State
University

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OUR BRAND POSITIONING

POSITIONING

The positioning statement for the master brand captures what we as a university do, how we do it and why it matters. “From Oregon, For the World” is the conceptual core of that positioning, which sets a powerful focus for the far-reaching impact of our work.

The College of Public Health and Human Sciences sub-brand reinforces and strengthens the master brand positioning. And our college’s community outreach and engagement work grounds the university’s mission in tangible and relevant ways.

Note

These statements should never be used externally. Instead they are internal expressions that guide everything we say and do.

Essence of University Positioning

FROM OREGON, FOR THE WORLD

University Positioning Statement

With steadfast determination, people from Oregon and around the globe gather to explore frontiers and solve today’s most pressing issues. Together, we innovate to deliver far-reaching solutions that guarantee the prosperity of our state and world, enriching the lives of all people. We transform learners into leaders. We are unwavering and accountable, because the world can count on us for a healthier, more sustainable future.

DIFFERENTIATORS FOR THE COLLEGE OF PUBLIC HEALTH AND HUMAN SCIENCES



Oregon State University
College of Public Health
and Human Sciences

DIFFERENTIATORS	HOW WE BACK IT UP
<p>Oregon State University</p>	<ul style="list-style-type: none"> • World-class reputation • Land, sea, sun and space grants • Research prominence across the institution • Location in the Pacific Northwest • 150-year history • Commitment to access, student success and inclusion
<p>Self-contained and unified</p>	<ul style="list-style-type: none"> • Public health and human sciences are combined • Cutting across research, study and knowledge • Streamlined, more responsive collaboration and partnership • World-class expertise within niche areas of study
<p>Pure focus on population health and science</p>	<ul style="list-style-type: none"> • No other entities competing for resources or priorities • No medical center or dentistry • Enabling an intense focus on population health and social determinants • Providing leadership at the forefront of Oregon's health reform
<p>Unrivaled community engagement</p>	<ul style="list-style-type: none"> • Powerful OSU Outreach and Engagement, OSU College of Public Health and Human Sciences and Ecampus • Teaching and learning that takes place with real-life settings, challenges and issues • Direct connection to communities in every county in Oregon
<p>The brand itself</p>	<ul style="list-style-type: none"> • Association with all things Oregon State University • Opportunity to behave differently in the market

MESSAGING

To articulate the OSU College of Public Health and Human Sciences story and support the university positioning, we must define and prioritize our messages. These messages are organized into a hierarchy through attribute and benefit mapping.

CORE MESSAGE

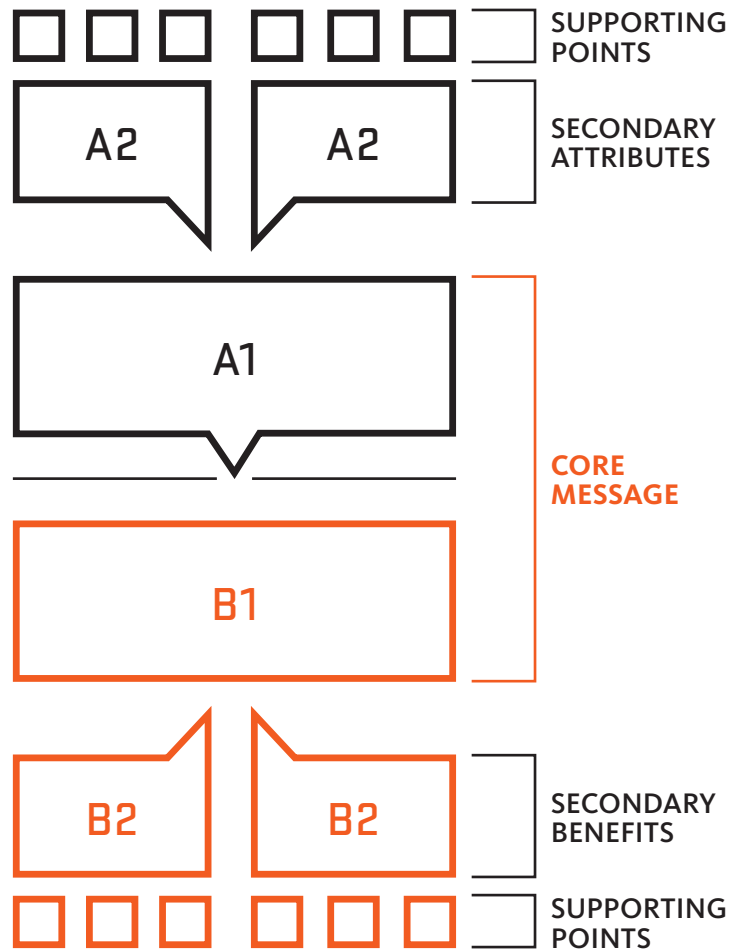
The most concise articulation of our role in the world.

