**BRAND IDENTITY GUIDELINES**
July 27, 2022

UC San Diego

UNIVERSITY OF CALIFORNIA 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.

BRAND STORY

# 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 can't.

### How we do it

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

### Why we do it

We care deeply about our community, our nation and the world — and we believe that the best way to make them better is to apply our inquisitive, passionate and progressive approaches to education, research and health care.

# KEY STRENGTHS
## WHO WE ARE

We're a member of a storied university system, but we're a prestigious and distinctive powerhouse in our own right.

**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 point of view 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 person (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.

*"Six 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 three 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 **brand.ucsd.edu/logos-and-brand-elements/use-of-the-university-name**.

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 they know and believe 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 materials.

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 logo.
- **Do not** stretch or change the proportions of the logo.
- **Do not** rearrange or overlap components of the logo.
- **Do not** alter the weight of the logo.

## 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 line. 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.

- **Do not** deviate from 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

PMS 2767 — UC San Diego

Black — UC San Diego

White — UC San Diego

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

**Pantone 1245**
C6 M35 Y99 K18
R200 G147 B19
#C69214

# LOGO
## USAGE

### Logo Size

The logotype and rule line must always maintain the same size relation. In most cases, 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.
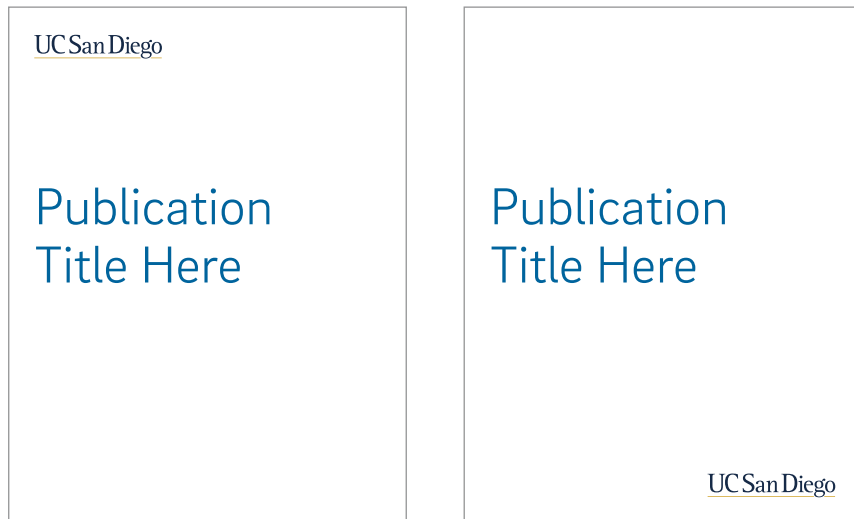
**UC San Diego**

## 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**
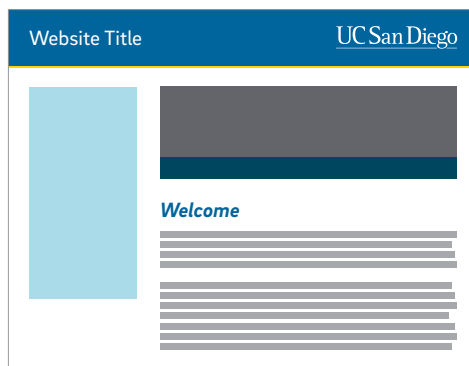
# **LOGO**
# SUB-BRAND LOGOS

UC San Diego is a large, diverse and structurally complex institution. To unify the university's many academic, research and administrative units, we have created a system of sub-brand logos. Sub-brands 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 logo, please contact University Communications at **brand@ucsd.edu. Units may not design their own sub-brand logo.**

### Do you really need your own logo or symbol?

Separate or unique logos for your unit, department or project are often unnecessary and can confuse the audience and your message. **Academic, administrative, research and support units may not create, commission or adopt individual 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 logo.

For help developing your unit's brand, please contact University Communications at **brand@ucsd.edu**.

Department
sub-brand

**UC San Diego**
**STUDENT AFFAIRS**

Department
sub-brand on
two lines

**UC San Diego**
**CENTER FOR ASTROPHYSICS**
**AND SPACE SCIENCES**

Academic
division with
department
sub-brand

**UC San Diego**
**JACOBS SCHOOL OF ENGINEERING**
Computer Science and Engineering

*Sub-brand requests: Contact*
*University Communications at*
*brand@ucsd.edu to request a*
*sub-brand logo for your unit.*

# LOGO
CO-BRANDING

## Partner Logos

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. 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.

