

Oakland University
University Communications and Marketing
Logo, Vendor and Social Media Information

Logo Creation and Usage

- Student groups can design their own artwork, as long as it does not alter or mock the OU logo or aspects of our official marks in any way.
 - Examples include not creating different types of or looks to the stacked Oakland University mark, the official sail, or the official athletics mark, the bear.
 - Non-official marks such as paw prints or other distinguishing elements of a bear are acceptable as long as they are not incorporated into the OU official marks.
- If the group is representing Oakland University in an official capacity (i.e., national competition, uniforms, etc.), groups CAN use official OU marks, but need to get approval from University Communications and Marketing.
- Oakland University and Golden Grizzlies are trademarked words/names and require the TM mark.
- Student organizations must clearly state their Registered Student Organization (RSO) status on merchandise. ie: club, student organization, student board, etc. - rather than representing themselves as an official OU department or unit.

For more information, visit oakland.edu/logos or call Mandy Summers at (248) 370-3188.

Vendor Information

- All orders must go through a licensed OU vendor
 - List of vendors can be found at <http://www.oakland.edu/purchasing/vendorlist/>
- Any time that any type of product is discussed for a fundraiser or for resale - the royalties are a factor.
 - Be sure to check with the vendor to make sure they are eligible to produce goods for resale. Many vendors only hold a license for internal giveaways.
 - Products purchased for resale are not exempt from the royalty fee payment requirement even if they are sold at cost.
- Staff or Faculty advisor should be involved and must first approve of the message or spirit of item. (Note: this does not guarantee UCM sign off, but it is important that your advisor is aware.)

For more information, visit oakland.edu/licensing or call Mandy Summers at (248) 370-3188.

Social Media Tips

Student organizations are welcome to create and maintain social media accounts.

- Profile photos must follow logo guidelines.
- Account names or descriptions should include OU/Oakland University in some way.
- Links to organization's social accounts should be provided in the Grizzorgs portal.
- Be responsive to mentions and messages and post at least once per week.
- Request cross-promotion with OU's main social media accounts by:
 - Tagging oaklandu accounts in social posts
 - Using #ThisIsOU
 - Emailing information to social@oakland.edu
- Make sure an adviser or your successors have access to the accounts once you graduate. Don't make them rebuild the audience.

For more information, visit oakland.edu/social or call Colleen Campbell at (248) 370-2944.