BRAND IDENTITY GUIDELINES
September 26, 2016

UNIVERSITY OF CALIFORNIA SAN DIEGO

UC San Diego

Dear colleagues,

UC San Diego has created a new brand identity to enhance recognition, distinction, and unification of our campus locally, nationally, and worldwide.

This effort advances the priority set in our Strategic Plan to increase the greater community's awareness of UC San Diego's impact and role by strengthening community engagement and public service. With each member of the campus following the same brand guidelines, we will be more integrated and cohesive in all of our initiatives—from recruiting bright students and world-renowned faculty to telling our story through UC San Diego publications and advertisements.

These brand guidelines are a tool to help us achieve an effective, united visual identity. They were developed by University Communications and Public Affairs in concert with leadership from all areas of campus and the local marketing agency Vitro.

I encourage you to employ the new brand in your campus communications.

With kind regards,

Pradeep K. Khosla
Chancellor

IT ALL STARTS WITH
CURIOSITY

A need to take things apart and touch what makes them tick, to tear down conventional wisdom.

Not with abandon, but with conviction, purpose, and drive.

Because we know we can create something better.

This audacity is what connects us, motivates us, and pushes us—as a university—to break the rules, knowing that impact is a product of risk.

And failure is just a speed bump on the road to greatness.

UC SAN DIEGO
BRAND IDENTITY GUIDELINES
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UC SAN DIEGO
AN INTRODUCTION

At the University of California San Diego, a culture of risk-taking, collaboration, and innovation emerged early on. Established in 1960, UC San Diego has been shaped by exceptional scholars who aren't afraid to push boundaries, challenge expectations, and redefine conventional wisdom in order to make our world better. The only criterion our founders had for their campus was that it must be distinctive—and being experimental has been the norm since day one.

First and foremost, we are a university devoted to exceptional education. We recruit the best scholars to give the highest quality learning to the most academically talented and inquisitive students in the world. This emphasis on excellence results in passionate and well-rounded graduates, many of whom go on to become leading experts and contributors in their fields.

We are also passionate about a people- and service-oriented culture. This applies to every venture we undertake, but on the most basic level, it applies to our campus. Everyone deserves an opportunity to succeed. That is why our commitment to diversity, equity, inclusion, and interdisciplinary collaboration informs and shapes our thinking and actions across the board.

But above all, we are risk-takers. It's infused in our institutional DNA. We were founded as an experimental campus and, in the most important ways, that is exactly what we have remained. As a student-centered, research-focused, service-oriented public institution accessible to all, UC San Diego empowers all in our community with the courage to create and the tools to transform.

WHY
BRAND MATTERS

Brand is more than a visual system with logos, colors, and typography. It's a reflection of campus essence and how UC San Diego stakeholders feel about the institution. What is UC San Diego? What comes to mind when you think about it?

A consistent brand for UC San Diego helps define and reinforce who we are. It supports the story of why we're different, and why what we do matters. We communicate the brand by how we position the campus, create consistent message platforms for our broad publics, and deploy the graphic system across print and online channels.

The brand guidelines are intended as a resource tool. They won't answer all questions, but instead provide a framework for you to shape your communications.

POSITIONING

At UC San Diego our most cherished tradition is challenging tradition.

There are a lot of universities that have been around longer than we have. And, while they may be steeped in tradition, we prefer not to be too anchored to the past. The mindset and approaches that differentiate us from traditional institutions are the very same things that we see as an advantage—allowing us to break rules, experiment, and stare setbacks in the face without flinching. To us, these are the stepping stones on the path toward groundbreaking.

What we do

We provide fresh thinking that drives innovation far beyond the walls of our campus, and we do it in ways that other universities don't.

How we do it

We push boundaries, challenge expectations, and redefine conventional wisdom. And we're not afraid to learn from our mistakes along the way.

Why we do it

We believe that taking things apart, learning what makes them tick, then putting them back together is the way to make a better world.

KEY STRENGTHS
WHO WE ARE

We are rebellious.

Our campus is different. Our culture is different. Our faculty is different. So it's no wonder that so many of our students become standouts in their chosen fields.

We are nimble.

Our entrepreneurial attitude, edgy creativity, and high energy keep us ahead of trends in education—providing truly unique opportunities for our students, staff, and faculty.

We are the future.

The world is tired of too much tradition, and so is UC San Diego. It's no wonder we look to our innovators and disruptors, and pride ourselves in fresh, results-oriented thinking.

We are brave.

We don't fear failure. We embrace it as a necessary byproduct of innovation. We believe that when we empower our students with the courage to create, they'll end up shocking the world.

BRAND COMMUNICATION
RULES TO WRITE BY

VOICE
PERSONALITY
AND STYLE

Dare to pull the reader in.

Everything we write, from bold headlines to legal disclaimers, should be an exhilarating read.

Be human.

We use the first person tense whenever possible, because our brand has a lot of personality.

Be relevant.

Maneuver around clichés or generalities. Every message should feel current and pertinent.

Be inquisitive.

We don't always have the answer, and that's a good thing. We're just as curious as the next guy or gal (assuming they are also insatiable intellectuals, pushing the boundaries of the human experience).

TONE
ATTITUDE
AND DICTION

Be clever, not funny.

We're neither smart alecks, goofballs, nor stand-up comedians. And while wordplay can be good, try to avoid coming off as punny. Believe us, we know how tempting it can be.

Be provocative.

Our messaging is meant to challenge and, therefore, empower and uplift people.

Precision is key.

Choose adjectives for maximum potency. Trim all the fat, fluff, and frills.

Stand for something.

But if it feels cold, unapproachable, snarky, or soft, it doesn't belong.

We have traditions, but we're not traditional.

While we question the conventions of the status quo, we are not without our traditions. We cherish our community and take pride in our culture and past.

Courageous. Confident. Not conceited.

We're experimental by nature, and that takes courage. But our efforts are not self-serving. While we're proud of our work, we check our egos at the door.

CORE BRAND PRINCIPLES

WE ARE

COURAGEOUS
CURIOUS
DRIVEN
IMAGINATIVE
EXPERIMENTAL
BOLD
TACTFUL

WE ARE NOT

OVERCONFIDENT
IGNORANT
SELF-SERVING
ORDINARY
RADICAL
DISRESPECTFUL
BRASH

TACTICS TO HELP
DEVELOP CONTENT

Below are some Dos and Don'ts to keep in mind when creating content.

DO

Talk about our process.

The way that we solve problems is just as important as the solutions themselves. Be sure to speak to the journey, not just our end result.

"We took the robot apart, then rebuilt it—only to take it apart again and build it better. This went on for months. To some this may seem unnecessary, but not to us— we think it's the best way to build a better world."

Issue a challenge.

Our language should do more than inform. It should motivate and inspire.

"Don't just impact the future. Leave a dent."

Compose a bold statement.

We are courageous. And that courage, tempered by tact, should come through in our communications.

"We're breaking things because we're not afraid to make them better. Yes, it's audacious, but it's this audacity that connects us. Motivates us. And pushes us as a university."

DON'T

Don't be boastful.

We've done some amazing things at this university, but focusing on how these achievements helped the world is just as important as the achievements themselves. Make sure you keep a good balance. Overconfidence should not be one of our virtues.