**UC San Diego** | **PARTNER 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 listed separately in text, either below the logo or to the right separated by a rule line. **Do not use multiple sub-brand logos together.**

**UC San Diego**

**Arts and Humanities**
**Jacobs School of Engineering**
**Physical Sciences**

**UC San Diego** | **BIOLOGICAL SCIENCES**
**PHYSICAL SCIENCES**
**THEATRE AND DANCE**

# 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 University Communications at **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 LOGOS

### Health Sciences

The Vice Chancellor for Health Sciences oversees both the university's clinical enterprise and its medical schools. The Health Sciences logo is intended for use by the vice chancellor's office and for entities that serve both the clinical and academic enterprises.

**UC San Diego**
Health Sciences

### UC San Diego Health: Clinical

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.

Branding for UC San Diego Health is managed by Health Marketing and Communications. For more information or to request a UC San Diego Health logo, go to **pulse.ucsd.edu/brand** or email **healthbrand@ucsd.edu**.

**UC San Diego Health**

### Academic Medicine

The below sub-brand logos for the university's medical schools (UC San Diego School of Medicine, UC San Diego Skaggs School of Pharmacy and Pharmaceutical Sciences and UC San Diego Herbert Wertheim School of Public Health and Human Longevity Science) are applied to entities that are solely affiliated with the academic enterprise.

All print and digital media designs for academic medicine should follow the guidelines in this document.

To request a School of Medicine, Skaggs School or Wertheim School logo, please contact University Communications at **brand@ucsd.edu.**

School of
Medicine
sub-brand

## UC San Diego
### School of Medicine

Skaggs
School
sub-brand

## UC San Diego
### Skaggs School of Pharmacy and Pharmaceutical Sciences

School of
Public Health
sub-brand

## UC San Diego
### Herbert Wertheim School of Public Health and Human Longevity Science

# UC SAN DIEGO
# COLLEGE LOGOS

Our students are proud of their colleges. So proud, in fact, that each of the seven 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 the predominant brand.

The college logos may be used in print and digital media produced by and for the colleges and should be accompanied by the UC San Diego logo in most cases.

### College Colors

Each college has its own unique college color, identified on the following page. In most cases, these colors should be applied to the college logo. While the college colors may be included as an accent in collateral, the dominant color scheme should use campus brand colors. Some exceptions may be granted for imprinted products, such as apparel. All other design elements, such as typefaces, graphics and the UC San Diego logo, should follow the guidelines in this document.

### Co-Branding Colleges

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
co-brand

**Revelle College**
Pantone 287

**John Muir College**
Pantone 343

**Thurgood Marshall College**
Pantone 7621

**Earl Warren College**
Pantone 216

**Eleanor Roosevelt College**
Pantone 646

**Sixth College**
Pantone 321

**Seventh College**
Pantone 7550

*Questions about college branding?*
*Contact University Communications*
*at **brand@ucsd.edu** with questions*
*about college branding or to*
*request assets.*

# UC SAN DIEGO
## ATHLETICS LOGOS

With a proud tradition of academic and athletic excellence, UC San Diego Athletics plays an important role in increasing our visibility on a local, regional, national and global scale. A consistent brand is therefore essential to help define and reinforce who we are.

The UC San Diego  Athletics marks are primarily used to represent UC San Diego Athletics. They can also be used in student- and spirit-related applications. These marks are not to be used in place of the UC San Diego logo as an official identifier of the campus.

# ADDITIONAL
# **CAMPUS LOGOS**

### The Preuss School UC San Diego Logo

The Preuss School UC San Diego is a unique charter middle and high school for low-income students who strive to become the first in their families to graduate from college. The Preuss School logo is the primary graphic identifier of the school and is intended for use in print, web, video and all other mediums produced by and for the school.

For more information about The Preuss School brand, please contact University Communications at **brand@ucsd.edu**.

*The*
# Preuss
# School
## UCSanDiego

### 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 and/or marketing, contact Scripps Communications at **scrippsnews@ucsd.edu.**

# ADDITIONAL
# **CAMPUS LOGOS**

## Birch Aquarium Logo

Birch Aquarium at Scripps is the public exploration center for the world-renowned Scripps Institution of Oceanography. The Birch Aquarium logo is the primary graphic identifier of the aquarium and is intended for use in print, web, video and all other mediums produced by and for the aquarium.

For more information about the Birch Aquarium brand, please contact Senior Graphic Designer Jordann Tomasek at **jtomasek@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.

