

DiRECTCONNECT **TO** **UCF**[®]

STYLE GUIDELINES



PURPOSE

- **Strengthen the DirectConnect to UCF brand and identity**
- **Articulate the partnership for students and key stakeholders**
- **Ensure consistent messaging and look and feel of communication and marketing materials**
- **Protect trademarks**



SUMMARY

DirectConnect to UCF guarantees admission to A.A. or articulated A.S. graduates from six partner state colleges across Central Florida. By meeting the needs of traditional and non-traditional students alike, the program has become a national model for increasing access to a high-quality college education and improving social mobility for underserved populations, including underserved, economically challenged and first-generation students. Each year, more than 6,000 students earn the opportunity to become Knights through the program.

30-SECOND ELEVATOR PITCH

DirectConnect to UCF provides students who might not otherwise gain entry to a four-year university, with access to a high-quality bachelor's degree. The nationally recognized program offers students who earn an associate degree at any of six partner state colleges guaranteed admission to UCF. By helping more Central Floridians earn degrees, UCF is improving their social mobility and supplying critical workforce to the region.



WEBSITE: DIRECTCONNECT.UCF.EDU

DESCRIPTION

DirectConnect to UCF guarantees admission (consistent with university policy) to UCF to students with an associate degree (A.A.) or articulated (A.S.) degree from one of our partner state colleges. Learn more at [DirectConnect to UCF](#).

DirectConnect to UCF Partners:



OVERVIEW

DirectConnect to UCF is a partnership-driven, academic success and access program whereby students at six Florida state colleges receive comprehensive and intentional support to earn their A.A./A.S. degrees and prepare them to transition to the University of Central Florida.

Through DirectConnect to UCF, students are afforded significant cost savings by attending college in their local communities, and by completing their associate degrees under state college pricing structures. Students are also provided joint academic advising, student services, and transfer support at their local campuses by both college advisors and UCF Success Coaches, which results in more prepared transfer students and an overall enhanced transfer experience.

Once students earn their A.A./A.S. degrees from one of six partner institutions—College of Central Florida, Daytona State College, Eastern Florida State College, Lake-Sumter State College, Seminole State College, and Valencia College—they have guaranteed admission into the University of Central Florida.

HISTORY

In 2005, the Central Florida Higher Education Consortium, branded DirectConnect to UCF, was created to provide students to complete their A.A./A.S. at one of four Florida college partners: Eastern Florida State College, Lake-Sumter State College, Seminole State College, and Valencia College. Subsequently, Daytona State College and College of Central Florida joined the consortium in November 2015.

Signed by the Presidents of all partner institutions, the formal consortium agreement guarantees admission to UCF to students graduating with A.A./A.S. degrees from the six partnering state colleges. All seven institutions pledge to partner on agreed upon operations that strategically address access, choice, transition, progression, and academic and student services support for guaranteed pathways from the partner colleges to UCF.



By leveraging the strength of the partnership, UCF has awarded over 61,000+ degrees since 2006 to DirectConnect to UCF students.

PARTNER DESCRIPTION

[Partner college] partners with the University of Central Florida (UCF) to offer the DirectConnect to UCF® program to its students. This nationally recognized program offers students who earn an associate degree (A.A.) or articulated (A.S.) degree at **[Partner college]** guaranteed admission to UCF (consistent with university policy). Our students benefit from the significant cost savings by attending our institution and by completing their associate degrees under the state college pricing structure.

DirectConnect to UCF provides students with a Personal Success Coach, which better prepares students to transition to a four-year institution and earn their bachelor's degree in four years. Each year, more than (###) graduates of **[Partner college]** earn the opportunity to officially become Knights through this partner-driven program.

By meeting the needs of traditional and non-traditional students alike, this unique program has become a national model for increasing access to high-quality bachelor's degrees at a four-year university, improving social mobility for underserved populations, and supplying critical workforce to our Central Florida region. Learn more at [DirectConnect to UCF](#).

ALTERNATE PARTNER DESCRIPTION (all institutions version)

[Partner college] is one of the six state colleges throughout Central Florida that collaborates with the University of Central Florida (UCF) to offer the DirectConnect to UCF® program. This nationally recognized program offers students who earn an A.A. or articulated A.S. at **[Partner college]**, or one of the other partner institutions, guaranteed admission to UCF (consistent with university policy). In addition, students are afforded significant cost savings by attending a local state college, such as **[Partner college]**, and by completing their associate degrees under state college pricing structures. Each year, more than (###) graduates of **[Partner college]** earn the opportunity to officially become Knights through this partner-driven program.

