THE CAMPAIGN FOR UC SAN DIEGO
BRAND GUIDELINES

December 13, 2017

UNIVERSITY OF CALIFORNIA SAN DIEGO

The Campaign For

UC San Diego

THE CAMPAIGN FOR UC SAN DIEGO
AN INTRODUCTION

In launching the Campaign for UC San Diego, an ambitious, comprehensive $2 billion fundraising effort, our goal was simple: secure the philanthropic resources necessary to drive innovation that advances society, expand the donor base, create a culture of philanthropy, and ultimately help solve the world's most pressing problems.

To accomplish this, we must consistently produce attention-grabbing, thought-provoking campaign communications that inspire people to give. Consider these guidelines your tool kit in achieving continuity across our various touch points. By applying consistent verbal and visual elements that demonstrate our unique approach to problem-solving, we can inspire transformative change.

CAMPAIGN
THEME

Continue the nontradition.

This playful verbal twist on a common phrase embodies just how uncommon we are here at the leading edge of the continent. Where other universities have a tradition, we have a nontradition. (After all, our very founding was an experiment.) Where most academics want to tackle issues, we want to make them one giant nonissue.

In a way, "non" is the glue of our Campaign.

And where "non" could come off as divisive and negative, we flip that prefix on its head, in each creative instance finding a positive new way to approach, well, everything.

This is what will demonstrate our campus's refreshingly unique way of looking at the world. And our curious approach to solving its problems.

Through a blend of bold, smart language; compelling photography; and eye-catching graphics, our communications will creatively push the boundaries of conventional fundraising campaigns—and inspire transformational giving.

In the following pages, you will learn when, where, and how to use these verbal and visual cues across all media.

With your help, we can continue the nontradition that is UC San Diego.

Continue the

non tradi- tion.

CAMPAIGN COMMUNICATION
RULES TO WRITE BY

VOICE
PERSONALITY
AND STYLE

Dare to pull the reader in.

Everything we write, from headlines to body copy, should be unexpected and engaging.

Be human.

We use the first-person point of view whenever possible because our brand is an approachable, personal one.

Be relevant.

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

Be bold.

Don't be afraid to impress our audience. Write directly and confidently about the vision our students and faculty have for changing the world.

Be inquisitive.

We don't always have the answer, and that's a good thing. Our insatiable curiosity is what drives us to push boundaries in our ongoing pursuit of advancing humanity.

Be visionary.

We're changing the world. Let's communicate the impact a gift will make without coming off as too needy.

TONE
ATTITUDE
AND DICTION

Be clever, not funny.

Our goal is to engage philanthropic partnerships and inspire transformative gifts. So let's dazzle our audience with our intellect, not our humor. And while the occasional wordplay can be good, let's avoid coming off as punny.

Be provocative.

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

Be professional.

We're raising $2 billion to drive innovation that will change the world. Let's look and sound the part, while keeping our personality firmly intact.

Stand for something.

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

Embrace the non.

Our Campaign is about the nontradition that is UC San Diego. We approach problem-solving nonconventionally. We push boundaries nonapologetically. We ask questions nonstop. And non, and non, and non, we write.

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.

CAMPAIGN LOGO
OVERVIEW

The name of this fundraising effort is the Campaign for UC San Diego. Below, you will find our campaign logo, a mark that is meant to be applied as a graphic identifier for the campus and university at large. In creating this logo, we've leveraged the equity of our UC San Diego logo and modified it for use in our Campaign. Throughout all campaign communications, this is your mark.

The Campaign For — Campaign line

UC San Diego — Logotype

— Rule line

Campaign Logo Components

The campaign logo has three components: the campaign line, the UC San Diego logotype, and the rule line below the logotype.

- **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 campaign logo are **PMS Cool Gray 9** for the campaign line, **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

The Campaign For
UC San Diego

PMS 2767

The Campaign For
UC San Diego

Black

The Campaign For
UC San Diego

White

The Campaign For
UC San Diego

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

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

Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

CAMPAIGN LOGO
USAGE

Campaign Logo Size

The campaign line, logotype, and rule line must always maintain the same size ratio. The minimum size for the logo print is 1.25 inches wide. The preferred logo width for use on the front of the typical printed piece is 1.5 inches, but it 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 campaign-related websites must include the approved campaign logo. The minimum logo width for all web and digital applications is 150 pixels.

