

# OUR VOICE

---

## THE OREGON STATE 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 Engineering story builds on the 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.

## ABOUT OUT THERE

While OUT THERE might feel like a tagline or a slogan, it's actually something far more important. It's the handle for our creative platform: two-syllable, two-word phrase that frames everything we do. Only on the rarest of occasions will it appear in print, but whenever you sit down to write about Oregon State, it should be in the back of your mind. To be clear and out in the open, here are the three major things OUT THERE is and isn't.

### Tip:

For a deeper look at what informs our voice and other helpful direction, see the voice section of the Oregon State University Master Brand Guidelines.

## OUT THERE IS

- The perspective that defines our story and how we frame it.
- Our approach to solving big challenges at every scale and locale.
- Sequenced in our institutional DNA, and evident in the mark we leave in our field and on the world.

## OUT THERE ISN'T

- A pat phrase that gets incorporated into every article or communication.
- Necessarily a remote, exotic location; it can be an idea, theory or solution.
- An institutional initiative or a shift in direction; it's a distillation of what has always set us apart.

## SIX APPROACHES TO BRINGING OUT THE “OUT THERE.”

We’re not changing the work we do or the way we do it. And the stories we’ll tell tomorrow are as important as the ones we’ve been telling all along. What’s different, though, is the license we give ourselves to speak and write in more expansive and engaging terms. It’s a voice that takes form based on where it comes from: a place of passion and grit. It’s point of view that comes from OUT THERE.

### 1. VISUALIZE THE INVISIBLE

How many pages of a newspaper would the calculations fill? What will the impact be on access to education in the developing world? Make the abstract concrete.

### 2. GO INTO PERSONAL DETAILS

How does the researcher’s early life inform her latest work? When did inspiration strike, or how long did it take for the hunch to unfold? Little things speak volumes.

### 3. SHOW THE HUMAN IMPACT

Everything scales up or down to a personal experience. No matter how mechanical the work, it leaves a mark on mankind. Describe it. Or at least hint at it.

### 4. CELEBRATE THE INFINITESIMAL

No operational tolerance is too high or frequency differential too low. Barely graspable details can grab the reader, as long as they add to a bigger picture.

### 5. EMBRACE THE CLINICAL

There is music in data. Incremental progress and deep process can be highly expressive. Don’t shy away. Show how our people think and feel.

### 6. GET CARRIED AWAY

Don’t shy away from passion for discipline. We live in a world where geeking out isn’t only accepted, it’s respected.