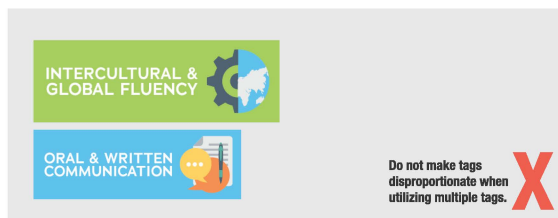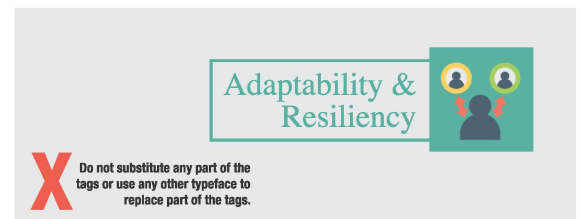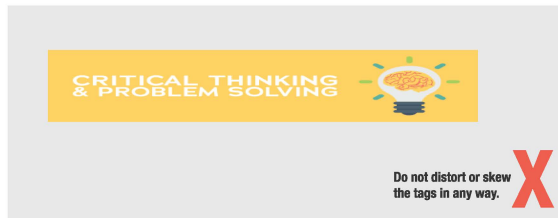# THE COLLEGE COMPETENCIES

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.



CRITICAL THINKING & PROBLEM SOLVING — Do not distort or skew the tags in any way. ✗

TEAMWORK — Sponsored by Wilson Commons Student Activities — ✗ Do not violate the clearspace of the tags. CLEARSPACE

CAREER DESIGN & MANAGEMENT — Do not rotate the tags. ✗

Adaptability & Resiliency — ✗ Do not substitute any part of the tags or use any other typeface to replace part of the tags.

INTERCULTURAL & GLOBAL FLUENCY / ORAL & WRITTEN COMMUNICATION — Do not make tags disproportionate when utilizing multiple tags. ✗

LEADERSHIP / ORAL & WRITTEN COMMUNICATION — ✓ When utilizing multiple tags, they must be equal in size and placed next to each other with no space between.

## Examples of proper utilization of the tags:

## Questions?

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UNIVERSITY OF ROCHESTER
**ENGINEERING WEEK**
FEB 16 - 23, 2018

Friday 2/16 - Sunday 2/18
DANDYHACKS
Feldman Ballroom, Douglas Commons

Tuesday 2/20 @ 4-6pm
ENGINEERING COLLAB COMPETITION
Rettner Atrium

Wednesday 2/21 @ 7-8pm
SWE ENGINEERING EXPERIENCE PANEL
Carlson Library, Second Floor Lobby

Thursday 2/22 @ 3:30-4:30pm
GRAND CHALLENGES SCHOLARSHIP
PROGRAM INFO SESSION
Lattimore 306A

Friday 2/23 @ 3-5pm
ESOCIAL - FEATURING FREE FOOD &
FRIENDLY COMPETITIONS
Rettner Atrium

E SOCIAL

RSVP on CCC
Check Facebook for more details

NYLE DIMARCO
saturday MARCH.23.2019

etiquette DINNER
Putting Your Best Fork Forward
THURSDAY, February 28, 2019
Feldman Ballroom @ 6pm