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Due to the nature of the Scripps College of Communication and the variety of professions it serves, it’s critical that our identity be clear and distinct. The following parameters are our rules for how to refer the college.

**FORMAL, first reference**

The Ohio University Scripps College of Communication

Using the full, formal name of the college establishes its relationship to the master brand, taps into the strength of the university, and differentiates it from peer institutions.

**STANDARD, second reference**

The Scripps College of Communication

While the Scripps name has a longstanding reputation, it’s important to first establish the formal name and reserve shorthand for second reference. All other shorthand should be reserved for informal and internal purposes.

**FORMAL SCHOOL NAMES**

The E.W. Scripps School of Journalism
The J.W. McClure School of Information and Telecommunication Systems
The School of Communication Studies
The School of Media Art & Studies
The School of Visual Communication

The formal names of each school should follow the formal name of the college and be used on in all communications.

**SCHOOL-SPECIFIC SHORTHAND**

J School
VisCom

Of our five schools, the E.W. Scripps School of Journalism and the School of Visual Communication are the two that use widely known shorthand. These options—J School and VisCom—should be used primarily for internal purposes via informal, promotional communications.

**SCHOOL-SPECIFIC ABBREVIATIONS**

JOUR
ITS
COMS
MDIA
VICO

When abbreviating the names of the individual schools, the university-regulated abbreviations should be followed. The use of these abbreviations may be used in communications after having established the formal names of both the college and the school.
To develop communications that will resonate, we need to understand the college's target audiences—who they are, how they currently perceive us, and what each needs to hear.

**EXTERNAL AUDIENCES**

- Prospective Undergraduate Students and Parents
- Prospective Graduate and Professional Degree Students
- Alumni, Donors, and Foundations
- Ohio University Community
- Global Community and Partners
- Future Employers and External Faculty

**INTERNAL AUDIENCES**

- Current Students
- Faculty, Staff, and Administration
All audiences should understand the essence of the brand and its core purpose, but the ideas we emphasize will vary by audience.

<table>
<thead>
<tr>
<th>Audience</th>
<th>What we need to communicate</th>
<th>What this will help achieve</th>
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</table>
| Prospective Undergraduate Students and Parents | • Emphasize the high expectations students and faculty place on each other  
  • Showcase current student work and outcome stories that speak to the benefits of a Scripps education  
  • Highlight the breadth of opportunities available to students seeking to focus their skills and interests  
  • Convey the benefits of the location of the Scripps College and the real-world, professional opportunities it enables  
  • Emphasize the faculty-student relationships and the supportive, dynamic environment | Drive qualified applicants while elevating the awareness and reputation of the college |
| Prospective Graduate and Professional Degree Students | • Similar messages for prospective undergraduate students, along with:  
  • Communicate the value of their degree and how the experience will further their career | |
| Alumni, Donors, and Foundations | • Highlight the promise of the college, focusing on the vision and forward-thinking nature of the students and faculty  
  • Reinforce the value of the degree and the experience that this education provides  
  • Showcase the student outcomes and connect these stories to the greater goals of the college  
  • Demonstrate the college’s vision and thought leadership to attract funding grants | Increase pride and encourage involvement, giving, and potential job placement |

Current perception

There is a level of respect for the college, but a general unawareness of what the college offers.

They’re aware of the reputation of their particular program of interest.

There’s great pride and loyalty to the experience that alumni, new and old, had during their time at the college. These groups are eager to remain involved and learn about the college’s vision.
Current perception

Ohio University Community
The college is seen by many as a “jewel” of Ohio University, but others may view this negatively and try to compete with its reputation.

Global Community and Partners
They understand the college and its offers, but are surprised about how much is being done at the college and by its students around the world.

