



Brand Guidelines

October 2022

Voice & personality

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Inform

Write like you're in conversation with the reader.
Use clear, concise language without jargon.

Interest

Include only the most relevant details.
Link to additional information elsewhere.

Inspire

Once you've successfully answered *what*,
try to answer *so what?*

Get the guide

Submit an official Transfer Agreement, and bring your earned credits with you when you transfer

Let's make it official

Answer a few questions, and find out what Alabama Transfers can do for you

Find your major

Jump straight to your major, or select a university to narrow your choices

Our recipe for page/section titles

Catchy heading + unambiguous subheading

We're tasked with achieving a seemingly impossible balance: to deliver all the information students need to know, while also managing to hold their attention. This balance rests almost entirely on our page/section titles.

Students are not apt to read a 1,000-word page they happen upon while searching for a specific piece of information. Instead, they scan titles and headings to see if anything catches their eye.

By keeping your titles short but descriptive, you can make this process much more effective.

We've devised a recipe for making titles both eye-catching and informative: start with a catchy heading, and follow it up with an unambiguous subheading.

What do we mean by catchy? We mean that your headings should be intriguing and pleasant to read. It's not enough to be succinct; you should use common language. Neither should your headings be vague and click-baity — i.e. announcing "this is important!" without saying anything of substance. Your headings should be useful enough that if they were the only navigational tool available, a student could still guess in which section to find their desired information.

Subheadings should provide additional information, without trying to be catchy — just clear and concise.

Common substitutions

"Students can..."	→	"You can..."
"The Alabama Transfers team recommends..."	→	"We recommend..."
"The Alabama Transfers system..."	→	"Alabama Transfers..."
"Public institutions of higher education..."	→	"Public colleges and universities..."

Our recipe for body text

Short paragraphs + simple sentences

Nothing kills a reader's motivation quite like a wall of uninterrupted text. Keep your paragraphs short: 1–3 sentences are plenty.

We've been discussing ways to optimize our written content for students skimming and scanning, rather than deeply reading. This applies equally to body text as to titles.

A common scanning strategy is to read only the first sentence of every paragraph. A slightly closer read might include the last sentence, too. And if there's only one sentence (if any) between them, then I might as well read that also.

If you sandwich too much important information in the middle of your paragraphs, it's likely to be overlooked. Our solution: don't.

A similar principle applies to sentences. You should keep your sentences short. If necessary, briefly state the context at the beginning of the sentence, then give new information at the end of the sentence.

Try to write without using jargon. If a more common phrase exists, use it instead. Always be on the lookout for ambiguity in your writing, and eliminate it by rephrasing or restructuring your thoughts.

Logos & marks

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Symbolic

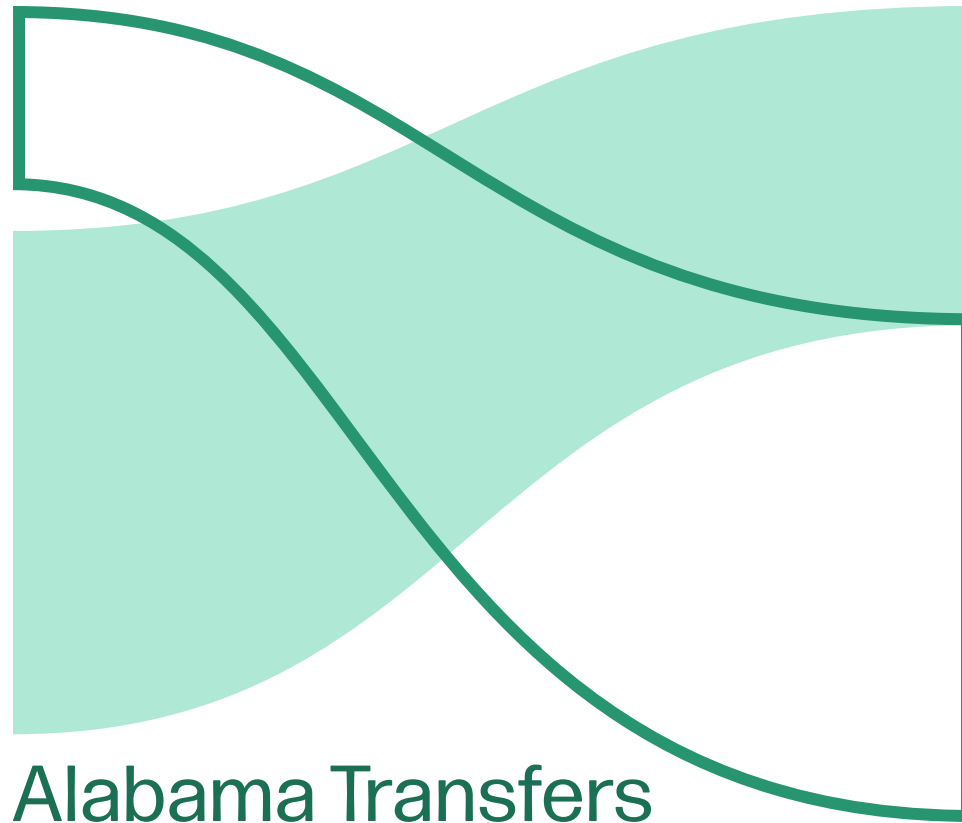
Our new logo represents the transfer process, as two cohorts with separate starting points intersect and arrive at a shared destination.

