



## Co-Curricular Record Promotional Guidelines

Updated February 2019

### Promoting activities within the CCR

When promoting an activity listed in the CCR, add the authentication graphic and some descriptor text to the poster, webpage, etc.

**Authentication graphic:** The authentication graphic can be used on marketing and communications material, when appropriate, to visually show that an activity is approved for inclusion on a student's Co-Curricular Record.

For printed pieces, the graphic comes in a black and white, and colour version. A smaller file of the colour graphic is available for the web or electronic messages. Graphic usage guidelines include:

- For printed material: The graphic should be used at least 2" wide. Do not display smaller than 2.5 cm wide. If printing in black and white, use the black and white graphic.
- For the web: The graphic should be about 325 px wide
- Do not change the graphic (stretch, change colour, modify)
- To maintain the greatest visual effect, the graphic must be surrounded by a buffer zone of clear space (see poster example below).
  - The buffer zone should be equal to or greater than the width of the shield inside of the stamp
  - However, the descriptor text can be closer
- Do not put on a busy background
- Do not use a low quality version (so the graphic appears pixelated)
- Do not add drop shadows or other graphic effects

The graphic must be accompanied by descriptor text on both print and web material.

#### SHORT DESCRIPTOR TEXT EXAMPLE

This activity is approved for inclusion on your USask student Co-Curricular Record ([ccr.usask.ca](http://ccr.usask.ca)). Contact the event organizer for more information.

#### LONGER DESCRIPTOR TEXT EXAMPLE

This activity is approved for inclusion on your USask student Co-Curricular Record ([ccr.usask.ca](http://ccr.usask.ca)), which is a personalized and official record of the university-approved and facilitated activities you have been involved in while a student here. Contact the event organizer for more information.



## Colleges promoting the CCR

Each college is responsible for promoting the Co-Curricular Record to their students.

**Promotional videos:** Four videos are available to embed on your webpage or to share by email, social media, etc. Each video includes a student explaining a specific benefit of the Co-Curricular Record:

- [How to show off your volunteer experience](#)
- [What's on your Co-Curricular Record](#)
- [How to use your Co-Curricular Record](#)
- [Find USSU volunteer opportunities](#)

**Email:** When appropriate, we recommend colleges send their students an email explaining the record.

### EMAIL EXAMPLE

*Subject:* Co-Curricular Record now available to College of XXX students

*Body:*

Dear students,

I'd like to introduce you to the University of Saskatchewan [Co-Curricular Record](#), which is a personalized and official record of the university-approved and facilitated activities you have been involved in while a student here.

Once you log in to [ccr.usask.ca](http://ccr.usask.ca), explore and search the opportunity directory for university-run activities that are approved to appear on your Co-Curricular Record, including [College of XXX](#) activities and student leadership positions.

Once you have taken part in an approved activity, you can view your official [Co-Curricular Record](#) and use it when applying for jobs, graduate programs, grants and awards.

Learn from students already using of the Co-Curricular Record by watching these videos:

- [How to show off your volunteer experience](#)
- [What's on your Co-Curricular Record](#)
- [How to use your Co-Curricular Record](#)
- [Find USSU volunteer opportunities](#)