**Brand toolkit:** *Download color palettes, graphic elements and more at* **brand.ucsd.edu/downloads.**

# 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.

# 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 and digital applications.
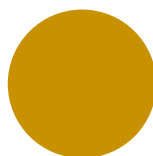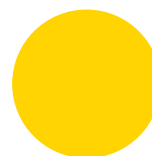
## CORE COLORS

**Pantone 2767**
C100 M86 Y42 K42
R24 G43 B73
#182B49
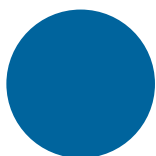
**Pantone 3015**
C100 M35 Y3 K21
R0 G98 B155
#00629B

**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**
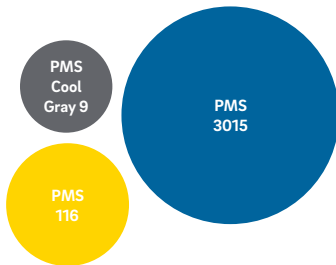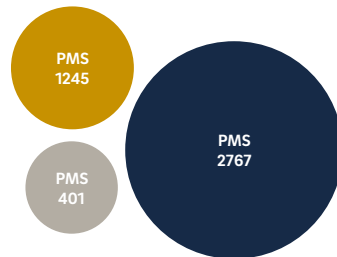C10 M11 Y17 K27
R182 G177 B169
#B6B1A9

## METALLIC

**Pantone 871**
*Use this for special and/or formal occasions.*

Your choice of colors should always include blue. For a secondary color, choose yellow or another blue. Other colors are meant to be accents and should not be the dominant color. Below are some examples.
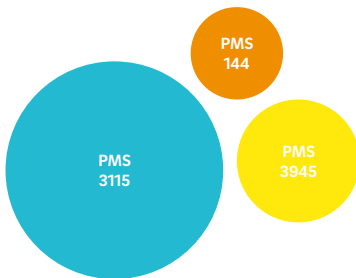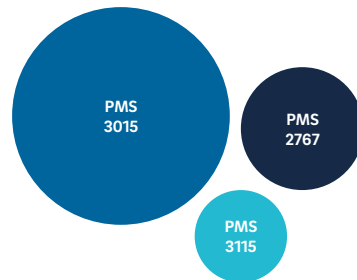
**EVERYDAY**

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 typeface 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. Source Sans Pro, Myriad Pro and Calibri are acceptable substitutes if you cannot obtain a license for Brix. Source Sans Pro is available through Google Fonts. Myriad Pro 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 Pro (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 —

### Did You Know
The University of California San Diego was founded in 1960.

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.

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

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

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

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

Chronicle Display Extra Light
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Chronicle Display Light
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

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

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

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

**Chronicle Display Black**
**ABCDEFGHIJKLMNOP**
**QRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**123456789!@#$%^&*()-=_+**

# **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 media gallery at **ucsandiego. photoshelter.com.** For special photo requests, please contact University Communications 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, 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.
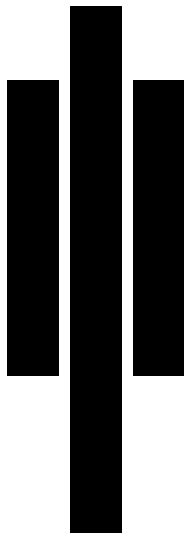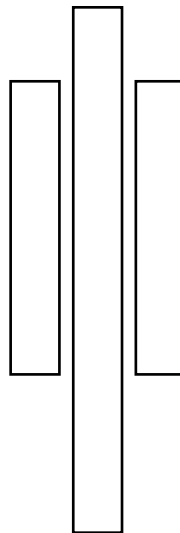
# **GRAPHICS** TRIDENT

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. **This graphic is not a replacement for the UC San Diego logo.** Suggested treatments are shown on the following page.
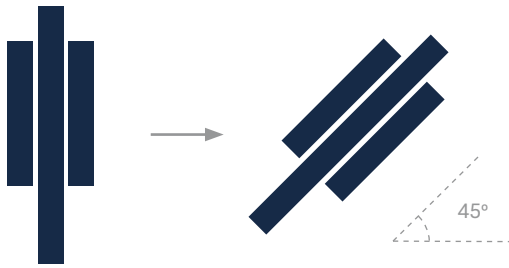


Solid

Line Art

## ROTATING

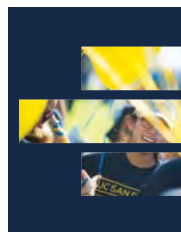The graphic can be rotated in 45° increments, creating movement and interest.

45°

## MAGNIFYING

The graphic can be cropped large or small and works best when all three stripes are visible.

## CONTRAST

The trident can be used as a bold color contrast or a subtle background texture.

## PHOTO CROP

Use as a way of cropping photos.

*See examples of use in the "Brand Applications" section of this guide.*
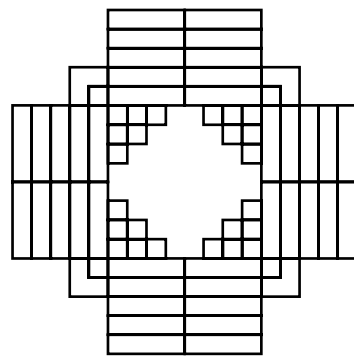
# **GRAPHICS** LIBRARY

