

# Style Guide & Promotional Toolkit:

[PAcollegetransfer.com](http://PAcollegetransfer.com)

*Pennsylvania's Official College Transfer Website*

June 2009



**pennsylvania**

TRANSFER AND ARTICULATION CENTER

## Introduction

Nationally, up to 60% of college students attend more than one college or university before graduating with a bachelor's degree. Two thirds of transfer students change colleges in order to graduate with a more prestigious degree or to transfer to a program that isn't offered at their current institution. From 2001-2006, the cost of higher education has increased at least 40% nationally. For these reasons and so many more, it is vital that transfer students know which courses will move with them when they transfer as early as possible so they do not waste time or money.

In 2008, the Pennsylvania Department of Education (PDE) launched a statewide college transfer and articulation system that serves this exact purpose. Dubbed the Pennsylvania Transfer and Articulation Center (PA TRAC), this innovative system allows students to successfully transfer up to 30 credits from one participating institution to another and have them count towards graduation. Students select courses from an approved list called the "Transfer Credit Framework", knowing that courses can be applied to nearly any major at the participating colleges and universities.

As a service to the participating institutions and the students who transfer among them, PDE has created an interactive website where students can find information about the transfer system all in one place and a promotional toolkit to help institutions publicize the system and their participation in it. The website – [www.PAcollegetranser.com](http://www.PAcollegetranser.com) – is an interactive eportal where students and advisors can locate thousands of course equivalencies, find a list of participating colleges and universities and access other resources that make the complicated task of transferring much easier.

The promotional toolkit, which is detailed on the following pages, is an efficient, cost-effective way to spread word about PA TRAC and to educate students, faculty, and staff about the system. Since both 2-year and 4-year institutions participate, the toolkit includes a variety of marketing materials, with common elements, to meet your needs.

Use all of the pieces or some of them. It's your choice. We simply ask that you be consistent in your message and use the elements discussed in this style guide to create materials that are clear, valuable and effective.

Together, we can achieve our goal of creating an identifiable brand for the Commonwealth's transfer and articulation initiative and website that Pennsylvania students equate with quality service, transfer-friendly institutions and educational opportunity.

## Logo

A logo is a symbol or emblem that acts as a trademark or a means of identification for an entity. The logo for the Pennsylvania Transfer and Articulation Center, the name given to Pennsylvania's statewide transfer and articulation system, is as follows:



This logo is part of the transfer initiative branding efforts and should not be altered in any way.

### **Logo Basics**

- Always use the version supplied by PDE rather than recreating the logo.
- The logo may be used as a hyperlink to the PAcollegetransfer.com website.
- The logo may be added to institutional communication pieces (printed or electronic) as long as it is used in its entirety and not altered in any way.
- The logo is blue and green, but may be printed in black and white.

## Promotional Toolkit

The promotional toolkit is designed as an efficient, cost-effective way to spread word about Pennsylvania's transfer system and to educate students about how they can use the system to complete a smooth and problem-free college transfer. Use the toolkit in conjunction with your institution's own transfer recruitment strategy to create a consistent, identifiable brand for the Pennsylvania Transfer and Articulation Center (PA TRAC) and to extend your institution's outreach in the transfer market.

The 2009 marketing campaign includes multiple strategies aimed at increasing awareness of the transfer system and related website:

- A new slogan – “Take Your Credits With You”
- A new, memorable web address – [www.PAcollegetransfer.com](http://www.PAcollegetransfer.com)
- A promotional toolkit includes the following:
  - Poster
  - Brochure
  - Flyer
  - Palm Card
  - Cling
  - Advertisements
  - Online Banner Ad
  - Images for use in ads, print materials, websites, etc.

On the following pages you will find examples of each piece in the toolkit as well as recommended uses. Electronic versions of the toolkit in various file formats are available on the Administrator page of [www.PAcollegetransfer.com](http://www.PAcollegetransfer.com) and may be downloaded and reproduced as needed without permission. Look for the link for “Promotional Toolkit”.

