UT College of Architecture and Design

Style Guide

THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

COLLEGE OF
ARCHITECTURE + DESIGN

July 2019

Contents

What is a style guide?

A style guide is a platform on which the college's brand is built. Our brand is our reputation–how we present ourselves and how we're perceived. Our brand is portrayed through logos, websites, emails, color palettes, photos, typography and more. Everything we say, write, publish, present, do and broadcast reflects our brand, supports—or detracts from—our reputation.

To best support and enhance the college's reputation, we need to communicate confidently, often and with consistency. A consistent message shared with great regularity emboldens the brand.

And that's what a style guide does. It presents guidelines for us all to communicate consistently in support of the brand.

Let's get started.

Resources

The information in this style guide is from several sources, including the knowledge base in the Office of Communications and Marketing. Other resources–and resources you should often use–are these:

University Style: brand.utk.edu/editorial/university-style/

Referring to the Institution: brand.utk.edu/editorial/institution/

Brand Assets: brandassets.utk.edu

Style Guide At A Glance

Common mistakes and how to fix them.

The college's name

Never use abbreviations of the college's name in anything that is or could be shared with anyone outside of the college:

Incorrect

~~UTKCOAD~~	~~UT CoAD~~
~~UTKCoAD~~	~~UT CoA+D~~
~~UTK CoA+D~~	~~COAD, etc.~~
~~UTCOAD~~	~~UTK~~
~~UT COAD~~	~~U.T.~~

Instead of abbreviating the name, use these: the college, the College of Architecture and Design, we or us.

This same rule applies when referencing the University of Tennessee, Knoxville.

The university's name

Use the full name of the university "the University of Tennessee, Knoxville" on first reference.

"UT" should be used on second and subsequent references.

The Fab Lab

Two words
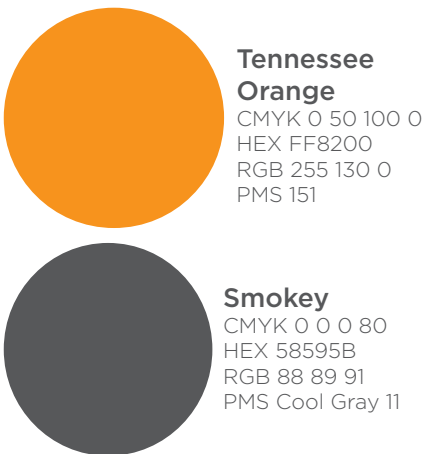Capitalize Fab and Lab

Logos

Do NOT alter official university logos.

Digitial Accessibility Guidelines

Tennessee Orange text on white background and white text on Tennessee Orange background do NOT meet federal accessibility standards. Avoid them in digital use. For more information about web accessible color combinations, visit brand.utk.edu/colors.

Colors

Use the correct color codes for all UT brand colors. Visit brand.utk.edu/colors for more details.

Tennessee Orange
CMYK 0 50 100 0
HEX FF8200
RGB 255 130 0
PMS 151

Smokey
CMYK 0 0 0 80
HEX 58595B
RGB 88 89 91
PMS Cool Gray 11

Note: Black is not in our palette and should be avoided in our communications. Fonts and other elements that may normally be displayed in black should be Smokey instead.

Logos

Guidelines for Using Logos Correctly

This is an abbreviated list of guidelines for using the university and college/school logos correctly. All of the guidelines are important and should be reviewed and followed. Guidelines, as well as logos, templates, etc., are located on our website: archdesign.utk.edu/media-resources

- We have several logos from which to choose, and each has several variations: University, university with tagline, school (unit), unit shortcut.

- The university prefers use of the centered university logo, when a university logo is used.

- Wordmark (words under the Power T, which is called the icon block) is Smokey Gray, not black. Black is not a university color for logos and graphic use.

- The wordmark should never stand alone.

- The icon block (Power T) cannot stand alone on letterhead; it can stand alone sparingly on social media, e-mail templates and mobile apps.