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

The Campaign For
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.
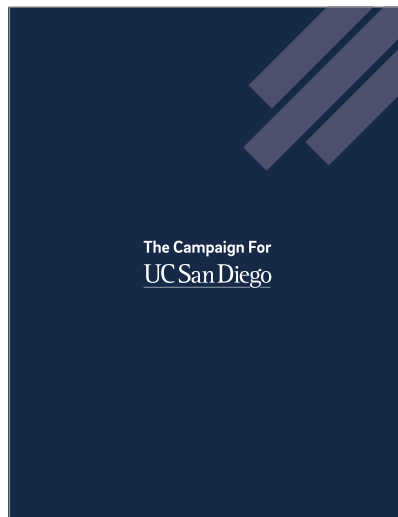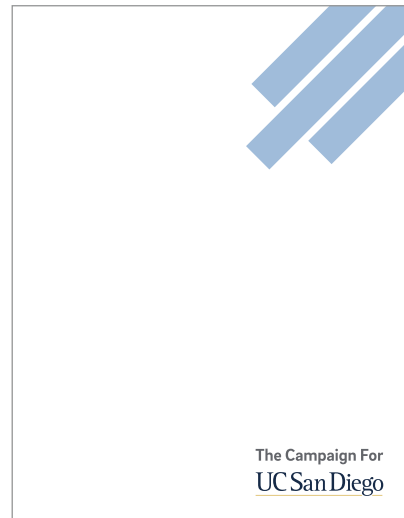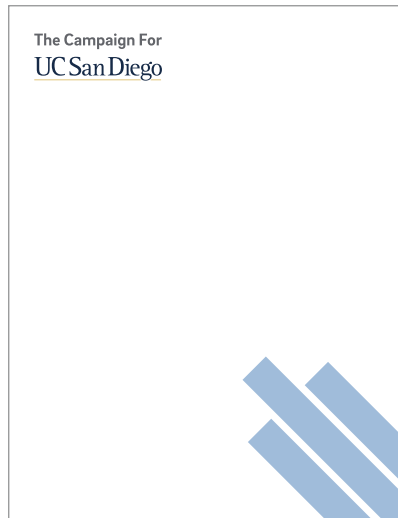
The Campaign For
UC San Diego

Campaign Logo Placement

For printed materials, we recommend placing the campaign logo in the upper-left or lower-right corner of the piece. It can also be centered both horizontally and vertically on the back of a printed piece.

Print examples

The Campaign For
UC San Diego

The Campaign For
UC San Diego

**The Campaign For**
UC San Diego

COLOR PALETTE

The Campaign for UC San Diego uses a simplified palette of our campus brand colors. Tints of these colors can be used as background colors, in the trident graphic, or to place emphasis on certain "non" words. Please refer to the color recommendations below and the application examples at right.
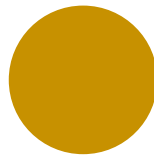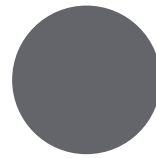
CORE COLORS
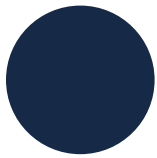
Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49
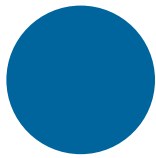
Pantone 3015
C100 M35 Y3 K21
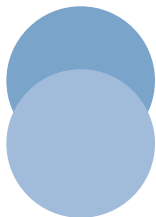R0 G106 B150
#006A96

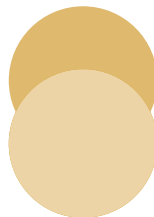**Pantone 1245**
C6 M35 Y99 K18
R198 G146 B20
#C69214

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

Pantone 2767
70%, 35%, and 15%

Pantone 3015
50% and 35%

Pantone 1245
60% and 35%

Pantone Cool Gray 9
70% and 20%

Pantone 2767
100% background
70% "non" word

Pantone 3015
50% background
35% "non" word

Pantone 1245
100% background
60% "non" word

Pantone Cool Gray 9
100% background
70% "non" word

Pantone Cool Gray 9
100% "Continue the" and "tradition"
20% "non" word

Pantone 2767
100% background
70% trident graphic

TYPOGRAPHY
BRIX SANS

Brix Sans is our primary typeface for all campaign headlines.

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

Sample

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
MINION PRO

Minion Pro is our recommended font for all campaign body copy. It is both elegant and versatile.

Minion is available in both text and display versions. In most cases, use the text version when setting body copy. Never use Minion in headlines: a sans serif such as Brix is more reflective of the campus.

Minion is included with a license for Adobe Creative Cloud. If you cannot obtain a license for Minion, then Cambria is an acceptable substitute. Cambria is included with Microsoft Office.

Sample

In our relatively short history, we've developed a heritage of pursuing the greater good in most unconventional fashion. How? By approaching complex issues with wholly unexpected solutions. Like using cell phone records to predict and prevent global conflict. And developing clean-burning cookstoves as a means of reversing global warming trends. Through a determined pursuit to spark truly groundbreaking change, UC San Diego has earned recognition by the *Washington Monthly* as the nation's top public university for positive impact for seven consecutive years.

