Purpose

During the next year and a half, between now and the Release 4 Go-Live in July 2017, many memos, articles, print and online communications, training documents, and presentations will be developed in support of the Workday@Yale program initiative.

The goal of this Standards Guide is to promote an effective and consistent visual language across the Workday@Yale program’s communication platforms. It is intended to be used as a communications reference tool for anyone in the Yale community who may wish to refer to Workday@Yale’s strategic goals, visual identity guidelines, approved vehicles, copy points, presentation formats, and approval processes.

Vision Statement

The program’s vision statement identifies where we are trying to go, and how, collectively, we will get there:

*Workday@Yale will support Yale’s mission with excellent administrative services that mirror Yale’s excellence in teaching and research, making it easier for faculty, students and staff to get their work done.*

*Developed with broad community engagement, Workday@Yale will be defined by easy to use systems that lower the administrative burden for all, deliver trusted information and reduce overall costs.*

Program Background

Yale’s initial Release 1 rollout of Workday functionality in July 2015 included the delivery of human resource, academic and payroll modules. Yale’s Workday Financials, changes to Human Capital Management (HCM-
HR/Payroll), and retirement of the Oracle E-Business Suite (EBS) will go live with Release 4 in July 2017.

The strategic objectives for the program include:

- Simplify and standardize processes
- Make it easier to get work done and harder to make mistakes
- Minimize administrative overhead for faculty and end users
- Lower operating costs and improve effectiveness
- Establish an accurate, trusted, and timely reporting environment

**Strategic Communications Objectives**

1. **Provide Relevant, Timely Communications**
   a. Relevant to the specific audience
      i. Faculty
      ii. Staff
      iii. Students
      iv. Individual schools, departments, or units
   b. Timely and instructive
      i. Provide enough lead time and program specifics so that people are not caught unaware by upcoming needs
      ii. Provide Workday functionality updates, as available
   c. Straightforward, easy to understand and apply to individual departmental needs
   d. Precisely identify next steps and deadlines

2. **Visual Guidelines**
   a. Yale’s graphic identity and university standards must be honored at all times.
   b. Workday Inc.’s logo use:
      i. Should be used sparingly
      ii. Should adhere to its own usage rules

*Note:* Please find more details below.
3. **Copy Guidelines**
   a. Program name: *Workday@Yale*
   b. Reference the *Workday@Yale* website at [http://workday.yale.edu](http://workday.yale.edu) for recent articles, program updates, Workday functionality announcements, key dates and timelines, etc.
   c. Whenever possible, reference Yale not Workday or Workday, Inc.
      i. Yale is bringing Workday’s functionality, not Workday, to the university.
      ii. Campus-wide, all Yale communications are aiming to de-emphasize second party vendor and company names and instead reference their capabilities
   d. For PowerPoint, Excel, and Word document templates, please refer to SharePoint or contact Grace Firth (grace.firth@yale.edu).

**Approval/Vetting Process**

1. The *Workday@Yale* program recognizes that Yale’s various schools and business offices have many different communication tools and their own approval processes. Our goal is for program information to be consistent, distributed accurately, positioned appropriately, and designed using program vocabulary as well as approved visuals. We therefore recommend that all communications be routed through the *Workday@Yale* CM team prior to publishing. Please contact workday.yale.edu, Dick Bascom (Richard.bascom@yale.edu), and Jean Gresham (jean.gresham@yale.edu) with any questions you may have.
2. Approval process:

Visual Guidelines

THE YALE LOGO

The Yale logo embodies Yale’s “identity” and assures audiences of a communication’s strong connection to the University. The Yale logo features a direct and confident “Yale” set in a modified version of the Yale typeface.

The Yale logo should be included on all publications of the University—Web and print—to affirm the publication’s status as emanating from Yale. It should be used in all situations that call for the official mark of the University, such as at events that visually represent Yale as a sponsor.

When used in a Yale publication, the Yale logo does not need to be a prominent display element. It can function at small to moderate sizes to “brand” a publication as a Yale product. The Yale logo functions best when placed on the back cover of a print document, or at the foot of a print or Web page.
The Yale logo may only be shown in black, white, Yale Blue, or Yale Gray. The preferred background colors for a white “drop-out” Yale logo are black, Yale Blue, and Yale Gray. If using a background color other than black, Yale Blue, or Yale Gray, the Yale logo must appear in white against a dark background or black against a light background. The logo may be printed against or dropped out of a photographic image only if it remains highly visible and legible.

**Clearance**

Always reserve a cushion of open space around the Yale logo. The height of the “Y” is approximately the minimum of clearance which should be provided.

**Usage of the Workday Logo**

We see hundreds of logos in the course of a day, each representing a different business entity, product, or service. The result of this visual barrage is that many of us assume that every program, product, or service of Yale must also have its own logo—its own stand-alone “brand.”

This is not so. Despite the vast array of Yale’s activities and “products,” the strongest, most recognizable brand that Yale organizations can project is that of Yale University itself.

Workday is a large software vendor that services a variety of clients, with its own logo and visual identity. The use of the Workday corporate logo on Yale communications is discouraged, as it would dilute the Yale brand. In addition, it is Yale’s policy to never explicitly endorse outside vendors. The native implementation of Workday, *Workday@Yale*, should be the primary focus of communications regarding Workday, not the software company at large.
In rare cases where it might be necessary to display the Workday logo, the Yale and Workday logos should not be placed in close proximity to each other. Visual precedence should always be given to the Yale logo.

Safe space.
Our logo needs breathing room. There should be enough room for the 'w' in “Workday” to run freely around our logo. No graphics or text elements should ever appear within the clear space.

Please do not combine the two logos. These are example of what NOT to do:

Workday corporate logo
(May be used in certain instances, and never in close proximity to the Yale logo)

References: Yale Office of the University Printer