If you are unsure about the proper way to use the logo or any of the items in the promotional toolkit, contact Julie Rutledge in the Office of Access Initiatives at PDE at 717-772-3643.

## Poster

The poster is designed for display in public areas. It encourages people to visit the transfer website to learn how they can take their credits with them when they transfer.

Consider placing the posters in following locations:

- Admissions Office
- Financial Aid Office
- Transfer Office
- Student Advising Center
- Student Union and Student Lounges
- Cafeteria
- Library
- Computer Labs
- Counseling Center
- High School Guidance Offices

Poster – Color



Poster – Black and White



### Poster Printing Specs:

- Size: 11" x 17"
- Color: 4-Color -No Spot Colors or Black and White
- Paper: Light Cover Stock (Matte Coated)

## Brochure

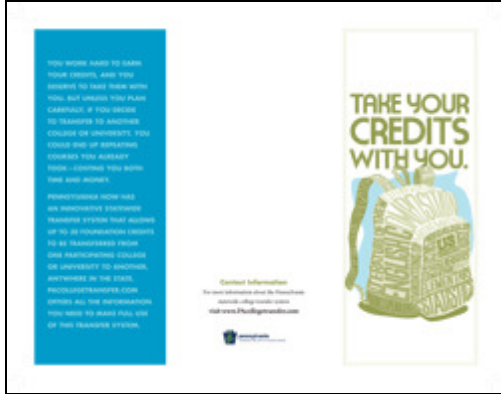
The brochure is an educational piece developed to provide students, faculty and staff with general information about the statewide articulation initiative and to encourage students to visit [www.PACollegetransfer.com](http://www.PACollegetransfer.com).

Consider using the brochures in the following manner:

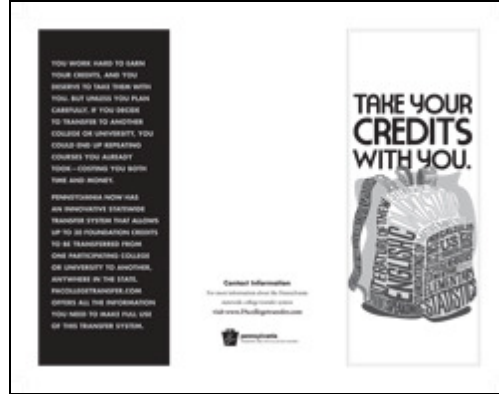
- Display in the Admissions Office, Financial Aid Office, Transfer Office, Student Advising Center and Counseling Center at your college or university
- Mail to students along with other information explaining transfer policies for your institution
- Distribute to students at advising appointments, open houses and information sessions
- Distribute at high school college fairs and transfer college fairs
- Give brochures to high school guidance counselors and teachers during high school visits. Guidance offices keep this information on-hand to assist students with researching potential colleges.
- Give to faculty at Faculty Orientation and meetings
- Give to college staff and administrators as a way of educating them about the transfer initiative

Institutions are permitted to copy text from the brochure for use in catalogs, view books and other materials targeting transfer students.

**Brochure – Color  
Front**



**Brochure – Black and White  
Front**



**Back**



**Back**



### Brochure Printing Specs:

- Size: 8 1/2" x 11"
- Fold: 3-panel tri-fold
- Print 2-sided
- Color: 4-Color - No Spot Colors
- Paper: Base Text Stock (Matte Coated)
- Paper Color: White

## Flyer

The flyer is designed for portability and may be easily displayed on tabletops and in display stands. The flyer encourages people to visit [www.PAcollegetransfer.com](http://www.PAcollegetransfer.com) to learn how they can take their credits with them when they transfer.

Consider using the flyers in the following manner:

- On display in an Admissions Office, Financial Aid Office, Transfer Office, Student Advising Center and Counseling Center at your college or university
- Mail to students along with other information explaining transfer policies for your institution
- Distribute to students at advising appointments, open houses and information sessions
- Distribute at high school college fairs and transfer college fairs

Flyer – Color



Flyer – Black and White



### Flyer Printing Specs:

- Size: 8.5" x 11"
- Print one-sided
- Color: 4-Color -No Spot Colors or Black and White
- Paper: Base Text Stock (Matte Coated)
- Paper Color: White

## **Palm Card**

A palm card is a two-sided advertisement designed with portability in mind. A palm card is the same size as a business card so that it's convenient for students to take and place in a purse, wallet or backpack. The purpose of the card is to provide students with a quick reference to the PAcollegetransfer.com web address.