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 University Communications at **brand@ucsd.edu**.
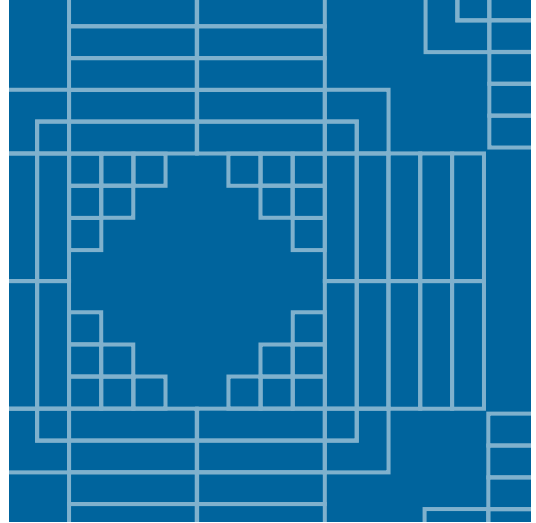


Solid
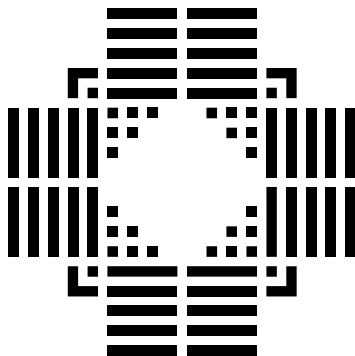


Line Art

**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*
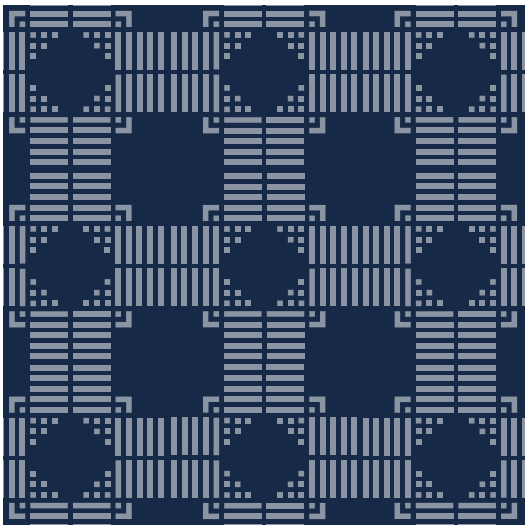
**MAGNIFIED LINE ART**

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.
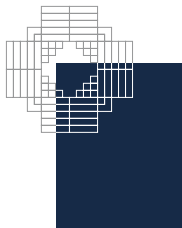
**MAGNIFYING**
Use only a portion of the line art and magnify.
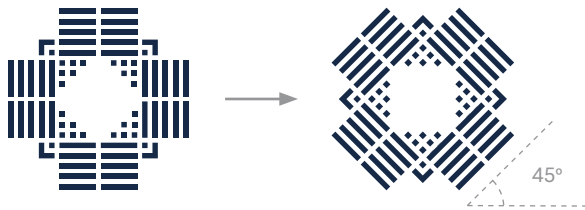
**ROTATING**
The graphic can be rotated in 45° increments, creating movement and interest.

45°
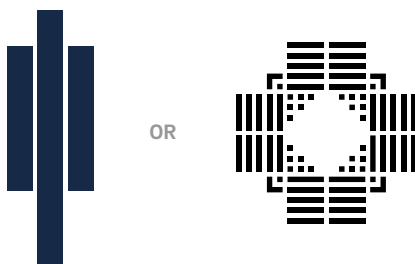
**NO COMBINING**
The trident and library graphics should not be used together in the same visual field.

OR

*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* **brand.ucsd.edu**. *Check back often for updates and additions.*

# PRINT

# Canyonview Aquatic Center

**GENERAL HOURS AND SALES DESK**

Monday-Friday  |  9 a.m.-8 p.m.
Saturday-Sunday  |  11 a.m.-4 p.m.

**SUMMER HOURS**

Monday-Sunday  |  11 a.m.-4 p.m.

UC San Diego

Color

PMS 3015          White

Background element



UC San Diego logo in
bottom right

Brix Sans

# 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 in the masthead on all campus websites. In most cases, the site name should be in the top left and the campus logo in the top right.

## Web Colors

Most of our campus brand colors are suited for web (see "Colors" in the "Brand Elements" section of this guide for Hex and RGB codes). For recommended color combinations, check out our web color accessibily chart at **brand.ucsd.edu/using-the-brand/web.**

## Type

UC San Diego's primary typeface, Brix Sans, is available as a webfont from myfonts.com. If you are unable to purchase a license for Brix, the recommended substitute is Roboto. Roboto is available for free through Google. It is also the font used in the latest campus web templates provided by IT Services. A traditional webfont stack (i.e. Helvetica Neue, 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.**

## Campus Content Management System (CMS)

IT Services offers a free content management tool to manage your campus website. The templates, based on the image-rich ucsd.edu site, feature an easy-to-use modular design and are fully responsive. Visit **blink.ucsd.edu/technology/websites/cms** to learn more about available templates.

