BRANDING & STYLE GUIDE

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UNIVERSITY OF CENTRAL OKLAHOMA
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INTRODUCTION

The University of Central Oklahoma’s (UCO’s) Transformative Learning approach utilizes a unique tool and process to ensure that our graduates possess important employability, communication and citizenship skills.

The tool is the Student Transformative Learning Record (STLR). Faculty and professional staff intentionally create learning activities and environments designed to expand students’ perspectives about themselves and others so they understand the benefits of developing important life skills while they are in college and afterwards as life-long learners.

This guide gives policies and suggestions for the use and display of the STLR logo, transformative learning phrases and tenet icons.
LOGO USE

The Student Transformative Learning Record™ (STLR) logo is a trademarked image that represents the UCO Transformative Learning process and is vitally important to the STLR experience. It is a signature, identifier and symbol of quality. In order to uphold the integrity and quality of the STLR process and assessment, it is vital it remain a consistent component of STLR communications.

The STLR logo and STLR tenet icons may only be used in association with approved STLR-tagged activity marketing (assignments, events, groups, projects, etc.).

In order to establish and maintain a unified identity, some basic guidelines should be followed as outlined in this guide.

USAGE

In order to preserve the integrity of the logo, no text or competing graphic elements should be used within the space equal to half the height of the mark on all four sides. To insure legibility and recognition, logos should be scaled so that the height of the mark is never smaller than 3/8 of an inch.

STLR Mark must appear with the logotype text. The only time it may not appear is when “Student Transformative Learning Record” is in the text of the advertisement.
The STLR logo is designed to be used in the five following configurations and should not be used any other way without permission from the STLR office.

The primary and preferred configuration is the horizontal configuration. See below.
**VARIATIONS**

The logo is most often displayed in black, but acceptable color variations are available in UCO Logo Blue and Logo White, as shown on the right.

The logo is approved in UCO Logo Blue for use over yellow or white backgrounds.

The Logo is approved in Logo White when appearing over dark backgrounds. Contrast levels should always meet ADA accessibility guidelines.

**UNACCEPTABLE**

The logo should never be altered from any of the approved versions by changing colors, stretching, rotating the logo or distorting the coloring in any way. Do not apply graphic effects to the logo such as drop shadows, bevels, glows, textures etc.

Do not stretch, rotate or distort the logo.

Do not use the logo in any unapproved colors.
UCO engages students in Transformative Learning through the Central 6 tenets.

- Discipline Knowledge growth comes through coursework and is recorded on the traditional academic transcript.

STLR tracks the other 5 tenets:
- Global & Cultural Competencies
- Health & Wellness
- Leadership
- Research, Creative & Scholarly Activities
- Service Learning & Civic Engagement

STLR has a series of icons to represent these various tenets. The icons aid in helping to identify how an event, activity, project or course may align with one or more tenets.

The tenet icons should only appear in activity, event or project advertising if the activity is an approved STLR-tagged activity. There are many Central 6 related activities that happen on campus that are not assessed with the STLR rubric and therefore not approved STLR activities. STLR-tagged activities must be overseen by a STLR-trained UCO faculty or staff member in order to be approved.
STLR icons should be scaled so that the width is never smaller than 1 inch.

Symbols for each tenet rest in a field of color specific to that tenet. Black type is directly below in a small field of white to ensure the text is always legible and meets ADA color contrast requirements.

A thin black outline frames the icons providing stability and separation from the surrounding.

Do not make the text within the icons bigger or smaller. Do not change the space underneath the text, center text or move it.
STLR icons must appear with the STLR logo. STLR icons cannot be used on their own without the STLR logo. Tenets should always be listed alphabetically, whether using all 6 or just 2 of them. If they are to appear in any configuration other than in a row, such as a grid or stack, arrange them alphabetically from top left to bottom right.
Appropriate STLR Logo and Tenet Icon Use
When advertising a STLR-tagged activity, the preferred icon, tenet and wording is shown below. Please use the phrase: “Official STLR Activity” when possible. The STLR mark without the text “Student Transformative Learning Record” should only be used next to the tenet if the main body of text in the email, advertisement etc. includes “Student Transformative Learning Record” written out explicitly.
If the UCO logo needs to appear in the same area as the STLR logo, some suggestions are shown. More often an email, poster or flyer would use the UCO top or bottom banner as seen here.
The following colors are the STLR and University communications approved official colors related to the STLR logo, tenets and backgrounds to be used in STLR related communications and marketing of STLR approved activities. These colors should be used exactly in connection to STLR and should not be darkened or lightened in any way.