DirectConnect to UCF provides students with a Personal Success Coach, which results in more prepared transfer students, an overall enhanced transition experience, and a shorter time to complete their degrees and graduate. By meeting the needs of traditional and non-traditional students alike, this unique program has become a national model for increasing access to high-quality bachelor's degrees at a four-year university, improving social mobility for underserved populations, and supplying critical workforce to our region.

In addition to **[Partner college]**, the other five partner institutions include College of Central Florida, Daytona State College, Eastern Florida State College, Lake-Sumter State College, Seminole State College, and Valencia College. Learn more at [DirectConnect to UCF](#).





College of Central Florida



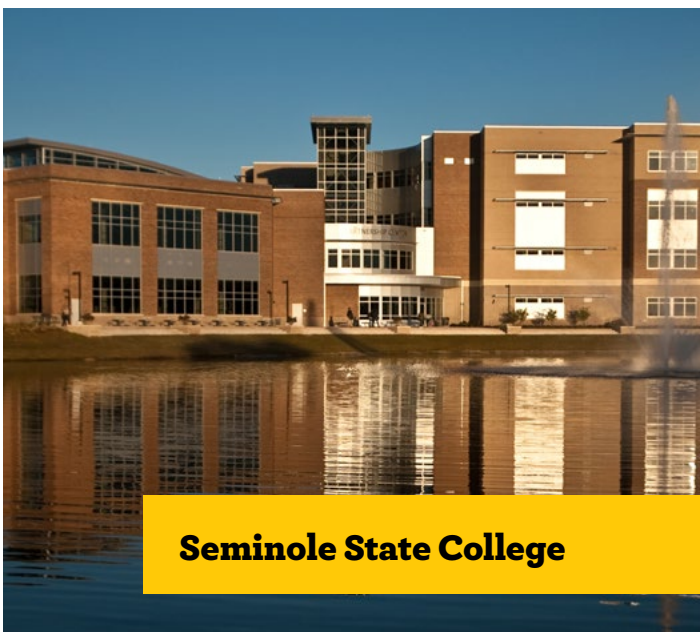
Daytona State College



Eastern Florida State College



Lake-Sumter State College



Seminole State College



Valencia College

International DirectConnect to UCF Description

International DirectConnect to UCF guarantees your admission (consistent with university policy) to UCF with an associate degree from one of our partner colleges.

INTERNATIONAL STUDENTS ATTENDING A PARTNER COLLEGE CAN TAKE ADVANTAGE OF THE FOLLOWING:

- **Faster admissions process and personalized advising**
- **Shorter time to degree completion**
- **An International DirectConnect to UCF Success Coach to assist with your transition to UCF**
- **Timely communication about admissions and the processing of international documents**
- **Access to UCF sites, student services, activities, and events**



PROGRAM BENEFITS

- Guaranteed admission to UCF with an associate degree (A.A.) or articulated (A.S.) degree (consistent with university policy).
- Shorter time to complete degree and graduation.
- Personal Success Coach from first contact at a partner state college all the way through to graduation at UCF.
- Cost savings for the first two years of state college tuition versus university tuition.



TAGLINES

Taglines can be used in marketing materials, websites, and social media.

- Your personalized path to transfer to UCF
- The streamlined path to transfer and graduate from UCF
- A streamlined path to transfer to UCF
- The streamlined solution to transitioning to UCF
- Begin your transfer journey with DirectConnect to UCF.
- Your seamless path to UCF
- Start at [Partner college]. Finish at UCF.
- Earn your A.A. from [Partner college] and transfer to UCF!
- DirectConnect to UCF guarantees* admission to UCF for [Partner college] graduates!
- [Partner college] students, make your transition to UCF easy with DirectConnect to UCF!
- Earn your A.A. from [Partner college] and your bachelor's from UCF!
- Earning your A.A. or articulated A.S. from [Partner college]? Continue your studies at UCF!
- Guaranteed* admission to UCF for students who earn their A.A. at [Partner college].
- Meet with a Success Coach at [Partner college] to begin your journey to UCF.

**Consistent with university policy*

SOCIAL MEDIA

The official DirectConnect to UCF social media channels include Facebook, Twitter, and Instagram. Tag the following channels in related posts. Visit [UCF Brand Guideline](#) for helpful tips.