Campus CMS example
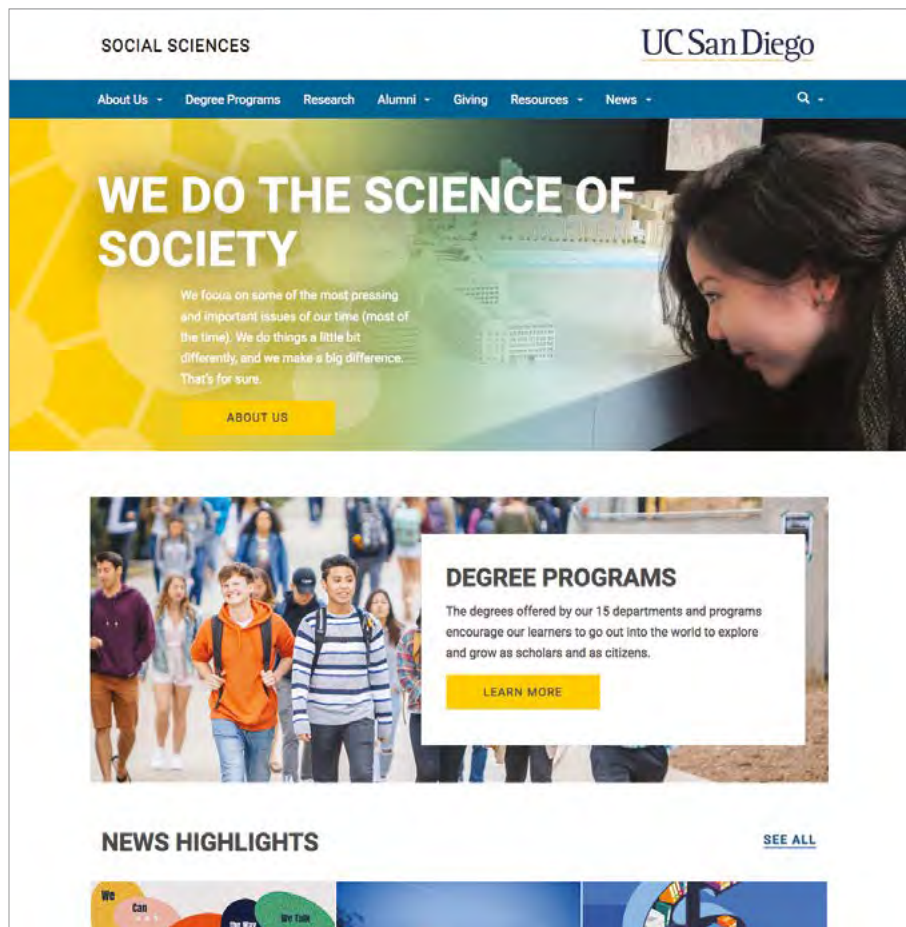


*Ready to get started?*
*Visit **blink.ucsd.edu/technology/websites/cms** to learn more about the campus CMS or request a site.*

# 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

**UC San Diego**

admissions.ucsd.edu

Closing title screen with
campus logo and URL

**UC San Diego**
**BIOLOGICAL SCIENCES**

Closing title screen with
campus sub-brand signature

*Need videography?* *For information on videography services and the campus braodcast studio, please contact University Communications at* *ucpa-pv@ucsd.edu.*

# 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, email Assistant Director of Fleet Services Gregory Nishihira at **gnishihira@ucsd.edu**.
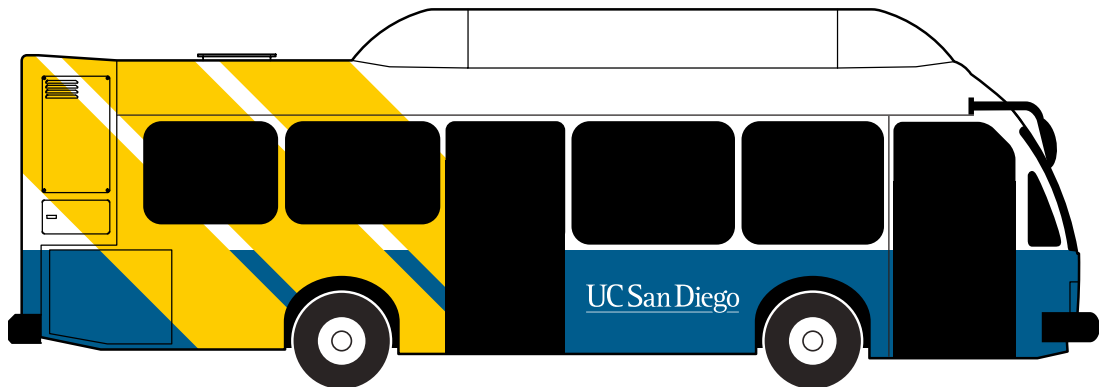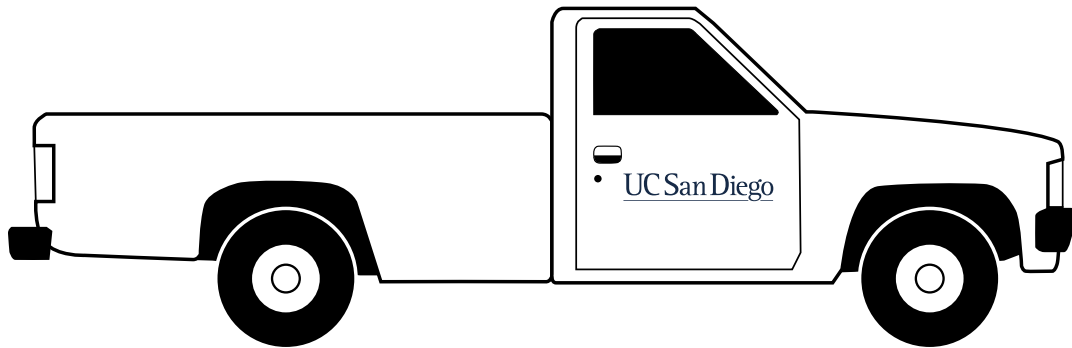
# CAMPUS STATIONERY
## BUSINESS CARDS