Responsive

We fine-tuned the logo's weight and spacing to make the same visual impact at a wide range of sizes.

Versatile

The logo renders just as well in monochrome as in full color, in coarse mediums as well as hi-res digital displays.



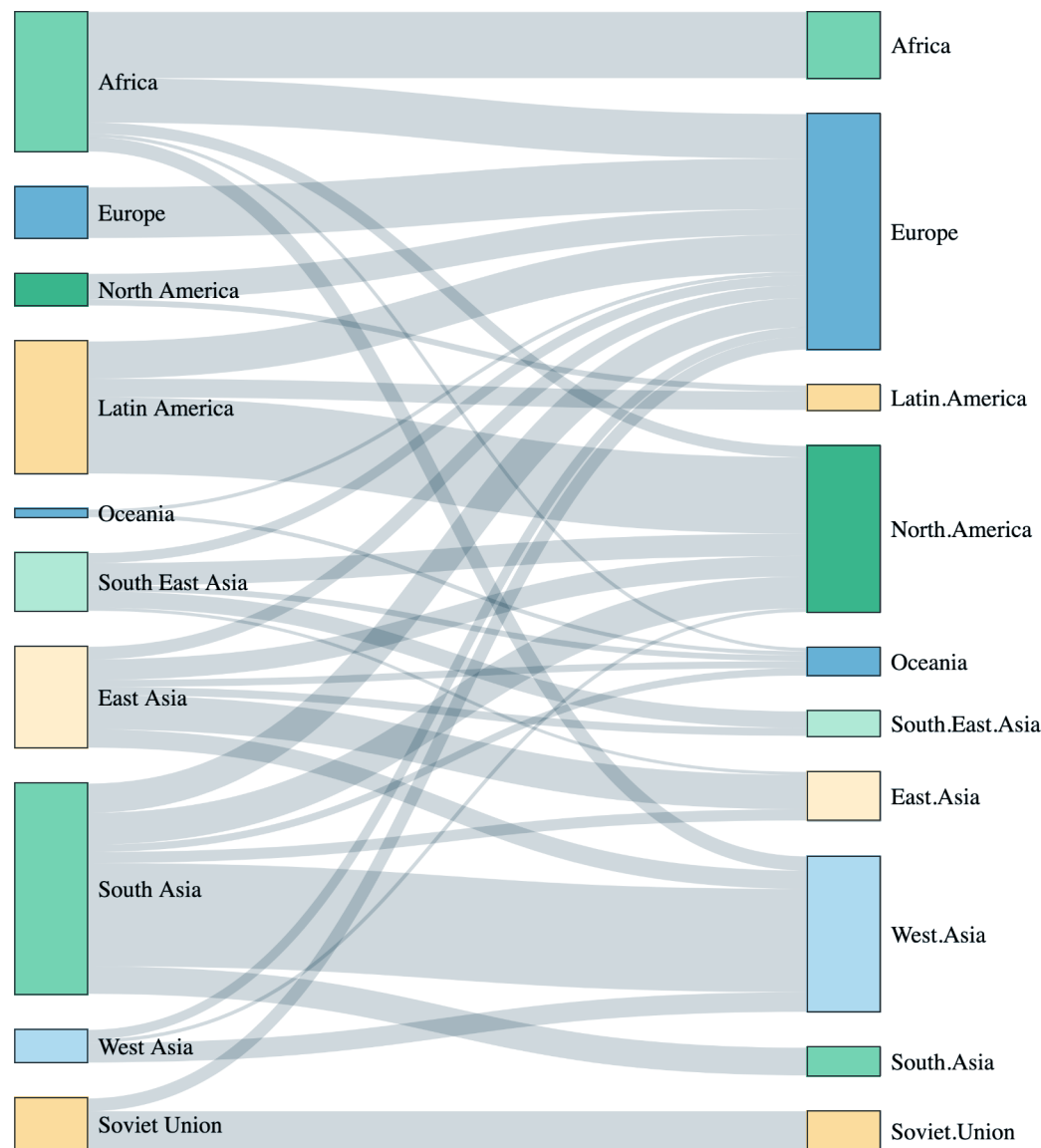
What our icon stands for

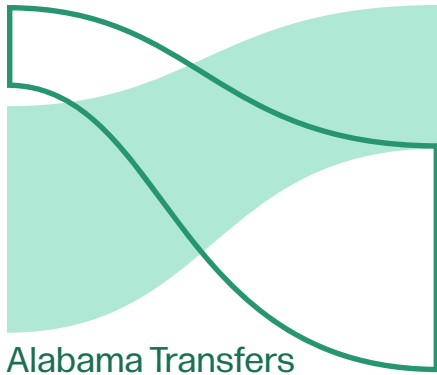
Our icon is an abstraction of a Sankey diagram. This diagram is used to show migration between and across populations.

An interesting and visually striking feature of Sankey diagrams is the way the migrant populations intersect each other, creating organic lines with stripes and striations. A tidy set of sources momentarily yields to disorder, before meeting again at their destinations.

We view this as a metaphor with two layers. First, the obvious: students transfer from community colleges to universities. Second, less obvious: we assemble tools and information from a variety of sources into one streamlined platform.

This example was adapted from the [R Graph Gallery](#), which was created by Holtz Yan and is generously distributed under an MIT license.





Large
Tucked

For sizes above 4 inches wide in print / 400px on screen, you can use the “tucked” logo variant. (These size guidelines assume a standard reading distance; uses intended for viewing at a distance should be much larger, else they should use a different logo variant).

This design keeps the text from becoming comically large. Additionally, the line thickness and proportions have been modulated to maintain elegance at a large size. Lastly, the overall shape is closer to a square.



Medium
Horizontal
or vertical

Most of the time, in most applications, you’ll use one of our “medium” logo variants. Your choice between the two depends on which corner of the page / screen you’re planing the logo.