ATTRIBUTES: What we offer

An attribute is what we offer to our audiences. Attributes include the products, services, knowledge and unique offers that we bring to the table.

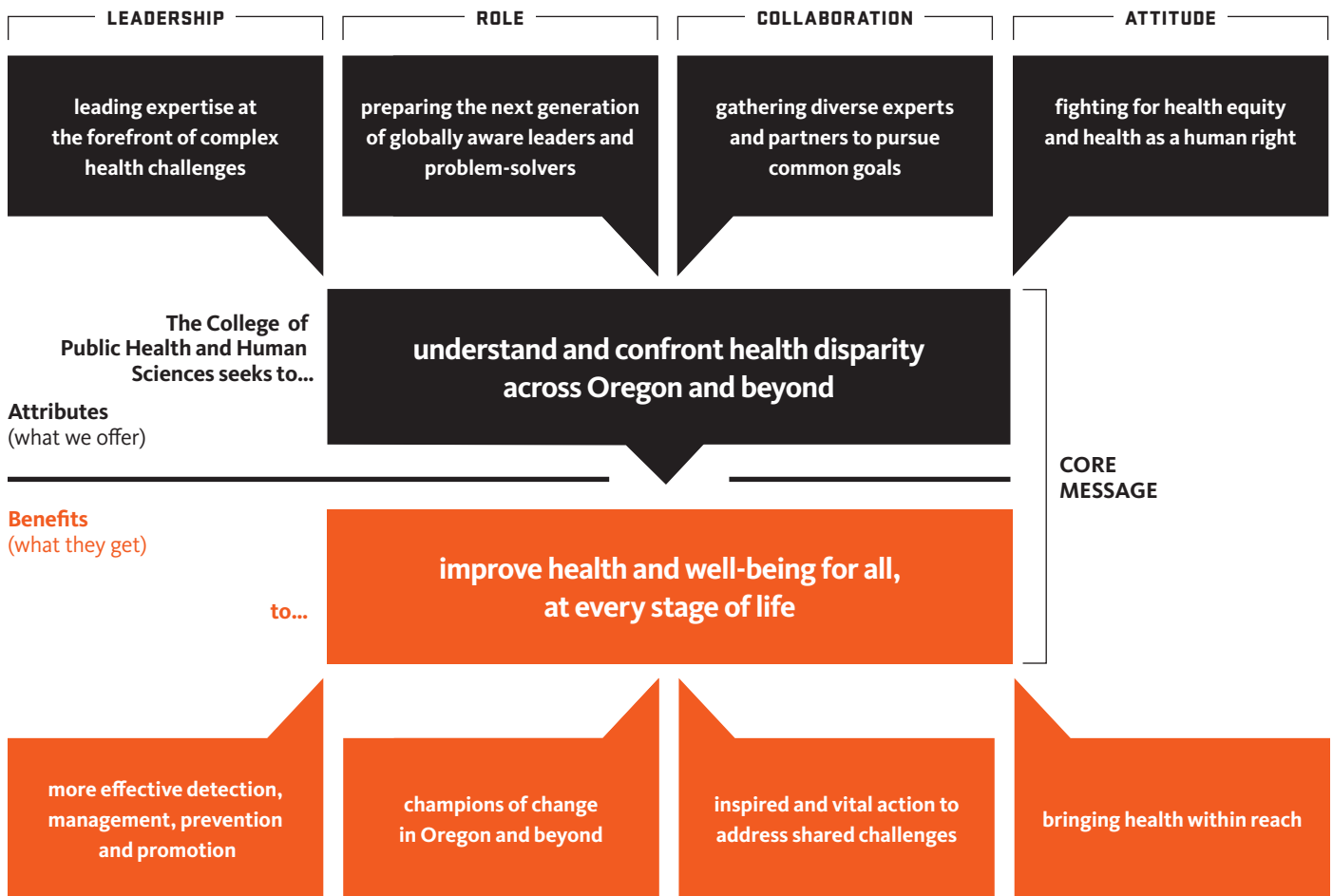
BENEFITS: What they get

A benefit is what our audiences get. It's the value of the attributes that we offer, the answer to the question "so what?" or "why should they care?"