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

**Joe Triton, PhD**
Title, Department
Third line
Fourth line
Fifth line
Sixth line
Seventh line

Tel: (858) 000-0000
Fax: (858) 000-0000
jtriton@ucsd.edu
department.ucsd.edu
Fifth line
Sixth line
Seventh line

2

**UC San Diego**

**Joe Triton, PhD**
Title, Department
Third line
Fourth line

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

Tel: (858) 000-0000
Fax: (858) 000-0000
jtriton@ucsd.edu
department.ucsd.edu

3

**UC San Diego**

**Joe Triton, PhD**
Title, Department
Third line
Fourth line

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

Tel: (858) 000-0000
Fax: (858) 000-0000
jtriton@ucsd.edu
department.ucsd.edu

4

**UC San Diego**
**DEPARTMENT NAME**

**UC San Diego**

**Joe Triton, PhD**
Title, Department
Third line
Fourth line

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

Tel: (858) 000-0000
Fax: (858) 000-0000
jtriton@ucsd.edu
department.ucsd.edu

# CAMPUS STATIONERY
## LETTERHEAD AND ENVELOPES

### Letterhead

There are two versions of letterhead and matching #10 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

Department Name

9500 Gilman Drive # 0000
La Jolla, California 92093-0000
Tel: (858) 534-0000
Fax: (858) 534-0000
website.ucsd.edu

UC system #10 envelope

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

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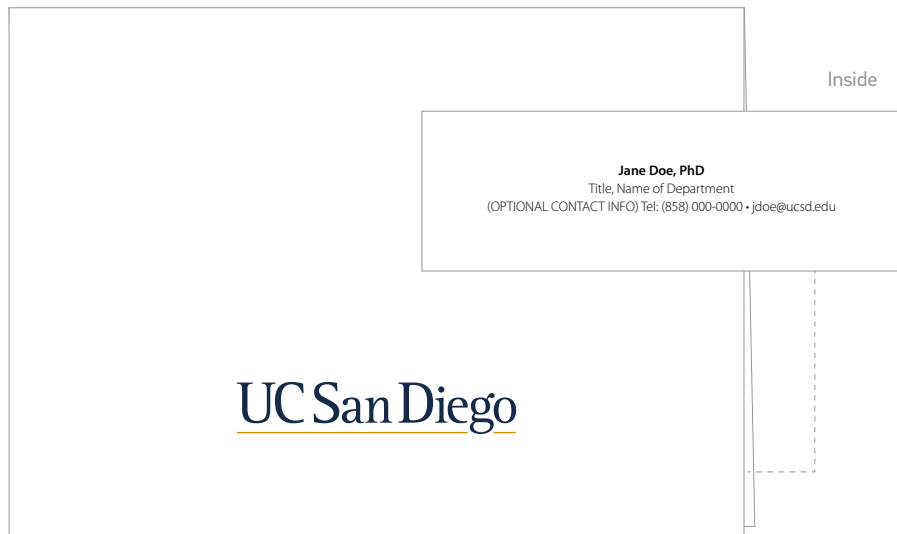Tel: (000) 000-0000 • Fax: (000) 000-0000 • jdoe@ucsd.edu • deparmenturl.ucsd.edu

# **CAMPUS STATIONERY**
## NOTECARDS

Flat and folded notecards and matching envelopes are available.

