UCCS Ethics
INITIATIVE

**UCCS** University of Colorado
Colorado Springs

UCCS ETHICS INITIATIVE AT THE COLLEGE OF BUSINESS BRANDING GUIDELINES

The UCCS Ethics Initiative at the College of Business is one of several on-campus programs and the leading school of the Southern Colorado Ethics Consortium. With so many colleges and universities utilizing the UCCS brand, you can quickly see why it is important to have a strong, consistent, recognizable brand identity. This document provides specific directions on how to use our brand identity elements. We encourage you to utilize this guide whenever you develop marketing communications.

Program Name References

- Full name/first use: UCCS Ethics Initiative at the College of Business
- Short name/subsequent use: UCCS Ethics Initiative

Program Hierarchy
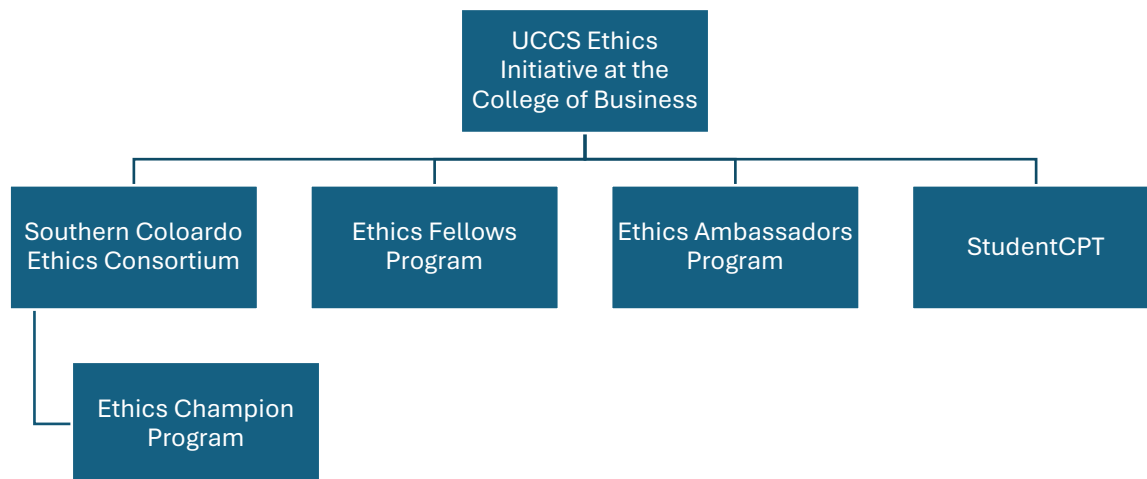
Standard Descriptions and Background Language

Below is the standard language to describe the UCCS Ethics Initiative and Southern Colorado Ethics Consortium.

- Program Description:

  o The UCCS Ethics Initiative at College of Business is a resource for principle-based ethics education, serving students, educators, and the business community. The goal is to instill a high standard of ethics in our young people. The ethics initiative promotes principles as a constant foundation for personal and organizational ethical decision-making and leadership.
  o We seek to strengthen the teaching of principle-based ethics to foster a high standard of ethics in students, and ultimately beyond the campus and into the community. The UCCS Ethics Initiative promotes the practical application of ethics-based principles in the curriculum, provides student opportunities to practice ethical leadership and ethical decision-making, and engages the business community all while encompassing the eight principles of the Daniels Fund Ethics Initiative.

- Southern Colorado Education Consortium (SCEC):

  o UCCS Ethics Initiative at the College of Business supports the Southern Colorado Ethics Consortium for higher education institutions in the southern half of the state. Each participating school has educators serving as Ethics Champions on their campus to expand principle-based ethics education and resources throughout southern Colorado.
  o The goal of the UCCS SCEC is to expand principle-based ethics education in Southern Colorado through Southern Colorado higher education institutions. Through this program, we aim to create a collaborative community to champion principle-based ethics in Southern Colorado. We know when we reach the program's goal when sharing best practices becomes the norm and educators learn from each other.

- Additional Information on SCEC:
  o In 2016, an ethics champion pilot program with the Southern Colorado Higher Education Consortium (SCHEC) created the ethics consortium with nine partner institutions to expand best practices in ethics education. In 2019, the Daniels Fund awarded us added funds to expand the ethics champion program into a Southern Colorado Ethics Consortium which allows inclusion of more schools in the region and recognizes that the collaboration on ethics education and student engagement opportunities goes beyond ethics champion projects.

Logos/Typeset

The UCCS Ethics Initiative typeset should be used in conjunction with the UCCS logo for all activities. However, the logos should remain separate and distinct from one another. Keep the logos as balanced as possible with the same approximate size and weight. The UCCS Ethics Initiative typeset is available in several formats.

The UCCS Ethics Initiative typeset and the UCCS logo should not be altered in any way including changes to colors, graphic elements, font, morphing, animation, or distorting of proportions/dimensions.

Usage Guidelines

Preferred Arrangement
Preferred logo orientation is stacked with the UCCS Ethics Initiative typeset and the UCCS logo on the bottom.

Relative Sizing
The two logos should appear proportionally equal in size and weight. As general guidance, this can be accomplished by matching the total heights of each logo.

Clear Space
Logos must be separated by the minimum clear-space requirement for the UCCS logo: the height of the "U" in "UCCS" and have ample clear-space on all edges.

Minimum Size
The university name in the UCCS logo must remain legible.

CU System Logo
The CU System "interlocking CU" logo **can** be present when using the UCCS Ethics Initiative typeset and UCCS logo. Contact brand@uccs.edu with questions.

Logos Color Variations

There are four different color variations: full-color, one-color (black), full-color reverse, and one-color reverse (white).

Always use the appropriate color variation. Do not use the one-color version on a full-color document, and do not use a reverse version on a light background. Full-color is preferred.

Logo Unacceptable Uses

Both logos must be accurately reproduced.

- **DO** use the official artwork and follow all usage guidelines.
- **DO NOT** stretch or distort the logo proportions
- **DO NOT** crowd the logos
- **DO NOT** use incorrect or non-matching color variations
- **DO NOT** retype or modify the logos in any way
- **DO NOT** add special effects such as drop shadows, glows, bevels, etc.
- **DO NOT** use the logo in a title or the context of a sentence
- **DO NOT** group with other organization logos

Supporting Graphics

These graphics have been created for use on materials and promotional items. Use of these graphics requires permission from UCCS College of Business.

Promotional Items and Materials

Coordinate ordering of promotional items and merchandise with the UCCS College of Business for approvals.

If the UCCS logo is present, you must use a vendor licensed to produce UCCS trademarks. See cu.edu/trademarks for more information.

Contact UCCS College of Business Marketing and Communications at **cobmktg@uccs.edu** for guidance.

Information

The UCCS Ethics Initiative Brand Guidelines describes specific rules and usages to be followed by authors and editors. Adhering to these standards will help ensure that communications from every college, department, and program speak with a clear and uniform voice that best represents the image and brand of the UCCS Ethics Initiative and the University of Colorado as a whole.

Questions and Comments

Contact College of Business Marketing & Communications with any questions or comments at cobmktg@uccs.edu

Download Information

Download Assets and Logos Here

University Brand Identity Standards

The UCCS Brand Standards are available at www.uccs.edu/brand