MESSAGING

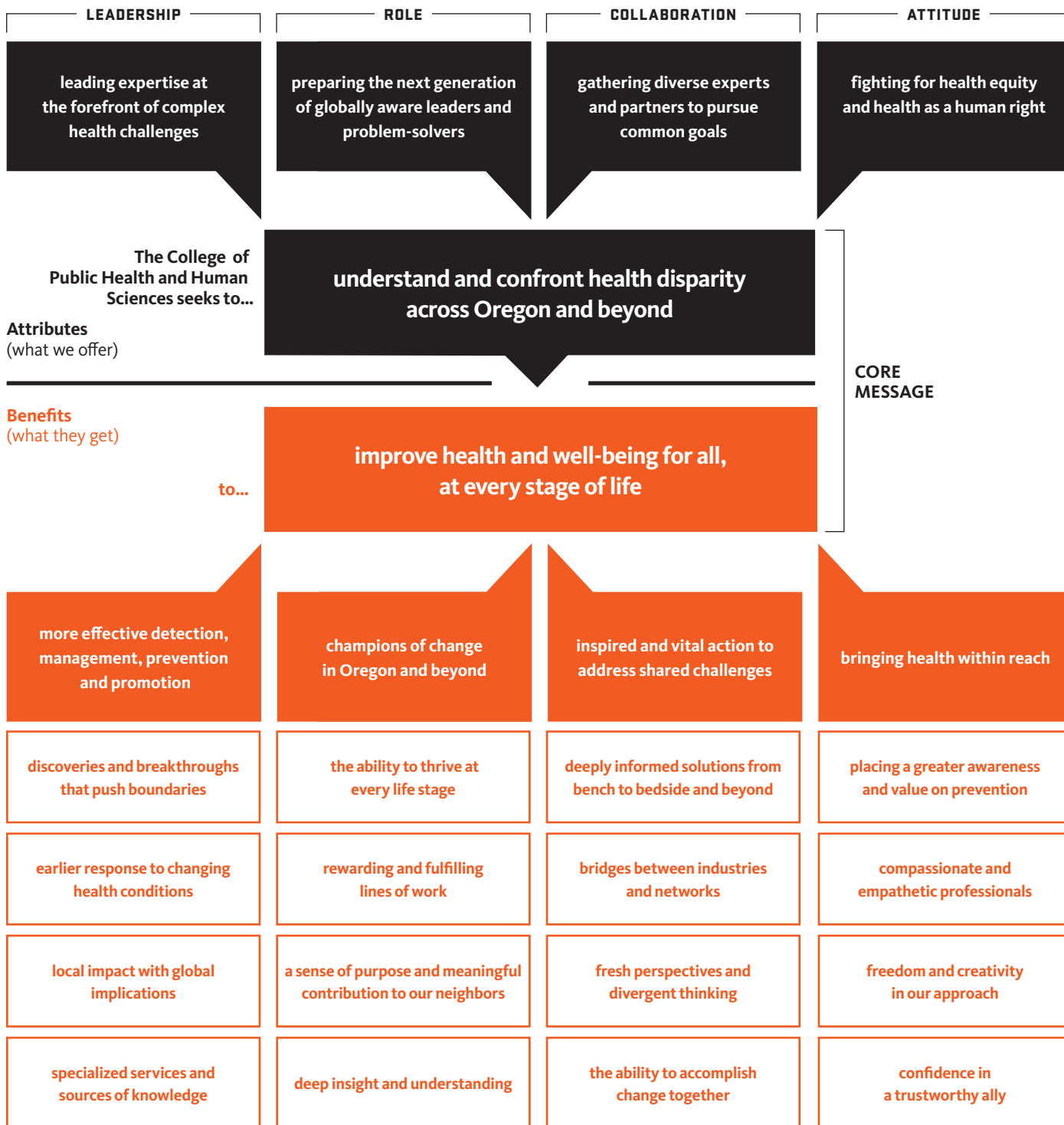
As an extension of the university’s messaging and the four pillars of the master brand story, our message map organizes the strengths and unique characteristics of the OSU College of Public Health and Human Sciences to illustrate the specific ways that we contribute to advancing the university’s mission.



