



Graphic Standards Manual

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Introduction

Letter from Don Deshler

The University of Kansas Center for Research on Learning has embarked on a bold effort to develop a visual identity system for the Strategic Instruction Model to better tell its success story. The graphic identity system – the signature, mark, logo, and colors we use to visually represent SIM – is a valuable tool for achieving that goal.

A strong and uniform visual identity is an efficient and effective way to communicate our mission to colleagues and to the public. As SIM continues to grow in stature, it is critical to develop our own distinctive visual identity that will clearly and strongly communicate excellence.

This document contains guidelines for the use and application of the SIM visual identity. To assure its success, these guidelines must be applied to all collateral material. For more than 25 years, we have been working to make SIM an outstanding program in the field of education. Now we have a tool to help make its value clear to our schools, states, and the world.

I thank you for your support of this important effort.

A handwritten signature in black ink, reading "Don Deshler". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Donald D. Deshler
Director, Center for Research on Learning

The Importance of Graphic Standards

Most corporations and organizations today use graphic images to connect with their audience and to develop a consistent and cohesive style to build recognition and increase awareness. Similarly, it is important for the Strategic Instruction Model (SIM) to build and maintain a strong visual foundation.

Consistent use of the graphic identity — whether in a letterhead, on the web, or on the cover of a publication — will build recognition of the SIM program and put a face on the years of exceptional work that have gone into the development of this model.

After careful consideration, the University of Kansas Center for Research on Learning has created the new SIM logo and signature. The following graphic standards provide guidance on the use of SIM's logo, signature, typography, and color. Correct use of the elements is essential to the success of the identity program.

Glossary

- Baseline** the imaginary line that a line of text appears to be resting on; along the bottom line of text
- Full Bleed** describes color or image, either a photograph or illustration, that runs off the edge of a page
- Kerning** the process of altering space between specific pairs of characters so that the overall letter spacing appears to be even
- Leading** the vertical distance between two lines of type measured from baseline to baseline
- Logotype** a graphic treatment of typography, or a combination of text and graphics, that identifies a company or a product.
- Mark** a recognizable symbol; the iconic portion of a logo
- Overprint** describes typography or images that are printed on top of a photograph or background color
- Pica** typographic unit of measurement: 12 points equal 1 pica and 6 picas equal 1 inch
- Point** 1 point equals 1/12 pica and 1/72 inch. It is most often used to indicate the size of type or amount of leading between the lines.
- Reverse** typography or images that are “cut out” of a photograph or background revealing the surface below; changing positive space to negative space and vice-versa

Glossary (continued)

- Rule** generally, any line used as a visual element in design
- Sans Serif** typefaces without serifs
- Serif** small elements added to the ends of the main strokes of a letterform in serifed type styles
- Signature** a distinctive combination of visual forms and may be a combination of a mark and type
- Typeface** unique family appearance of lettering
- White Space** blank space surrounding an image or text. Lots of white space generally creates a very “open” feel to a work of design.

Identity



2

SIM Signature

Overview:

The SIM signature consists of the SIM acronym, the mark with two figures, and the name spelled out. The acronym is set in Sabon and the name is set in ITC Avant Garde Gothic. The mark with the teacher/student figures is an older image that has been associated with SIM for many years. This version of the mark has been updated and streamlined for a more refined and modern look.

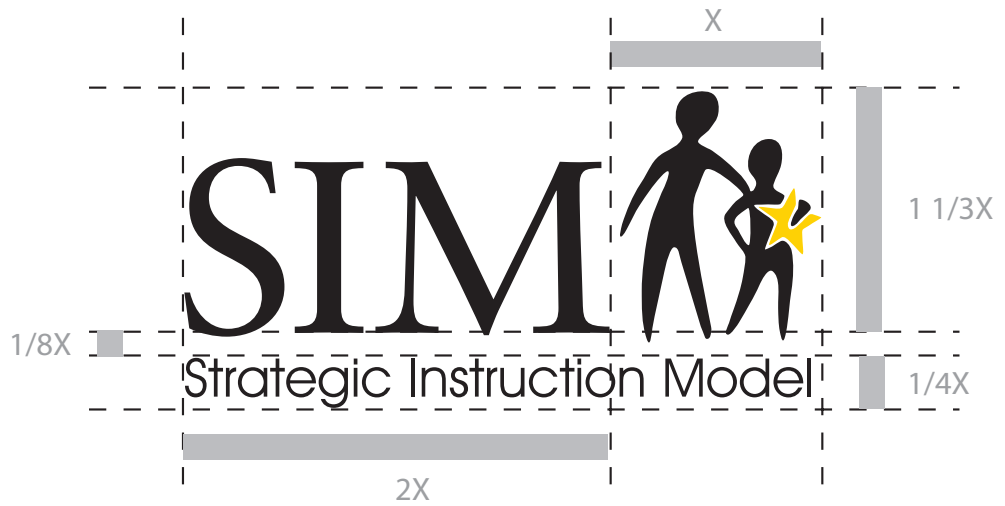
Because the signature is a primary identifier for SIM, it should always be used in a consistent and dignified manner. Appropriate uses for the signature are discussed in this manual.

