



# IDENTITY GUIDE





# Introduction

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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 that they understand the benefit 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.

The logo consists of the letters 'STLR' in a bold, black, sans-serif font. A small 'TM' trademark symbol is located at the bottom right of the letter 'R'.

STLR™

The text 'STUDENT TRANSFORMATIVE LEARNING RECORD' is arranged in four lines, stacked vertically. The letters are in a black, sans-serif font, with each line centered under the others.

STUDENT  
TRANSFORMATIVE  
LEARNING  
RECORD

# Overview

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The Student Transformative Learning Record (STLR) logo is a trademarked image that represents the Transformative Learning process and is vitally important to the STLR experience. It is a signature, identifier, and symbol of quality. In order to uphold integrity and quality of the STLR process and assessment, it is vital it remains a consistent component of STLR communications. The STLR logo and STLR tenet icons may only be used in association with events, projects, assignments, and marketing approved as part of STLR.

In order to establish and maintain a unified identity, some basic guidelines should be followed.



# Configurations

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The logo has been designed to be used in the five following configurations, and should not be used any other way without permission from the STLR office.

Logo



Logotype - horizontal



Logotype - vertical stack



Logotype - centered stack



Logotype - vertical single line



# Variations

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

The logo is approved in STLR Logo Blue for use over white backgrounds



**Logo Blue**

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**Pantone** 282C  
**CMYK:** 100, 90, 13, 68  
**RGB:** 4, 30, 66  
**HEX:** #041e42

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



**Logo White**

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**Soft White**  
**CMYK:** 2, 1, 1, 0  
**RGB:** 247, 248, 249  
**HEX:** #f4f6f9

# Usage

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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 0.375 inches.

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

## SAFE AREA

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## SAFE AREA

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Do not use the logo any any nonapproved colors.



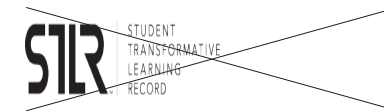
## MINIMUM SIZE

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STUDENT  
TRANSFORMATIVE  
LEARNING  
RECORD

Do not stretch, rotate, or distort the logo in any way.



# TYPOGRAPHY

## Typeface

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Typography plays a major role in the message and personality of the STLR identity.

Avenir Next is the recommended 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, outlines, dropshadows etc. as 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 and white space allows the readers eyes to rest and will aid in better communication results.

### Avenir Next - Ultra Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

### Avenir Next - Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

### Avenir Next - Demi Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890

### Avenir Next - Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
1234567890



# Alternative Font and Web use

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Avenir Next is not a free font. When Avenir is not available Open Sans 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.

Open Sans is available in a variety of weights and styles to provide design versatility and legibility.

Please also refer to the suggestions that are recommended for Avenir when using Open Sans as well to maintain integrity and effective communication.

## Open Sans- Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Open Sans- Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Open Sans- Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## Open Sans- Extrabold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

# ICONS

## Icons

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UCO engages students in Transformative Learning through the Central 6 tenets. Discipline Knowledge growth comes through coursework and is recorded on the academic transcript. STLR tracks the other 5 tenets: Global and Cultural Competencies; Health and Wellness; Leadership; Research, Creative and Scholarly activities; and Service Learning and Civic Engagement. STLR has a series of icons to represent these various tenets. These icons aid in helping to identify how an event, activity, project, or course may align with one or more of these tenets.

## Filled Icons

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This is the standard STLR icon set suggested for most cases. 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. This ensures the text is always legible. A thin black outline frames the icon providing stability and separation from surroundings.



## Outlined Icons

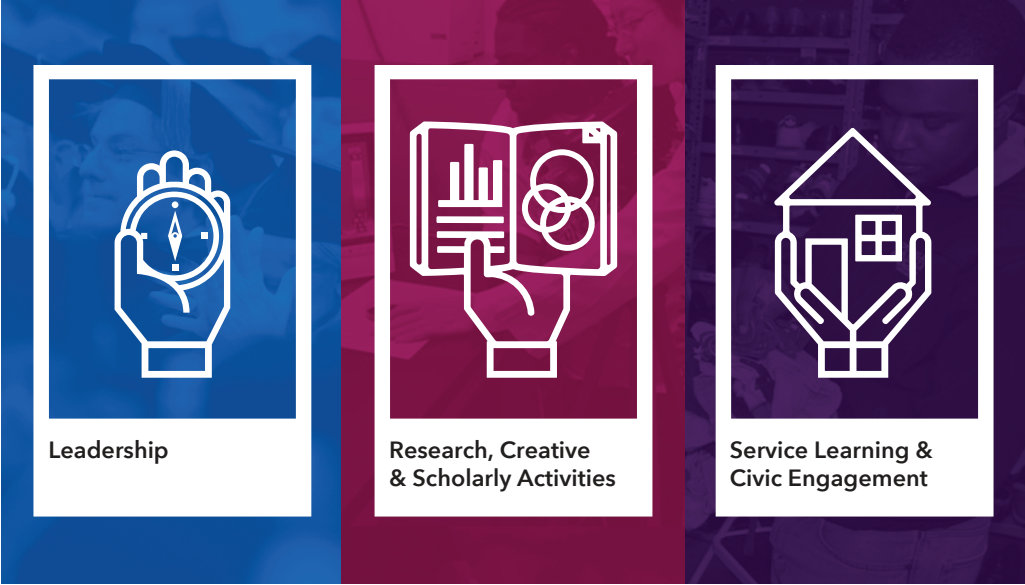
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In some cases it may be useful to have icons that have less visual weight to keep the focus on other areas of a composition. When this is the case it is recommended to use the outlined version of the STLR icons.