**LOGO BLUE**
Pantone: 282C blue  
CMYK: 100,68,0,54  
RGB: 0,45,98  
HEX: #003366

**LOGO BLACK**
RICH BLACK  
CMYK: 50,50,50,100  
RGB: 0,0,0  
HEX: #000000

**TEXT BLACK**
100% BLACK  
CMYK: 0,0,0,100  
RGB: 35,31,32  
HEX: #231F20

**LOGO WHITE**
PAPER WHITE  
CMYK: 0,0,0,0  
RGB: 255,255,255  
HEX: #ffffff

**KNOWLEDGE (YELLOW)**
Pantone: 7406C  
CMYK: 0,20,100,2  
RGB: 241,196,0  
HEX: #f1c400

**GLOBAL (ORANGE)**
Pantone: 1665C  
CMYK: 0,79,100,0  
RGB: 220,68,5  
HEX: #dc4405

**HEALTH (GREEN)**
Pantone: 370C  
CMYK: 62,1,100,25  
RGB: 101,141,27  
HEX: #658d1b

**SERVICE (VIOLET)**
Pantone: 2617C  
CMYK: 84,99,0,12  
RGB: 71,10,104  
HEX: #470a68

**LEADERSHIP (BLUE)**
Pantone: 3005C  
CMYK: 100,31,0,0  
RGB: 0,119,200  
HEX: #0077C8
The thin black line and color bar are graphic elements designed for use in STLR materials with suggestions for their usage.

**Thin Black Line**

70% black, 0.25pt.

This element serves to identify a break between corresponding elements.

**Color Bar**

6 tenet colors arranged in same order as icons, scaling should always maintain proportions.

If used with the logo the color bar should be scaled so that the height of the bar is equal to the x-height of the logotype so the visual weight of the color bar does not overpower the signature. A clear space equal to the height of the mark should appear between the logo and the color bar.
Typography plays a major role in the message and personality of the STLR identity.

Avenir Next is the official font for STLR materials. It is a clean and modern typeface that reflects the STLR message. It is available in several weights and styles which provide design versatility while maintaining legibility in promotional materials and communications.

Please maintain integrity of the font at all times. Do not scale or stretch the font vertically or horizontally, add strokes or outlines etc. This reduces legibility and interferes with communication.

Use scale and weight to create contrast and make the text easy to view for your audience. Try not to cram too much in. Less is more. White space allows the reader’s eyes to rest and will aid in better communication results.
Avenir Next is not a free font. When Avenir is not available Open Sans or Century Gothic is recommended for use in its place.

Open Sans is an open source font available for download for desktop use and for use with Google Fonts web font API service. This service allows custom fonts to be loaded on a webpage using the @fontface CSS rule.

Century Gothic comes as a free default font most computers. Please use one of these fonts if Avenir is not available to you.

Both Open Sans and Century Gothic come in a variety of weights and styles to provide design versatility and legibility.

**Open Sans- Light**

<table>
<thead>
<tr>
<th>abcde</th>
<th>fghijklm</th>
<th>nopqrstuvwxyz</th>
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<tbody>
<tr>
<td>ABCDE</td>
<td>FGHIJKL</td>
<td>MNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>12345</td>
<td>67890</td>
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**Open Sans- Regular**

<table>
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<tr>
<th>abcde</th>
<th>fghijklm</th>
<th>nopqrstuvwxyz</th>
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<tbody>
<tr>
<td>ABCDE</td>
<td>FGHIJKL</td>
<td>MNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>12345</td>
<td>67890</td>
<td></td>
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</table>

**Open Sans- Bold**

<table>
<thead>
<tr>
<th>abcde</th>
<th>fghijklm</th>
<th>nopqrstuvwxyz</th>
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</thead>
<tbody>
<tr>
<td>ABCDE</td>
<td>FGHIJKL</td>
<td>MNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>12345</td>
<td>67890</td>
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**Century Gothic - Regular**

<table>
<thead>
<tr>
<th>abcde</th>
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<tr>
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<td>12345</td>
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**Century Gothic- Bold**

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EXAMPLES

Below are appropriate STLR logo and STLR tenet icon use in flyer and poster advertisements of STLR-tagged activities. Examples shown are not to scale.
Below are examples of appropriate STLR logo and STLR tenet icon use in email, OrgSync and flyer advertisements. Examples shown are not to scale.

The STLR mark (letters only) can only be used by itself without the logo text if the body of the text in the advertisement includes “Student Transformative Learning Record” as appears above.
CONTACT INFORMATION

To obtain STLR logo and STLR tenet icon files or learn more about STLR-tagged activities contact:
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405.974.5587 or 5589
stlr@uco.edu