"Why would we create a surfboard composed of algae? Because we can. Having brains has its benefits."

Don't over inundate with facts.

You could speak at length about the alumni, programs, faculty, and award winners at UC San Diego. But, showing *how* these people have impacted the world is far more inspiring than a multitude of facts. Make sure to infuse our point of view into every stat you lay out.

*"6 Nobel Laureates.
650 companies started.
$45,426 is the average salary of 2012 graduates.
12th for Peace Corps volunteers in 2013.
Our alumni have accomplished a lot.
What will you accomplish?"*

Don't be too literal.

You may be putting together something as simple as a form or manual, but even these small projects are opportunities for our personality to come out. Make people take notice of what we're putting out into the world.

"Triton Day will be here in 3 months. Don't forget to register."

USE OF THE
UNIVERSITY NAME

University of California San Diego (no comma)

As we move forward to strengthen the brand, we will no longer use a comma when referencing the University of California San Diego. Our goals are to avoid the multiple variations currently used for naming the campus—University of California [at or in, or with the comma] San Diego—and to foster consistency, so use this name in all print and online applications.

"UC San Diego" not "UCSD"

Using UC San Diego in place of the UCSD acronym better identifies our campus both locally and nationally. There's confusion among San Diego higher education institutions because of similar acronyms—UCSD, USD, and SDSU—which we eliminate by using UC San Diego. Additionally, this naming convention is consistent with other campuses in the University of California system, such as UC Irvine, UC Riverside, UC Santa Barbara, UC Davis, and so on.

Citing the Campus

In all communications efforts, please follow this protocol whenever possible:

- First reference, spell out the name: University of California San Diego.
- Subsequent references and in headlines, use the abbreviated version of the name: UC San Diego (not UCSD).
- You can also use other words such as "campus" or "institution" to refer to UC San Diego in various communications efforts.

Name Use Reference

For information about the use of the University of California and UC San Diego names, please see **http://go.ucsd.edu/1U7dzpO**.

BRAND MARKS

WHY
BRAND MARKS MATTER

The UC San Diego logo is one of the university's most important brand assets.

The logo represents to an individual everything he or she knows and believes about our campus. It symbolizes the campus itself, the experiences one has had at UC San Diego, and also the stories we tell in our marketing and communications material.

Like a signature, the logo should be placed consistently on all of our communications.

LOGO
OVERVIEW

At the core of every brand identity is a brand mark, or logo, which represents the brand in its simplest form. The UC San Diego logo is the primary graphic identifier for the campus and the preferred logo for general use. It is not intended to replace the official or unofficial seals of the University of California or UC San Diego.

The UC San Diego logo is intended for use in print, web, video, and all other mediums for both internal and external audiences.

UC San Diego

Logotype

Rule Line

Logo Components

The UC San Diego logo has two components: the logotype, custom designed and based on the Rotis Serif font; and the rule line below the logotype.

The logo must appear on the front and/or back of all printed material intended for internal and external audiences, as well as on all campus websites.

- **Do not** change the typeface.
- **Do not** attach other graphic elements to the logotype.
- **Do not** stretch or change the proportions of the logotype.
- **Do not** rearrange or overlap components of the logo.
- **Do not** alter the weight of the logotype.

Logo Color

The official colors of the UC San Diego logo are **PMS 2767** (blue) for the logotype and **PMS 1245** (gold) for the rule. The logo can also appear as one color in either PMS 2767 or black. When using the logo over an image or dark background, the logo should be reversed to white.

- **Use only** specified colors.
- **Do not** reproduce the logo in solid gold or yellow.
- **Do not** tint the logo.
- **Do not** outline the logo.

PMS 2767
and 1245

UC San Diego

Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49

PMS 2767

UC San Diego

Black

UC San Diego

Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

White

UC San Diego

LOGO
USAGE

Logo Size

The logotype and rule line must always maintain the same size relation. The minimum size for the logo in print is 1.25 inches wide. The preferred logo width for use on the front of a typical printed piece is 1.5 inches, but will vary when used on especially small or large formats. The logo may appear smaller in secondary applications, as on the back of the piece.

All campus websites must include the approved UC San Diego logo. The minimum logo width for all web and digital applications is 150 pixels.

PRINT: 1.25" Wide
WEB/DIGITAL: 150 px Wide

UC San Diego

Clear Space

The logo requires an appropriate amount of space around it. The clear space around the logo should be a minimum of one cap height (the height of the "U"). No text, graphics, or other elements should appear in this space.
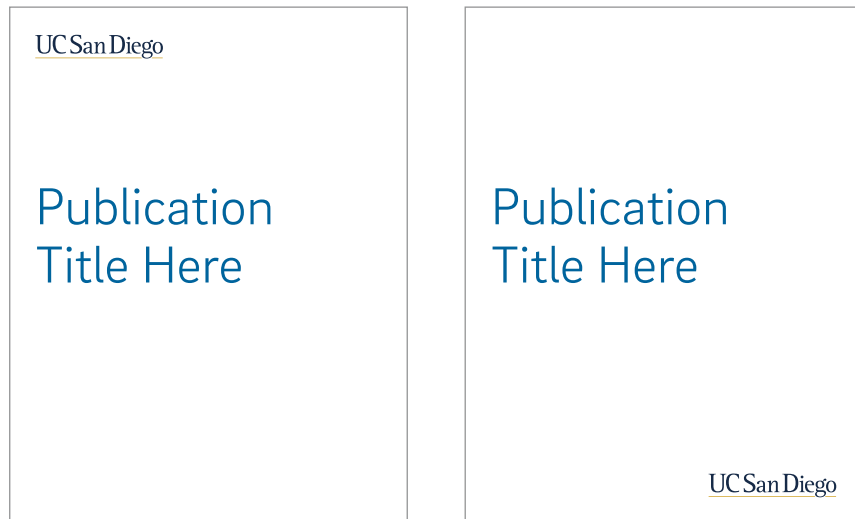
UC San Diego

Logo Placement

For printed materials, place the UC San Diego logo in the upper-left or lower-right corner of the piece.

Print
example

UC San Diego

Publication
Title Here

Publication
Title Here

UC San Diego

The UC San Diego logo should appear prominently at the top of all campus websites. In most cases, the site name should be to the left and the campus logo to the right.

Web
example

Website Title   UC San Diego

Welcome
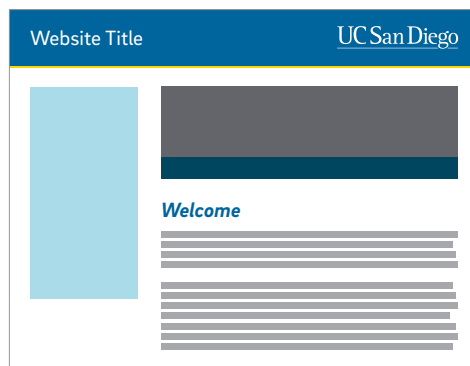
LOGO
SUB-BRAND SIGNATURES

UC San Diego is a large, diverse, and structurally complex institution. To unify the university's many academic and administrative units, we have created a system of sub-brand signatures. Sub-brand signatures are designed to highlight individual departments or units, while visually connecting the unit with the university brand.

