

Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business

DANIELS FUND
ETHICS INITIATIVE
Collegiate Program

The UCCS College of Business is one of 12 participating programs in the Daniels Fund Ethics Initiative Collegiate Program and the leading school of the Southern Colorado Ethics Consortium. With so many colleges and universities utilizing the Daniels Fund Ethics Initiative and 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.

If you have questions about the Brand Standards, please contact
UCCS College of Business
Marketing and Communications
at **cobmktg@uccs.edu**

Program Name References

Full name/first use: Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business

Short name/subsequent use: DFEI Collegiate Program at UCCS

Correct

+ Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business

(full name / first reference)

+ DFEI Collegiate Program at UCCS
(short name / subsequent reference)

Incorrect

✗ DEFI

✗ UCCS Ethics

✗ UCCS DFEI

Activity and Event Titles

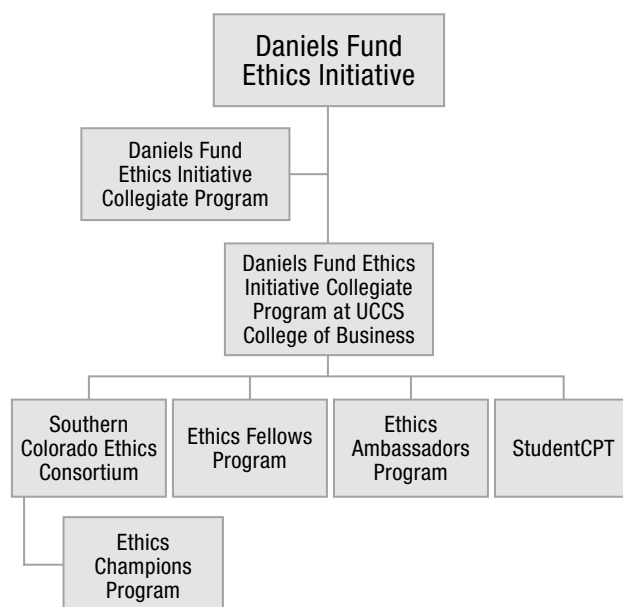
Events funded with grant funds must be publicized as “Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business”.

✗ The use of “Daniels Fund”, “Bill Daniels”, or “Daniels” in the title of any activity is prohibited.

The term “Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business” should be used for classes, workshops, events, and other uses. “DFEI Collegiate Program at UCCS” can be used for secondary references after “Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business” has been clearly established.

Events funded with grant funds must clearly recognize the “Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business” as an event sponsor or presenter on all event communications, including invitations, press releases, promotional materials, email communications, event websites, event programs, and any SWAG created for the event.

Program Hierarchy



Standard Descriptions and Background Language

Below is standard language to describe the Daniels Fund Ethics Initiative Collegiate Program and Consortium.

Collegiate Program Description:

The Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business is a resource for principle-based ethics education, serving students, educators, and business community. The UCCS College of Business is one of eight original participating schools in the Daniels Fund Ethics Initiative Collegiate Program that now includes twelve participating schools. Since 2016, the DFEI Collegiate Program at UCCS has partnered with schools of the Southern Colorado Higher Education Consortium to expand principle-based ethics education. College presidents select one faculty member to be an Ethics Champion for their campus.

Additional Collegiate Program Background Language:

The Daniels Fund Ethics Initiative Collegiate Program was established by the Daniels Fund Board of Directors in 2009 as a five-year pilot. The effort was officially launched in early 2010 with eight business schools at universities in Colorado, New Mexico, Utah, and Wyoming as initial partners.

In 2019, the Daniels Fund board approved funding for the current phase of the program, which now consists of twelve partners.

Consortium Description:

Schools participating in the Daniels Fund Ethics Initiative Collegiate Program become members of the Consortium. Working together, Consortium members leverage individual school achievements to further strengthen and expand ethics education in the region.

Bill Daniels & Principle-Based Ethics Language:

Following is standard language that can be used to reference Bill Daniels and his commitment to ethics. High quality photos of Bill Daniels are available upon request. Examples of Bill's commitment to ethics in his career can be found at DanielsFund.org/Ethics/BillDaniels.

Bill Daniels believed deeply in ethics and integrity, and the importance of absolute ethical principles. As an exceptionally honest and fair businessman, he always based his decisions on what he believed was right – not just on what he thought was best for himself or his company. This attitude and style of conducting business earned Bill tremendous respect and loyalty throughout the business world.

Southern Colorado Education Consortium (SCEC) Ethics Champions Description:

The Daniels Fund Ethics Initiative Collegiate Program at the UCCS College of Business supports the Southern Colorado Ethics Consortium for higher education institutions in the southern half of the state. 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. Each participating school has educators serving as Ethics Champions on their campus to expand principle-based ethics education and resources throughout southern Colorado.

