

USAO Staff & Faculty Name Tag Policy

Effective Date: September 2026

Maintained By: Marketing & Communications Office

This policy establishes uniform guidelines for the design, ordering, and wear of official University of Science & Arts of Oklahoma (USAO) name tags. Standardized name tags ensure professional visual identity across campus, promote accessibility for students and visitors, and maintain alignment with USAO brand standards.

1. Scope & Applicability

This policy applies to all full-time and part-time staff, administration, and faculty members at the University of Science & Arts of Oklahoma.

2. Visual & Layout Specifications

All official university name tags must strictly adhere to the approved template developed by the Office of Marketing & Communications. Custom fonts, non-standard layouts, or unofficial graphics are strictly prohibited.

- **Size & Material:** Standard 1.25" × 3.5" acrylic badge with magnetic backing.
- **Color Scheme:** Dark green typography and logos on a white/light background.
- **Layout Structure:**
 - **Top Section (Full Width):** Employee Preferred Name (e.g., Sheppard McConnell) rendered prominently across the upper portion of the badge in large font.
 - *Doctoral Title Provision:* Employees who hold a doctoral degree may include "Dr." prior to their name or append "Ph.D." (e.g., Dr. Jane Doe or Jane Doe, Ph.D.) on this line.
- **Bottom-Left:** Drover rider graphic centered to the left of the vertical divider line.
- **Bottom-Right:** USAO wordmark positioned to the right of the vertical divider line.
- **Excluded Elements:** Title, department name, and optional non-doctoral credentials or pronouns are omitted from this simplified design to ensure clarity and alignment across campus departments.

3. Usage Guidelines

- **Public-Facing Duties:** Staff and faculty are encouraged to wear name tags when interacting directly with campus visitors, students, and guests.
- **Campus Events:** Wearing name tags is recommended during official university events (e.g., move-in days, commencement, preview days, and ceremonies).
- **Location:**

- **Primary Spot:** Wear your name tag on the right side of your chest (upper right lapel or chest area).
- **Why the Right Side?** When extending your right hand for a handshake, the other person's eye follows a natural line of sight straight to your right chest, making your name easy to read without searching.

4. Ordering, Replacement, and Maintenance

- **Ordering Channel:** All name tag requests must be submitted directly to the USAO Print Shop using the official Print Shop order form or portal.
- **New Hires:** Department heads or hiring supervisors should submit name tag requests during the onboarding process.
- **Name Changes:** If an employee updates their preferred name or acquires a doctoral credential, a new name tag may be requested through the Print Shop.
- **Replacement:** Lost or damaged name tags will be replaced through the Print Shop at the department's expense.

5. Contact & Support

For ordering, proof approvals, or fulfillment inquiries, contact the **USAO Print Shop**. For brand or logo design questions, contact the **Office of Marketing & Communications**.