



UPDATED: 2022

UCI Division of Career Pathways

STYLE GUIDE





DISCOVER

CONNECT

TABLE OF CONTENTS

- OVERVIEW: Who We Are..... 1**
- OVERVIEW: The DCP Style Guide.....2**
- LOGO: Overview, Size & Usage.....3**
- LOGO: Basic Do's & Don't's.....4**
- COLORS: UCI Brand Color Guide.....5**
- TYPOGRAPHY: Communicate with Clarity.....6**
- VISUAL ELEMENTS: Graphics & Photographs.....7**
- VISUAL ELEMENTS: Examples.....8**
- ADDITIONAL INFORMATION.....9**

OVERVIEW: Who We Are

OUR VISION

Empowering all anteaters to thrive in meaningful careers.

OUR MISSION

The UCI Division of Career Pathways educates and engages UCI students and alumni to realize their career potential. We do this by:

- Coordinating with the campus community in the professional development of students.
- Providing students and alumni with tools and support to attain their career goals.
- Facilitating employer involvement with UCI to promote quality workplace experiences for UCI students and alumni.

OUR VALUES

Collaboration: We establish and enhance meaningful partnerships with employers, faculty, staff, parents, alumni, and students to advance the delivery of career services.

Excellence: Our actions and strategies pursue the highest standards of professionalism to achieve optimal outcomes for our constituents.

Innovation: We creatively develop and inspire new solutions to continuously meet changing constituent needs and expectations.

Integrity: We foster an environment of honesty, trust, respect, and appreciating and valuing others.

Student-Centered: We are committed to empowering and educating our diverse student community to develop their career readiness skills.

OUR STRATEGIC THEMES

Our overall goal is to expand and improve career services provided to students, alumni, and employers through the better coordination of existing campus services and the strategic addition of new services, technology, and processes. We will achieve this goal through six strategic themes over the next few years:

Integrated Career Engagement • Authentic Workplace Experience

Leveraging Technology • Advancing Diversity, Equity, Inclusion, and Belonging for all Anteaters

First in Class Space • Transforming Employer Engagement

OVERVIEW: The DCP Style Guide

ABOUT THIS GUIDE

This style guide provides tools and tips to maintain the DCP brand across all materials and platforms. By following these guidelines, multiple people can create materials that form a congruent body of work. For example, if Person A creates the materials for an upcoming career fair and Person B creates the materials for upcoming DCP programming, the combined materials should all have the same overall look and feel. This consistency helps to strengthen DCP's brand recognizability, which in turn helps DCP maintain a professional and trustworthy image.

This guide will be continually updated to reflect changes from DCP's management team or UCI's brand team. The Division of Career Pathways' branding, like all UCI department branding, is derived from UCI's overall branding.

GENERAL LOOK & FEEL

DCP's materials generally follow these trends:

Career Fairs and Employer Events: Career fair and employer event materials generally have bold colors and feature photos relating to the event. For example, the STEM Career Fair materials typically feature students and faculty in a STEM-related setting (e.g. working in a lab).

Career Weeks: Our actions and strategies pursue the highest standards of professionalism to achieve optimal outcomes for our constituents.

General Social Media: We creatively develop and inspire new solutions to continuously meet changing constituent needs and expectations.

Other: We foster an environment of honesty, trust, respect, and appreciating and valuing others.

UCI'S PERSONALITY ATTRIBUTES

UCI's personality attributes "define the character of our brand" and "guide the brand's look, feel, and voice." These are reflected among all departments on campus, including ours.

Pioneering: The first or among the earliest in any field of inquiry, enterprise or endeavor

Inclusive: Welcoming and respecting each other's differences

Audacious: Courageous, daring, fearless, optimistic, resolute

Infinitely Curious: Distinctive in thought, unique in approach to discovery

Engaged: Embracing our community, locally and worldwide; committed to serving the public good

Compassionate: Feeling or showing empathy and concern for others

LOGO: Overview, Size, & Usage

PRIMARY LOGO

The UCI Division of Career Pathways logo was created by the UCI brand team and adopted when the UCI Career Center became the UCI Division of Career Pathways in 2017. Only official logos created by the UCI brand team may be used.

Note: *When ordering materials from a site that has an existing merchandising agreement with UCI (e.g. 4imprint, CustomInk, etc.), you may be asked to add a "TM" at the end of the UCI of the logo. This is the only allowable change to the logo.*



UCI Division of Career Pathways Primary Logo. Available in black, blue, yellow, and white.

SIZE STANDARDS

MINIMUM SIZE

As with the UCI logo, the UCI Division of Career Pathways logo should not appear smaller than the minimum size of 3/16" high, so as to remain legible and recognizable.

MAXIMUM SIZE

As with the UCI logo, the UCI Division of Career Pathways logo must appear aesthetically proportional in relation to the piece it is used in. It must be eye-catching and easily recognizable, while not overpowering the overall composition.

SCALING

No matter the size, the UCI Division of Career Pathways logo must retain the same ratio of height and width.

APPROPRIATE USAGE

UCI DIVISION OF CAREER PATHWAYS MATERIALS

The UCI Division of Career Pathways logo should appear on all materials produced by DCP, whether they be flyers, instructional guides, giveaway items, or staff apparel.

