

Carnegie Mellon University
Marketing & Communications

2020.08.25

CMU COVID-19 BEHAVIORS

Writing and Identity System

**COVID-19 BEHAVIORS
WRITING AND
IDENTITY SYSTEM**

OFFICIAL LANGUAGE

STUDENTS

A Tartan's Responsibility

Minimize the introduction of COVID-19

- Self-quarantine in your residence hall or in the Pittsburgh area for at least 14 days prior to coming on campus (if you are arriving from outside Southwestern Pennsylvania)
- Monitor your health for COVID-19 symptoms throughout that period
- Complete pre-arrival safety and prevention training

Prevent the spread of COVID-19

- Maintain required physical distance
- Wear facial coverings
- Limit the size of gatherings
- Practice good hygiene
- Limit non-essential travel and follow the university's directions regarding travel outside the region
- Adhere to other governmental and university requirements

Contribute to the identification of COVID-19

- Complete the daily self-assessment survey
- Comply with required testing protocols
- Respond to contact tracing and other related requests as necessary
- Receive a seasonal flu vaccine

Support the containment of COVID-19

- Report quickly to University Health Services and follow their guidance when experiencing symptoms or when you believe that you may have been exposed to the virus

FACULTY/STAFF

Minimum Requirements

Anyone who is sick must stay home

Facial coverings

Daily symptom self-assessment

Physical distancing

Hand-washing

Limit in-person meetings

Enhanced sanitation and disinfection

All

4 Behaviors

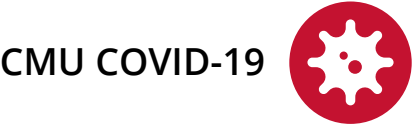
(Always in this order)

- Daily self-assessment
- Physical distancing
- Facial covering
- Hand-washing

Additional Focus

- Stay home if you are sick
- Meet virtually when possible
- Sanitize surfaces

COVID-19 BEHAVIORS
WRITING AND
IDENTITY SYSTEM



Writing style:
Use strong language to
reinforce responsibility
and commitment to the
community.

- Examples:
- Do your part to...
 - A Tartan will...
 - We have a shared
responsibility to...

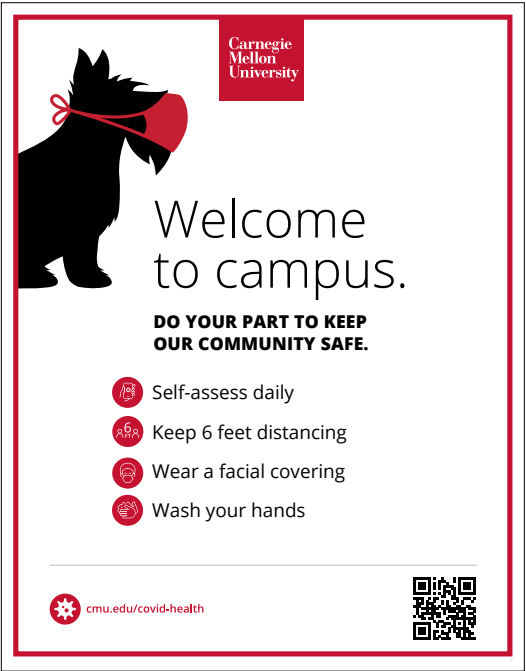
Short Phrase	Medium Phrase	Icon - Line	Icon - Solid	Icon - Options
4 Behaviors (Always in this order)				
Self-assess daily	Complete your self-assessment survey every morning before beginning your day			
Keep 6 feet apart	Maintain at least 6 feet (2 meters) between you and others			
Wear a facial covering	Everyone on campus must wear a facial covering			
Wash your hands	Wash your hands with soap and hot water for 20 seconds			
Additional Focus				
Stay home if you are sick	Do you have a fever, cough, shortness of breath, loss of taste/smell, or any other COVID-19 symptoms? Have you had close contact with a person who may have COVID-19? If you answered YES to ANY of these, DO NOT come on site. PLEASE GO HOME and contact your health care provider.			
Meet virtually when possible	In-person gatherings or meetings are strongly discouraged			
Sanitize surfaces	Use sanitizer to disinfect all surfaces that you touch			

Note:
Addition variations with female in face coverings and males with thermometer are being developed.

