



STUDENT
TRANSFORMATIVE
LEARNING
RECORD

BRANDING & STYLE GUIDE

CONTACT INFORMATION :

CTL 203/204, 405.974.5570, stlr@uco.edu, stlr.uco.edu



UPDATED APRIL 2017



UNIVERSITY OF CENTRAL OKLAHOMA

TABLE OF CONTENTS

Introduction..... 2

Logo Explanation and Usage Guidelines..... 3

Logo Configurations..... 4

Logo Acceptable/Unacceptable Variations..... 5

Tenet Icons Explanation..... 6

Tenet Icons Usage Guidelines..... 7

Tenet Icon Configurations..... 8

Logo and Tenet Icon Appropriate Examples..... 9

Preferred Logo, Tenet and Wording in Advertisements..... 10

Logo with UCO Logo Recommendations.....11

Official Colors.....12

Additional Graphics.....13

Official Typeface.....14

Alternative Font Use..... 15

Advertising and Email Examples.....16-17

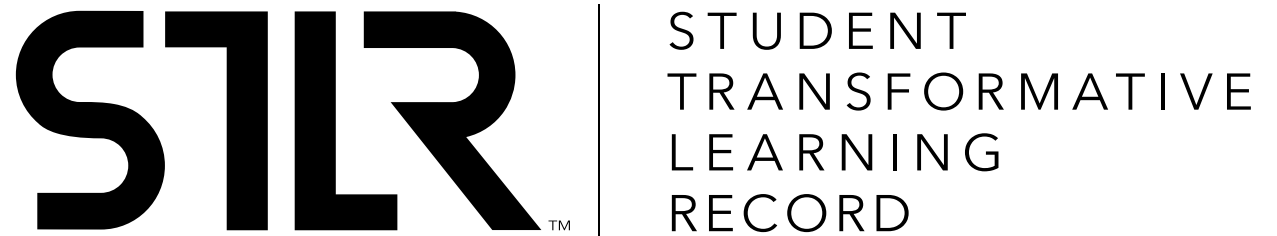
How to Obtain STLR Logo and Tenet Icon Filesback cover

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.

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.



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.

SAFE AREA



MINIMUM SIZE



CONFIGURATIONS

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.

LOGO

HORIZONTAL

VERTICAL SINGLE LINE

CENTER STACK

VERTICAL STACK

SAFE AREA EXAMPLES

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.



ICONS

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.

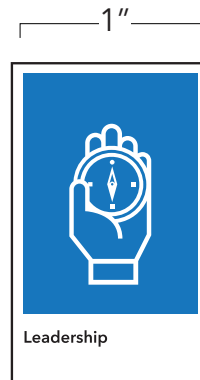
STLRTM

STUDENT TRANSFORMATIVE LEARNING RECORD



ICONS

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.



STUDENT
TRANSFORMATIVE
LEARNING
RECORD



Do not make the text within the icons bigger or smaller. Do not change the space underneath the text, center text or move it.

CONFIGURATIONS

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.

STLR logo and
tenets stacked



OR

STUDENT
TRANSFORMATIVE
LEARNING
RECORD



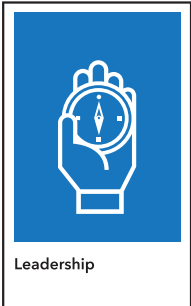
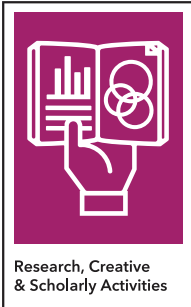
STUDENT
TRANSFORMATIVE
LEARNING
RECORD



LOGO AND TENET EXAMPLES



Appropriate STLR Logo and Tenet Icon Use



PREFERRED LOGO, TENET AND WORDING IN ADVERTISEMENTS

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.

STLRTM

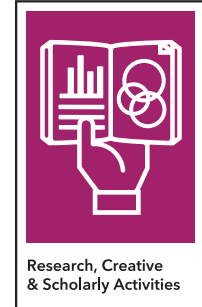
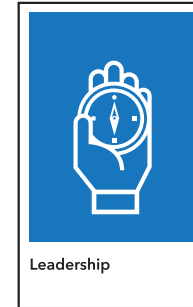
STUDENT
TRANSFORMATIVE
LEARNING
RECORD



Official STLR Activity

STLRTM

STUDENT
TRANSFORMATIVE
LEARNING
RECORD



Official STLR Activity

STLRTM

STUDENT
TRANSFORMATIVE
LEARNING
RECORD



Official STLR Activity



UNIVERSITY OF CENTRAL OKLAHOMA

Official STLR Activity



Official STLR Activity



Official STLR Activity



LOGO USE WITH UCO LOGO

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.