Consider distributing the palm cards at the following events or locations:

- Advising appointments and special events – supply each admissions counselor, financial aid counselor and academic/transfer advisor with a stack of palm cards which they can give to students as needed
- High school college fairs and transfer college fairs
- Admissions Office, Financial Aid Office, Transfer Office, Student Advising Center and Counseling Center at your college or university
- Student orientation
- Student registration
- Open houses and information sessions
- Faculty and staff meetings

### **Palm Card – Color Only** **Front**



### **Back**



### **Palm Card Printing Specs:**

- Size: 2" x 3.5"
- Print 2-sided
- Color: 4-Color -No Spot Colors
- Paper: Heavy Cover Stock (Matte)
- Paper Color: White

## Cling

The cling is a static decal similar to the palm card in design that can be placed on any smooth, nonporous surface. Easily removable, the cling can be placed in just about any location frequented by transfer students.

Consider displaying the clings in the following locations:

- On computers, monitors or desktop in college computer labs, advising centers, registration offices, etc.
- On computers and monitors of advisors and faculty
- On the windows and doors of the Admissions Office, Financial Aid Office, Transfer Center, and the like

Encourage faculty, staff and administrators to display the cling on their office windows and other central locations as a reminder of the system and website and to show students that the institution participates in the initiative.

### Cling – Color Only (gray is removed when printed)



### Cling Printing Specs:

- Size: 2" x 3"
- Print one-sided
- Color: 4-Color -No Spot Colors
- Material: Static vinyl with static on back
- Material Color: Clear
- The image shows the background as gray. When reproducing the cling, make sure to remove the gray so that the background is clear and only the images and related text are visible.



## Advertisements (Print or Electronic)

On the following page, you will find three advertisements in varying sizes that can be used in print or electronic form. The advertisements are designed as a public relations tool to encourage people to visit the transfer website and to learn more about college transfer in Pennsylvania.

The ads are available online at [www.PACollegeTransfer.com](http://www.PACollegeTransfer.com) in PDF and .jpg form for use used in various media forms. You can find the ads on the Administrator page of the site. Look for the link for “Promotional Toolkit”.

### Available Ads (See page 9 for examples)

- Flash Drive Ad w/ Slogan and Web Address – Square
- Flash Drive Ad w/ Slogan and Web Address – Vertical
- Flash Drive Ad w/ Slogan and Web Address – Horizontal

### Suggested Uses for Print Communications

- Print Ads or Public Service Announcements – Place an in the college newspaper, college magazine or college-wide newsletter.
- Advising Newsletter – Place an ad in your advising newsletter for faculty and staff. Consider writing a column about the transfer system in the same edition to add emphasis and to help explain the system.
- Course Registration Materials and College Catalog – Since students benefit the most by registering for Framework courses early in their college careers, place one of the ads in the course registration booklet given to students each semester. Or better yet, add a page to the registration booklet and catalog describing PA TRAC and the PACollegeTransfer.com website. Include the ad or print the flyer on the opposite page for added visual emphasis.

### Suggested Uses for Electronic Communications

- College Website – Place an ad on your homepage. Also place an ad on the Admissions and Transfer Services web pages as well. The more places the ad is seen, the more exposure the initiative and web site receive. Use the ad as a hyperlink to [www.PACollegeTransfer.com](http://www.PACollegeTransfer.com). This is the most cost-effective way of reaching large numbers of students.
- Electronic Newsletters – Electronic newsletters are a great method for communicating vast amounts of information in a quick and easy manner. The newsletter itself should not contain all of the information about the transfer system but rather should reference PA TRAC and drive users to the [www.PACollegeTransfer.com](http://www.PACollegeTransfer.com). Use the ad as a hyperlink to the site.
- Email Campaigns – Incorporate the ad into an HTML email campaign (often referred to as “email blasts”) directed specifically to transfer inquiries and accepted transfer students. Consider developing an email campaign targeting high school guidance counselors. Include the ad as part of your message. Four-year institutions may want to develop an email campaign for community college contacts and include the ad as part of that effort as well.
- Online Registration Materials and College Catalog – Add one of the advertisements to the online registration materials and college catalog, since these pages are the most frequented pages on most college and university websites. Use the ad as a hyperlink to [www.PACollegeTransfer.com](http://www.PACollegeTransfer.com).