PARTNER MATERIALS

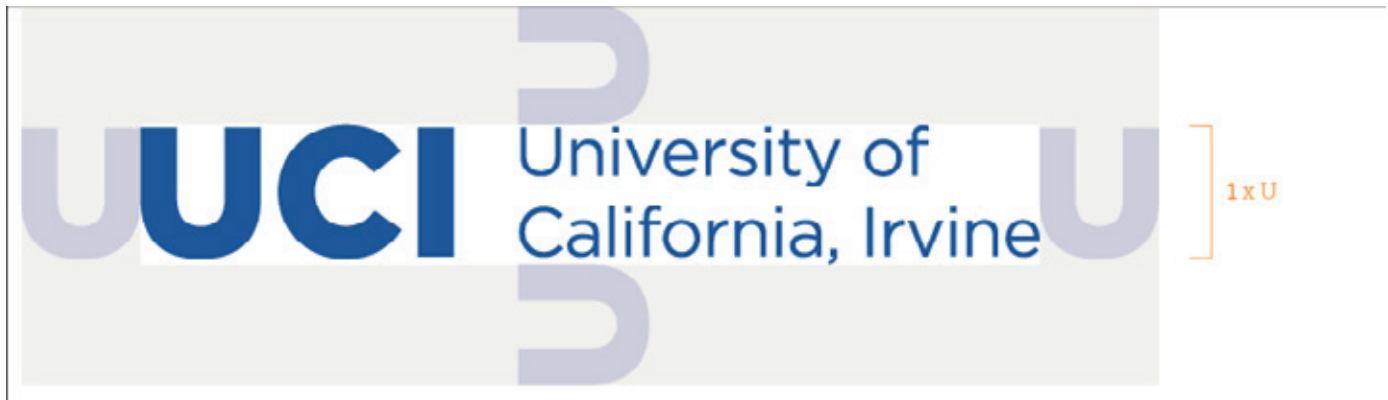
The UCI Division of Career Pathways logo should appear on all materials produced for partnerships between DCP and other departments and organizations, and used/scaled appropriately.

LOGO: Basic Do's & Don't's

DO...

GIVE THE LOGO ENOUGH "CLEAR SPACE"

As seen in this example from the [UCI Brand Guidelines Page](#), all UCI logos (including the UCI Division of Career Pathways logo) should be given at least 1 x U worth of "clear space" surrounding it.



CHOOSE THE APPROPRIATE LOGO COLOR FOR MAXIMUM CONTRAST AND READABILITY

The black and blue versions of the UCI Division of Career Pathways logo should be used on light backgrounds, and the yellow and white versions of the logo should be used on darker backgrounds. Find examples of proper usage in the [UCI Brand guide, under Color Variations for Core Elements](#).

DON'T...

ALTER THE LOGO WITH NON-APPROVED COLORS OR FONTS

ENCLOSE THE LOGO IN A TIGHT SHAPE OR PLACE ON A BACKGROUND THAT MAY RENDER IT DIFFICULT TO READ.

As seen in this example from the [UCI Brand Guidelines Page](#):



See UCI Brand Guidelines page for additional details.

COLORS: UCI Brand Color Guide

UCI BRAND COLORS

The official UCI color palette is made up of two primary colors ("UCI Blue" and "UCI Gold") and a set of secondary colors:

PRIMARY PALATTE



UCI Blue

PRINT:

- PMS 7685
- CMYK 93/73/11/1

DIGITAL:

- RGB 0/100/164
- HEX #0064a4



UCI Gold

PRINT:

- PMS 109
- CMYK 0/16/100/0

DIGITAL:

- RGB 255/210/0
- HEX #ffd200

SECONDARY PALETTE



Dark Blue

PRINT:

- PMS 654
- CMYK 100/84/31/17

DIGITAL:

- RGB 27/61/109
- HEX #1b3d6d



Light Blue

PRINT:

- PMS 549
- CMYK 60/24/21/0

DIGITAL:

- RGB 106/162/184
- HEX #6aa2b8



Lime Green

PRINT:

- PMS 375
- CMYK 53/0/96/0

DIGITAL:

- RGB 122/184/0
- HEX #7ab800



Dark Gray

PRINT:

- PMS 425
- CMYK 65/56/53/29

DIGITAL:

- RGB 85/87/89
- HEX #555759



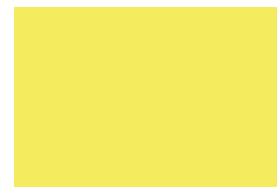
Light Gray

PRINT:

- PMS 400
- CMYK 23/21/26/0

DIGITAL:

- RGB 197/190/181
- HEX #c6beb5



Light Yellow

PRINT:

- PMS 100
- CMYK 5/1/76/0

DIGITAL:

- RGB 247/235/95
- HEX #f7eb5f



Orange

PRINT:

- PMS 715
- CMYK 0/54/93/0

DIGITAL:

- RGB 247/141/45
- HEX #f78d2d

TYPOGRAPHY: Communicate with Clarity

FUNCTION OVER FORM

Our marketing and learning materials are communication pieces. They communicate information about important events and opportunities, and they teach important skills. Clear communication is the most important aspect to keep in mind when creating these pieces. Artistic design is always secondary.