- Clear space is necessary around the logo. Sufficient clear space is equivalent to the height and width of the icon block (Power T). For example, if the icon block is 1" high and wide, you must have 1" of clear space surrounding it.

- Each logo (university, school, unit, unit shortcut) has a minimum size, which is measured by the height of the logo. Refer to the guidelines document on the intranet.

- A logo must be present on all communication from the university/college/school.

- For direction on color, use, color variations and more, refer to the guidelines document. Full guidelines are at archdesign.utk.edu/media-resources.

Secondary Logos

The university restricts secondary logos. For the most part, they're not allowed; however, for big deals like milestone anniversaries, they can be.

Custom secondary logos for approved situations must adhere to a few basic ground rules. Secondary logos:

- must either be created or approved by Creative Communications;
- may not contain elements of the university logo (icon or wordmark);
- may only use Gotham or Clarendon as fonts;
- must use colors from the university's palette; and
- must use Tennessee Orange (doesn't have to be the dominant color, but should be prominent).

Once approved, Creative Communications will provide a set of basic standards for its use, which basically outline how it should/should not be used in conjunction with the university logo.

Example of an accepted secondary logo:

FIFTY YEARS
COLLEGE OF ARCHITECTURE + DESIGN

Words

Whether printed or spoken, brochure or banner, interview or presentation, our words can build up or tear down the institution. It's vital that we speak with a similar message presented in a consistent way.

Tone

The tone of our words in communication relates directly to the audience(s) with whom we're communicating.

For prospective students: Friendly, fun, quick, contractions, short sentences, some sentence fragments, some unconventional use of grammar or punctuation while keeping our brand as a professional college. We get to the point (and use amazing photos) to tell our stories. We very rarely or never use slang or jokes.

- Where do you find this tone: Majority of website, Instagram, Twitter and other

For alumni and other professionals: Professional friendly, intentional, fewer contractions, full sentences, rarely incorrect grammar and punctuation

- Where do you find this tone: Giving and Alumni pages of website, direct mail, electronic communication, Facebook (which can be less formal)

For media: Professional, informative, few contractions, full sentences, correct grammar and punctuation. AP style when appropriate.

- Where do you find this tone: News releases, news stories on website, e-mail

Values

The college's values (as collected through the college-wide strategic plan process):

Primary:	*Also:*
Curiosity	**Transformation**
Collaboration	**Innovation**
Exploration	**Imagination**
Civility	**Stewardship**
Resilience	**Legacy**
Maker Culture	**Exploration**
Passion	**Collaboration**
Perseverance	**Discovery**

Often used together:

Explore. Make. Transform.

These values and words often are used in our communications to present a consistent, branded message.

The College's Name and And or +

When referring to the college for the first time, use the full name:

Correct

University of Tennessee College of Architecture and Design
Or
University of Tennessee College of Architecture + Design

Incorrect

College of Architecture

School of Architecture and Design

College of Architecture & Design

When our college's name is used in a major, well-branded university publication, "University of Tennessee" can be replaced with "UT."

The use of the "+" sign was approved for our college in fall 2015, but it has to be used correctly.

In headlines or bulleted lists, use the "+":

University of Tennessee College of Architecture + Design
Or
UT College of Architecture + Design

In running text, like a sentence, use "and":

University of Tennessee College of Architecture and Design
Or
UT College of Architecture and Design

The University of Tennessee, Knoxville

(Taken from brand.utk.edu/editorial/institution)

When referring to the university for the first time in a document, use the full name of the university. Note that the comma is required. In running text, set Knoxville off with a pair of commas (or other punctuation as the context dictates). Always include "the" as part of the university name. In running text, (as opposed to headlines and other display text) "the" should be lowercase unless it begins a sentence.

Examples

- The University of Tennessee, Knoxville, is the state's flagship institution.
- Welcome to the University of Tennessee, Knoxville, Office of Undergraduate Admissions.
- He is an alumnus of the University of Tennessee, Knoxville.

UT

On second and subsequent references to the university, use only UT.

Examples

- UT offers both graduate and undergraduate degrees.
- If you have questions about the event, contact the UT Office of Media and Internal Relations.