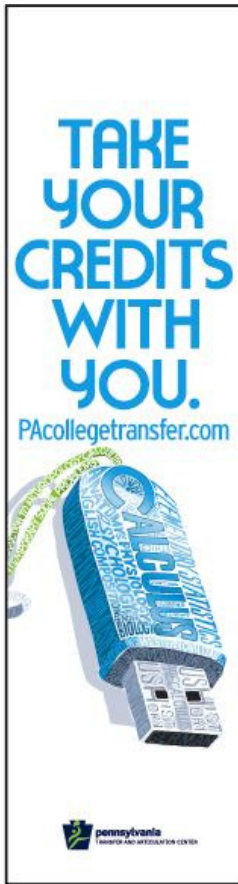
## Online Banner Ad

The online banner ad is similar in design to the ads on the following page but dynamic. Available in various sizes, if you would like to add a banner ad to your website, contact Julie Rutledge in the Office of Access Initiatives at PDE at 717-772-3643 for programming information.

Flash Drive Ad w/ Slogan and Web Address – Square



Flash Drive Ad w/ Slogan and Web Address – Vertical



Flash Drive Ad w/ Slogan and Web Address – Horizontal



## Images

In addition to the aforementioned pieces, institutions are encouraged to incorporate images into their own transfer marketing pieces and to develop additional communications that help educate people about the system and drive people to the website. Prior approval from PDE to use these images is not required. However, please be aware that like the PA TRAC logo, the promotional images are considered part of the transfer system branding initiative and should not be altered in any way.

### Available Images (See page 12 for examples)

- Backpack - Color
- Backpack – Black and White
- Flash Drive – Color
- Flash Drive – Black and White

### Suggested Uses

- Print Ads – Use one or more of the images to create a public service announcement or ad specific to your institution. Just remember that when creating an ad **ALWAYS** include the PACollegeTransfer.com web address and a method for contacting someone at your college, such as a phone number or address.
- Advising Newsletter – Write an article about the transfer system for your advising newsletter to students, faculty and staff. Include an image and the web address to draw attention to the article.
- Transfer Admissions Materials – Add images to your college view book, transfer pieces and other promotional materials as a way to show that your institution participates in the statewide transfer system. Encourage students to visit [www.PACollegeTransfer.com](http://www.PACollegeTransfer.com) as well as your own web site for more information.
- College Website – Place the images on your institution’s website as a visual element where ever transfer information is mentioned. Use the image as a hyperlink to [www.PACollegeTransfer.com](http://www.PACollegeTransfer.com).
- Emails– Use images as a visual element in email campaigns to transfer inquiries and accepted transfer students. Don’t forget to make the image a hyperlink to the website.