MESSAGING



MESSAGING



THE MESSAGING PILLARS

The College of Public Health and Human Sciences shares the same messaging pillars as the master brand — leadership, role, collaboration and attitude — but we deliver on them in unique ways. These statements articulate specifically how our college thinks about and delivers on these pillars.

The statements should be used as a frame of reference for crafting specific messages. By periodically revisiting these statements, we can help ensure that our writing communicates these important traits of our college, while staying connected to the university master brand.

LEADERSHIP

At the College of Public Health and Human Sciences, we lead through prevention. Because the best solution to a health crisis is to avoid it altogether. We seek out root causes and weigh every factor. We identify the needs of vulnerable populations. And we work to ensure that communities can equip every individual with the means to stay their healthiest.

ROLE

Addressing the next big health challenge begins with educating and inspiring the next generation of change-makers. And at the College of Public Health and Human Sciences, that's how we help foster a stronger society. Creating advocates for basic well-being. Training tomorrow's problem-solvers, who become agents of positive change.

COLLABORATION

As part of Oregon State University, the College of Public Health and Human Sciences looks for solutions where disciplines overlap. From there, we form a powerful and diverse network of researchers, educators and specialists, working collaboratively with communities across Oregon. We think outside of silos, listen to all voices and shoulder every great challenge, together.

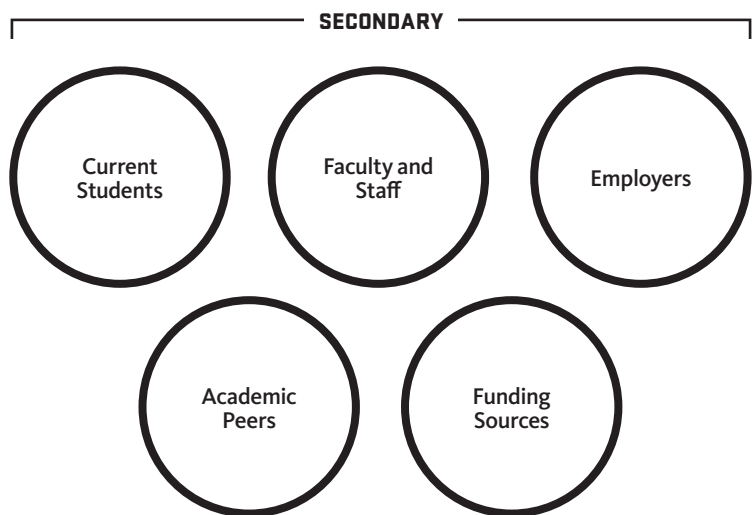
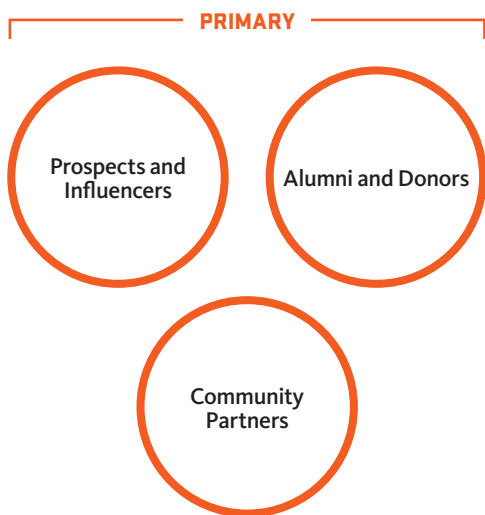
ATTITUDE

At the College of Public Health and Human Sciences, we are completely devoted to the idea that health is a basic human right. And no matter how global the challenges may be, we must never lose sight of how important it is for communities to be in charge of their own health destinies. Because no one's future should ever be limited by their history or zip code.