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

Folded
notecard

Inside

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

UC San Diego

Flat
notecard

UC San Diego

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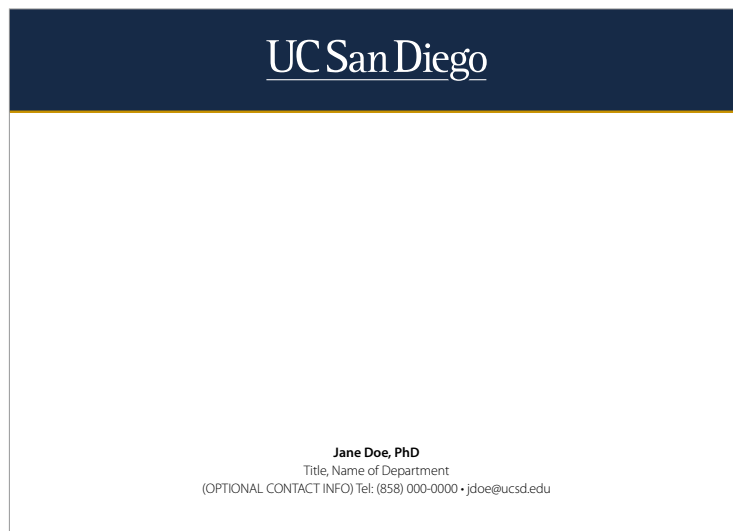
# POLE BANNERS

The purpose of UC San Diego light-pole banners is to create a sense of place by promoting the campus brand, identity and events sponsored by our schools, colleges, departments and major auxiliary units.

## Banner Approval Process

Requests for pole banners will be limited to specific areas and must be approved by University Communications prior to installation. For the complete approval process, visit **brand.ucsd.edu/using-the-brand/pole-banners.**

All designs will be reviewed by University Communications for compliance with the following specifications:

- **PURPOSE:** Acceptability or appropriateness of content and message. The banner should support the campus's mission and have campuswide appeal.
- **EXECUTION:** Acceptability of the proposed graphic design, including the use of the approved templates and adherence to UC San Diego brand guidelines (presentation of the campus name, use of trademarks, etc.).
- **AVAILABILITY:** Reasonability of the location request. Locations should be within the designated zones and are evaluated with other requests for pole banners in similar locations at the same time.
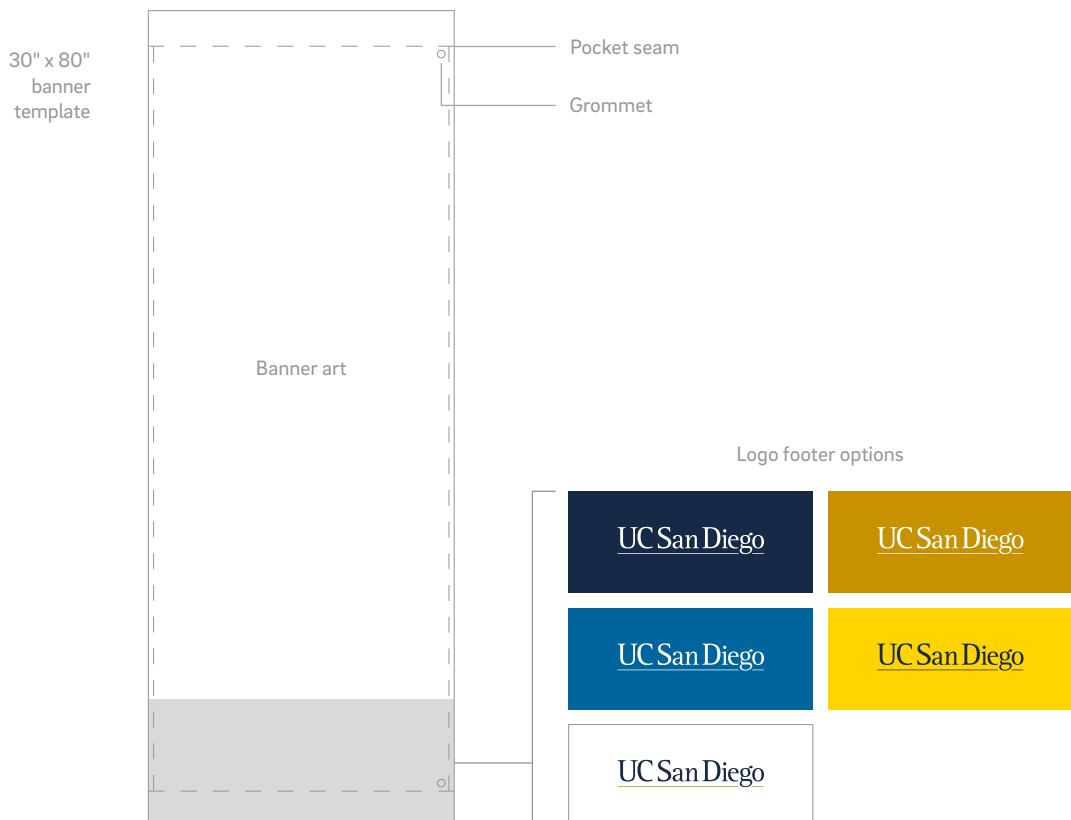
## Design Specifications