## Examples of Images

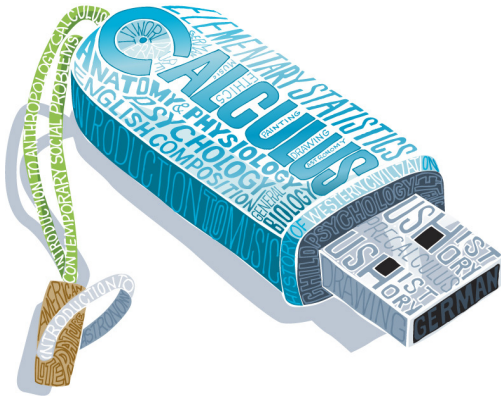
Backpack – Color Only



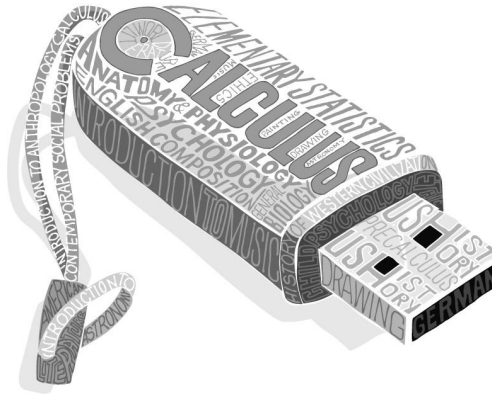
Backpack – Black/White



Flash Drive – Color Only



Flash Drive – Black/White



## Transfer Credit Framework

The Transfer Credit Framework is the foundation of the Commonwealth's transfer and articulation system. The Framework is where students find lists of courses that the participating institutions have agreed to accept from one another. It is imperative that when referring to the system you explain how the Framework works and where students and advisors can go to find exact course titles and their transfer equivalencies at any of the participating colleges and universities.

The following are key messages that **must** be included in communications about PA TRAC and the Transfer Credit Framework. Use these statements whenever referencing the Framework to provide a clear, consistent message.

**Certain majors have specific requirements prescribed by external agencies. It is the student's responsibility to work with an advisor to select appropriate courses as they relate to the major.**

**The Transfer Credit Framework affects students matriculated Fall 2008 and beyond.**

**Students should work closely with an advisor before selecting Framework courses and any additional coursework not included in the Framework categories.**

**For a list of Framework courses, visit [www.PAcollegetransfer.com](http://www.PAcollegetransfer.com).**

It is recommended that you add these statements to your college catalog and course registration materials in print and electronic form. Also, consider adding information about the Framework to your website and other marketing materials targeting this population of students.

In addition, students and advisors will find it helpful to have a copy of the Framework when selecting courses each semester. On page 14 is a copy of the Transfer Credit Framework. A PDF version is available online at [www.PAcollegetransfer.com](http://www.PAcollegetransfer.com). You are welcome to reproduce this page as a handout and/or add it to your own transfer materials.

### Transfer Credit Framework

Note: Certain majors have specific requirements prescribed by external agencies. It is the student's responsibility to work with an advisor to select appropriate courses as they relate to the major. The Transfer Credit Framework affects students matriculated Fall 2008 and beyond. Students should work closely with an advisor before selecting Framework courses and additional coursework not included in the Framework categories. For a list of Framework courses, visit [www.PCollegeTransfer.com](http://www.PCollegeTransfer.com).

Category 1 Select one course	Category 2 Select one course	Category 3 Select no more than 2 courses	Category 4 Must include lab Select no more than 2 courses	Category 5 Select no more than 2 courses	Category 6 Select no more than 2 courses
English Composition	Public Speaking	Foundations of Mathematics	General Chemistry I (majors & non-majors courses)	General Psychology	Introduction to Music
		College Algebra	General Chemistry II (majors & non-majors courses)	Introduction to Sociology	Introduction to Philosophy
		Elementary Statistics	General Biology I (majors & non-majors courses)	American National Government	Elementary Spanish I
		Precalculus	General Biology II (majors & non-majors courses)	Educational Psychology	Elementary Spanish II
		Calculus I	General Physics I (non-calculus)	History of Western Civilization II	Painting I
			General Physics II (non-calculus)	Principles of Macroeconomics	Elementary French I
			Anatomy & Physiology I	Principles of Microeconomics	Elementary French II
			Anatomy & Physiology II	U.S. History I	Drawing I
			Introduction to Astronomy	U.S. History II	Ethics
				History of Western Civilization I	Introduction to Art
				Contemporary Social Problems	German I
				Introduction to Anthropology	German II
					Introduction to Literature (may also known as Introduction to Poetry, Interpreting Literature, Reading Literature, Theses in Literature, Topics in Literature, Current Themes in Literature)
					Survey of American Literature
					Literature of the Western World
			World Literature		
			American Literature		
			Survey of English Literature		
			Introduction to Theatre		