Future Employers and External Faculty

What we need to communicate

• Communicate the benefits that the students and programs of the college bring to the university

• Highlight the activities, events, and opportunities available for others to get involved

• Emphasize cross-disciplinary opportunities with other schools, programs, and colleges

• Differentiate the college by calling out student-specific accomplishments and opportunities

• Call attention to the notable faculty who support and enable professional experiences for the students

• Highlight the unique position the Scripps College has in its location in Athens and its ability to tap into multiple markets and cities around the world

• Showcase ongoing initiatives developed by the college to benefit local and global communities

• Emphasize the determination of faculty in order to attract other professional faculty members to the college

• Emphasize the talent and tenacity of the college’s professional students

• Communicate the real-world opportunities available to students

What this will help achieve

• Gain greater awareness of the collaborative nature of the Scripps College and how it fosters better partnerships

• Position the college as a leading force in multiple changing professions, and build meaningful, lasting relationships with future partners, faculty, and employers
All audiences should understand the essence of the brand and its core purpose, but the ideas we emphasize will vary by audience.

**Current Students**

They’re proud of the college’s environment and experience, and they’re motivated to take advantage of the opportunities that the college’s can provide.

- Highlight the limitless opportunities that exist for professional development
- Emphasize the interdisciplinary environment
- Communicate the power of the Scripps College network and the faculty who are willing to support and fight for their students’ futures
- Emphasize the importance of the student-faculty relationships and the successful professions that students go into around the world

**Faculty, Staff, and Administration**

They see the college as a special place for student-driven craft and professional opportunity, and while there is a momentum for the future, some resistance to change still exists.

- Communicate how and why the college continues to evolve, with a focus on the future, while staying true to who it is
- Highlight the value that they bring to this experience and their critical place within the college’s story
- Articulate and clarify the opportunities that exist within each school and the power the collective college brings to the world

**Create a shared mission and purpose for the Scripps College, and foster deeper, multidisciplinary relationships**
Attributes and benefits are key components of our messaging. They work together to tell the Scripps College story consistently.

WHAT WE OFFER—ATTRIBUTES
An attribute is what we offer to our students. Attributes include the products, services, knowledge, and unique offers that we bring to the table.

WHAT THEY GET—BENEFITS
A benefit is what students get. It’s the value of the attributes that we offer, the answer to the question “so what?” or “why do we care?”

WHAT IS ATTRIBUTE AND BENEFIT MAPPING?
The attributes and benefits are organized into a hierarchy that builds up to a core attribute and a core benefit. These are placed on a map to show how the attributes and benefits work together, and to show that the core attribute and core value are supported by additional proof points. The map provides the foundation for clear, consistent, and compelling brand messaging.
This messaging map organizes our key messages into a clear balance of what we “give” (the attributes) and what our audience will “get” (the benefits). The resulting hierarchy ensures that our communications are clear, consistent, and compelling. The diagram at the top left of the page illustrates the location of each set of elements on the messaging map.

**CORE VALUE PROPOSITION**

The Scripps College of Communication serves as...

- The foundation for individuals seeking to blend creativity, knowledge, and practice

So graduates have...

- The freedom to direct their skills and move the world forward

**ATTRIBUTES**  
(what we offer)

**BENEFITS**  
(what they get)
A multidisciplinary approach to academic, professional, and social growth

1. Challenging coursework that holds students to high expectations
2. An integrated curriculum that combines a variety of disciplines and ideas
3. Student-driven media organizations

Relentless optimism to navigate a changing environment

1. An understanding of the world around them
2. Readiness to enter and excel in any field
3. An understanding of the big picture
### Personalized attention from dedicated, world-class faculty

1. Real-world initiatives that benefit the community and beyond
2. An encouraging, supportive environment
3. Seasoned professionals and thought leaders

### A global, lifelong network

1. Connections to a worldwide Scripps family
2. Rich pride in and appreciation for the degree and the college
3. Timeless, honored connections
MESSAGING MAP

GUIDE

ATTRIBUTES
(WHAT WE OFFER)

A space committed to fostering organic innovation

BENEFITS
(WHAT THEY GET)

1. State-of-the-art facilities and equipment

1. A proactive commitment to future needs and trends

2. Student innovators who create what the world sees, hears, and feels

2. Anticipating and welcoming change

3. Limitless, real-world opportunities, in and out of the classroom

3. Inspiration to impact the world and those around them
Voice
Our message is what we say; our voice is how we say it.

Making sure we speak in a unified voice can be a challenge. But as different as our schools might be, and no matter how diverse our students and faculty, we are all part of a distinct institution, and we all share a common story.
Our institution is made up of many individuals, but collectively we embody certain personality traits that reflect who we are, who we aspire to be, and how we want to be seen. Knowing who we are gives us a sense of how we sound and how we make our point.