Exceptions

The University of Tennessee, Knoxville, is not required to refer to the university on first reference in major, well-branded university publications, such as magazines and annual reports. Simply using UT is acceptable.

Using only UT on second and subsequent references can often become cumbersome or repetitive for the reader. Using the university (always lowercase in running text) is acceptable to avoid repetition. If required for clarity in contexts that include the UT System or other campuses, UT Knoxville is acceptable.

Unacceptable Treatments

- University of Tennessee at Knoxville
- University of Tennessee–Knoxville
- UT, Knoxville
- U.T.
- UTK*

*Note that the abbreviation UTK is acceptable only in URLs and e-mail addresses and must be lowercased. For example, www.utk.edu and johndoe@utk.edu are acceptable.

The University of Tennessee System

References to the system follow the same basic principles: Use the University of Tennessee System on first reference in most settings, and use "the UT System" and "the system" as you would use "UT" and "the university."

Capitalization

We do not capitalize "the" in front of our name unless it starts a sentence.

- The College of Architecture and Design is amazing.
- I will apply to the College of Architecture and Design.

Never

Never use abbreviations of the college's name in anything that is or could be shared with anyone outside of the college:

~~UTKCOAD~~
~~UTKCoAD~~
~~UTK CoA+D~~
~~UTCOAD~~
~~UT COAD~~
~~UT CoAD~~
~~UT CoA+D~~
~~COAD, etc.~~

Always

Instead of abbreviating the name, use one of these on second and subsequent references (first reference is the full name):

...the college
...the College of Architecture and Design
We
Us

This same rule applies when referencing the University of Tennessee, Knoxville.

Sentence Structure

For our audiences:

Prospective students and families

Use powerful, engaging and short sentences.
Some sentence fragments are acceptable.
Some one-word "sentences" are fine. Really.
Compound sentences should be used sparingly on the website or in print.

Alumni, Professionals, Other Stakeholders

Longer sentences and compound sentences are fine, when used appropriately.

Always

Consider the medium: Website vs. printed materials vs. spoken word
Website should always be engaging and use shorter sentences.
Printed materials should always be written appropriately for the audience(s).
Spoken word should use a good variety of longer and shorter sentences.

Paragraphs

Short paragraphs are always needed.
One-sentence paragraphs on the website are the norm, but use sparingly in news.

Website

Our website is a multi-functional resource for our communications. This largely involves communicating with prospective students and their families, current students, faculty and staff, alumni and many others.

Website writing should always be engaging and use shorter sentences. Short paragraphs are always needed.

The majority of the website is written for prospective students.

This means it's friendly, fun, quick, casual and relatable. We remain professional while remaining approachable.

We use engaging, purposeful photos.

Our photos feature our current students, innovative designs, collaborative culture and more. These photos should showcase who we are in diversity (gender, race, age, etc) and equality while showing off our amazing work. Photos should tell our story just as much as our words.

When adding a photo to the website, be sure to add Alt text on the back end. This complies with federal accessibility standards and ensures our website can be enjoyed by all who visit.

Digital Accessibility Guidelines

(Shortened from brand.utk.edu/standards/colors/accessibility-color)

All UT websites aim to meet WCAG 2.0 AA guidelines. This includes a required contrast ratio for text and images of text of at least 4.5:1. This applies to live (HTML) text and image text (such as text in banners, images or graphics).

Text and background color combinations from the UT color palettes that meet this contrast ratio can be found at brand.utk.edu/standards/colors/accessibility-color.

Brand colors do not meet the minimum level of contrast when used in combination with Tennessee Orange. This includes orange text on a white background and white text on an orange background.

Some of the contrast ratios require "large text" to be accessible. Standard paragraph text, like in this paragraph, does not qualify as large text, **even if it is bold**.

This is Large Text.

For more technical details about what qualities as large text, consult the WCAG 2.0 definition of large scale text found here: www.w3.org/TR/WCAG20/#larger-scaledef

The style guide can be found at archdesign.utk.edu/for-faculty-staff and on the college's intranet.