A unit sub-brand consists of the UC San Diego logo with a unit name below. In some cases, as with academic departments, it is appropriate to include the academic division or school followed by the academic department.

Under no circumstances should any text or graphic other than a unit name be coupled with the logo.

To obtain a sub-brand signature, please contact Creative Services and Publications at **ucpa-brand@ucsd.edu**. We ask that units not design their own sub-brand signature.

Do you really need your own logo/symbol?

Separate or unique logos for your unit, department, or project are often unnecessary and can confuse the audience and your message. Academic divisions, departments, and programs may not create their own unit logos. The best way to develop your unit's image is through consistent use of color, type, and imagery, and by using the UC San Diego logo or an approved sub-brand signature.

For help developing your unit's brand, please contact Creative Services and Publications at **ucpa-brand@ucsd.edu**.

Department
sub-brand

UC San Diego
STUDENT AFFAIRS

Department
sub-brand on
two lines

UC San Diego
UNIVERSITY COMMUNICATIONS
AND PUBLIC AFFAIRS

Academic
division with
department
sub-brand

UC San Diego
JACOBS SCHOOL OF ENGINEERING
Computer Science and Engineering

*Sub-brand requests: Contact
Creative Services and Publications
at **ucpa-brand@ucsd.edu** to
request a sub-brand signature for
your unit.*

LOGO
CO-BRANDING

At UC San Diego, we believe that solid partnerships multiply our impact. In co-branded communication, we place a rule line between logos, ensuring that both logos are of equal visual weight. The arrangement of the logos may be dictated by details of the partnership, but, when possible, place the campus logo to the left.

Space between the logos should be equal to two cap heights (the height of the "U"). The rule line should be equal in width to the rule line below the campus logo and should extend one x height (the height of the "a") above and below the height of the campus logo.

Multiple Campus Units

When representing multiple campus units on a piece—for example, on the sponsor page of an event program—use a single UC San Diego logo with unit names set separately in text, subordinate to the logo. Do not use multiple logo sub-brand signatures together.

LOGO
CO-BRANDING COLLEGES

Our students are proud of their college. So proud, in fact, that each of the six colleges has evolved a unique identity. However, each college is first and foremost a part of the greater UC San Diego experience. It's our university pride, and personality, that constitute predominant brand.

When pairing the UC San Diego logo with a college logo, the space between the logos should be equal to two cap heights (the height of the "U"). The rule line should be equal in width to the rule line below the campus logo and should extend one x height (the height of the "a") above and below the height of the campus logo.

College Colors

Apply college colors only to the college logo. Other design elements, such as typefaces, color, and the UC San Diego logo should follow the guidelines in this document.

Revelle College

Earl Warren College

John Muir College

Eleanor Roosevelt College

Thurgood Marshall College

Sixth College

UC SAN DIEGO
SEAL

The UC San Diego seal is used exclusively on collateral for occasions the chancellor attends and initiates. The seal appears on campus diplomas, special event invitations, and ceremonial documents deemed appropriate by the Chancellor's Office. The seal is not available for download or general campus use.

For questions about use of the seal, please contact Creative Services and Publications at **ucpa-brand@ucsd.edu**.

Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49

Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

UC SAN DIEGO
HEALTH SCIENCES

Clinical—UC San Diego Health

The UC San Diego Health identity is used for the entire clinical enterprise, including major facilities (such as Moores Cancer Center, Sulpizio Cardiovascular Center, and Jacobs Medical Center) and clinic locations throughout San Diego and Southern California. This identity should also be used publicly for entities that serve both the clinical and academic enterprises.

UC San Diego Health

Academic—School of Medicine and Skaggs School of Pharmacy and Pharmaceutical Sciences

The UC San Diego School of Medicine and the UC San Diego Skaggs School of Pharmacy and Pharmaceutical Sciences identities are applied to entities that are solely affiliated with the academic enterprise.

UC San Diego
SCHOOL OF MEDICINE

UC San Diego
SKAGGS SCHOOL OF PHARMACY
AND PHARMACEUTICAL SCIENCES

The term Health Sciences is internal nomenclature and should not be used as a logo. Entities within Health Sciences should use the appropriate logo described above.

Creative Services and Publications works closely with UC San Diego Health Marketing and Communications to monitor brand usage. For more information or to request a UC San Diego Health logo, go to **pulse.ucsd.edu/onebrand** or e-mail **healthbrand@ucsd.edu**.

ADDITIONAL
CAMPUS LOGOS

Triton Athletic Logo

The Triton logo and UC San Diego Athletics logotype are primarily used to represent UC San Diego Athletics. They can also be used in student- and spirit-related applications. The Triton logo is not to be used in place of the official UC San Diego logo.

For more information on the Triton logo, e-mail Senior Associate Athletics Director Ken Grosse at **kgrosse@ucsd.edu**.

UCSD Alumni Logo

The UCSD Alumni logo is intended for use in print and digital media produced by and for Alumni and Community Engagement (ACE). The logo must always appear in close proximity to the UC San Diego logo.

For more information on UCSD Alumni branding, e-mail Senior Director, Marketing and Digital Outreach, Jeff Grantham at **jtgrantham@ucsd.edu**.

UC San Diego Library logo

The image of Geisel Library is now part of the UC San Diego Library's logo, and has been granted to them exclusively. The library image is no longer used as part of the university's official brand, and is not available to members of the campus community—other than the library—for new print or electronic projects, vehicles, or signage/environmental graphics.

Scripps Institution of Oceanography Logo

The Scripps Institution of Oceanography logo captures the distinction of Scripps Oceanography with its global perspective of ocean, earth, and atmosphere research and education.

For more information on Scripps Institution of Oceanography branding/marketing, contact Scripps Communications–Marketing at **scrippsnews@ucsd.edu.**

ADDITIONAL
CAMPUS LOGOS

Rady School of Management

The Rady School of Management logo recognizes the distinction of the UC San Diego school in the world of renowned business and management professional schools.

For more information on Rady School of Management branding, e-mail Director of Marketing and Communications Joleen Schultz at **joleen.schultz@rady.ucsd.edu**.

Rady | **School of Management**
UNIVERSITY OF CALIFORNIA SAN DIEGO

School of Global Policy and Strategy

The School of Global Policy and Strategy logo recognizes the distinction of the UC San Diego school in the arena of renowned international affairs and public policy professional schools worldwide.

School of
GLOBAL
POLICY &
STRATEGY

CAMPUS STATIONERY
BUSINESS CARDS

Employees of the campus may select from four business card options:

1 Seal in blue ink and gold foil

2 Standard campus logo in blue ink and gold foil

3 Reversed logo with blue bar and gold ink accent

4 Two-sided card with unit sub-brand signature on back

To view and order the cards, visit Imprints Print Connection:
http://printconnection.ucsd.edu.

