

LGBTQIA Marketing and Communications Standards

FIRST EDITION
SEPTEMBER 2015

 brand.uoregon.edu/affiliate-brands



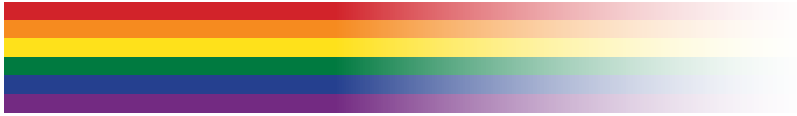
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SECTION ONE

LGBTQIA Brand Identity Usage



As a top-tier university for lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual, and aromantic (LGBTQIA) students, it has become increasingly important to demonstrate values of inclusivity and acceptance in our visual communication. The LGBTQIA brand identity is an approved affiliate brand that serves as a unifying iconography for queer and trans programming and a visual representation of LGBTQIA inclusion at the University of Oregon. While the signature will be initially used by the LGBT Education and Support Services Program (LGBTESSP) in the Office of the Dean of Students, all departments, organizations, and groups on campus are welcome to use the rainbow bar for queer and trans-related events, trainings, and documents in accordance with the brand guidelines outlined on brand.uoregon.edu.

To ensure consistency, it is critical that everyone use the rainbow bar in accordance with the guidelines on brand.uoregon.edu and in this guide, regardless of personal preference. Creating variations or making stylistic changes to the rainbow bar is prohibited.

To get EPS files of the acceptable variations of the rainbow bar, visit brand.uoregon.edu or contact UO Marketing Communications.

COLORS OF RAINBOW BAR

There are no acceptable color variations to the LGBTQIA brand identity and rainbow bar. Do not change the colors on the bar.

IDENTITY BLOCK SYSTEM

The rainbow bar must be attached to an identity block or logo; it cannot appear as an independent entity. The amount of identity blocks is up to you. Be sure to consider the content of your material and space available on your material when determining the appropriate amount of identity blocks.

EXAMPLES

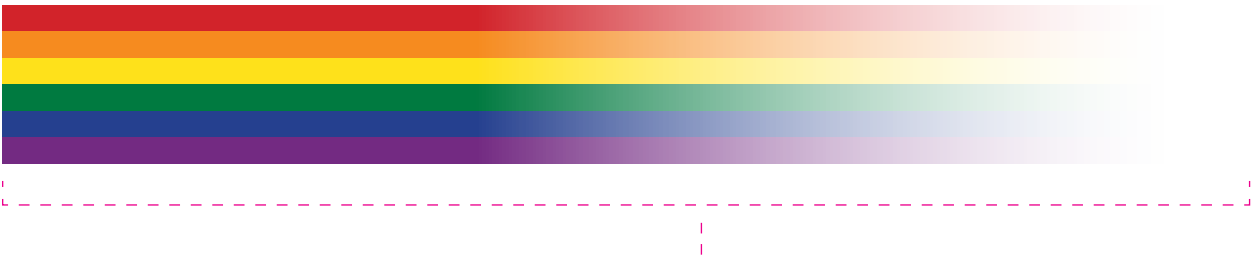
- If the LGBT Education and Support Services Program were to use the rainbow bar, they could use “Division of Student Life | Office of the Dean of Students” or “Office of the Dean of Students | LGBT Education and Support Services Program” as its identity blocks.
- If UO TeachOUT (a program within the College of Education) were to use the rainbow bar, they would use “College of Education | UO TeachOUT” as its identity blocks.



SECTION TWO

Rainbow Bar Visual Style

The rainbow color bar is the primary iconography for LGBTQIA student life at the University of Oregon. The order, shade, and size of the colors must remain consistent in all materials utilizing the bar; any stylistic changes to the rainbow bar are prohibited.



It is acceptable to adjust the size of the rainbow bar as long as the color to fade-out ratio remains consistent in all pieces.



PANTONE 1797
C9 M98 Y93 K1
R210 G35 B42
#D12229



PANTONE 716
C3.5 M64 Y100 K0
R246 G139 B31
#F68A1E



PANTONE 107
C2 M7 Y95 K0
R254 G225 B26
#FDE01A



PANTONE 356
C96 M26 Y100 K15
R0 G122 B64
#007940



PANTONE 2748
C100 M94 Y24 K22.5
R37 G64 B143
#24408E



PANTONE 2607
C82 M100 Y18 K12
R115 G42 B130
#732982

IDENTITY BLOCKS

The rainbow bar must fade towards an identity block and should be the same height as the identity block. The block(s) can be placed on either side of the rainbow.