Logos

The Collegiate Program logo should be used in conjunction with the UCCS College of Business logo for all Collegiate Program 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 Collegiate Program logo is available in several formats.

The Collegiate Program logo 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 DFEI Collegiate Program logo on top and the centered UCCS College of Business logo on bottom.

Relative Sizing

The two logos should appear proportionally equal in size and weight. As general guidance, this can be accomplished by matching the width of "Ethics Initiative" and "University of Colorado Colorado Springs" or by matching the letter height of "Ethics" with "College" in their respective logos. Or, if preferred, by matching the total heights of each logo.

Clear Space

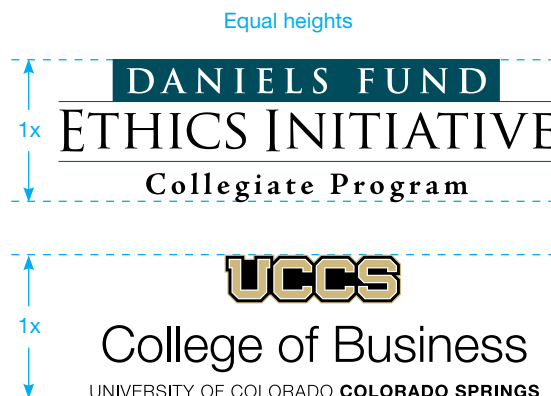
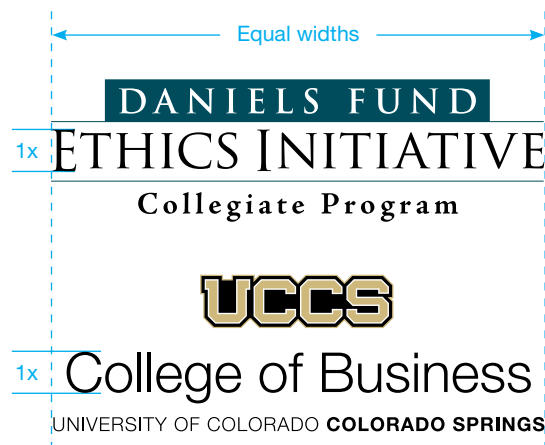
Logos must be separated by the minimum clear-space requirement for the UCCS logo: the height of the "U" in "UCCS" and have ample clear-space on all edges.

Minimum Size

The university name in the UCCS College of Business logo must remain legible.

CU System Logo

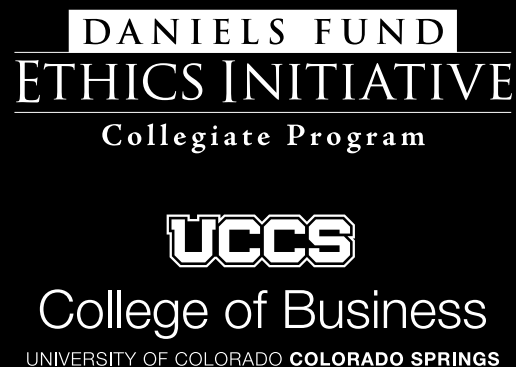
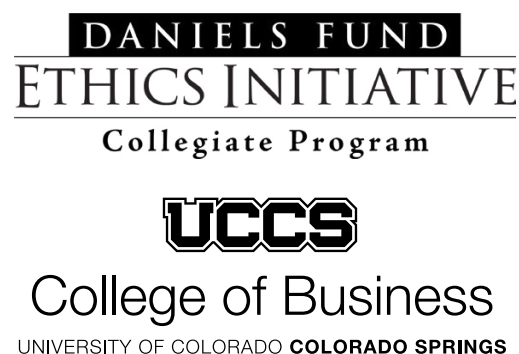
The CU System "interlocking CU" logo should **not** be present when using the DFEI Collegiate Program and UCCS College of Business logos. While the CU System logo should be present on most materials from UCCS, the UCCS Brand Identity Standards specifically exempt materials for partnerships such as this from the requirement. 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.

Correct

- +** **DO** use the official artwork and follow all usage guidelines.

Incorrect

- ×** **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



Ethics Initiative Principles

The Daniels Fund believes ethics education must convey that principles are constant foundations — not relative to a specific situation — and that doing what is right prevails over self-interest when the two may appear to be in conflict.

The Daniels Fund and the Daniels Fund Ethics Initiative Collegiate Program at UCCS College of Business established these straightforward and understandable principles that form the foundation of all Ethics Initiative activities.