UNIVERSITY OF CENTRAL OKLAHOMA

(405) 974-2000 • www.uco.edu



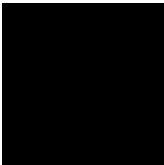
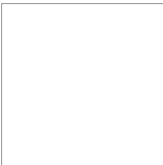
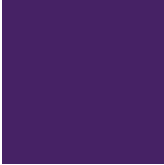
[ucobronchos](https://www.facebook.com/ucobronchos)



[UCOBronchos](https://twitter.com/UCOBronchos)

COLORS

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		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				

ADDITIONAL GRAPHICS

The thin black line and color bar are graphic elements designed for use in STLR materials with suggestions for their usage.

THIN BLACK LINE WITH TYPE

Heading

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.

LOGO USED WITH COLOR BAR



TYPEFACE

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 - Ultra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Next - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ALTERNATIVE FONT USE

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans- Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Open Sans- Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Century Gothic - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Century Gothic- Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

or

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.

APRIL 17 - APRIL 21
MAKE AN IMPACT WEEK
 VSLC • CAREER SERVICES • SUSTAINABILITY

MONDAY 4/17
 • Garden Party • Suites Garden • 2-4p.m.
 Hosted by: The Office of Sustainability

TUESDAY 4/18
 Social Justice Series: Impact Careers Panel
 • Chickasaw Plaza Amphitheatre • 9:30-11:30a.m.
 Hosted by: Career Services & The Office of Sustainability

WEDNESDAY 4/19
 Oklahoma DHS Foster Care Informational
 • Communications Room 120 • 12-1p.m.
 Hosted by: Volunteer & Service Learning Center
 • Campus Impact - NUC 2nd Floor Food Court • 10a.m. - 2p.m.
 Hosted by: Students for Sustainability

THURSDAY 4/20
 • Earth Day Fair • Broncho Lake • 10a.m.- 2p.m.
 Hosted by: The Office of Sustainability

FRIDAY 4/21
 • Marathon Station Prep • OKC Memorial • 8-10a.m. & 10a.m. - 12p.m.
 Meet in NUC 212 for transportation
 Hosted by: Volunteer & Service Learning Center

FUN • FOOD • GIVEAWAYS
 Donation Drives
 The Central Pantry will collect toiletries and canned food.
 T-shirt Exchange will be happening at the Earth Day Fair.

STLR
 STUDENT TRANSFORMATIVE LEARNING RECORD
 Official STLR Activity

UNIVERSITY OF CENTRAL OKLAHOMA
CENTER FOR IMPACT CAREERS

STLR

STUDENT TRANSFORMATIVE LEARNING RECORD

Service Learning & Civic Engagement

Official STLR Activity

STLR

STUDENT TRANSFORMATIVE LEARNING RECORD

Official STLR Activity

Global & Cultural Competencies

In Memory of Rudy New Moon

UCO Spring POW WOW

2017

SPECIAL INVITATION TO ALL PRINCESSES

HEAD STAFF
 Emcee: Choogie Kingfisher - Cherokee
 Head Singer: Scott George - Osage
 Arena Director: Randy Frazier - Pawnee
 Head Man: Denny Medicinebird - Cheyenne & Arapaho
 Head Lady: Hauli Gray - Ponca
 Head Gourd Dancer: Bruce Caesar - Kiowa
 Color Guard: Seminole Nation
 Miss Native American UCO: Savannah Waters - Ponca/Kiowa
 Cooks: First Indian Baptist Church of Edmond

WHEN: Sunday, April 2
WHERE: Hamilton Field House

GOURD DANCE: 1 p.m.
DINNER: 4 p.m.
GRAND ENTRY: 6 p.m.

TINY TOTS
MEN: Straight Traditional Grass Fancy
WOMEN: Cloth Buckskin Jingle Fancy Shawl
 Golden Age Men
 Golden Age Women

STLR
 STUDENT TRANSFORMATIVE LEARNING RECORD
 Official STLR Activity

UCO is not responsible for theft. No drugs or alcohol allowed on premises.