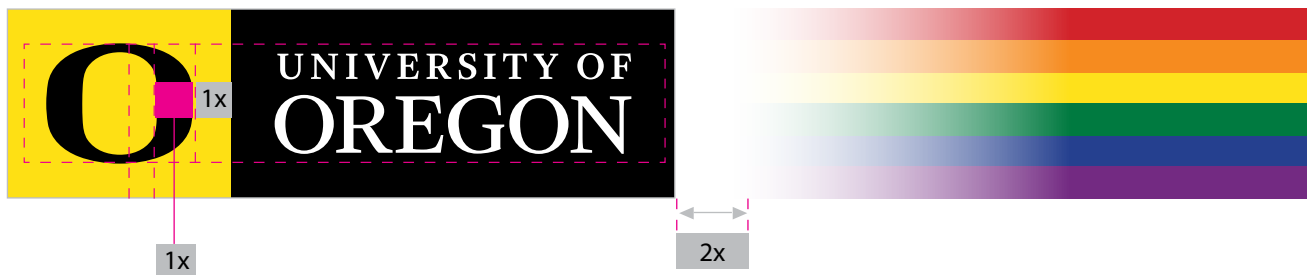
The rainbow may also be presented vertically and fade towards the O portion of the identity block. The red stripe should always appear on the left and the purple stripe always on the right. The rainbow bar should also always be the same width as the O portion of the block.



Only use the rainbow once per marketing material. Multiple rainbows can be jarring for a viewer.

RAINBOW BAR FADE

Keep the fade-out of the bar at least two times the width of the widest part of the O logo from the identity block.



x = width of the thickest part of the "O" logo

All unacceptable uses of the university signature as outlined on brand.uoregon.edu apply to the LGBTQIA brand identity. In addition, do not do any of the following:



DON'T ALLOW THE RAINBOW LOGO TO TOUCH THE DIVISION OF STUDENT LIFE COLOR BAR OR SIMILAR BRANDING ELEMENTS.



DON'T CHANGE THE COLORS OR THE ORDER OF THE COLORS IN THE BAR.

The order of these colors in the LGBTQIA rainbow are intentional and culturally significant. Do not change them for any reason.



DON'T CREATE ONE-COLOR VERSIONS OF THE RAINBOW BAR (INCLUDING GREYSCALE).

If you create one-color materials, omit the rainbow bar.

**DON'T REMOVE ANY COLORS FROM THE BAR.**

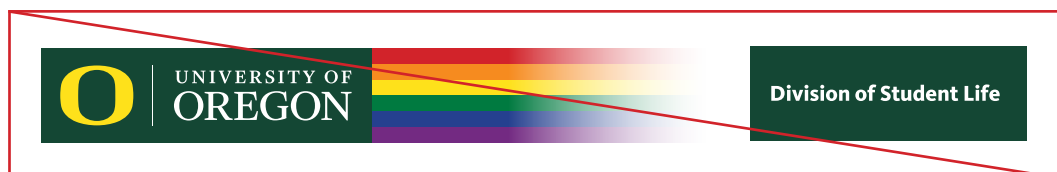
The rainbow bar must remain six colors in the correct order.

**DON'T REPEAT THE RAINBOW BAR.**

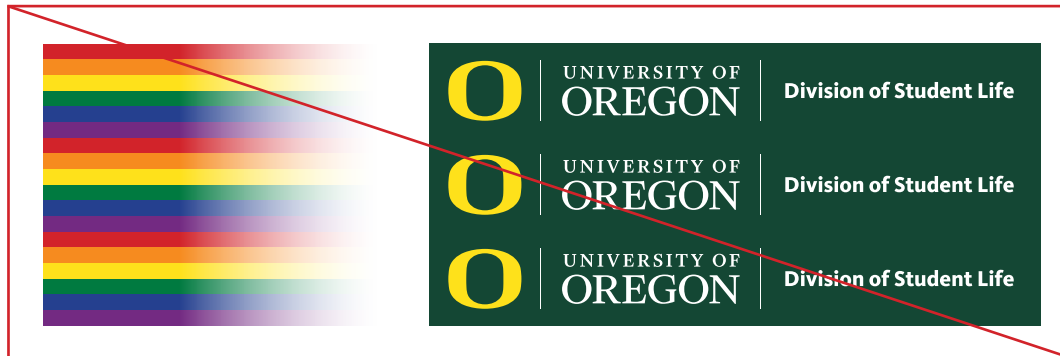
It is okay to extend the bar as long as the color to fade-out ratio remains consistent. Don't extend the bar through an overlay or copy and paste.