The reproduction of the signature should always be done using a digital master, if possible. If not, the guidelines presented on the following pages should be followed.



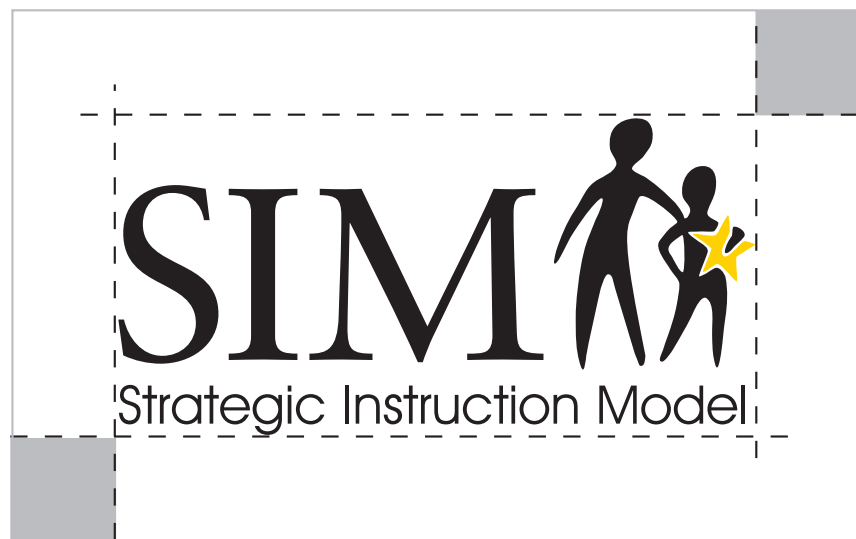
SIM Signature Standards

Dimensions



Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances



$= \frac{1}{2}X$

X is the width of the two figures

SIM Signature Color Options



Primary use (2 colors)