AUDIENCES

By segmenting and understanding our audiences, we can reach them in a more targeted and thoughtful way.

At times, individual target audiences will shift among segments, as will communication priorities. In general, our communication decisions should be informed by what the college is looking to achieve.



AUDIENCES

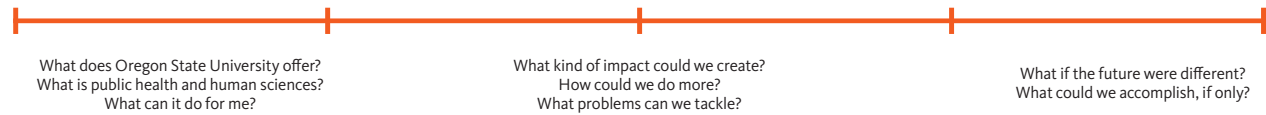
As we build a stronger story and increase the college’s visibility, we need to identify the appropriate entry points for these conversations. Building from what each audience currently knows, we’ll strive to generate a broader understanding and appreciation for the work that the college does.

With all audiences, what we say must communicate **the complexity and scale of the challenges** that the college is actively addressing. From there, we can offer each audience a relevant role in becoming a part of the story.

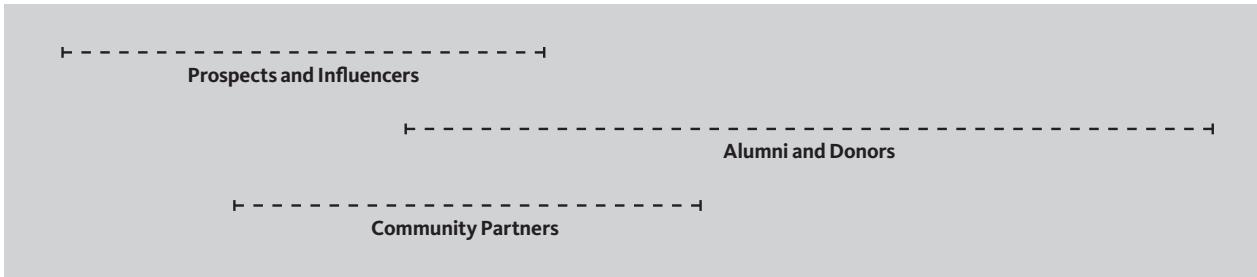
INFORM

EXPAND

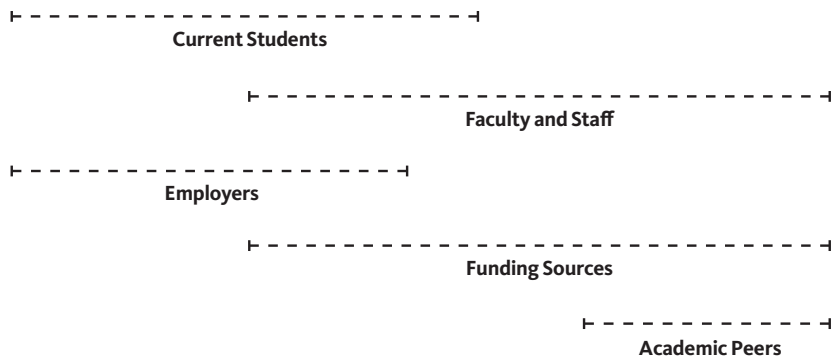
INSPIRE



PRIMARY



SECONDARY



PERSONALITY

Our personality sets the tone for how we communicate. We share some of our personality traits with the university master brand, but additional traits apply specifically to our college. The traits listed here drive the voice and image for all of the college's communications. Depending on the intention and audience for a given communication piece, we can lead with the collection of traits that best represent the tone and voice we want to convey.