1

University of California San Diego
9500 Gilman Drive # 0000
La Jolla, CA 92093-0000

Jane Doe, PhD
Professor, Name of Department
Director, Name of Department or Lab
Additional lines as needed

Tel: (858) 000-0000
Fax: (858) 000-0000
jdoe@ucsd.edu
deparmenturl.ucsd.edu

2

UC San Diego

Jane Doe, PhD
Professor, Name of Department
Director, Name of Department or Lab
Additional Department Name as Needed

University of California San Diego
9500 Gilman Drive # 0000
La Jolla, CA 92093-0000

Tel: (858) 000-0000
Fax: (858) 000-0000
jdoe@ucsd.edu
deparmenturl.ucsd.edu

3

UC San Diego

Jane Doe, PhD
Professor, Name of Department
Director, Name of Department or Lab
Additional Department Name as Needed

University of California San Diego
9500 Gilman Drive # 0000
La Jolla, CA 92093-0000

Tel: (858) 000-0000
Fax: (858) 000-0000
jdoe@ucsd.edu
deparmenturl.ucsd.edu

4

UC San Diego
DEPARTMENT NAME

UC San Diego

Jane Doe, PhD
Professor, Name of Department
Director, Name of Department or Lab
Additional Department Name as Needed

University of California San Diego
9500 Gilman Drive # 0000
La Jolla, CA 92093-0000

Tel: (858) 000-0000
Fax: (858) 000-0000
jdoe@ucsd.edu
deparmenturl.ucsd.edu

CAMPUS STATIONERY
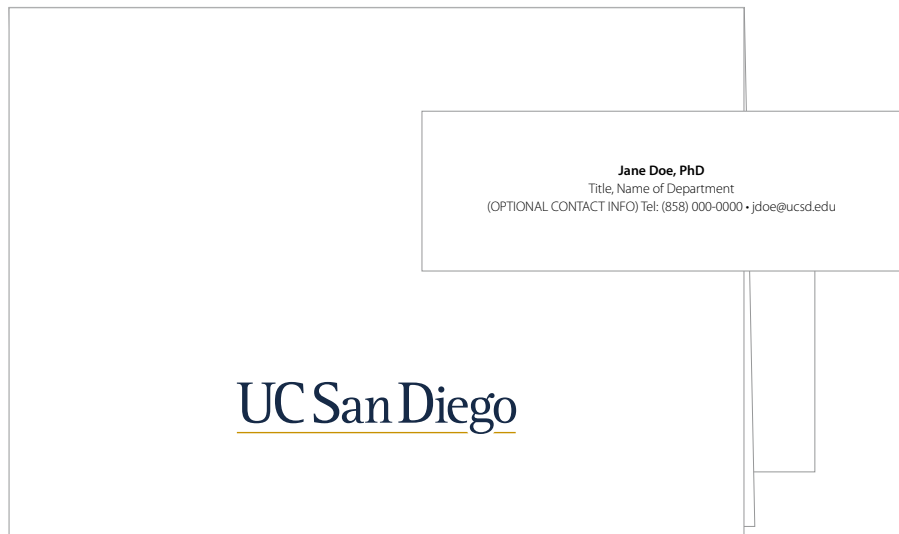## LETTERHEAD AND ENVELOPES

Letterhead

There are two versions of letterhead and envelopes available to campus employees. The first is the UC system letterhead, with the ten campus names across the top, the UC San Diego seal, and the San Diego campus name.

The second option is the UC San Diego logo letterhead.

UC System
Letterhead

UNIVERSITY OF CALIFORNIA SAN DIEGO

BERKELEY • DAVIS • IRVINE • LOS ANGELES • MERCED • RIVERSIDE • SAN DIEGO • SAN FRANCISCO   SANTA BARBARA • SANTA CRUZ

DEPARTMENT NAME
TEL: (858) 534-0000
FAX: (858) 534-0000

9500 GILMAN DRIVE # 0000
LA JOLLA, CALIFORNIA 92093-0000
EMAIL: ADDRESS@UCSD.EDU
URL: WWW.UCSD.EDU

UC System
#10 Envelope

UNIVERSITY OF CALIFORNIA SAN DIEGO
DEPARTMENT NAME
9500 GILMAN DRIVE # 0000
LA JOLLA, CALIFORNIA 92093-0000

Envelopes

Standard #10 business envelopes are available both for the systemwide and UC San Diego design options.

Both styles can be ordered online via Imprints Print Connection: **http://printconnection.ucsd.edu**.

UC San Diego
Letterhead

UC San Diego

UC San Diego
#10 Envelope

UC San Diego

Department or Unit Name (optional)
University of California San Diego
9500 Gilman Drive # 0000
La Jolla, California 92093-0000

Department or Unit Name
University of California San Diego • 9500 Gilman Drive # 0000 • La Jolla, California 92093-0000
Tel: (000) 000-0000 • Fax: (000) 000-0000 • website.ucsd.edu

CAMPUS STATIONERY
MONARCH STATIONERY

For more informal correspondence, monarch stationery is available. The monarch suite complements the standard letterhead, while allowing space for an individual's name and title.

Monarch stationery can be ordered online via Imprints Print Connection: **http://printconnection.ucsd.edu**.

Monarch
Letterhead

UC San Diego

Jane Doe, PhD
Title

Monarch
Envelope

UC San Diego

Department or Unit Name (optional)
University of California San Diego
9500 Gilman Drive # 0000
La Jolla, California 92093-0000

Department or Unit Name
University of California San Diego • 9500 Gilman Drive # 0000 • La Jolla, California 92093-0000
Tel: (000) 000-0000 • Fax: (000) 000-0000 • jdoe@ucsd.edu • deparmenturl.ucsd.edu

CAMPUS STATIONERY
NOTE CARDS

Flat and folded note cards and matching envelopes are available.

To view and order note cards, visit Imprints Print Connection:
http://printconnection.ucsd.edu.

Folded
Note Card

Jane Doe, PhD
Title, Name of Department
(OPTIONAL CONTACT INFO) Tel: (858) 000-0000 • jdoe@ucsd.edu

UC San Diego

Flat
Note Card

UC San Diego

Jane Doe, PhD
Title, Name of Department
(OPTIONAL CONTACT INFO) Tel: (858) 000-0000 • jdoe@ucsd.edu
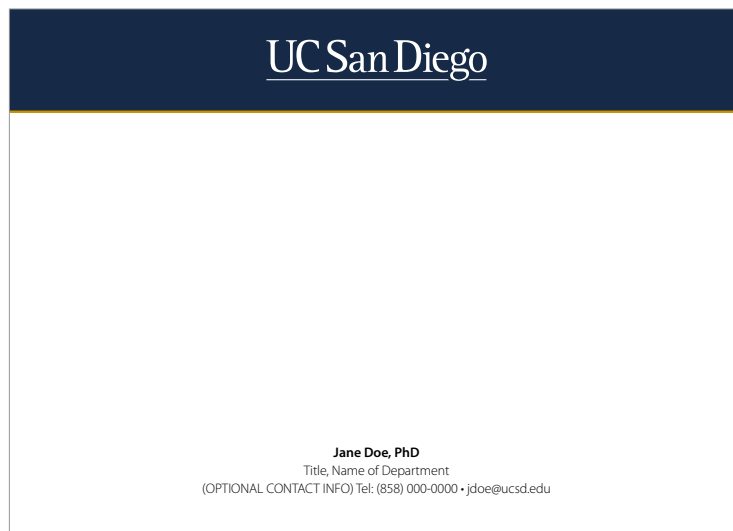
BRAND
ELEMENTS

WHY
BRAND ELEMENTS MATTER

Logos are only one feature of a brand. They work in concert with messaging, color, typography, photography, and other graphic elements to connect your work to the campus. No matter the medium, brand elements should work together to reflect UC San Diego's courage and spirit.