UNIVERSITY OF CENTRAL OKLAHOMA
OFFICE OF DIVERSITY AND INCLUSION

EXAMPLES

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



UNIVERSITY OF CENTRAL
OKLAHOMA

October

*Domestic Violence
& Bullying Prevention
Awareness Month*

Central SPEAK: FB Discussion Series

During the month of October, UCO Project SPEAK office and the SPEAK Educators will be facilitating a face-book discussion called, "Central SPEAK" which is a way to raise awareness about societal and cultural aspects of abuse through dialogue that promotes education, advocacy and pro-active behaviors. Follow us on facebook, to join the conversation.

When: Every Monday/Friday of October **Where:** Project SPEAK FB

SPEAK Against Bullying

The UCO Project SPEAK office wants to join together to raise awareness for National Bullying Prevention Month this October. Here at UCO the SPEAK Educators want to make students, staff and community members aware of the serious consequences of bullying and to change the culture around bullying.

When/Where: Oct. 11, 10:00-1:00 pm @ NUC food court booth
& Oct. 13, 6:00-7:30 pm @ Heritage Room NUC #326

Bringing in the Bystander

The SPEAK Educators from the UCO Project SPEAK office will be holding a bystander empowering workshop, titled "Bringing in the Bystander." The workshop is intended to show the UCO campus community how they can effectively and safely intervene in cases of sexual violence that they witness.

When: Oct. 26, 1:00-2:30 pm **Where:** BUS #212

EmpowerYOU Yoga

Guided by a yoga professional, EmpowerYOU yoga strives to empower women and men who have directly or indirectly experienced intimate partner violence and or sexual assault. Trauma is not only an event, but an experience held within the body. Yoga empowers us to self-heal through movement, breath and stillness.

When: October 27, 5:00-6:00 PM **Where:** NUC Ballroom

Partners Include: UCO SPEAK Educators, UCO WOC, UCO AAUW, UCO Safe, YWCA OKC, UCO UC, UCO CCWB & UCO Professional Development

#dvam #bpam



STUDENT
TRANSFORMATIVE
LEARNING
RECORD



Official STLR Activity



STUDENT
TRANSFORMATIVE
LEARNING
RECORD



Official STLR Activity



PROJECT SPEAK
CENTER FOR COUNSELING & WELL-BEING

100 North University Drive, Edmond, OK 73034 | (405) 974-2000

https://orgsync.com/117565/news_posts/217382



Search for anything...

My Membership



Campus Involvement
Center for Counseling and Well-Being

Home Events Forms News Polls



Buddy Broncho
Apr 18, 2017



Honor Denim Day Symposium

Honor Denim Day Symposium

Honor Denim Day is a national protest that came about in the early '90's after a teenage girl in Italy was raped by her driving instructor, whom was set free with all charges dropped on the premise that her jeans were "too tight" for the assault to not have been consensual. Enraged by the verdict, women at the Italian Parliament launched into action and protested by wearing jeans to work. This call to action was the catalyst for bringing continued response and action to the issue of sexual violence. Honor Denim Day has become a symbol of protest against destructive attitudes about sexual violence. Student Transformative Learning Record credit will be given for students that swipe in with their ID card.

Date: Wednesday, April 26th
Time: 3:30-7:00 pm
Location: Broncho Lake
Partners: UCO Project SPEAK, SPEAK Educators, YWCA OKC, OCADUSA, Health Department, CASA, Heartline, UCO NOW, UCO WOC, UCO AAUW, UCO OBI, UCO SAFE, UCO PHL, UCO IRC, UCO MQC, UCO SPB

For more information contact Brittany Criswell at (405) 974-2320 or BCriswell@uco.edu




Share This!

Share on Facebook
Post to Twitter
Generate QR Code

Share this URL:
https://orgsync.com/117565/news_posts/217382

Some people like this because...

CREATED
Apr 18, 2017 by JILL J

VISIBLE TO
Users of Central Oklahoma

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:

Assistant Directors, STLR

CTL 203 or 204

405.974.5587 or 5589

stlr@uco.edu



STUDENT
TRANSFORMATIVE
LEARNING
RECORD

