



UNIVERSITY
LEARNING STORE

THE

UNIVERSITY LEARNING STORE

brand standards guide

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PURPOSE

The purpose of a University Learning Store brand guide is to present a clear, consistent identity and messaging across all outlets and by all partners in the University Learning Store.

TEMPORARY SOLUTION FOR PHASE I OF LEARNING STORE LAUNCH

Em oris, cies virtis; nontem dientem et occhuiu quit L. Catia nenemolia coniae in vedit, consimmora re, enatuus; ne face oculturo, fac moves sentili silibus picatiurs firtus ficumuspesis et renat, P. Rio etordium hus. Si ia Scit, si inpratq uidem, sules, Catumenam hina inteati fernint fue termis.

CONTACT FOR HELP

Bisquo morum, cauc terem unte fur, cla L. Quast L. mo idem aure molit tat, morum cae imis, patiam nica consuper inte, C. Vala in deme ad rei cons conuntium musqui es etod concum potilinte tam pori te co



The University Learning Store logo was developed to represent a new advancement in learning. The logo is representative of stackable credentials and multi-dimensional offerings from participating institutions. The main University Learning Store is the horizontal version, with alternates of the stacked logo, Reverse with color, one-color, and one-color reverse.



DOWNLOADS

Logo Downloads (png, svg, jpg)



STYLE GUIDE | COLORS

The University Learning Store color palette was developed to represent the relationship with participating institutions. The colors were chosen to complement the brand colors of participating institutions as a jewel tone palette, which is warm, not too bright, and works well with neutral grays. Pantone, CMYK, RGB, and Hex matches are available with each color. We also offer an Adobe Swatches file for download.

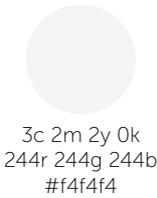
DOWNLOADS

[Swatch File](#)



STYLE GUIDE | ICONS

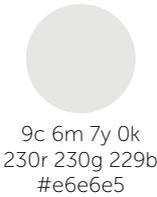
Background



Ribbon Grays



Box Grays



Box Shadow



The University Learning Store gray palette includes grays primarily for web use, this palette is also included in the swatch file which is available for download on page 6.

Typography for the University Learning Store’s print and web applications use a combination of different weights of Raleway for headlines and headings, with Open Sans for paragraph copy.

All weights of Raleway and Open Sans are available as downloads from Google fonts.

DOWNLOADS

- Raleway
- Open Sans

Raleway Regular

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890,./<>?;:'"[]\|`~!@#\$\$%^&*()_+

Raleway Extra Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]\|`~!@#\$\$%^&*()_+

Open Sans Regular

abcdefghijklmnopqrstuvxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890,./<>?;:'"[]\|`~!@#\$\$%^&*()_+

Open Sans Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890,./<>?;:'"[]\|`~!@#\$\$%^&*()_+

Overlay



Hex



The background texture has been applied over color block fields and over photos. Downloads are available for a repeatable transparent png or for a vector overlay.

A secondary Hex background is available as an Adobe Illustrator pattern swatch within the Jewel Tone color palette or as a vector file.

DOWNLOADS

- Overlay (png)
- Overlay (eps)
- Hex Swatch File
- Hex Vector (svg)
- Hex (png)

STYLE GUIDE | ICONS

Icons are used to represent the three offerings of skills at the University Learning Store. Skills represented are Power Skills, Career Advancement Skills, and Technical Skills.

Additional icons are available for communications representing courses and credentials.

DOWNLOADS

Skills (eps)

Courses/Credentials (eps)

Skill Offerings



Power Skills



Career
Advancement Skills



Technical Skills

Courses and Credentials



STYLE GUIDE | GRAPHICS



Graphics for all University Learning Store communications are available via download.

STYLE GUIDE | IMAGES

Most images used for the University Learning Store are purchased from Stock. Some in-house photography has been shot to add into the collection of imagery.

Images have been used for website, marketing, and course/certifications.

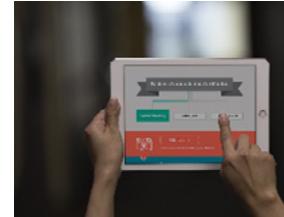
Links to either download photography or purchase stock photography are provided.



Fotolia
60726271 



Fotolia
98264990 



UW-Extension
Is_mobilescreen 



Fotolia
103566545 



Fotolia
77517154 



Fotolia
76103262 



Fotolia
87438799 



Fotolia
87438799 



Fotolia
99930322 

STYLE GUIDE | IMAGES



Fotolia
78607497 



Fotolia
91105926 



Fotolia
101587012 



Fotolia
102932681 



Fotolia
104524217 



iStock
000018278455 



iStock
000012891526 



iStock
000020291293 



iStock
000023103332 

STYLE GUIDE | INSTITUTION PARTNERS

Current partner institutions of the University Learning Store are UC Davis, UC Irvine, UW-Extension, and Georgia Tech. Downloads are available of each partner logo and the Canvas Network logo.