COLOR PALETTE A CLOSER LOOK

UC San Diego's surroundings provide a richness of color and character.
Our color palette is inspired by the everyday sites found around campus.

BRAND ELEMENTS

COLOR PALETTE

No two colors represent our campus better than our alma mater blue and gold. Inspired by our two primaries, we created an expanded palette suitable for print applications.

CORE COLORS

Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49
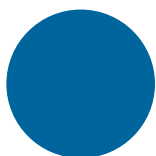
Pantone 3015
C100 M35 Y3 K21
R0 G106 B150
#006A96
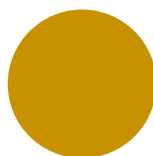
Pantone 1245
C6 M35 Y99 K18
R198 G146 B20
#C69214
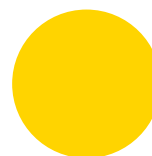
Pantone 116
C0 M14 Y100 K0
R255 G205 B0
#FFCD00

ACCENTS

Pantone 3115
C70 M0 Y16 K0
R0 G198 B215
#00C6D7

Pantone 7490
C60 M23 Y92 K5
R110 G150 B59
#6E963B

Pantone 3945
C3 M0 Y90 K0
R243 G229 B0
#F3E500

Pantone 144
C0 M51 Y100 K0
R252 G137 B0
#FC8900

NEUTRALS

Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Pantone Cool Gray 9
C30 M22 Y17 K57
R116 G118 B120
#747678

Pantone 401
C10 M11 Y17 K27
R182 G177 B169
#B6B1A9

METALLIC

Pantone 871
Use this for special/ formal occasions.

Your choice of colors should always include blue. Yellow should be your first choice for a secondary color, or another blue. Other colors are meant to be accents and should not be the dominant color. Below are some examples.

EVERYDAY

PMS Cool Gray 9

PMS 3015

PMS 116

FORMAL

PMS 1245

PMS 2767

PMS 401

BRIGHT

PMS 144

PMS 3115

PMS 3945

MONOCHROMATIC

PMS 3015

PMS 2767

PMS 3115
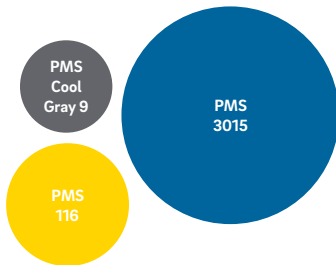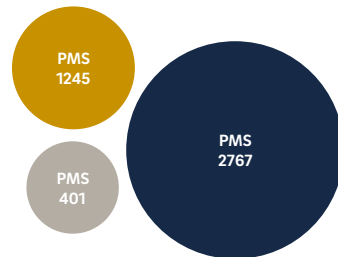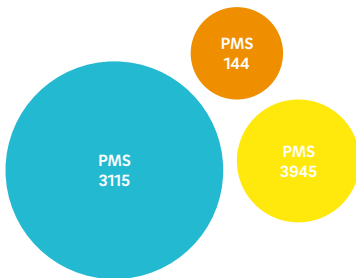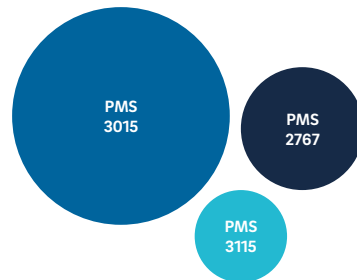
While combinations of these colors are acceptable in print designs and other collateral, the campus logo must **always** appear in PMS 2767 and 1245 when reproduced in color (see the "Logo Overview" section of this book).

TYPOGRAPHY
BRIX SANS

Brix Sans is suitable for all kinds of text, from headlines to body copy. It is a highly readable sans serif face with lots of character. Brix's precision is balanced by warmth. It is the well-rounded go-to font for UC San Diego. Brix should be your first choice for most uses. For effective hierarchy and pleasing contrast, try incorporating contrasting weights—black and extra light, for instance.

Brix is available for purchase from myfonts.com. If you cannot obtain a license for Brix, Myriad (preferred) and Calibri are acceptable substitutes. Myriad is included with a license for Adobe Creative Cloud. Calibri is included with Microsoft Office.

Sample

AT UC SAN DIEGO
our most cherished tradition is ***CHALLENGING*** *tradition.*

There are other universities that have been around longer than we have. And, while they may be steeped in tradition, we prefer not to be too anchored to the past. We care more about making history than reliving it. Because the aspects that differentiate us from traditional institutions are the very same things that we see as an advantage—allowing us to break rules, take risks, and stare obstacles in the face without flinching. To us, these are the stepping stones on the path toward groundbreaking.

DID YOU KNOW
The University of California San Diego was founded in 1960.

Brix Sans Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Extra Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()-=_+*

Brix Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()-=_+*

Brix Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()-=_+*

Brix Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Brix Sans Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

TYPOGRAPHY
CHRONICLE

Chronicle is a great choice for extended passages of text, such as in a book or lengthy manual. It is a transitional serif typeface that was designed to be energetic and adaptable.

Chronicle is available in both text and display versions. In most cases, use the text version when setting body copy. Use Chronicle sparingly in headlines—a sans serif such as Brix is usually more reflective of the campus.

Chronicle is available from typography.com. If you cannot obtain a license for Chronicle, Minion (preferred) and Cambria are acceptable substitutes. Minion is included with a license for Adobe Creative Cloud. Cambria is included with Microsoft Office.

Sample

At **UC SAN DIEGO**
our most cherished tradition
is ***CHALLENGING*** tradition.

There are other universities that have been around longer than we have. And, while they may be steeped in tradition, we prefer not to be too anchored to the past. We care more about making history than reliving it. Because the aspects that differentiate us from traditional institutions are the very same things that we see as an advantage—allowing us to break rules, take risks, and stare obstacles in the face without flinching. To us, these are the stepping stones on the path toward groundbreaking.

DID YOU KNOW
The University of California San Diego was founded in 1960.

Chronicle Text Roman
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%ˆ&*()-=_+

Chronicle Text Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%ˆ&()-=_+*

Chronicle Semibold
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%ˆ&*()-=_+

Chronicle Semibold Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%ˆ&*()-=_+

Chronicle Bold
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%ˆ&*()-=_+

Chronicle Bold Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%ˆ&*()-=_+

PHOTOGRAPHY
CONSIDERATIONS

The following are some pointers to keep in mind when choosing photography to best portray UC San Diego.

Humans

Include people whenever possible, even when the focus is a building or other inanimate object. This shows that our students, faculty, and alumni are always at our core.

Action

Try to show the creative process, as well as the result. Showing people making or doing things helps you connect with your audience.

Authenticity

Avoid overly staged, stocklike photography. Stock images can look artificial and often lack impact.

Quality

Always use high-resolution images. Low-resolution images make a project look unprofessional.

Lighting

Nothing says UC San Diego like sunshine. Try to use natural lighting whenever possible. Studio lighting can look staged and may not connect with your audience.

Know whom you're talking to

Always consider your audience. Determine what they may relate to best when selecting an image. We'd use different imagery to convey a message to a student than we would to alumni, faculty, or the public.