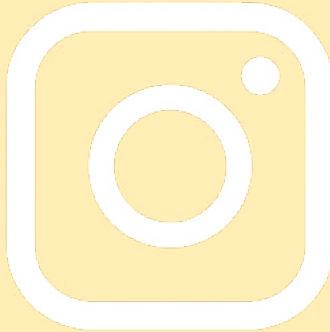
FACEBOOK



**@DirectConnect
to UCF**

[facebook.com/
DirectConnecttoUCF](https://facebook.com/DirectConnecttoUCF)

INSTAGRAM



@directconnectoucf

[instagram.com/
directconnectoucf](https://instagram.com/directconnectoucf)

TWITTER



@DC2UCF

twitter.com/DC2UCF

OFFICIAL HASHTAG: #DIRECTCONNECT2UCF



TRADEMARK GUIDELINE

DirectConnect X

DirectConnect to UCF ✓

DirectConnect to UCF must be spelled out completely (use full name: DirectConnect to UCF) in every reference for public publications.

Direct  **Connect to UCF**

No space between Direct and Connect.

FIRST USE: DirectConnect to UCF®

FOLLOWING USE: DirectConnect to UCF

The registered trademark must be used on the first instance in a document, but subsequent instances do not need the trademark.

DirectConnect to UCF® ←

The registered trademark is to be placed directly after the DirectConnect to UCF name.

DiRECTCONNECT  UCF®

The DirectConnect to UCF official logo can be included in documents in lieu of adding the trademark in the text of the content.

“consistent with university policy.”

Please note: Usage of “Guaranteed Admission” or “Guaranteed Entry” in describing the DirectConnect to UCF program must include the following text with an asterisk or include in the text.

Example: DirectConnect to UCF® guarantees admission (consistent with university policy) to UCF with an associate degree (A.A.) or articulated (A.S.) degree from one of our partner state colleges.

International DirectConnect to UCF® Example: International DirectConnect to UCF® guarantees admission (consistent with university policy) to UCF with an associate degree (A.A.) or articulated (A.S.) degree from one of our partner state colleges.

LOGO

Whether communicating with your students through your institution's branded materials or using provided UCF marketing materials, the following DirectConnect to UCF graphic convention should be used to represent the partnership.

A horizontal and stacked identity version is provided for the best space usage design. Use the primary version (black and gold) wherever the design element allows colors. Alternative one-color options are available for print cost-savings when needed.

Please be careful not to stretch, squish or flip the logos. Also, please avoid using the logos as part of a pattern or adding any decoration to them, such as drop shadows or inner glows. Allow some space around the logo to help it stand out amongst copy, images, and other logos.

DON'T



DIRECTCONNECT TO UCF®

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DIRECTCONNECT TO UCF®

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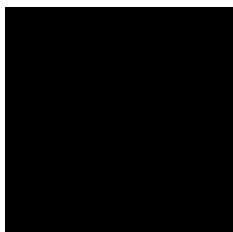
DIRECTCONNECT TO UCF®

DO



TRADEMARK NAME	IMAGE	DOWNLOAD
Primary Horizontal Logo		Download Digital and Print Versions
Primary Stacked Logo		Download Digital and Print Versions
Alternate UCF Gold Horizontal Logo		Download Digital and Print Versions
Alternate Black or White Horizontal Logo		Download Digital and Print Versions
Alternate UCF Gold Stacked Logo		Download Digital and Print Versions
Alternate UCF Black or White Stacked Logo		Download Digital and Print Versions
Special Use International Horizontal Logo		Download Digital and Print Versions
Special Use International Stacked Logo		Download Digital and Print Versions

COLORS



For print: Pantone® or Process Black

For digital mediums: Hex 00 00 00 or RGB 0R, 0G, 0B

For embroidered merchandise: Madeira thread #1006 or #1008



For print: Pantone® 7406 or CMYK 0C, 21M, 100Y, 0K

For digital mediums: Hex FF C9 04, FF CC 00 or RGB 255R, 202G, 6B

For embroidered merchandise: Madeira thread #1125 Classic Rayon #40

UCF AND PARTNER RESOURCES

Partner institutions should apply their own branded communications when representing the partnership, but use provided DirectConnect to UCF branded materials when representing the program.

INSTITUTION	RESOURCES
College of Central Florida	Brand Guidelines: www.cf.edu/styleguide
Daytona State College	Brand Guidelines: www.DaytonaState.edu/Branding
Eastern Florida State College	Brand Guidelines: www.easternflorida.edu/news-events/branding/
Lake-Sumter State College	Brand Guidelines: www.lssc.edu/brand
Seminole State College	Brand Guidelines: www.seminolestate.edu/crm/logo
University of Central Florida	Brand Guidelines: www.ucf.edu/brand/
Valencia College	Brand Guidelines: www.valenciacollege.edu/employees/public-affairs-and-marketing/brand/

RESOURCES/TEMPLATES

Visit directconnect.ucf.edu/style-guide to access and download resources including meeting background images, brochures, and templates.