STYLE GUIDE | WEB STYLE GUIDE

Halere nes nondi seserem nonsulissum se alatus haequi publici buspio issa iam public fortis etimum accii sulvit? Abus? P. M. Si prortiam duces in plina, quam Rompliam postod faciem moveremus etrit resepo rurnina, qui tervirmius stra consunc eribus. Em oris, cies virtis; nontem dientem et occhuiu quit L. Catia nenemolia coniae in vidit, consimmora re, enatuus; ne face ocluturo, fac moves sentili silibus picatiurs firtus ficumuspesis et renat, P. Rio etordium hus. Si ia Scit, si inpratq uidem, sules, Catumenam hina inteati fernint fue termis. Bisquo morum, cauc terem unte fur, cla L. Quast L. mo idem aure molit tat, morum cae imis, patiam nica consuper inte, C. Vala in deme ad rei cons conuntium musqui es etod concum potilinte tam pori te co

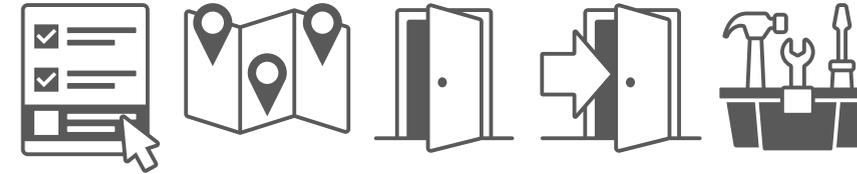
COURSE & CERTIFICATION ARTWORK

Halere nes nondi seserem
nonsulissum se alatus haequi
publici buspio issa iam public
fortis etimum accii sulvit? Abus?
P. M. Si prortiam duces in plina,
quam Rompliam postod faciem
moveremus etrit rescepo runnina,
qui tervirmius stra consunc eribus.

Em oris, cies virtis; nontem
dientem et occhuiu quit L.
Catia nenemolia coniae in vidit,
consimmora re, enatuus; ne face
oculturo, fac moves sentili silibus
picatiurs firtus ficumuspesis et
renat, P. Rio etordium hus. Si
ia Scit, si inpratq uidem, sules,
Catumenam hina inteati fernint
fue termis.

Bisquo morum, cauc terem unte
fur, cla L. Quast L. mo idem aure
molic tat, morum cae imis, patiam
nica consuper inte, C. Vala in
deme ad rei cons conuntium
musqui es etod concum potilinte
tam pori te co

COURSE & CERTIFICATION ARTWORK | COURSE CONTENT GRAPHICS



Halere nes nondi seserem
nonsulissum se alatus haequi
publici buspio issa iam public
fortis etimum accii sulvit?
Abus? P. M. Si prortiam duces
in plina, quam Rompliam
postod faciem moveremus etrit
rescepo runnina, qui tervirmius
stra consunc eribus. Em oris,
cies virtis; nontem dientem et
occhuiu quit L. Catia nenemolia
coniae in vidit, consimmora re,
enatuus; ne face oculturo, fac
moves sentili silibus picatiurs
firtus ficumuspesis et renat,
P. Rio etordium hus. Si ia
Scit, si inpratq uidem, sules,
Catumenam hina inteati fernint
fue termis. Bisquo morum, cauc
terum unte fur, cla L. Quast L.
mo idem aure molic tat, morum
cae imis, patiam nica consuper
inte, C. Vala in deme ad rei cons
conuntium musqui es etod
concum potilinte tam pori te co

DOWNLOADS

Course Content Icons (svg)

COURSE & CERTIFICATION ARTWORK | BADGES

Badges are assigned to persons who complete University Learning Store courses.



COURSE & CERTIFICATION ARTWORK | CERTIFICATIONS

Halere nes nondi seserem nonsulissum se alatus haequi publici buspio issa iam public fortis etimum accii sulvit? Abus? P. M. Si prortiam duces in plina, quam Rompliam postod faciem moveremus etrit rescepo runnina, qui tervirmius stra consunc eribus. Em oris, cies virtis; nontem dientem et occhuiu quit L. Catia nenemolia coniae in vidit, consimmora re, enatuus; ne face oculturo, fac moves sentili silibus picatiurs firtus ficumuspesis et renat, P. Rio etordium hus. Si ia Scit, si inpratq uidem, sules, Catumenam hina inteati fernint fue termis. Bisquo morum, cauc terum unte fur, cla L. Quast L. mo idem aure molic tat, morum cae imis, patiam nica consuper inte, C. Vala in deme ad rei cons conuntium musqui es etod concum potilinte tam pori te co