Consider Impact

Shots that are meaningful to you and your colleagues may not resonate with your viewers. Always consider how to create interest and generate curiosity.

Need photography? *Download photos from our image gallery at* ***ucpa.ucsd.edu/resources/image-library****. For special photo requests, please contact Creative Services and Publications at* ***ucpa-pv@ucsd.edu****.*

PHOTOGRAPHY
DIRECTIONAL ANGLES

For us, angles do more than draw the eye; they symbolize our forward trajectory and upward momentum.

PHOTOGRAPHY
INTENTIONAL HARMONY

Detail is at the core of our photography. We capture harmony between subject/foreground and landscape/background to create polished, yet candid, compositions.

PHOTOGRAPHY
HEROIC SCALE

Using this standout photographic style, we present ourselves as a campus full of people who go against the grain and forge their own path.

PHOTOGRAPHY
BACKLIGHTING

This captivating aesthetic gives a subliminal nod to the brilliance of our campus and its environment, and the bright futures it promises.

PHOTOGRAPHY
HIGHLIGHTING FORM

We are anything but uninspired. To showcase our campus in the best light,
we capture unique architectural perspectives, emphasizing angles, symmetry,
creative use of scale, and nonlinear structure.

GRAPHICS TRIDENT

They say good things happen in threes. Using one of UC San Diego's most iconic symbols, King Triton's trident, we've created a versatile graphic that can be used optionally as a pattern, or as a three-pronged photo treatment.

Solid

Line Art

BRAND ELEMENTS
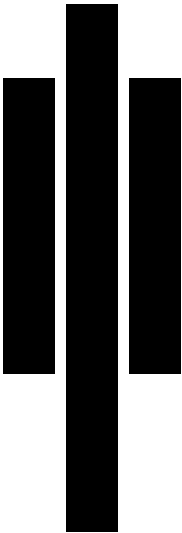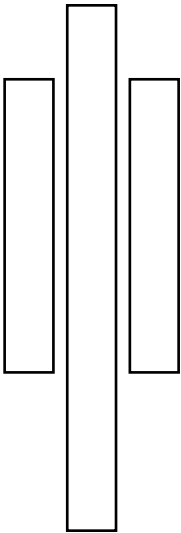
CROPPING

The Trident may be cropped in any way,
as long as all three stripes are visible.

2

1

Do

3

2

1

3

2

1
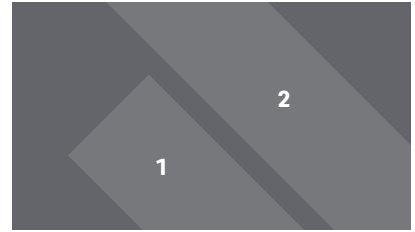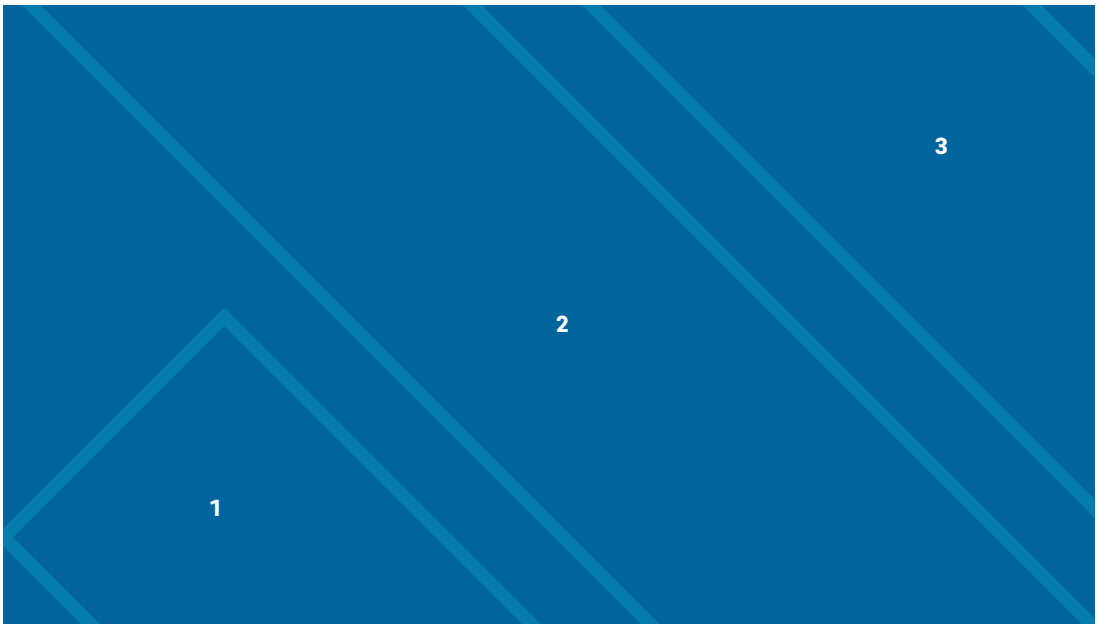
GRAPHICS LIBRARY

Inspired by the underside of the landmark Geisel Library, our line art graphics can be patterned or magnified to create the desired effect. These graphics are intended as subtle background patterns, **not** to be used as logo art. For help applying, contact Creative Services and Publications at **ucpa-brand@ucsd.edu**.

Solid
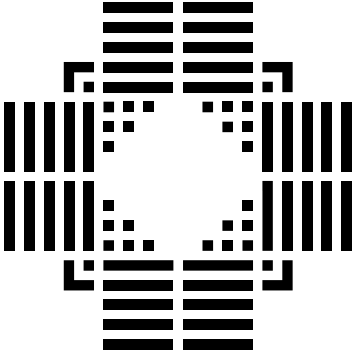
Line Art
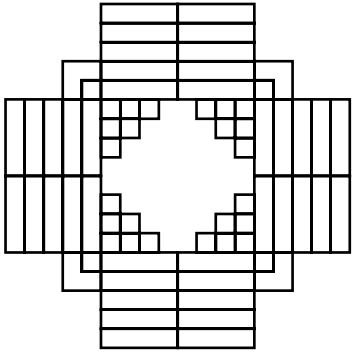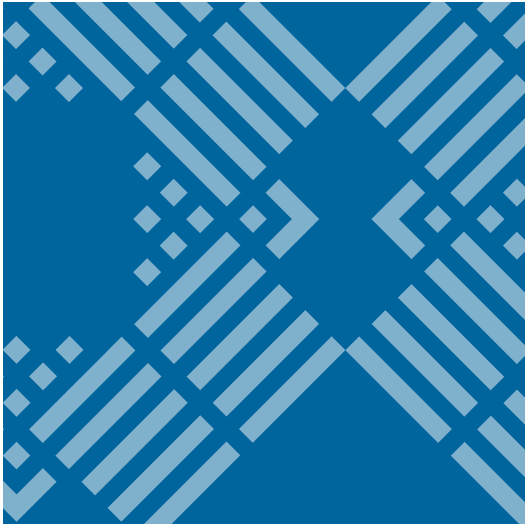
MAGNIFIED SOLID

We suggest using a magnified solid graphic
for the humanistic departments and ventures:
literature, theatre, sociology, sports and campus life
photography, etc.