Other noteworthy credentials include a top-15 ranking for research universities worldwide and being named one of America's top 10 public universities. How we've done it is hardly a secret: long before "collaboration" and "multidisciplinary" became academic buzzwords, we were not-so-quietly pioneering those actual practices. With faculty, researchers, and students, leaping forward in unison toward solutions in technology and health care that otherwise might have been missed. But not here, and not with our unorthodox approach.

Minion Pro Regular
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

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

Minion Pro Medium
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Medium Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&()-=_+*

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

Minion Pro Semibold Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

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

Minion Pro Bold Italic
ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

PHOTOGRAPHY
IMAGE STYLE

Nontraditional photography. For us, that means using imagery that's unexpectedly striking. For example, Geisel Library, the La Jolla Project, or a unique view of the world-class research we're doing.

PHOTOGRAPHY
COLOR TREATMENT

All of our photography should radiate warmth; we can't afford to come across as cold, impersonal academics in ivory towers. Also, adding warmth across all photography will give disparate images a cohesive look.
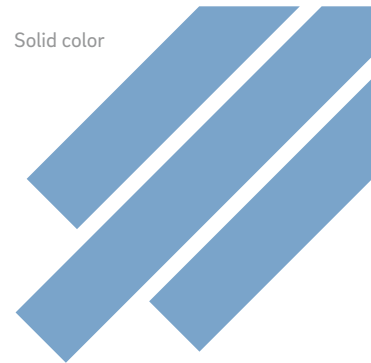
Original

Warmer

Photoshop Filter

Create a new adjustment layer by choosing the photo filter. Set the filter to Warming Filter 81. Choose a density level of 57%. Make sure to check Preserve Luminosity.
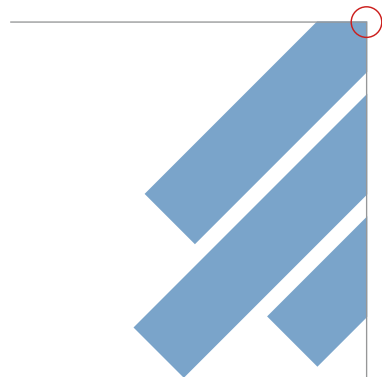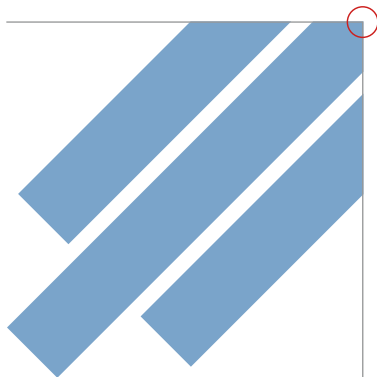
TRIDENT WINDOW

The UC San Diego trident can be used as a window to reveal various campus-related photography or as a solid color.

Photo
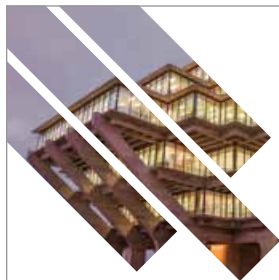
Solid color

Placement

As a rule, each visual should be anchored in one of the four corners of your page layout, with one of the three tines of the trident centered in the corner.

Cropping Images

When cropping imagery, be sure to provide enough context for the visual to be both recognizable and intriguing.

A GRAPHIC CROP
Showcases an intriguing part of Geisel Library without revealing the full spectacle.
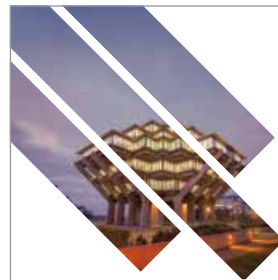
NOT A GRAPHIC CROP
We see Geisel Library in its entirety, leaving no room for discovery.

RIGHT AMOUNT OF CONTEXT
Here, we see enough of the foreground to understand that the structure these people stand atop is the La Jolla Project.

TOO LITTLE CONTEXT
Sometimes tight crops don't provide enough context, and the image loses meaning. Also be aware of placement of people and elements.

"NON" WORDS
OVERVIEW

Our campaign rallying cry is "Continue the nontraditon." Which means you'll be seeing a plethora of "non" words used across all campaign communications. Even in our headlines, "non" will always appear as lower case. To some people, "non" could imply something negative—but to us, "non" represents our unique, nonconventional way of viewing the world, which is always positive. The lowercasing can help alleviate some fear surrounding "non" words, while making us more approachable.

Horizontal "non" type should always be the same size.

Type set in Brix Sans Bold

Continue the nontradition.

"non" should always appear in lowercase and be lighter in color than accompanying headline text.

Main headline should be a 100% tint of a brand color or white.