FAVORED FONTS

The following fonts are used extensively for UCI Division of Career Pathways materials for their clear legibility and pleasing design.

Graphie

Available from Adobe Creative Cloud. Comes in a variety of weights and styles, including:

Graphie Thin • *Graphie Thin Italic* • Graphie ExtraLight • *Graphie ExtraLight Italic*
Graphie Light • *Graphie Light Italic* • Graphie Book • *Graphie Book Italic*
Graphie Regular • *Graphie Italic* • **Graphie SemiBold** • ***Graphie SemiBold Italic***
Graphie Bold • ***Graphie Bold Italic*** • **Graphie ExtraBold** • ***Graphie ExtraBold Italic***

Calibri

Available from Microsoft. Comes in a variety of weights and styles, including:

Calibri Light • *Calibri Light Italic* • Calibri Regular • *Calibri Italic*
Calibri Bold • ***Calibri Bold Italic***

"OFFICIAL" FONTS

On rare occasions, UCI's official font family, Kievit Slab OT may be used. This font is only available by purchase through <https://www.fontshop.com/>. Other recommended fonts include Arial, Calibri, Cambria, Helvetica, and Seravek.

UCI - Primary (Kievit Slab OT)

<small>Kievit Slab OT Thin</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Kievit Slab OT Medium</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Kievit Slab OT Extra Light</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Kievit Slab OT Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Kievit Slab OT Light</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Kievit Slab OT Extra Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Kievit Slab OT Regular</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Kievit Slab OT Black</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Kievit Slab OT Book</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	

UCI - Secondary (Recommended)

<small>Arial Regular</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Helvetica Regular</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Arial Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Helvetica Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Cambria Regular</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Seravek Basic Regular</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Cambria Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	<small>Seravek Basic Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?
<small>Calibri Regular</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	
<small>Calibri Bold</small> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()?	

VISUAL ELEMENTS: Graphics & Photographs

USE MUST ALWAYS BE APPROVED

All images, whether graphics, or photographs, must be approved for use by UCI Division of Career Pathways. The original creator of the image, as well as any people depicted in the image, must have approved their work or their likeness being used by others.

STOCK PHOTOGRAPHY

Stock photography sites are typically a safe bet. The models have approved the use of their likeness to be used, and the photographers have approved their photographs to be used in commercial works.

Try royalty free sites like <https://www.pexels.com/> and <https://unsplash.com/>

UCI IMAGE ARCHIVE

UCI has a vast collection of photographs featuring UCI students, faculty, staff, events, innovations, and more. Where possible, try to use photographs that are less than two years old.

Access these images using your UCI NetID: <https://uci.widencollective.com/>

IMPORTANT CONSIDERATIONS

When using photographs that depict a person or several people, keep the following in mind:

- **UCI Division of Career Pathways strives to show a diverse array of people across its materials.** If using a photo of a single person, ask yourself if you've already shown a similar person in recent marketing or instructional materials. Are there any images that depict someone from a population that hasn't been featured that could be used instead? Are there any images that depict a variety of people?
- **How relatable is the image?** Do the people in the image appear to be from several years ago? Would the setting be unfamiliar to most UCI students? Does the image depict the correct subject matter?
- **Is the image professional?** Is there anything about the image that is too exaggerated or comedic? Are the people depicted in the photo modeling professional behavior?

It's always a good idea to get multiple opinions on images to be used in marketing and learning materials.

ADDITIONAL CONSIDERATIONS

- **Will this image fit in the space I need it to? Can I crop this photo in a way that works across all marketing materials needed?**
- **Is this image large enough or will it look pixelated if stretched to fit?** It's always better to have an image (or logo) that is too big than too small.

VISUAL ELEMENTS: Examples

EXAMPLE OF A STRONG PHOTOGRAPH:

This photo shows a diverse group of people in a professional setting. All of the employees look approachable and friendly, and the space is inviting with its open, sunlit meeting room. This looks like a place a student might feel comfortable working.



EXAMPLE OF A WEAK PHOTOGRAPH:

There is very, very little diversity to this group of people. The camera is also positioned farther away, making it feel like the viewer is not part of the group. Overall, this is not a very welcoming photo.



ADDITIONAL INFORMATION

ALWAYS INCLUDE THE LOGO AND URL

Everything produced by DCP Marketing should include the DCP logo and a URL to the DCP website, or a direct link to a Handshake or other event page. If a URL is too long, shortened links may also be used (e.g. bit.ly). QR codes may also be used.

LIMIT NUMBER OF QR CODES ON A SINGLE PAGE

To keep materials user-friendly, avoid having multiple QR codes in close proximity to each other. This will prevent any link confusion if one is picked up by the user's camera before another.

MAKE QR CODES USING ADOBE INDESIGN

Use Adobe's QR Code Generator function: **Object > Generate QR Code...**

NOTES:

UCI Division of
Career Pathways

100 Student Services 1
Irvine, California 92697

career.uci.edu