Use the approved design templates. Templates are available under the Design section at **brand.ucsd.edu/using-the-brand/pole-banners.**

- For poles lower than 20 feet: **20" wide by 54" high**
- For poles higher than 20 feet: **30" wide x 80" high**
- Dimensions include allowance for a **3.5" pocket** for installation at the top and bottom of the banner.
- Banners are printed on both sides. The design can differ on the front and back.

## Design Recommendations

- **Create simple designs.** Limit the amount of type and image(s) for the clearest communication. A short message in large type achieves the best legibility at a glance.

- **Keep designs consistent.** An installation may display two different designs, but they must be thematically and visually coordinated.

- **Use the approved templates.** The UC San Diego logo must appear in a consistent form and location within the layout of the banner (see below).

- **Follow the campus brand guidelines.** All designs should follow brand guidelines regarding color, type, etc.

30" x 80" banner template

Pocket seam

Grommet

Banner art

Logo footer options

UC San Diego

UC San Diego

UC San Diego

UC San Diego

UC San Diego

# TRADEMARKS AND LICENSING
## OVERVIEW

A trademark is a word, symbol, design, combination of words and design, slogan or even a distinctive sound that identifies and distinguishes the goods or services of one party from those of another.

All variances of names and visual representations of the University of California San Diego are considered university and campus trademarks.

The following pages cover the licensing requirements for imprinted products, apparel and merchandise (T-shirts, water bottles, pens, tote bags, stickers, etc.). Websites, digital graphics, videos and printed paper collateral (brochures, flyers, posters, etc.) are exempt.

### UC San Diego Trademarks

UC San Diego's trademarks include — but are not limited to — the following marks and names:

| TRADEMARKS (TM) | REGISTERED TRADEMARKS (®) |
|---|---|
| • Campus name | • UC San Diego seal |
| • UC San Diego logo | • UC San Diego Tritons logo |
| • UC San Diego unit sub-brand logos | • Tritons |
| • UC San Diego Athletics logo | |
| • UC San Diego Health logo | |
| • Scripps Institution of Oceanography logo | |
| • Birch Aquarium at Scripps logo | |
| • UC San Diego college logos | |

For a full list, visit **brand.ucsd.edu/using-the-brand/trademarks-licensing.**

## Design Expectations

All brand guidelines regarding logo use, color, spacing, etc. should be followed when designing imprinted products:

- The campus logo should be included on all imprinted products.

- The logo does not need to be the most dominant element, but it should be prominent enough to clearly communicate a connection to campus.

- For academic and administrative units, the UC San Diego logo is always preferred over UC San Diego Athletics logos or setting the campus name in regular type.

- Where the campus name appears in text, use UC San Diego, not UCSD.

- When the campus name or marks are used on imprinted products, they must be accompanied by the appropriate trademark symbol (TM or ®).

- Since the campus logo is printed in a range of sizes, the TM is best applied during the design process. The designer of the piece is responsible for adding these marks (in many cases, the vendor is the designer).

UC San Diego™

For the UC San Diego logo or name, the TM is placed to the bottom right of the "o."

For the UC San Diego seal, the ® is placed to the bottom right of the seal.

# TRADEMARKS AND LICENSING
## PROCESS

### Ordering Branded Products

All vendors for imprinted items must be licensed through CLC, a collegiate licensing agency. Licensing protects the UC San Diego brand and minimizes the risk of using a vendor whose business practices counter the UC Code of Conduct. You can view a list of licensed vendors at **clc.com/license-search** (select UC San Diego in the drop-down menu).

- Licensing through CLC is separate from vendor listings in Oracle, which approves vendors for services and nonbranded goods.
- Vendors can get licensed at **clc.com/get-licensed.**

### Art Review

Before printing a branded product, all licensed vendors are required to submit art for review and approval. Review adds time to the overall approval and manufacturing process, so please plan accordingly.

**STEP 1:** The licensed vendor submits art through CLC's web portal for review.

**STEP 2:** The art is reviewed for proper use of campus logos and trademarks.

- The Office of Trademark and Licensing reviews for appropriate trademark symbols.
- University Communications reviews for brand consistency.

**STEP 3:** If art is disapproved, the vendor contacts the customer to resolve any design issues. Revised art is resubmitted.

**STEP 4:** Once art is approved, the vendor can print the product.

*Questions? For inquiries related to licensing, contact the UC San Diego Office of Trademark and Licensing at UCSDLicensing@ad.ucsd.edu.*

POLICIES AND
CONTACTS

# 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**.

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