- Top left = either.
- Top right = vertical.
- Bottom left = horizontal.
- Bottom right = vertical.

While center-aligned uses aren’t forbidden, they are discouraged, unless there logo is just about the only thing on the page / screen.



Small
Icon / horizontal

In exceedingly small uses, we add a small gap in the icon between the lines and the solid color shape. We also miximize the size of the text relative to the icon.



Positive
Green on white

Most of the time, you'll use the logo in green on a white background. This is how it appears in our website's header; it's how it will appear in print on white paper. It's the default option, and it's always a safe choice.



Negative
White on green

Occasionally, you may have an opportunity to use a negative (or reverse-color) logo variant. This is how it appears in our website's footer, and it makes for eye-catching business cards.

However, it should only be used when the green background makes sense for the rest of the content on the page / screen (if any). You should never place it in a green box on its own, separate from the rest of the content on a white background.



Monochrome
Black on white/
White on black

If you're printing in a single color, you should use a monochrome variant in either black or white. This variant includes the aforementioned small gap in the icon between the lines and the solid color shape.



Powered by AGSC&STARS

Horizontal
or vertical

In materials where you're introducing Alabama Transfers to an audience that's deeply familiar with STARS, it may be useful to highlight the relationship between the two services. In these cases, you can use one of our "Powered by..." logo extensions.



