Strategic Plan Style Guide

Strategic Plan

Vision

Student Affairs: Where Students Thrive and Matter

Mission

To enhance an inclusive student experience through holistic programs, services, and opportunities that promote learning, well-being, and community.

Values

Diversity, Equity & Inclusion
Embracing diversity, equity, and inclusion in all forms to create an open, inclusive, and productive environment.

Integrity
Conducting ourselves with honesty and mutual respect.

Community
Fostering growth and development that provides a supportive environment, a sense of belonging, and social connection.

Well-being
Promoting a mindful, wellness-centered, and balanced environment.

Adaptability & Creativity
Adjusting to new conditions and circumstances by providing inventive, efficient and effective solutions.

Pillars

1 • **Diversity, Equity and Inclusion**

2 • **Integrated Student Experience**

3 • **Staff Experience**

4 • **Strategic Resource Management and Planning**

5 • **Student Learning and Development**

6 • **Well-being**

Typography: Kievit, Kievit Slab, & Gotham

The main typeface is Kievit. Kievit Slab is used for aside text and pull quotes. Gotham is used for body copy.

H1
Kievit Black, 30/32
Optical, Tracking 0

Strategic Plan

H2
Kievit Medium, 23/24
Optical, Tracking 10

Strategic Plan

H3
Kievit Slab Medium, 18/21
Optical, Tracking 0

Strategic Planning

H4
Kievit Bold, 13/15
Optical, Tracking 5

Strategic Planning

Paragraph
Gotham Book, 10/14
Optical, Tracking 0

Quaepudaerum sitaepuditas endelibus eligentium audandae prae. Odiciliquam, to que eos maio quodi dolluptate preribus simolor eribuscia volor simpostrunt rae. Ut voluptiunt, quiati temolor enihillendi nus idus ea dolorro vidunda ndandist fuga.

Pull Quote
Kievit Slab Light, 10/14
Optical, Tracking 0

Quaepudaerum sitaepuditas endelibus eligentium audandae prae.

Attribution
Gotham Bold, 9/13
Gotham Book Italic, 9/13
Optical, Tracking 0

Name Name
CEO, Credit Here

Colors

The colors of the Strategic Plan align with the official UCI Primary and Secondary Color Palettes.

Values

Community	Adaptability & Creativity	Well-being	Diversity, Equity & Inclusion	Integrity

Orange
PMS 549
CMYK 60/24/21/0
RGB 106/162/184
HEX #6aa2b8

Light Blue
PMS 549
CMYK 60/24/21/0
RGB 106/162/184
HEX #6aa2b8

Lime Green
PMS 375
CMYK 53/0/96/0
RGB 122/184/0
HEX #7ab800

Light Yellow
PMS 100
CMYK 5/1/76/0
RGB 247/235/95
HEX #f7eb5f

Light Gray
PMS 400
CMYK 23/21/26/0
RGB 197/190/181
HEX #c6beb5

Pillars

UCI Gold
PMS 109
CMYK 0/16/100/0
RGB 255/210/0
HEX #ffd200

Additional Colors

UCI Blue
PMS 7685
CMYK 93/73/11/1
RGB 0/100/164
HEX #0064a4

Dark Blue
PMS 654
CMYK 100/84/31/17
RGB 27/61/109
HEX #1b3d6d

Vision   Where are we striving for? What are our hopes and ambitions?

The Strategic Plan Vision Key Art (*Figure 1*) is the preferred mode to display the Stategic Plan Vision. When displayed on its own, the Strategic Plan vision should be in Gotham or Kievit in UCI Dark Blue or white. We encourage that the signature illustration (*Figure 2*) be displayed in conjunction with the Strategic Plan Vision.

Figure 1. Strategic Plan Vision Key Art

Figure 2. Strategic Plan Vision Illustration

Mission

When displayed on its own, the Strategic Plan Mission should be in Gotham or Kievit in UCI Dark Blue or white.

Strategic Plan Mission

THE DIVISION OF
Student Affairs

To enhance an inclusive
student experience
through holistic programs,
services and opportunities
that promote learning,
well-being and community.

studentaffairs.uci.edu/strategic-plan

Values

The art for the Strategic Plan Values uses these signature vector illustrations. The assigned illustration and colors should be used consistently across all media.

Available for download (eps, png and jpg):
studentaffairs.uci.edu/strategic-plan/resources-tools

Diversity, Equity & Inclusion

Integrity

Well-being

Adaptability & Creativity

Community

Pillars

Photographs showing the pillars in action

Photos should be edited with the main subject in full color and the background in black and white, set to Multiply blend mode with UCI Gold background. The pillar title is in white text over UCI Blue. If you would like help converting supporting photos to this format, please email Jess Leggett at jleggett@uci.edu.

Diversity, Equity & Inclusion	Integrated Student Experience	Staff Experience	Strategic Resource Management & Planning	Student Learning & Development	Well-being
Diversidad, equidad e inclusión	*Experiencia estudiantil integrada*	*Experiencia del personal*	*Gestión y planificación estratégica de los recursos*	*Aprendizaje y desarrollo de los estudiantes*	*Bienestar*

Promotion Tools & Resources

A variety of assets are available for download to assist units in promoting the Strategic Plan. Units should adhere to this style guide when creating additional resources, publications or reports related to the Strategic Plan.

studentaffairs.uci.edu/strategic-plan/resources-tools

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Planificación Estratégica Misión

THE DIVISION OF
Student Affairs

Mejorar la experiencia de los
estudiantes mediante programas,
servicios y oportunidades
integrales e inclusivos que
promuevan el aprendizaje,
el bienestar y la comunidad.

studentaffairs.uci.edu/strategic-plan-espanol

Valores del plan estratégico

THE DIVISION OF
Student Affairs

Diversidad, Equidad e Inclusión
Abrazar la diversidad, la equidad y la inclusión en todas sus formas para crear un entorno abierto, inclusivo y productivo.

Integridad
Actuar con honestidad y respeto mutuo.

Comunidad
Fomentar el crecimiento y desarrollo que brinde un entorno de apoyo, sentido de pertenencia y conexión social.

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studentaffairs.uci.edu/strategic-plan

THE DIVISION OF
Student Affairs

WHERE STUDENTS THRIVE AND MATTER

UCI

studentaffairs.uci.edu/strategic-plan

THE DIVISION OF
Student Affairs

DONDE LOS ESTUDIANTES PROSPERAN Y SON IMPORTANTES

UCI

studentaffairs.uci.edu/strategic-plan-espanol

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