# Overlay Icons

This alternative STLR icon set is intended for use over large areas of corresponding tenet colors or over photographs colored to align with tenet colors. Background colors should match tenet colors as closely as possible and background images should consist of activities and events which visually connect to the corresponding tenet.



# Usage

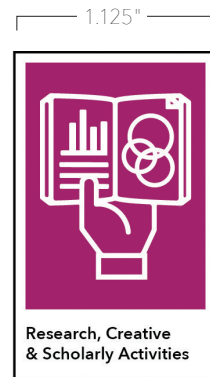
STLR icons are always to be listed alphabetically, whether using all 6 or just 2 of them. If they are to appear in any configuration other than in a row such as a grid or stack, arrange them alphabetically from top left to bottom right.

Icons should be scaled so that the width is never smaller than 1.125 inches. Correct proportions should be maintained and no stretching or shrinking that would distort from the original official dimensions

The icons should not be altered from any of the approved versions by changing colors, fonts, rotating, or distorting the color in any way. Also, please avoid applying graphic effects to the logo such as drop shadows, bevels, glows, textures, etc.



OR

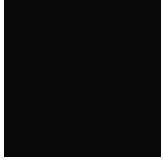


# COLOR

## Color

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The following colors are the STLR and University Relations approved and official colors related to the STLR logo, tenet use, and backgrounds to be used in STLR related communications and marketing of STLR approved activities or events. These colors should be used exactly in connection to STLR and should not be darkened or lightened in any way.



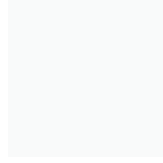
**Logo Black**

**Rich Black**  
**CMYK:** 70, 50, 30, 100  
**RGB:** 0, 0, 0  
**HEX:** #000000



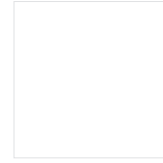
**Logo Blue**

**Pantone 282C**  
**CMYK:** 100, 90, 13, 68  
**RGB:** 4, 30, 66  
**HEX:** #041e42



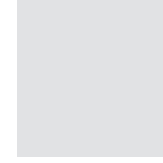
**Logo White**

**Soft White**  
**CMYK:** 2, 1, 1, 0  
**RGB:** 247, 248, 249  
**HEX:** #f4f6f9



**Background White**

**Paper White**  
**CMYK:** 70, 50, 30, 100  
**RGB:** 255, 255, 255  
**HEX:** #ffffff



**Background Grey**

**12% Black**  
**CMYK:** 0, 0, 0, 12  
**RGB:** 226, 227, 228  
**HEX:** #e2e3e4



**Text Black**

**100% Black**  
**CMYK:** 0, 0, 0, 100  
**RGB:** 0, 0, 0  
**HEX:** 231f20



**Knowledge Yellow**

**Pantone 7406C**  
**CMYK:** 0, 19, 100, 5  
**RGB:** 241, 196, 0  
**HEX:** #f1c400



**Global Orange**

**Pantone 1665C**  
**CMYK:** 0, 69, 98, 14  
**RGB:** 220, 68, 5  
**HEX:** #dc4405



**Wellness Green**

**Pantone 370C**  
**CMYK:** 0, 69, 98, 14  
**RGB:** 220, 68, 5  
**HEX:** #dc4405



**Leadership Blue**

**Pantone 3005C**  
**CMYK:** 100, 31, 0, 0  
**RGB:** 0, 119, 200  
**HEX:** #0077c8



**Scholarly Pink**

**Pantone 234C**  
**CMYK:** 18, 100, 6, 18  
**RGB:** 162, 0, 103  
**HEX:** #a20067



**Service Violet**

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

# GRAPHIC

## Graphic Elements

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There are additional graphic elements designed for use in STLR materials and suggestions for their usage.

### Thin Black Line

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70% black, 0.25pt.

This element serves to identify a break between corresponding elements.

THIN BLACK LINE



THIN BLACK LINE WITH TYPE

### Heading

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

### Color Bar

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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 is recommended.

COLOR BAR



LOGO USED WITH COLOR BAR





# ASSETS

## Graphic Requests

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Various graphic assets including logos, icons, and templates are available by request from:  
[stlr@uco.edu](mailto:stlr@uco.edu)

## Information

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For more information on STLR visit:  
[uco.edu/stlr](http://uco.edu/stlr)



# PHOTO

# Photography

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Another important part of STLR communications is photography. When using photography, focus on subjects which can be clearly associated with a tenet (discipline knowledge; global and cultural competencies; health and wellness; leadership; research, creative and scholarly activities; and service learning and civic engagement).



# GRAPHY



contact information:  
CTL 203/204, [stlr@uco.edu](mailto:stlr@uco.edu), [uco.edu/stlr](http://uco.edu/stlr)