ACHIEVE Conference

For use at large sizes in promotional materials for our annual ACHIEVE Conference, this logo extension should never stand in for the main Alabama Transfers logo. Instead, it should be treated as a graphic or illustration.

Brand Colors

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Black




































Dark text on a light background:
black is the color of information.

White

Clean backgrounds and white paper.
Plenty of whitespace so your design can breathe.

Green

Highlight important information with a pop of color,
or break up a wall of text with a light green background.

Color-3	Color-2	Color-1	Color 0	Color+1	Color+2	Color+3	Color names	Refer to each tone by its color ± steps from mid ramp.
 #14523D H 160 S 61% L 20%	 #1B6F53 H 160 S 61% L 27%	 #289571 H 160 S 58% L 37%	 #39B68C H 160 S 52% L 47%	 #73D3B3 H 160 S 52% L 64%	 #AFE9D6 H 160 S 57% L 80%	 #E5FAF3 H 160 S 68% L 94%	Green Primary	<p>Our primary color is green. Our green leans a bit toward teal, giving it a bit of coolness. We use it for branding everywhere, as well as for actions in our UI.</p> <p>We use Green 0 for actions, Green-2 for some headings, and Green+2 for backgrounds.</p>
 #234353 H 200 S 41% L 23%	 #1C5571 H 200 S 60% L 28%	 #2779A2 H 200 S 61% L 39%	 #3695C5 H 200 S 57% L 49%	 #66B1D6 H 200 S 58% L 62%	 #ADDAF0 H 200 S 69% L 81%	 #F1F9FC H 200 S 65% L 97%	Blue Accent	<p>In addition to green, we need an accent color to grab attention in secondary elements that don't need the full energy and impact of green. And while green can be used for Alabama Transfers, blue can be used for the AGSC/administrative side of the brand.</p>
 #232E34 H 200 S 20% L 17%	 #60717A H 200 S 12% L 43%	 #899CA6 H 200 S 14% L 59%	 #B9C6CD H 200 S 17% L 76%	 #D1D9DD H 200 S 15% L 84%	 #E3E8EB H 200 S 17% L 91%	 #F7F8F9 H 200 S 20% L 97%	Gray Neutrals	<p>Text, backgrounds, panels, form controls — almost everything in an interface is gray. But gray needn't be fully desaturated: we use a palette of cool grays tinted with our blue accent hue.</p> <p>Crucially, we use Gray-3 for most text.</p>
 #5D471C H 40 S 54% L 24%	 #8C6B2A H 40 S 54% L 36%	 #CB9B3B H 40 S 58% L 51%	 #F5C462 H 40 S 88% L 67%	 #FBD99D H 40 S 92% L 80%	 #FFEECC H 40 S 100% L 90%	 #FFFBF3 H 40 S 100% L 98%	Yellow Warning	<p>In addition to serving as our primary brand color, green can also be used to represent success/positive states. Additionally, yellow and red will fulfill semantic roles, even though they're not part of our main brand and should be used sparingly. For example, yellow is often used to represent warnings, and red for errors or irreversible actions. Taken together, red/yellow/green can mean stop/slow/go.</p>
 #621717 H 0 S 62% L 24%	 #8A1A1A H 0 S 68% L 32%	 #B92020 H 0 S 71% L 43%	 #DE2F2E H 0 S 73% L 53%	 #E76969 H 0 S 73% L 66%	 #F7B5B5 H 0 S 81% L 84%	 #FDF2F2 H 0 S 71% L 97%	Red Error	

Typography

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Distinct

Including the use of two custom typefaces, typography is the most conspicuous part of our brand, behind our illustrations.

Crisp

Slightly bold, tight-but-not-touching headings meet generously spaced, highly legible body text.

Hierarchical

A place for everything and everything in its place. We use four typefaces throughout our brand, but nowhere are they interchangeable; each serves a specific purpose.

Explore Pathways

Select a pathway so that you can work on your plan of study.

Explore: **BY FIELD** BY INSTITUTION

Agricultural Science

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Forma DJR ALT Medium

We set headlines in *Forma DJR ALT*, a customization of the Forma typeface made specifically for ALT. We use the Medium weight for headings at sizes above 18pt. Our license permits 8 users (contact j@andata.co). Or you can use *Forma DJR Deck* from Adobe Fonts.