**Rational**
(how we want people to **think** about the brand)

1. **Visionary**
forward thinking and idealistic, inspired and optimistic for the future

2. **Distinctive**
unique and individual

3. **Centered**
grounded and focused

**Emotional**
(how we want people to **feel** about the brand)

1. **Authentic**
original, innovative, creative, and generative

2. **Collaborative**
initiating synergy and cross-disciplinary opportunities

3. **Engaging**
personable, with drive and tenacity
Before a new idea can become a way of thinking. Before one detail can flip the narrative. Before anything that matters can change the world, it must, above all else, be known.

This is our duty at the Ohio University Scripps College of Communication: to bring forth the people who bring forth knowledge. By word or image or data stream. And in every medium and by all means, we succeed.

The Scripps College of Communication is where one generation of thought leaders and storytellers opens doors for the next. Educating and inspiring each other. Bridging disciplines. Forging connections. Pushing beyond the syllabus and beyond ourselves, engaging on the only terms that matter: our own.

And because we all belong to a far-reaching community of achievers, we reach higher, and further. Not just ready for change: hungry for it. Demanding that our ideas be heard, our perspectives shared, and our vision realized.

This is how we move the world forward. This is what knowledge demands. And this is why the Scripps College of Communication is here.

To make it loud. Make it clear.
MAKE IT KNOWN.
To embrace the diverse range of disciplines and objectives across our college, “Make it known” is often used as the final phrase of a three-beat cadence. The first two beats mark intent and approach, but beat three is always “Make it known.”

**FIVE FILTERS FOR A STRONG CADENCE**

**Keep it active**
We’re accomplishing amazing, important things. Invite the reader to come along with us.

**Keep it brief**
One-word beats work best, though occasionally a short, idiomatic expression can work.

**Keep it memorable**
Try to closely associate the first two beats of the cadence to the communication or initiative at hand.

**Keep it intriguing**
Favor words that are upbeat. We’re here to move the world in a good direction.

**Keep it inspiring**
Look for the dramatic tension and build on it. The reader will thank you.

**FOUR ANGLES ON US**
We have a great story. Here are four ways to start telling it.

**Mind the overlaps**
Students from different schools collaborating across disciplines. Exchanging techniques and technology. Blurring boundaries, and pushing them every outward. Our most intriguing stories happen where one discipline bleeds over into the next. Let’s tell them.

**Think big**
Frame everything we do in a larger context: how everything we do not only impacts the world, but helps move it forward. Are we curing disease? Reforming industry? Uniting warring tribes or redefining life? Short answer: Yes. Now show how.

**Connect the dots**
We’re focused on our disciplines, but we’re always thinking about the far-reaching implications. What’s the connection between fiber-optic networks and gender politics? Between live-blogging workplace productivity? Between gaming and medicine? Make the connection.

**Aspire to inspire**
Our faculty inspire our students. That’s a given. But at the same time, our faculty draws inspiration from their students. And then there’s the drive students give each other, and how our distinguished alumni inspire us all. These stories tell our story. Draw upon them whenever you can.
Logo
This is the primary Scripps College logo, used for most applications.

The logo, which reflects our new brand and strategy, will be phased in over time. It should never be separated or altered, but always used as shown in this section of the style guide.

Contact Marketing to request digital files for the logo.
The Scripps College logo should be paired with the Ohio University logo and with identifiers for the specific Scripps College schools, as shown here.

**OHIO UNIVERSITY IDENTITY SYSTEM**

**CORE SCRIPPS COLLEGE LOGO + OHIO UNIVERSITY**

**VERTICAL STACKED**

- Ohio University
- Scripps College of Communication
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University

**HORIZONTAL**

- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University

**CORE SCRIPPS COLLEGE LOGO + SCHOOL IDENTIFIER + OHIO UNIVERSITY LOGO**

**VERTICAL STACKED**

- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University

**HORIZONTAL**

- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication
- Ohio University
- Scripps College of Communication

Use on the back of mailing panels and in cases where the Ohio University brand should be seen first.

