THE COLLEGE COMPETENCIES

These guidelines outline the implementation of the identity for the College Competencies. The following will define and provide tools that will help you make the most of this initiative.

The College Competencies can be highlighted on publicity materials for events and programs utilizing the enclosed tags. Proper use is as follows:

- Ideally, tags should be placed in the lower left or right areas of the publicity unless layout necessitates otherwise.
- When utilizing multiple tags, they should be placed together with edges right against each other and no space between.
- When using multiple tags, each tag must be equal size and weight.
- Tags may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
- The color of the tags may not be changed.
- The tags may be re-sized, but the proportions must be maintained.
- For legibility in print, tags must be at least 0.5” tall when used in print materials 8.5x11” and larger. For web use at 72 dpi sizing is flexible, however, lettering legibility must be maintained.
- A clear space of 0.25” or 1/4 the height of the tag should surround the graphic at all times. No other elements, such as text, can appear in this area. Clear space is required since the tag frequently appears within materials using complex imagery such as other marks, graphic devices and text. The only exception to clear space is use of multiple tags.
- Do not use on letterhead, business cards, and other stationary. Please use your University approved template for those items.

Examples of proper utilization of the tags:

Questions?
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Do not distort or skew the tags in any way.
Do not violate the clear space of the tags.
Do not substitute any part of the tags or use any other typeface to replace part of the tags.
Do not make tags disproportionate when utilizing multiple tags.
When utilizing multiple tags, they must be equal in size and placed next to each other with no space between.