Inter ALT Medium, Regular

We use *Inter ALT*, a modification of the open-source Inter typeface, for subheadings and supporting text. Subheadings use Medium weight at 14–17pt. Supporting text (e.g. tables/captions) uses Regular weight at 8–10.5pt.

Cooper Hewitt Bold

For subheadings at the same size as body text, we use the open-source *Cooper Hewitt* typeface, by Chester Jenkins. We use the bold weight set in all capitals.

Linguistics Pro Regular

For paragraphs of body text, we use *Linguistics Pro*, an open source serif typeface based on Utopia by Robert Slimbach. In print documents, we set body text at 10.5pt size with 15pt line spacing. Use *italics* for emphasis, not **bold** or ALL-CAPITALS.

How to combine typefaces

Forma for large headings; Inter for mid-size subheadings; Cooper Hewitt for small subheadings; Linguistics Pro for body text; and Inter again for supporting text.

Illustrations

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Playful

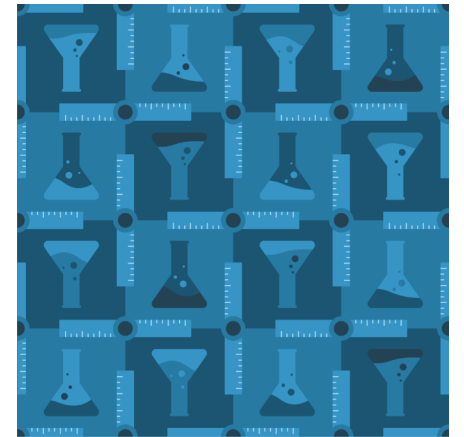
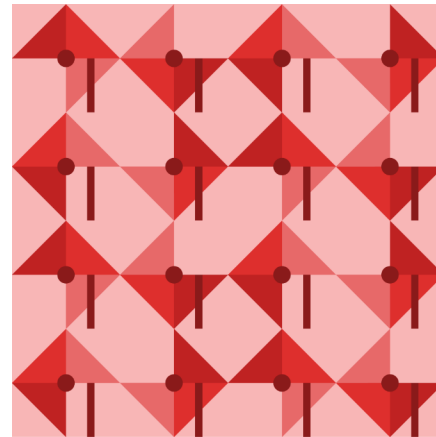
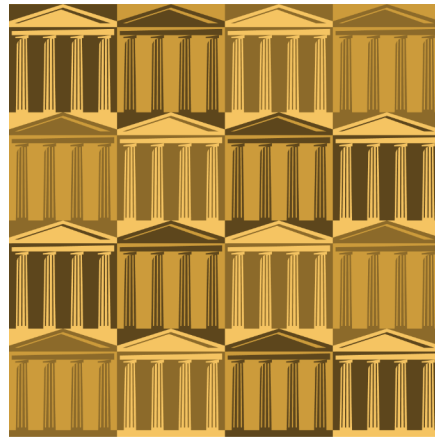
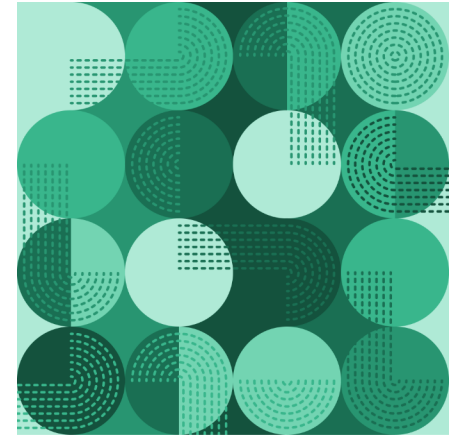
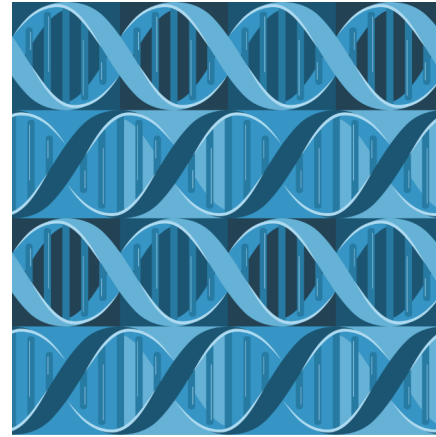
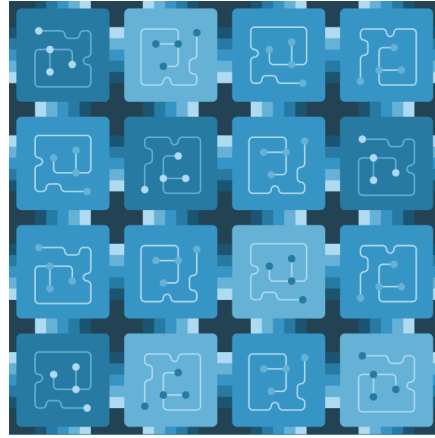
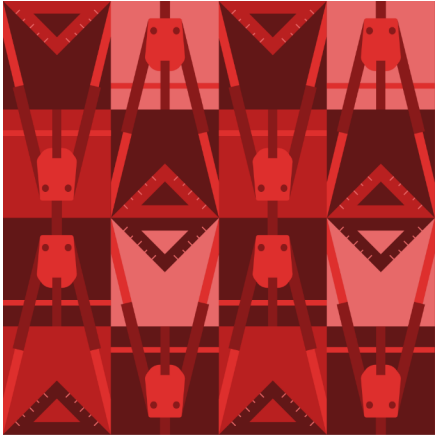
Vibrant colors with a retro-inspired flare. In academia, which often takes itself too seriously, we choose to delight.