Use in most cases as the core Scripps College identifier and when the college is the focus of the materials. Always include the Ohio University identifier or logo in close proximity.

Use in cases where one of the five Scripps College schools is the focus of the materials. Always include the Ohio University logo in close proximity.
Use these in cases where one of the five Scripps College schools is the focus of the materials. Always include the Ohio University logo in close proximity.

<table>
<thead>
<tr>
<th>SCHOOL SPECIFIC LOGOS</th>
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<tr>
<td>School of Visual Communication</td>
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<tr>
<td><strong>Scripps College of Communication</strong></td>
</tr>
<tr>
<td>School of Media Arts &amp; Studies</td>
</tr>
<tr>
<td><strong>Scripps College of Communication</strong></td>
</tr>
<tr>
<td>School of Communication Studies</td>
</tr>
<tr>
<td><strong>Ohio University</strong></td>
</tr>
<tr>
<td><strong>Scripps College of Communication</strong></td>
</tr>
<tr>
<td>J.W. McClure School of Information and Telecommunication Systems</td>
</tr>
<tr>
<td><strong>Scripps College of Communication</strong></td>
</tr>
<tr>
<td>E.W. Scripps School of Journalism</td>
</tr>
<tr>
<td><strong>Ohio University</strong></td>
</tr>
</tbody>
</table>
Using the logo consistently is critical to our brand. Following these simple rules will ensure a clear and compelling visual brand across all of the college’s communications.

**LOGO SIZE**
Whenever possible, use the logo at its preferred size, for all applications. Never reproduce the logo at widths smaller than 1.25 inches or 200 pixels. There is no maximum size limit, but use discretion when sizing the logo. It should never be the dominant element on the page; instead it should live comfortably and clearly as a signature.

**CLEAR SPACE**
We need to ensure that clear space is maintained around the logo. That way, it’s always legible and has room to breathe. Photos, text, and graphic elements must follow this guideline. Use the letter “S” as shown to gauge the clearance.

**Minimum Print Size**

![SCRIPPS College of Communication](image1)

1.25”

**Preferred Print Size**

![SCRIPPS College of Communication](image2)

1.50”

**Preferred Clear Space**

![SCRIPPS College of Communication](image3)
LOGO COLOR

The primary logo should appear only in the versions shown here.

TWO COLOR
The two-color version of the logo, which appears in the primary Scripps College colors, is the most commonly used version. If printing restrictions are an issue, a one-color version can be used.

PANTONE 7463 AND PANTONE 404

ONE-COLOR
These versions of the logo should be used only if printing restrictions demand it.

PANTONE 7463, PANTONE 404, OR PANTONE BLACK

LOGO OVER COLOR AND PHOTOGRAPHY

WHITE
When placing the logo on a colored background, it should be reversed out to white, as shown. The background must be either an approved color from the Scripps College brand palette or the darker area of a photo.

PHOTOS
When placing the logo over photos, there are two things to consider. If the photo is dark, use the reversed-out version of the logo. If the photo is bright with a large light area, then use the full-color version.
Here are a few examples of practices to avoid.

- Do not rearrange the logo elements.
- Do not use drop shadows with the logo.
- Do not place the logo over the busy area of a photograph.
- Do not outline the logo.
- Do not stretch or compress the logo.
- Do not change the font or recreate the logo for any reason.
- Do not rotate the logo.
- Do not mix alternate colors with the logo.
Color
Our color palette helps our audiences identify us at a glance, and the way we use color sets the mood for each of our pieces. Our palette is diverse and flexible, but to maintain visual consistency across all Scripps College materials, only use the colors outlined in this section.

OUR COLOR PALETTE HAS TWO LAYERS: the primary palette and a school-specific palette.

Lean heavily on our primary palette, but use the school-specific palette to build color schemes that are complementary and balanced. This helps the primary palette adjust to meet the needs of our various communications.

NOTE
For printed materials, it’s best to use spot colors, but if that isn’t possible, please use the four-color process builds listed here, because they match our spot colors most closely.
School-specific communications lean on these specific color palettes. Any other colors from our palettes should be used only as accents for headlines, subheads, or icons.

Tints of each school-specific color can also be used.

These are the colors that can be used from the main palette.