Use a variety in your materials.

COVID-19 BEHAVIORS
WRITING AND
IDENTITY SYSTEM

EXAMPLES



81
Size: 22"x28"
Material:
Foam Board



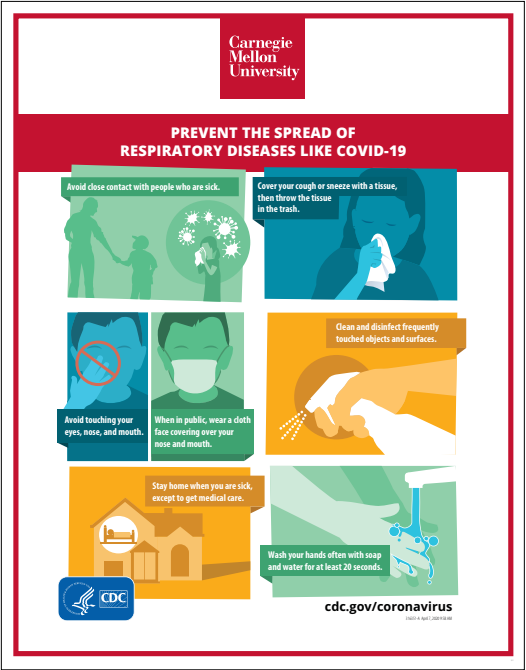
78
Size: 22"x28"
Material:
Foam Board



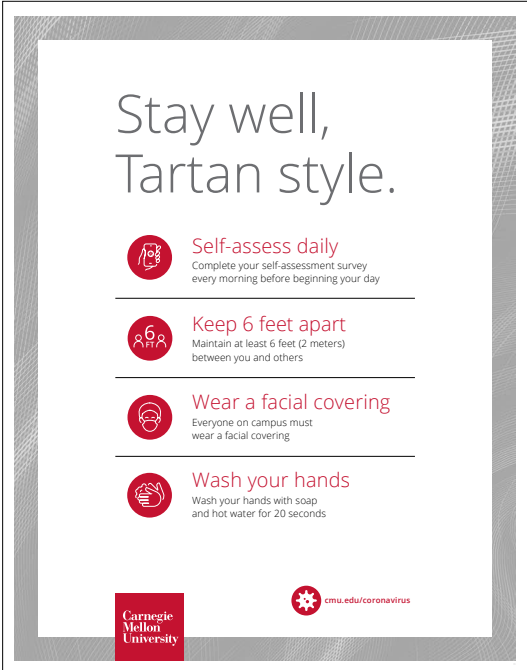
79
Size: 22"x28"
Material:
Foam Board



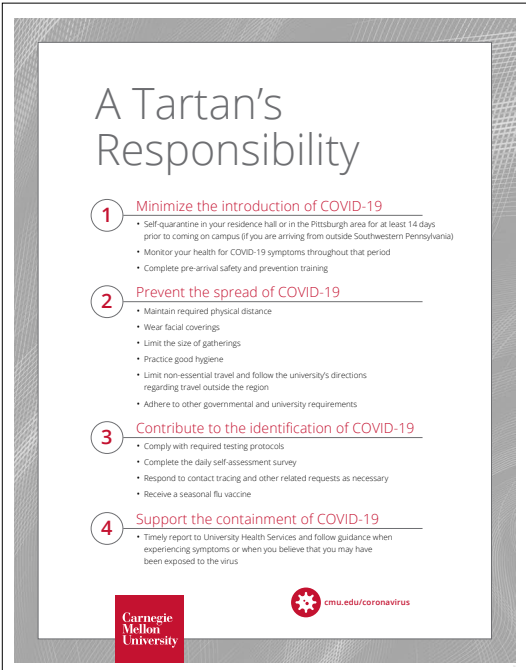
80
Size: 22"x28"
Material:
Foam Board



82
Size: 22"x28"
Material:
Foam Board



71
Size: 22"x28"
Material:
Foam Board



72
Size: 22"x28"
Material:
Foam Board