Black and white only



Reversed

Examples of Incorrect Use of SIM Signature



DO NOT ADJUST THE RELATIVE DIMENSIONS



DO NOT SET IN ANOTHER TYPEFACE



DO NOT REASSIGN COLORS



DO NOT DELETE ELEMENTS



DO NOT ENCLOSE WITHIN A SHAPE



DO NOT STRETCH OR DISTORT

Examples of Incorrect Use of SIM Signature



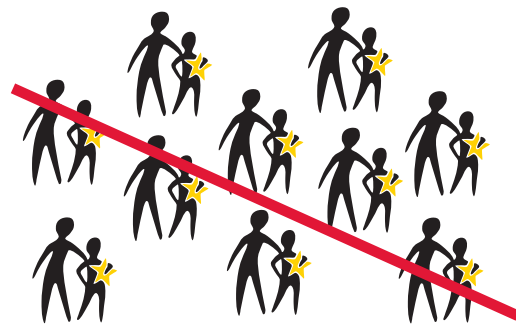
DO NOT TINT THE SIGNATURE



DO NOT ADD ELEMENTS



DO NOT APPLY GRAPHIC ELEMENTS THAT
COULD DIMINISH APPEARANCE



DO NOT CREATE A DECORATIVE PATTERN
OUT OF THE MARK



DO NOT PLACE ON A BACKGROUND THAT
DOES NOT PROVIDE ENOUGH CONTRAST

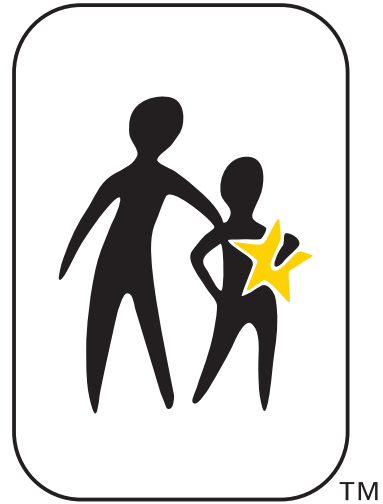


DO NOT CHANGE THE COLOR OF THE
STAR SHAPE

SIM Mark #1

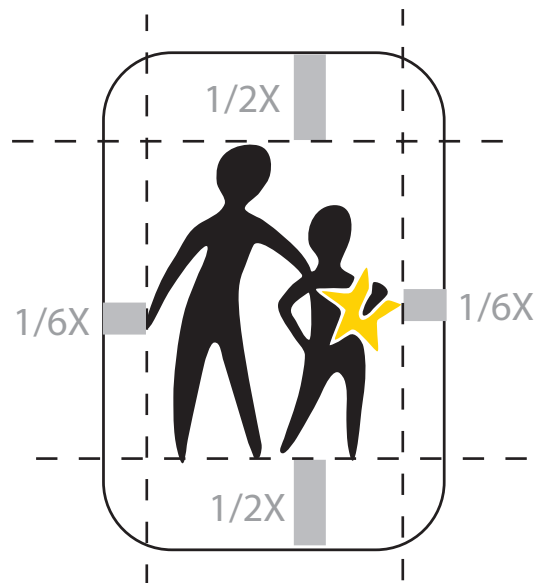
The SIM Mark #1:

In addition to the SIM signature, which is the primary identifier for SIM, there are two other visual forms that may be used. They are two variants of a SIM mark. The first mark consists of the teacher/student figures enclosed within a rectangle with rounded corners. The mark serves as a strong visual symbol that is effective at many different sizes.



Clear Space

Clear space requirements must be observed, except in special, pre-approved circumstances



X is the width of the two figures

SIM Mark #1 Color Options



Primary use (2 colors)



Black and white only



Reversed

SIM Mark #2

The SIM Mark #2:

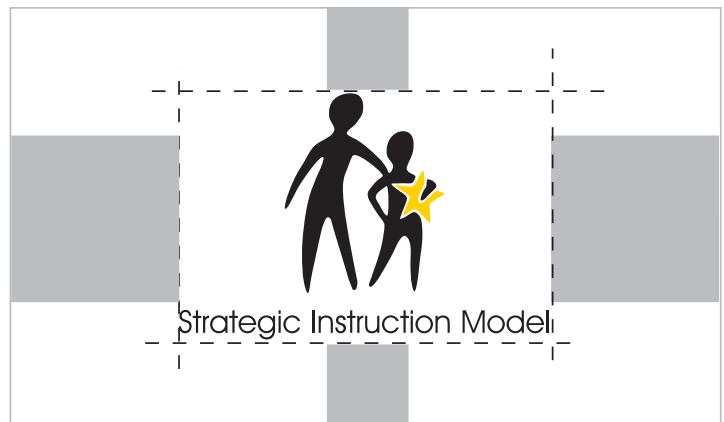
There may be times when the SIM mark needs to be accompanied with text but needs to retain primacy over the text. For such cases, we have designed a second SIM mark that combines both the SIM graphic and the name *Strategic Instruction Model*. This alterternate mark is particularly effective in instances where it will be surrounded by a good deal of white space.



Strategic Instruction Model™

Clear space:

Clear space requirements must be observed, except in special, pre-approved circumstances. The SIM Mark #2 functions best on designs with significant white space.



= X



= 1/2X

SIM Mark #2 Color Options



Primary use (2 colors)

Strategic Instruction Model



Black and white only

Strategic Instruction Model



Reversed

Strategic Instruction Model

Examples of Incorrect Use of SIM Mark #1



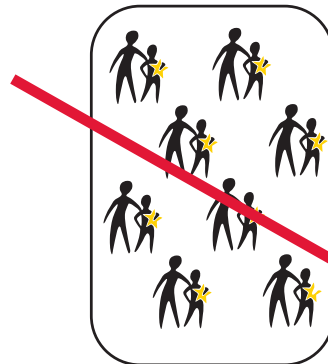
DO NOT STRETCH OR DISTORT



DO NOT FILL THE BOUNDING BOX OF THE MARK WITH COLORS OR IMAGES



DO NOT DELETE ELEMENTS OF THE MARK



DO NOT CREATE A DECORATIVE PATTERN OUT OF THE MARK



DO NOT REASSIGN COLORS



DO NOT ADD ELEMENTS

Examples of Incorrect Use of SIM Mark #2



DO NOT ADJUST THE RELATIVE DIMENSIONS



DO NOT REASSIGN COLORS



DO NOT REPOSITION, RESIZE, OR SEPARATE COMPONENTS



DO NOT ENCLOSE WITHIN A SHAPE



DO NOT DELETE ELEMENTS OF THE MARK



DO NOT TINT THE LOGO OR ITS COMPONENTS

Color &
Typefaces

3

Color Standards (Primary)

Primary Palette:

When working with the SIM Signature, publications, and other products, the colors shown on the primary color palette are fundamental. When used in printing, careful attention must be paid to ensure color accuracy.