**DON'T SHORTEN OR REMOVE THE FADE-OUT OF THE RAINBOW BAR.**

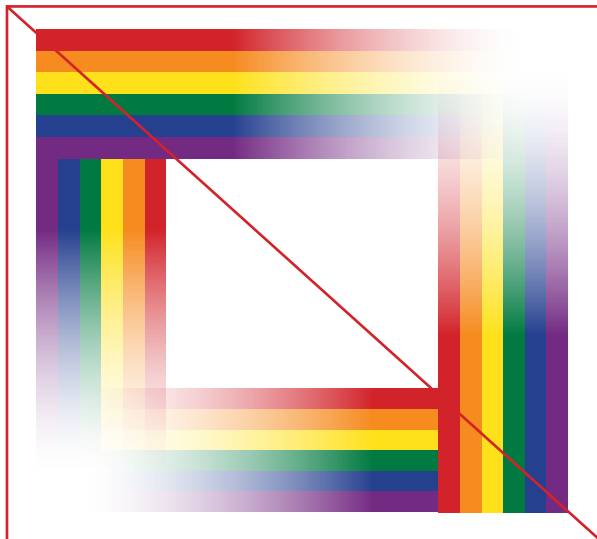
The fade-out is an essential component to the bar and should not be removed.

**DON'T PLACE THE IDENTITY BLOCKS ON BOTH THE LEFT AND RIGHT SIDES OF THE RAINBOW BAR.**

The identity blocks can be on the left or the right, depending on the direction of the fade-out, but not both sides.

**DON'T CREATE A PRIDE FLAG WITH THE RAINBOW BAR.**

The rainbow bar must only appear only once in all marketing materials. Do not use more than one bar on marketing materials.

**DO NOT CREATE SHAPES OR GRAPHICS WITH THE RAINBOW BAR.**

Because the rainbow bar is a brand identity, it must remain consistent throughout all uses. Creating graphics or shapes with the rainbow compromises this consistency.

PRIDE WEEK KEYNOTE - JANET MOCK POSTER

- ▶ PURPOSE: Draw attendees to Janet Mock's keynote speech for UO Pride Week
- ▶ AUDIENCE: University of Oregon campus community

Color bar must be presented on Division of Student Life materials

UO identity block can be separate from rainbow bar and other blocks



Acceptable use of "trans;" see Grammar and Style section

Because this ASUO student group does not have an identity block, attributing it with "Presented By" is acceptable

Rainbow bar appears once, is same size as and fades towards an identity block

EO/AA/ADA institution committed to cultural diversity. Accommodations for people with disabilities will be provided if requested in advance by calling 541-346-XXXX.



SECTION THREE

LGBTQIA Grammar and Style Guide

DEPARTMENTS AND ORGANIZATIONS

The following are the official names of University of Oregon departments, groups, and individual roles that work directly with the LGBTQIA community on campus:

- ▶ ASUO Gender and Sexuality Diversity Advocate
- ▶ ASUO Women's Center LGBTQQI Advocate
- ▶ Bridges Speakers Bureau
- ▶ Department of Women's and Gender Studies – Queer Studies Minor
- ▶ Gender-Inclusive Housing
- ▶ Lesbian, Gay, Bisexual, Transgender, Queer, Asexual, Aromantic, and Ally Alliance (LGBTQA₃)
- ▶ LGBT Education and Support Services Program (LGBTESSP)
- ▶ LGBTQ Faculty Senate Committee
- ▶ LGBTQIA Academic Residential Community
- ▶ OUTLaws
- ▶ OUTreach
- ▶ Queer Ally Coalition (QAC)
- ▶ Theta Pi Sigma
- ▶ University Committee on Sexual Orientation, Attraction, Gender Identity, and Expression
- ▶ University Health Center–Trans Care Team
- ▶ UO Alumni Association–Oregon Pride
- ▶ UO TeachOUT

GENDERED LANGUAGE

When writing copy for web or publications, take special note to avoid using language that is gender specific when it is not necessary. Before listing a pronoun or gender of a student be sure to ask their permission.