Creative • Active • Friendly • Bold
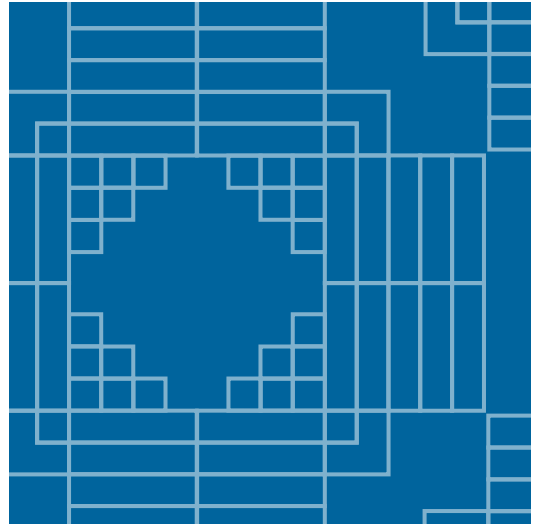
MAGNIFIED LINE ART

We suggest using the magnified line art graphic for the
more left-brained units: science, math, engineering,
health and clinics, etc.

*Technological • Structured • Formal • Sophisticated*
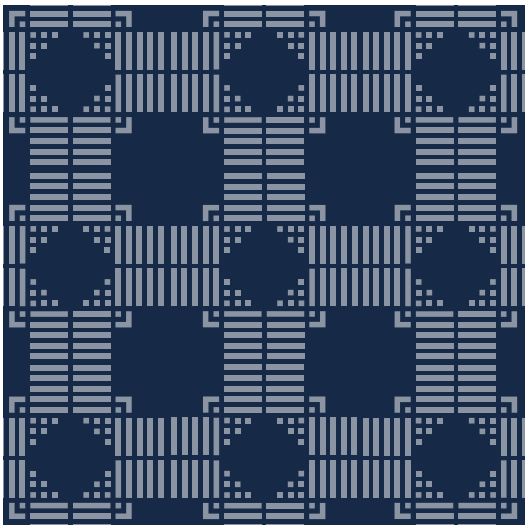
PATTERNED SOLID AND LINE ART

A patterned treatment works well for high tech subjects and can also be used in formal applications.

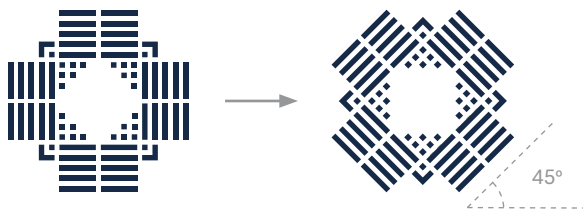*Technological • Formal • Sophisticated*

GRAPHICS LIBRARY USAGE

The library graphic, either line art or solid, should never be used as a logo. It is used as a complementary element, and should not overpower any message or photograph. Suggested treatments are shown here.
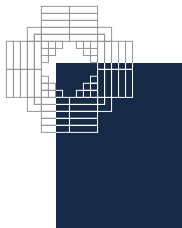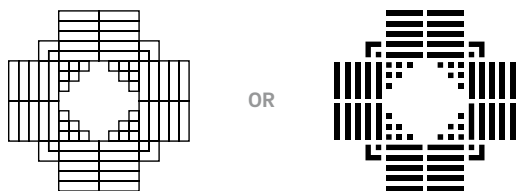
MAGNIFYING
Use only a portion of the line art and magnify.

ROTATING
The graphic can be rotated in 45° increments, creating movement and interest.

45°

OR

NO COMBINING
The library line art and solid graphic elements should not be used together.

See examples of use in the "Brand Applications" section of this guide.

BRAND APPLICATIONS

APPLICATIONS
BRINGING IT ALL TOGETHER

The following are examples of how we bring the UC San Diego brand to life. It's more than a cohesive collection of assets, it's a system that creates a powerful and unique feel for the campus.

Need help getting started?
*Download brand assets and templates at **ucpa.ucsd.edu/brand**. Check back often for updates and additions.*

PRINT

Canyonview Aquatic Center

GENERAL HOURS AND SALES DESK

Monday–Friday | 9:00 a.m.–8:00 p.m.
Saturday–Sunday | 11:00 a.m.–4:00 p.m.

SUMMER HOURS

Monday–Sunday | 11:00 a.m.–4:00 p.m.

UC San Diego

Color

PMS 3015   White

Background element

UC San Diego logo in
bottom right

COMPUTER SCIENCE AND ENGINEERING

Impact Report

UC San Diego
JACOBS SCHOOL OF ENGINEERING

Color

PMS 3015   PMS 3945   PMS 3115

Background element

UC San Diego logo with division sub-brand in bottom right

WEB

UC San Diego communicates to audiences in a number of ways through web and social media. These guidelines will ensure uniformity and consistency, which are critical in reinforcing our identity.

Logo

The UC San Diego logo must appear on all campus websites. In most cases, the site name should be to the left and the campus logo to the right.

Type

Presenting consistent typography on the web has historically been challenging, but the situation has improved in the last several years with the popularization of webfonts. The UC San Diego house typeface, Brix, is available as a webfont from www.myfonts.com. Several other similar fonts are also available through other services, such as Adobe's typekit.com. Choosing a classic web safe font stack (e.g., Helvetica, Arial, sans serif) is also acceptable.
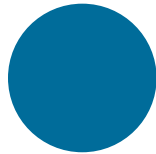
Accessibility

Comprehensive accessibility guidelines are beyond the scope of this manual. Creating web pages that are accessible to individuals with different abilities is important. Doing so is not only in accordance with the mission of UC San Diego, it is also the law. For detailed accessibility recommendations refer to UCOP Electronic Accessibility Standards and Best Practices: **www.ucop.edu/ electronic-accessibility/standards-and-best-practices**.
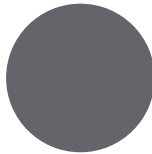
Web
example
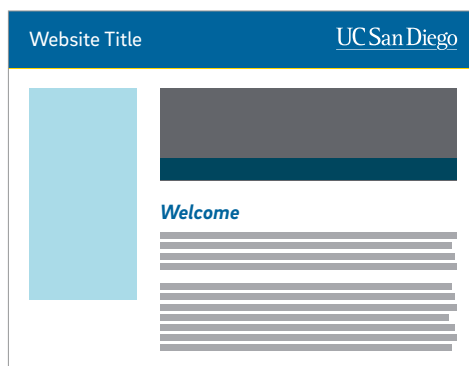
Web Colors

Below are recommneded colors for use in web and social media. These colors have been carefully chosen and tested for contrast and accessibility, and complement the colors in our print palette.

PRIMARY WEB COLORS
These Hex and RGB conversions are to be used for web and social media only. For print colors, please see "Colors" in the "Brand Elements" section of this guide.

R0 G106 B150
#006A96

R116 G118 B120
#747678

SECONDARY WEB COLORS
Used for rollovers, highlights, and accents

R0 G70 B95
#00465F

R255 G205 B0
#FFCD00

R0 G198 B215
#00C6D7

NEUTRAL COLORS
Used for type, backgrounds, and limited accents

R0 G0 B0
#000000

R182 G177 B169
#AFA9A0

VIDEO

UC San Diego communicates to audiences in a number of ways through broadcast and online video. These guidelines will ensure uniformity and consistency, which are critical in reinforcing our identity.