Basic Black



SIM Yellow

Spot color: Pantone 116

Process: C:0 M:15 Y:100 K:0

Color Standards (Secondary)

Secondary Palette:

To help designers with color decisions, they are encouraged to use the secondary color palette. The palette is meant to assist in the design of publications and products and to compliment the primary color palette.



Brick Red

Spot color: Pantone 188
Process: C:0 M:95 Y:100 K:50



Light Blue

Spot color: Pantone 297
Process: C:50 M:5 Y:0 K:0



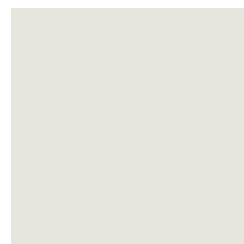
Orange

Spot color: Pantone 166
Process: C:0 M:65 Y:100 K:0



Smoke

Spot color: Pantone 7538
Process: C:20 M:0 Y:0 K:60



Sand

Spot color: Pantone 7520
Process: C:0 M:0 Y:5 K:10

Typography

The SIM signature uses two fonts, Sabon Roman, a serif font and ITC Avant Garde Gothic Book, a sans-serif font. The SIM logo uses ITC Avant Garde Gothic Book only. For body copy, the serif font Palatino is strongly recommended as it compliments Sabon in the signature.

Sabon



ITC Avant Garde Gothic



ITC Avant Garde Gothic

Strategic Instruction Model

Typography

Sabon

Sabon is a modern serif font created in 1964 by Jan Tschichold. It is a descendant of the typefaces of Claude Garamond. When used in the SIM signature, it appears in the acronym SIM in all caps. There are four recommended weights of this font: Sabon Roman, Sabon Italic, Sabon Bold, and Sabon Bold Italic.

Sabon Roman

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,;:#!?)

Sabon Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;:#!?)

Sabon Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;:#!?)

Sabon Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;:#!?)

Typography

Palatino

Palatino is a serif typeface created by Hermann Zapf in 1948. Known for its grace and strength, it is probably one of the most used typefaces in existence. This font is a good compliment for Sabon and is recommended for long sections of copy accompanying any of the SIM materials. There are several weights of Palatino, but the recommended weights are Palatino Roman, Palatino Italic, Palatino Bold, and Palatino Bold Italic.

Palatino Roman

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890\$%&(.,;:#!?)

Palatino Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;:#!?)

Palatino Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;:#!?)

Palatino Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;:#!?)

Typography

ITC Avant Garde Gothic

ITC Avant Garde Gothic is a geometric sans-serif font created in 1970 by Herb Lubalin and Tom Carnase. This font works particularly well for short texts and headlines. In the SIM signature, the title “Strategic Instruction Model” is set in ITC Avant Garde Gothic. There are several weights of ITC Avant Garde Gothic, but the recommended weights are: ITC Avant Garde Gothic Extra Light, ITC Avant Garde Gothic Extra Light Oblique, ITC Avant Garde Gothic Book, ITC Avant Garde Gothic Book Oblique, ITC Avant Garde Gothic Bold, ITC Avant Garde Gothic Bold Oblique, ITC Avant Garde Gothic Book Condensed, and ITC Avant Garde Gothic Bold Condensed.

ITC Avant Garde Gothic Extra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)

ITC Avant Garde Gothic Extra Light Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)

ITC Avant Garde Gothic Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)

Typography

ITC Avant Garde Gothic Book Oblique

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)*

ITC Avant Garde Gothic Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)**

ITC Avant Garde Gothic Bold Oblique

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)***

ITC Avant Garde Gothic Book Condensed

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)

ITC Avant Garde Gothic Bold Condensed

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$%&{.,;:#!?)**

A decorative dotted line in a dark red color starts at the top left, curves down and to the right, and then curves back down towards the bottom right corner of the page.

Stationery System

A solid dark red shape that is a right-angled triangle with a rounded corner on the left side, pointing towards the center of the page.

4

TBA

Additional Information

A large red rounded rectangle occupies the bottom half of the page. A white dotted line starts at the top-left corner and curves diagonally towards the bottom-right corner. The number '5' is printed in white in the lower-left area of the rectangle.

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Contact

For Questions Regarding the SIM Graphic Standards, Contact:

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