**E.W. SCRIPPS SCHOOL OF JOURNALISM**

- PMS 342
- PMS 404
- PMS 634
- PMS 130
- PMS 7463
- PMS 4515

**SCHOOL OF COMMUNICATION STUDIES**

- **PMS 266**
  - CMYK: 72, 84, 0, 0
  - HEX: 6EB4CD
  - RGB: 110, 180, 205

**SCHOOL OF VISUAL COMMUNICATION**

- **PMS 375**
  - CMYK: 48, 0, 100, 0
  - HEX: 8FD400
  - RGB: 143, 212, 0

**J.W. MCCLURE SCHOOL OF INFORMATION AND TELECOMMUNICATION SYSTEMS**

- **PMS 7458**
  - CMYK: 55, 13, 13, 0
  - HEX: 6EB4CD
  - RGB: 110, 180, 205

- **PMS 144**
  - CMYK: 3, 58, 100, 0
  - HEX: EF8200
  - RGB: 239, 130, 0

**SCHOOL OF MEDIA ARTS & STUDIES**

- **PMS 445**
  - CMYK: 58, 39, 49, 34
  - HEX: 57653F
  - RGB: 75, 84, 87
Typography
Ohio University’s primary typefaces are Galliard and Frutiger, which visually capture our voice in communications. They can be used in a multitude of Mac and Windows programs; they are also web compatible.

To obtain the primary fonts, please contact the Marketing Department.

**Galliard** is a simple serif font used for the Scripps College. It should be used in all instances where typography is required.

**Frutiger** is a simple sans-serif font used for the Scripps College. It should be used in tandem with Galliard in all instances where typography is required.
Galliard is available in a range of weights and italics.

- Roman
- *Italic*
- Bold
- **Bold Italic**
- Black
- **Black Italic**
- Ultra
- **Ultra Italic**

Primary typography
Use these fonts when working with headlines, subheads, body copy, or captions.

Frutiger is available in a range of weights and italics.

- Light
- *Light Italic*
- Roman
- *Italic*
- Bold
- **Bold Italic**
- Black
- **Black Italic**
Photography
Images of student and faculty should capture genuine expressions that are confident and candid. These photographs should be shot in an environment on the Scripps College campus.

Photos should be saturated with rich color, not washed out. These documentary-style photos should contain authentic interactions between students, faculty, and the Scripps College’s campus environment.

The images shown here are examples only; they have not been purchased by the Scripps College. Do not use them without purchasing the appropriate rights.
Student portraiture highlights authentic, imperfect moments and gives us the opportunity to weave the growth of our students into the Scripps College story. Subjects should appear comfortable and able to be themselves.

The images shown here are examples only; they have not been purchased by the Scripps College. Do not use them without purchasing the appropriate rights.
Images of the Scripps College’s campus and surroundings provide an excellent sense of what it’s like to study here. Photographs in this category should always be taken at natural angles and should reflect the openness and energy found here. Although these photos can and should feature people, they shouldn’t necessarily be the main focus.

The images shown here are examples only; they have not been purchased by the Scripps College. Do not use them without purchasing the appropriate rights.
This set of punctuation icons comes from the Aachen typeface. Only use the icons shown here. Feel free to recolor the icons to fit in with the design.

Use the punctuation shown here for marketing materials. Do not recreate them, and do not use Aachen for setting any type of text.
The icons can be used in two different ways: either contained within a circle or enlarged as a supergraphic.

**Circle Container**
Place the icons in a stroke-only circle. The circle container is used to emphasize the icon. The maximum stroke weight is 5 points; the minimum is 1 point.

**Supergraphic**
These supergraphics act like a texture for brand layouts. Use these only as background elements, with the tint of the icon set at 85%.
Circle Containers That Connect
By connecting multiple circle containers with straight lines, we allude to the interrelated nature of our schools’ many disciplines. As with the circles themselves, the maximum stroke weight is 5 points; the minimum is 1 point.

Rules
Horizontal rules can be used to highlight text. Place the rule behind text or place a single line under the emphasized word or words. The maximum stroke weight is 10 points; the minimum is 0.5 points.
Sample Tactics
The sample tactics in this section are included for guidance only. Use them as inspiration when designing and writing. Please refer to page 21 in the style guide when choosing logos for communication materials.