MASTER BRAND

COLLABORATIVE

we're better together

CONSCIENTIOUS

aware, with integrity and conviction

VISIONARY

creatively leading the way, taking on issues

WELCOMING

friendly, open to all and enriched by our differences

DETERMINED

steadfast, with the perseverance to accomplish great things

CPHHS

GENEROUS

selfless, with deep concern for the welfare of others

CONNECTED

at the nucleus of healthy change for our state and beyond

OUR VOICE

MASTER BRAND CREATIVE PLATFORM

There's the brand we express to the world — through print, the web, on buildings and in person. But then there's the very essence we reflect on before our pen hits the paper or our fingers strike the keys.

The College of Public Health and Human Sciences story builds on the master brand platform to further reinforce the impact of the university.

Tip

Revisit this from time to time. Make it part of your pre-writing ritual. Will these words ever be read or heard verbatim? No. But they will echo through everything we write, compose or speak.

Out There

At Oregon State, we have a responsibility.

To our state. To our region. To every part of the globe.

We're obligated to solve today's most pressing issues.

And to do so, we travel to the highest peaks and the deepest depths. To verdant orchards and vibrant meadowlands.

To communities fragile and flourishing.

To the very edge of what's known and back, to where answers coalesce in labs and classrooms, virtual and physical.

Where discourse and discovery are informed by a culture that embraces the worth of individuals and the value of serving everyone.

Every day, fulfilling our duty to embrace the land, explore the seas, study the sun and search the cosmos.

And in every mind we enlighten, every life we enrich, every challenge we face and solution we forge,

we're OUT THERE.

Serving the people of Oregon.

Of our nation.

And of the world.

CONNECTING WITH OUR AUDIENCES

Our voice is informed by elements of our personality and the intentions of our message platform. By striving for consistency with our key messages, and by elevating specific brand personality traits, our voice can flex in subtle ways to reach different audiences.

Here's how something as essential as our core value proposition can embrace and engage different audiences.

AUDIENCE	HEADLINE EXPRESSION	ELEVATED PERSONALITY TRAITS
Prospects and Influencers	"How far are you willing to go to put health within reach of all?"	Determined and Visionary
Alumni and Donors	"A healthy nation is the most complex challenge of our time. You're invited to help Oregon State solve it."	Connected and Visionary
Community Partners	"Out there elevating quality of life for Oregonians in every neighborhood and county."	Generous and Determined
Faculty and Staff	"Every day — in everything you do — you're creating a healthier future for Oregonians and everyone."	Welcoming and Collaborative
Current Students	"Beavers zero in on the health factors that divide us."	Conscientious and Visionary
Employers	"Fighting health disparities takes more than on-the-job training. It takes a Beaver."	Determined and Conscientious
Academic Peers	"Out in the field and leading the field: how the OSU College of Public Health and Human Sciences is putting action on the syllabus."	Connected and Determined
Funding Sources	"Clearing the economic barriers to public health begins with removing the economic barriers in the classroom."	Generous and Visionary

CHECKING OUR GUT

Every communication we produce — from a multiple-page brochure or a social media post — must help tell the authentic story of the College of Public Health and Human Sciences. To make sure your creation is on message and in voice, consider these five questions:

1. DOES IT SUPPORT OUR CORE VALUE PROPOSITION?

Everything we do plays a small (or large) role in addressing health disparities across Oregon and the nation. Make the connection clear.

2. DOES IT POINT TO A SPECIFIC CHALLENGE OR OUTCOME?

We are addressing critical issues that affect real lives. Talk about what happens inside the building, or what the program aims to accomplish.

3. DOES IT AVOID JARGON AND EXPECTED LANGUAGE?

We want to give our audiences permission to listen to and remember us, which is impossible if they tune us out or mistake us for our peers.

4. DOES IT EXEMPLIFY AN “OUT THERE” APPROACH?

It should be easy to connect your message with the ideals of the Oregon State master brand platform (see page 15).

5. DOES IT MOVE THE READER?

Whether it's a call to action or an appeal to emotion, everything we say or do has to move the person experiencing it.

ELEVATOR SPEECHES

Whether we're speaking with someone in person, communicating over email or composing a tweet, our message needs to be clear and consistent. Here are a few ways to talk about the College of Public Health and Human Sciences (who we are and what we do): in 30 seconds, in 10 seconds and in a tweet.