Logo

The UC San Diego logo must appear at the beginning and end of all campus videos. Use the closing screen to further identify your unit or division.

Type

Brix Sans is preferred and is available for purchase from www.myfonts.com. If you cannot obtain a license for Brix, Myriad or a similar sans serif are acceptable substitutes.

Opening title screen with campus logo

Closing title screen with campus logo and URL

Closing title screen with campus sub-brand signature

VEHICLE SIGNAGE

All official UC San Diego vehicles should bear the university's logo, with or without the department sub-brand signature. One color PMS 2767 is recommended.

These designs can be adapted to a number of vehicle types. For more information, e-mail Assistant Director of Fleet Services Jim Ruby at **jruby@ucsd.edu**.
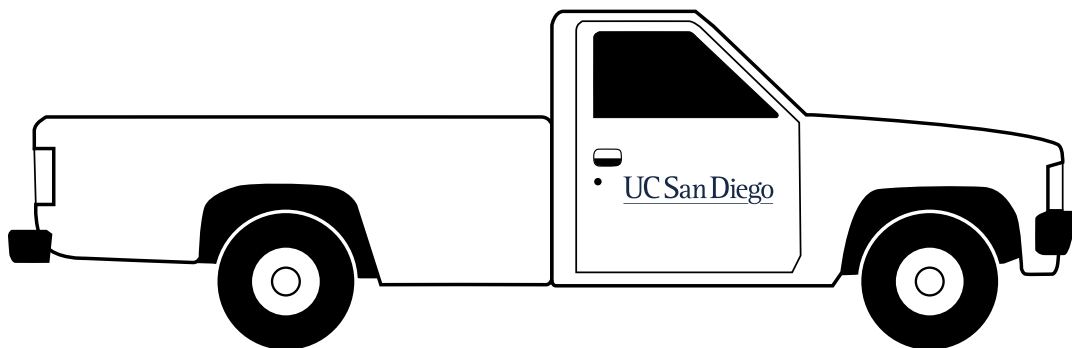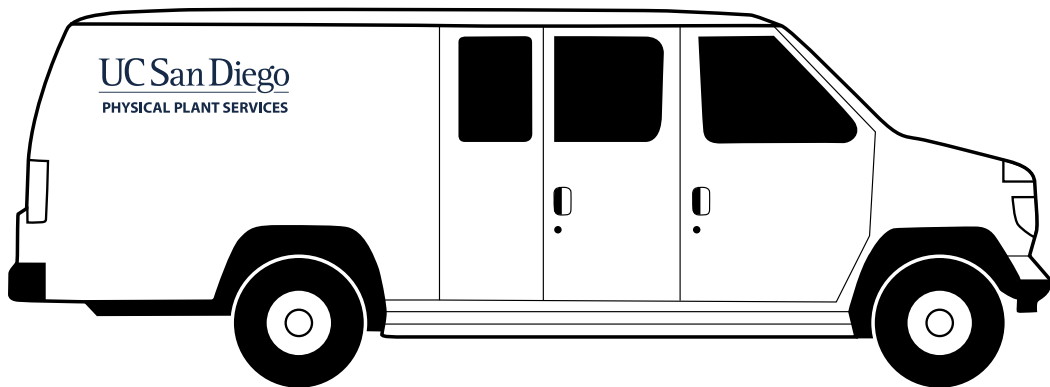
POLICIES

Use of the UC San Diego and University of California Names

Use of the UC San Diego and the University of California (UC) names is regulated by the State of California Education Code Section 92000, as implemented by UC policy, the UC San Diego Brand Guidelines, and UC San Diego policies and procedures. All uses must comply with these laws and policies concerning the use of the UC San Diego and University of California name, logo, seals, trademarks, copyrights, and other proprietary identifiers.

State of California Education Code Section 92000

A. The name "University of California" is the property of the state. No person shall, without the permission of the Regents of the University of California, use this name, or any abbreviation of it or any name of which these words are a part, in any of the following ways:

1. To designate any business, social, political, religious, or other organization, including, but not limited to, any corporation, firm, partnership, association, group, activity, or enterprise.

2. To imply, indicate, or otherwise suggest that any such organization, or any product or service of such organization, is connected or affiliated with, or is endorsed, favored, or supported by, or is opposed by the University of California.

3. To display, advertise, or announce this name publicly at, or in connection with, any meeting, assembly, or demonstration, or any propaganda, advertising, or promotional activity of any kind which has for its purpose or any part of its purpose the support, endorsement, advancement, opposition, or defeat of any strike, lockout, or boycott or of any political, religious, sociological, or economic movement, activity, or program.

B. Nothing in this section shall interfere with or restrict the right of any person to make a true and accurate statement of his or her present or former relationship or connection with, his or her employment by, or his or her enrollment in, the University of California in the course of stating his or her experience or qualifications for any academic, governmental, business, or professional credit or enrollment, or in connection with any academic, governmental, professional, or other employment whatsoever.

C. Every person violating the provisions of this section is guilty of a misdemeanor.

REFERENCES:

UC San Diego Brand Guidelines, **ucpa.ucsd.edu/brand**

A number of sections in the UC San Diego *Policy and Procedure Manual* (Use of the University Name and Seal, Graphic Identity and Trademarks) are under review and will be available once approved.
See **adminrecords.ucsd.edu**.

CONTACTS

BRAND GUIDELINES:

Creative Services and Publications
Matt Hale, Executive Director
ucpa-brand@ucsd.edu
(858) 534-7279

University Communications
Jeff Gattas, Executive Director
jgattas@ucsd.edu
(858) 822-6914

POLICIES:

Policy and Records Administration
Paula Johnson, Director
pjjohnson@ucsd.edu
(858) 534-2552

CAMPUS SIGNAGE:

Physical and Community Planning
Todd Pitman, Assistant Director/Campus
Landscape Architect
tdpitman@ucsd.edu
(858) 822-3791

CAMPUS VEHICLE SIGNAGE:

Fleet Services
Jim Ruby, Assistant Director
jruby@ucsd.edu
(858) 534-8848

**TRADEMARK AND LICENSING
MERCHANDISE, PROMOTIONAL ITEMS:**

**UC San Diego Bookstore Office of
Trademark and Licensing**
Thomas Bonetati, Director
tbonetati@ucsd.edu
(858) 822-6950

INTERCOLLEGIATE ATHLETICS:

UC San Diego Tritons
Ken Grosse, Senior Associate Athletics
Director
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INVITATIONS AND SPECIAL EVENTS:

Special Events and Protocol
Judy Lane, Executive Director
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UC SAN DIEGO HEALTH IDENTITY:

**UC San Diego Health Marketing and
Communications**
Kim Kennedy, Executive Director
k2kennedy@ucsd.edu
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**STATIONERY AND BUSINESS
CARD ORDERING:**

Imprints
Rae Gomez, Customer Service Representative
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**USE OF THE UC SAN DIEGO NAME
AND IMAGERY:**

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COPYRIGHT RESOURCES:

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