Each school is encouraged to display and distribute the Ethics Initiative Principles and incorporate them into all DFEI Collegiate Program at UCCS activities.

Usage

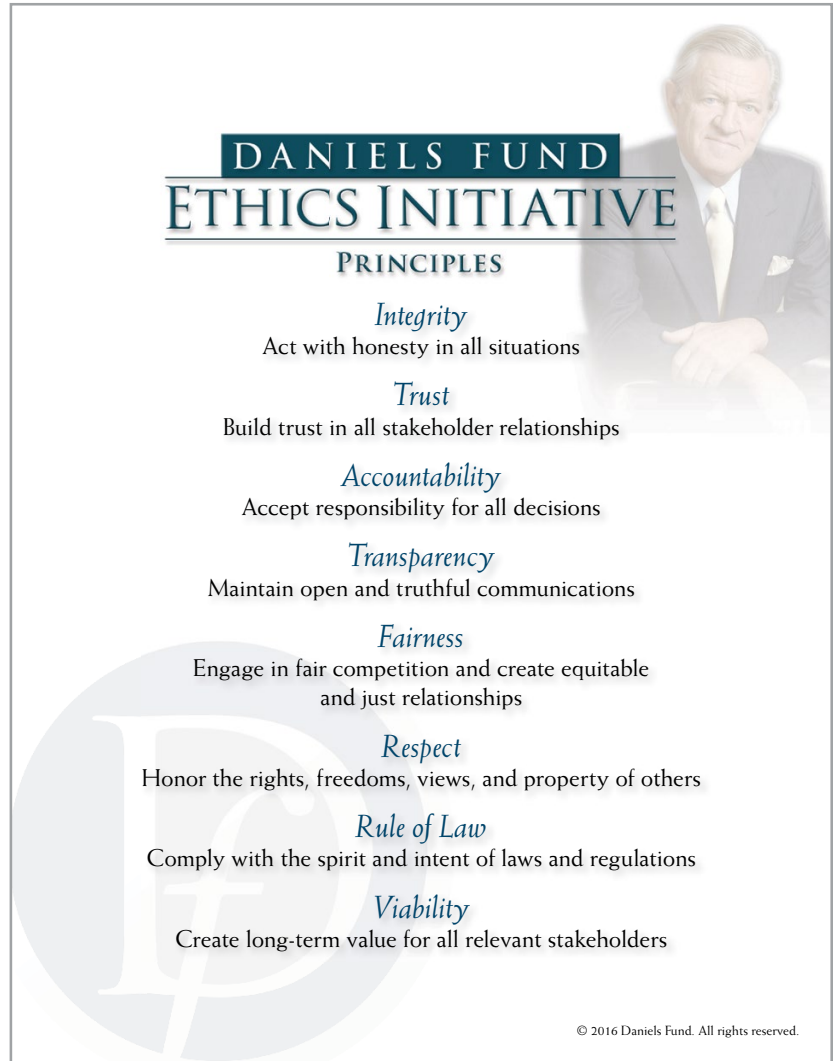
- Maintain the order in which the principles appear
- Principles can be used with or without their descriptions
- Principles may also be used in the wordmap or compass graphics
- All uses of the principles need approval from the UCCS College of Business

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.

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



**Ethics
Fellows
Champions
Ambassadors**

TRUST
Respect
Integrity
Rule of Law
Accountability
Transparency
Fairness
Viability

Promotional Items and Materials


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

If the UCCS College of Business 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.



Example Material



Ethics in Finance Workshop

DATE | TIME | LOCATION


This is an event to discuss ethics in the workplace.

PRESENTED BY:

DANIELS FUND
ETHICS INITIATIVE
Collegiate Program

UCCS
College of Business
UNIVERSITY OF COLORADO COLORADO SPRINGS

REGISTER: LINK




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UCCS
College of Business
UNIVERSITY OF COLORADO COLORADO SPRINGS

ETHICS EVENT

May 15 at 2:00 p.m.

Event to celebrate all the great accomplishments of our distinguished guest.

Free pizza!



UCCS College of Business
Career Development Center
UNIVERSITY OF COLORADO COLORADO SPRINGS



LUNCH & LEARN

OCTOBER 10 | 3-4PM



PRESENTED BY

DANIELS FUND
ETHICS INITIATIVE
Collegiate Program

UCCS
College of Business
UNIVERSITY OF COLORADO COLORADO SPRINGS

REGISTER: LINK
CONTACT: EMAIL

Information

The DFEI Collegiate Program 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 Daniels Fund 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

Information, resources, and downloads are available at www.uccs.edu/business/resources/ethics/brand

University Brand Identity Standards

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