IN 30 SECONDS

At Oregon State University's College of Public Health and Human Sciences, we seek to understand and confront health disparities across Oregon and beyond, to improve health and well-being for all, at every life stage. To accomplish this, we get in front of complex challenges before they impact communities. We prepare tomorrow's problem-solvers and health advocates, and we gather diverse expertise to address shared challenges. We never stop fighting for everyone to have access to the tools they need to live their healthiest life, no matter where they live.

IN 10 SECONDS

At Oregon State University's College of Public Health and Human Sciences, we address today's complex challenges, prepare tomorrow's problem-solvers, combine diverse expertise and strive to put better health within reach of everyone — all to promote health equity across Oregon and improve well-being everywhere.

IN A TWEET

We work to improve lifelong health and well-being for every person, every family and every community in Oregon and beyond.

OUR PALETTE

Use these color values when creating printed collateral.

Never Green and Yellow

Never use Pine Stand and Luminance together in large files, or in close proximity in any instance.

Tints and Shades

No values other than those listed on this page may be used. Tints and shades of these colors are not permitted.

PRIMARY OSU/CPHHS COLORS

<p>BEAVER ORANGE PANTONE 1665 CMYK 0-79-100-0</p>	<p>PADDLETAIL BLACK PANTONE BLACK CMYK 0-0-0-100</p>	<p>BUCKTOOTHWHITE PANTONE WHITE CMYK 0-0-0-0</p>
NEUTRALS		
<p>CRATER PANTONE 7539 CMYK 24-13-18-38</p>	<p>TILL PANTONE 7529 CMYK 7-14-20-22</p>	

SECONDARY COLORS for PROGRAMS and CENTERS

BEAVER ORANGE
PANTONE 1665
CMYK 0-79-100-0

- OFFICE OF STUDENT SUCCESS
- UNDERGRADUATE MATERIALS
(Use primary palette & neutrals)

ROUGE WAVE
PMS 7476
CMYK 89-22-34-65

GRADUATE PUBLIC HEALTH

HIGH TIDE
PMS 7712
CMYK 100-0-28-20

GRADUATE HUMAN SCIENCES

SYNERGIES ORANGE
CMYK 0-85-100-3

SYNERGIES

LUMINANCE
PMS 7549
CMYK 0-22-100-2

HALLIE E. FORD CENTER FOR HEALTHY CHILDREN AND FAMILIES

STRATOSPHERE
PMS 7706
CMYK 100-16-10-44

CENTER FOR HEALTHY AGING RESEARCH

PINE STAND
PMS 7742
CMYK 71-8-100-50

MOORE FAMILY CENTER FOR WHOLE GRAIN FOODS, NUTRITION AND PREVENTIVE HEALTH

SOLAR FLARE
PMS 7570
CMYK 0-48-98-10

CENTER FOR GLOBAL HEALTH



COLLEGE OF PUBLIC HEALTH AND HUMAN SCIENCES

VISION

LIFELONG HEALTH AND WELL-BEING FOR EVERY PERSON,
EVERY FAMILY, EVERY COMMUNITY IN OREGON AND BEYOND

MISSION

Through integrated education, research and outreach, we advance scientific discovery and implementation of ideas to improve population health and prepare the next generation of globally minded public health and human sciences professionals.

As part of a land grant university, we connect our science to the policies and practices in communities to increase people's quality of life and capacity to thrive.

VALUES

WE SHARE THE VALUES THAT GUIDE OREGON STATE UNIVERSITY:

- ACCOUNTABILITY
- DIVERSITY
- INTEGRITY
- RESPECT
- SOCIAL RESPONSIBILITY

TO THESE VALUES, WE ADD OUR DEDICATION TO:

EQUITY

We are committed to advancing lifelong health and well-being for all.

CARE AND COMPASSION

With compassion and understanding, we commit to caring for ourselves and others.

INNOVATION

We embrace innovative approaches to addressing challenges and opportunities.

CONTINUOUS IMPROVEMENT

We continually strive toward high standards by optimizing individual and collective strengths.

COLLABORATION

We promote a supportive, collegial and inclusive learning and work environment.



Oregon State
University