



University of Connecticut
School of Nursing

Guidelines for Professional Presentations

In an effort to present our School in the most consistent and professional manner that we can, the following guidelines have been developed to help maintain standards of Professionalism in Presentation (PRAXIS). These guidelines are intended to serve as a reminder of some key ways we can be mindful of our PRAXIS commitment, the School's philosophy and strategic goals, in our every day work.

UConn Logo

Visit the Standards for UConn logos at <http://www.uconn.edu/info/logos.php>.

**The official University of Connecticut seal
and signatures are designed elements
and may not be altered in any way.**

Download from: www.uconn.edu/info/university.php

Our comprehensive commitment to excellence in design will exemplify our commitment to quality in all other respects. When the graphic system is fully implemented, the identity will consistently distinguish all University publications and advertising - all print, electronic and audio visual materials. This graphic system will thus provide visual unity to our expansive and diverse University for the first time in the history of this institution.

A comprehensive graphic system is a structure for communicating and presenting information logically, clearly and with distinction. The standards and guidelines presented in this manual have firm institutional support. Embracing and following these standards will be advantageous to the entire University community, enabling us to achieve clarity and effectiveness in all print and electronic communications.

UConn Navy Blue (or PANTONE® 281)

The official University of Connecticut seal is the oak leaf symbol encircled by University of Connecticut, 1881. The seal is the formal identifier for the University. It may be used by any school or college, regional campus, entity or organization that is part of the University community. The use of a seal should be limited. In general, the use of University signatures (as shown on pages 4-5 and 10-11) is preferred. Do not use the seal in print advertising. A signature will reproduce more cleanly and clearly in small sizes and on newsprint.

Color

The official colors of the University of Connecticut are UConn Navy Blue (or PANTONE 281) and White. The identity system utilizes these official colors with the addition of UConn Gray (or PANTONE Cool Gray 9) for typography. (Black is the alternative when budget or context rule out the use of color.) The official seal may be printed in either UConn Navy Blue (or PANTONE 281) or Black. Except for special print techniques, these are the only colors which may be used to print the seal.

The four-color process formula for UConn Navy Blue is 100% Cyan, 72% Magenta and 38% Black.

The term signature refers to the joining of two primary elements in the graphic identity system — the oak leaf symbol and the logotype. The logotype consists of the word identifiers — University of Connecticut, UConn, University of Connecticut Health Center and UConn Health Center, set in the official Adobe Garamond Roman typeface and style. In order for the signatures to be used effectively in a considerable variety of applications, the system provides six (6) different signatures for the University and seven (7) for the Health Center. Each signature has a unique proportion or format and must not be altered in any way. When a signature is reduced or enlarged, it should always be treated as one unit. All elements should be sized proportionately. Enlarge to any size that is practical and necessary, but do not reduce to a size which reduces the oak leaf height to less than 3/8". The integrity of the signature demands that no words or images crowd, overlap or merge with it. A minimum clear zone equal to the height of the capital "U" in University is required.

Two-color

The permitted two-color print version of the signature is: symbol — UConn Navy Blue (or PANTONE® 281), logotype — UConn Gray (or PANTONE Cool Gray 9).

Except for special print techniques, these are the only colors which may be used to print a signature in two colors. The four-color process equivalent for UConn Navy Blue is 100% Cyan, 72% Magenta and 38% Black. For UConn Gray it is 60% screen of Black.

The three, two-color print samples to the right look almost identical. It is the color printing process that varies. These examples demonstrate three ways of achieving the same result — a two-color signature.

One-color

The permitted one-color versions of the signature are UConn Navy Blue (or PANTONE 281) and Black. Except for special print techniques, these are the only colors which may be used to print a signature in one color. Two-color signature — Printed two match colors
Symbol: UConn Navy Blue (or PANTONE 281)
Logotype: UConn Gray (or PANTONE Cool Gray 9)

Different typeface: Adobe Garamond (Roman) is the only typeface which may be used in the signature format. Others (i.e., Helvetica, as shown above) are not allowed.

The identity system provides a method for a regional campus, school, college and official entity or organization within the University to create a customized signature by utilizing one or more of the official signatures with the addition of a specific name.

The examples on these pages show a variety of supplemental signatures. They also demonstrate the official signatures that are preferred for customization; however, any of the official signatures may be used. A rule directly below the signature serves to separate the official signature from the supplemental name. The addition of a specific name under this rule will customize the signature. To create a supplemental signature: 1. Use only the official Adobe Garamond typeface in Roman. (Use upper and lower case or all upper case letters.) 2. Choose a type size that is close to the size of the type in the signature. 3. Adjust the type size, letter spacing and number of words per line so that the supplemental

name is the same width as the rule. 4. If equal length lines are not possible, align all typography to the right, the left, or center. Some of the official signatures will adapt more easily than others, depending on the length and the number of words in the supplemental name. The two-color supplemental signature has a UConn Blue rule and supplemental name. The one-color supplemental signature is all UConn Blue or all Black.

Be sure to include a UConn/SON logo on all outreach materials and correspondence. For presentation materials that have multiple pages, please place a small UConn/SON logo on each page. If one page from the packet should become separated, it will be helpful in identifying our outreach materials.

Conferences

Banner

Please be sure to bring along the SON banner for use on display tables. It not only will help those attendees identify our materials but the banner would be visible in any photography that is published after the fact.

PowerPoint presentations

Please be sure to incorporate the UConn/SON logo on each slide/page. Use the logo prominently on the 1st and last slide as these receive the longest viewing times for the audience. Each page should also carry some form of the UConn/SON logo in a smaller format but in a consistent location throughout.

Also be sure to incorporate the SON website address: www.nursing.uconn.edu (<http://> is not necessary and may take up too much valuable space in presentations). An underline is also not necessary as it is not an actual hyperlink as when it appears on the web.

Credentials

In an effort to raise awareness and increase educational opportunities about the field of nursing as well as the various degrees associated with the profession, be sure to list all credentials in a consistent format throughout all printed and web materials.

Current recommendations for the proper order of credentials is highest degree first, followed by licenses, then certifications, and finally honorary titles.

All correspondence and outreach materials should show a consistent listing of credentials. Consider the various placements, including business cards, building signage, email signatures, web pages and listings, syllabi, program materials, faculty/staff directories, etc. As the credentials and communication pieces need to be updated please consider all of these places that the updates should be affected.

In interviews or other similar situations, please be sure to provide the interviewer with your credentials and title and encourage their use.

Contact Information

Use complete contact information on all correspondence:

Name (as you prefer it to appear); credentials (in a consistent format); title(s); UConn/SON; mailing address (231 Glenbrook Road, Unit 2026, Storrs, CT 06269-2026; Phone: (860) 486-XXXX; Fax: (860) 486-XXXX; Email: Firstname.Lastname@uconn.edu; Website: www.nursing.uconn.edu