

**From:** [cfaes-all-bounces@lists.service.ohio-state.edu](mailto:cfaes-all-bounces@lists.service.ohio-state.edu) on behalf of [Lieb, Joan](#)  
**To:** [cfaes-all@lists.service.ohio-state.edu](mailto:cfaes-all@lists.service.ohio-state.edu)  
**Subject:** [cfaes-all] Message sent on behalf of VP/Dean Bruce McPheron  
**Date:** Tuesday, April 30, 2013 3:31:05 PM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[ATT00001.txt](#)

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Colleagues,

In May 1's *OSUToday*, you will find Visual Identity Guidelines created to reinforce the One University concept across campus. To carry this concept throughout our One College, CFAES Communications and Technology will be releasing additional guidance for CFAES on July 1.

Thoughts and direction on this visual expression of Ohio State's brand:

- The College of Food, Agricultural, and Environmental Sciences, and all of its entities, will comply with the new identity guidelines.
- We will be implementing the new visual identity over the next 12-18 months; use your materials with the old logo before ordering new. There's no need to throw anything away.
- Communications and Technology is developing templates to make it easier for departments and units to comply with the new guidelines.
- You will see that a very small group have been approved for secondary signatures to the university logo – namely colleges, regional campuses and selected internal entities. CFAES entities – including OARDC, OSU Extension, ATI and departments, will be identified in new, creative ways that are currently under development.
- The logos and secondary signatures will be provided by University Communications. You should never create your own, and you should work through CommTech to determine when you should start applying the new visual identity.
- Contact Suzanne Steel in Communications and Technology at [steel.7@osu.edu](mailto:steel.7@osu.edu) or 614-292-9637 with questions.

I fully endorse this step forward by the University to visually reinforce the One University concept. Watch for our college guidelines on July 1, and contact Communications and Technology with questions.

Bruce



**Bruce A. McPheron, PhD**

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