Logos used:
CORE SCRIPPS COLLEGE LOGO + OHIO UNIVERSITY

SCARIPPS College of Communication

Make it known.

WOUR STUDENTS ARE
energetic,

driven,

AND ENDLESSLY
inspiring”
SAMPLE TACTICS: SCHOOL-SPECIFIC MAILER

Logos used:
CORE SCRIPPS COLLEGE LOGO + OHIO UNIVERSITY

SCRIPPS
College of Communication

OHIO UNIVERSITY
Making every word count
A look at the stats behind the story

First

Rundigni stissункuоd quid milicium au sam quam aut doluptae alique as t odignis vitaerum, cus an re nulparum facus mos adio. Ab imus, sam quam aut doluptae alique as exigere peralboris endest lam aut re, coreserum ra is conseque praria aut.

Rundigni stissункuоd quid milicium au sam quam aut doluptae alique as t odignis vitaerum, cus an re nulparum facus mos adio. Ab imus, sam quam aut doluptae alique as exigere peralboris endest lam aut re, coreserum ra is conseque praria aut.

20:1
Student-faculty ratio

7th
National ranking of E.W. Scripps School of Journalism

Scripps students have work ethic.
SAMPLE TACTICS: CAMPUS BANNERS

Breaking stories and fixing the world.

This is how we make it known.

Bringing whole lives into focus.

This is how we make it known.
SAMPLE TACTICS: ALUMNI MAGAZINE

Logos used:
CORE SCRIPPS COLLEGE LOGO +
OHIO UNIVERSITY

SCRIPPS College of Communication

Alumni Magazine

VOICES UNSILENCED

The photos of Rowley Martinson give the survivors of Aleppo a platform to address the world.

p.12

WINTER 2015

Driving the story that drives the world.

Ohio University

Synopsis

Scrrips alumni are filling the narrative in every field.
Logos used:
CORE SCRIPPS COLLEGE LOGO +
OHIO UNIVERSITY

SCRIPPS
College of Communication

OHIO UNIVERSITY

Logos used:
CORE SCRIPPS COLLEGE LOGO +
SCHOOL IDENTIFIER +
OHIO UNIVERSITY LOGO

SCRIPPS
College of Communication

School of
Visual Communication
Logos used:
CORE SCRIPPS COLLEGE LOGO + OHIO UNIVERSITY

Taking a serious look at funny.

**Words Matter Speaker Series**
SCRIPPS College of Communication

Join us for a look behind the scenes and through the eyes of Mad Magazine with Judith Yaross Lee, Ohio University School of Communication Studies professor and president of the American Humor Studies Association.

**7:00 PM**
**March 3, 2015**
Schoonover Center for Communication Auditorium

For ticket information call 740-593-4100 or reserve your seats online.

Make it smart.
Make it meaningful.
Make it known.

SCRIPPS
College of Communication
OHIO UNIVERSITY
Getting a shot at success and taking it.

Jump into the next Scripps Innovation Challenge Boot Camp

Video Pitch Production
Hone your powers of persuasion and cover the angles that get heads nodding and projects green-lit.

Registration closes Wednesday, January 14, 2015.
Sign up now.

Make a point.
Make an impact.
Make it known.
Logos used:
CORE SCRIPPS COLLEGE LOGO +
OHIO UNIVERSITY

SCRIPPS
College of Communication

OHIO UNIVERSITY

Make it true. Make it believable.
Make it understood. Make it important.
Make it essential. Make it accessible.
Make it personal. Make it universal.
Make it yours. Make it accepted.
Make it necessary. Make it matter.
Make it reach. Make it connect.
Make it click. Make it relevant.
Make it reasonable. Make it understandable.
Make it felt. Make it move.
Make it persuasive.
Make it authoritative. Make it direct.
Make it pure. Make it necessary.
Make it certain. Make it so.
Make it real. Make it revolutionary.
Make it controversial. Make it rational.
Make it urgent. Make it vital.
Make it sing. Make it speak.
Make it serious. Make it funny.
Make it insightful. Make it incisive.
Make it decisive. Make it loud.
Make it clear. Make it known.

Make it revolutionary.

Make it direct.

Make it universal.