Pop Art

Instead of generic scenes in a trendy, techy flat or isomorphic style, we depict *concepts* through relatable iconography.

Patterns

Our illustrations are secondary to our content. By acting as patterns with deliberate repetition, they add visual interest without becoming a distraction.



←

STARS is now Alabama Transfers! We may have a new look, but your old STARS Transfer Guides are still valid.

→

STUDENTS

Get your transfer guide or explore academic pathways

COUNSELORS

Access tools and resources for advising transfer students

ADMINISTRATORS

Obtain usage information or submit courses & program requirements

Alabama Transfers

Get The Guide / Science, Technology, Engineering & Mathematics

Science, Technology, Engineering & Mathematics

When daylight proved scarce, we tamed fire – and later harnessed electricity.

Our feet ached from walking, so we invented the wheel – and later the steam engine.

Seeking worlds beyond our own, we crossed oceans, took to the skies, gazed through glass at stars and atoms alike.

The pathway to the future is paved with scientific milestones, each laid by someone who dared to ask *what's next?*

Careers in the STEM pathway involve solving problems through research and design. Many of the life, physical, and social science; architecture and engineering; and math occupations in the Occupational Outlook Handbook are assigned to this pathway.

The U.S. Bureau of Labor Statistics counted about 2 million jobs in the Standard Occupational Classification occupations that are assigned to the science, technology, engineering, and mathematics pathway. Median annual wages for these occupations ranged from \$38,310 for social science research assistants to \$132,320 for petroleum engineers.

Nearly all of the occupations in this pathway typically require a bachelor's or higher degree for entry. But specific designations also include, for example, an associate's degree for occupations such as social science research assistants.

POTENTIAL CAREERS

- Aerospace Engineer
- Health and Safety Engineer
- Electrical Engineer
- Chemical Engineer
- Industrial Engineer
- Environmental Economist
- Manufacturing Engineer
- Nuclear Engineer
- Robotics Engineer
- Bioinformation Scientist

When to use our illustrations

Together, alone, or not at all

Our illustrations reference our 12 Academic Pathways. They were designed to be used in direct connection with their Pathway, or all together in a grid.

You should not use an individual illustration without directly tying it to its Academic Pathway. For example, you may:

- Use an illustration alone on a page dedicated to its Pathway.
- Use an illustration alone on a large section of a page dedicated to its Pathway.

But you may not:

- Use an illustration alone on a page that's not dedicated to its Pathway.
- Use an illustration alone on a large section of a page dedicated to multiple Pathways.
- Use an illustration as a substitute for the Alabama Transfers logo.

When you'd like to use the illustrations as a purely decorative element, unrelated to the Academic Pathways, you can do so by using multiple together in a grid, like on the previous page. When building a grid, try to alternate colors so no two adjacent illustrations (either side-by-side or above-and-below) share a color.