- ▶ Our students are exceptional and talented.

NOT

- ▶ Our men and women are exceptional and talented.

PRONOUNS

As many students, staff, and faculty at the University of Oregon may already know, it's common to introduce oneself at meetings and events with pronouns, or the words we use to describe someone when not using their name. It's one way we practice inclusion of all people, but especially our transgender, genderqueer, and nonbinary community.

If including an individual's pronouns in marketing materials, format them with commas. This is the most accessible way to display this information.

- ▶ Kelly's pronouns are he, him, his and they, them, theirs.

NOT

- ▶ Kelly's pronouns are he/him/his and they/them/theirs.

OR

- ▶ Kelly's pronouns are he him his and they them theirs.

THE ACRONYM

There are several different acronyms used to describe the queer and trans community. The best acronym to use depends on your target audience and intention.

LGBT stands for lesbian, gay, bisexual, and transgender. This acronym is arguably the best known one and is ideal for general audiences. Keep in mind that, while it is well-known, it is not the most inclusive version of the acronym.

LGBTQ stands for lesbian, gay, bisexual, transgender, queer, and questioning. This acronym is also well-known and more inclusive, as queer can be used as an umbrella term for the entire community.

LGBTQIA stands for lesbian, gay, bisexual, transgender, queer, questioning, intersex, asexual, aromantic, and ally. This is arguably one of the most inclusive acronyms as it includes intersex and asexual identities. It is the preferred acronym of the LGBT Education and Support Services Program and other campus departments. However, it may be less recognizable to off-campus audiences.

You may also see repeated letters in the acronym, such as:

- ▶ LGBTQQ
- ▶ LGBTQQI
- ▶ LGBTQQIAAA
- ▶ LGBTQQIAAAP

While it is fine to repeat letters in the acronym, it's also okay to have the letter appear once and stand for multiple identities. It is also fine to use queer and trans in place of the acronym.

GENDER IDENTITY TERMS

Transgender is an adjective, not a noun or verb. Use transgender as a descriptor.

- ▶ Janet Mock, a transgender activist, visited our campus last May.

NOT

- ▶ Janet Mock, a transgender, visited our campus last May.

Transgendered is a common typo of transgender. In the same way that someone would not be gayed, lesbianed, or straighted, transgendered is incorrect.

- ▶ Sharing pronouns is one way we can be inclusive of transgender students.

NOT

- ▶ Sharing pronouns is one way we can be inclusive of transgendered students.

Transsexual, while not necessarily offensive, is an outdated term that should generally be avoided. Transgender is more acceptable.

- ▶ I'm taking a class about transgender issues.

NOT

- ▶ I'm taking a class about transsexual issues.

Trans is an acceptable shortening of the word transgender.

- ▶ Gender-inclusive restrooms can be important for everyone, especially trans folks.

SEXUAL ORIENTATION TERMS

If noting someone's sexual or romantic orientation in marketing materials, use the orientation as an adjective rather than a noun.

- ▶ I met a group of gay and lesbian activists at the party.

NOT

- ▶ I met a group of gays and lesbians at the party.

- ▶ I do what I can to support the asexual community.

NOT

- ▶ I do what I can to support the asexuals.

- ▶ The speaker is bisexual.

NOT

- ▶ The speaker is a bisexual.

Queer, while known to many as a derogatory slur, has been reclaimed by some in the LGBTQIA community to serve as an umbrella term. Take care when using queer to describe LGBTQIA people, and use it only as an adjective.

- ▶ Miguel openly identifies as queer.

NOT

- ▶ Miguel is a queer.

If you have any questions about appropriate terminology, feel free to contact the LGBT Education and Support Services Programs's PR and Marketing Specialist at program@uoregon.edu. They are happy to answer any questions.



LGBTQIA Marketing and Communication Standards, First Edition

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