Headline is left aligned with "non" outdented to the left.

Type is set in
Brix Sans Bold.

When "non" is rotated,
use smaller type for
the surrounding words.

Continue the

non

tradition.

Vertical "non" type
should always be
used larger and feel
more assertive.

"non" should always
appear in lowercase
and be lighter in color
than accompanying
headline text.

Main headline should be a
100% tint of a brand color or
white.

"NON" WORDS
USAGE

Here are some simple rules to help you become more familiar with how you should not use "non" words.

- **Do not** use "non" at 100% opacity of select color value of headline.

- **Use only** specified colors.

- **Do not** capitalize "non."

- **Do not** outline the type.

- **Do not** underline the "non" word.

"Continue the nontradition" is not the campaign logo. Always include the logo on pieces that use "non" words.

Continue the
non**tradition.**

There's something very odd about
our university. Just look around.
Ever since our inception as an
experimental campus, we've looked
at the world through a different lens.
Which comes in handy when your
aspiration is to change the world.
Of course, sheer determination and
an insatiable curiosity alone aren't
enough to keep 40,000 motivated

minds on track to advance humankind.
Which is why the Campaign for
UC San Diego relies on the generous
support of like-minded friends to
help us foster our current and future
generations of world changers.
campaign.ucsd.edu

Established 1960.

non

established

There's something very odd
about our university. Just look
around. Ever since our
inception as an experimental
campus, we've looked at the
world through a different lens.
Which comes in handy when
your aspiration is to change
the world. Of course, sheer
determination and an
insatiable curiosity alone

aren't enough to keep 40,000
motivated minds on track
to advance humankind.
Which is why the Campaign
for UC San Diego relies on the
generous support of like-
minded friends to help us
foster our current and future
generations of world changers.
campaign.ucsd.edu

every year after.

The Campaign For
UC San Diego

CAMPAIGN STATIONERY
LETTERHEAD AND ENVELOPES

For campaign-specific correspondence, we have developed a letterhead suite suitable for both printed and electronic communication. Printed letterhead includes an image of the library cropped with the trident window. The electronic version has been simplified and optimized for use in Microsoft Word.

For information on ordering campaign stationery, contact **campaign@ucsd.edu**.

Campaign letterhead

The Campaign For
UC San Diego

Continue the nontradition.

Campaign #10 envelope

The Campaign For
UC San Diego

University of California San Diego
9500 Gilman Drive # 0937
La Jolla, California 92093-0937

University of California San Diego • 9500 Gilman Drive # 0937 • La Jolla, California 92093-0937
Tel: (858) 246-2400 • campaign@ucsd.edu • campaign.ucsd.edu

Campaign Stationery vs. Campus Stationery

Campaign stationery should be used for campaign or fundraising correspondence. Use official campus letterhead for day-to-day business correspondence.

Campaign
electronic
letterhead

The Campaign For

UC San Diego

March 25, 2017

Joe Triton
123 Ocean Ave.
San Diego, CA 92101

Dear Joe Triton,

Ut que sitam alit magnimo loriatio temque et parum et fuga. Niatia cus.

Tint ma conet rempora ecabore eum, ipsunt et dollaborro doluptat fuga. Ovid quisimpore nis rerendi temporit laccupta none rempor sam, ut est invellam nos es earchitatum etureceaquam audit aut earum ligenda conser-ero vid qui sequo to tem quam, verum harupta testios trumquo quam, cus aut exped quae. At quas re, tem et harum consentiunt volorru ptatuscia qui dolute verum harunt, ipiendi de la non core corepel idipsa vent, auta conseque non pedit adipsanit occum et autaqua menisqui beatur aut et recto volorem quidusam harum et pa cusdae nemqui quia nullo ilita quodis volentur suntur, imolut aboribusam qui qui inctaspitiis sam volorrum es dolorepuda alique nosae sitium corioriam sus con prem into velibus earciat ecusanducius mod evelia delisqui-bus et eictiam harios volest prate moluptas alit, sequibus doluptatur?

Ebis evelitem fugiandam es sendus quat quatius citium dolupta qui te is volorrorit as imus estotatur, non repturi berupis dolorep udaerum est, ut por maxim quam sit aliandiam denimus ex et aborro dolo doloriatem. Neque ipsam que quod ut as eat.

Namusae. Nequunt et esto berum hillabo. Gendi toreperesto tem autem nem quis derem voloreiur mod quis dolore nos untotaq uidendendi volorerum rem que volupta turibusa sit, officiat.

Es int, ipidit dolorib eatempos auda que libeati quodis sus cores et, solorib eationet fugiat arciaerio. Rumquis ape vel min et laut doloruntur si ad exceper sperupt iistrum quam, in re conseque et odia.
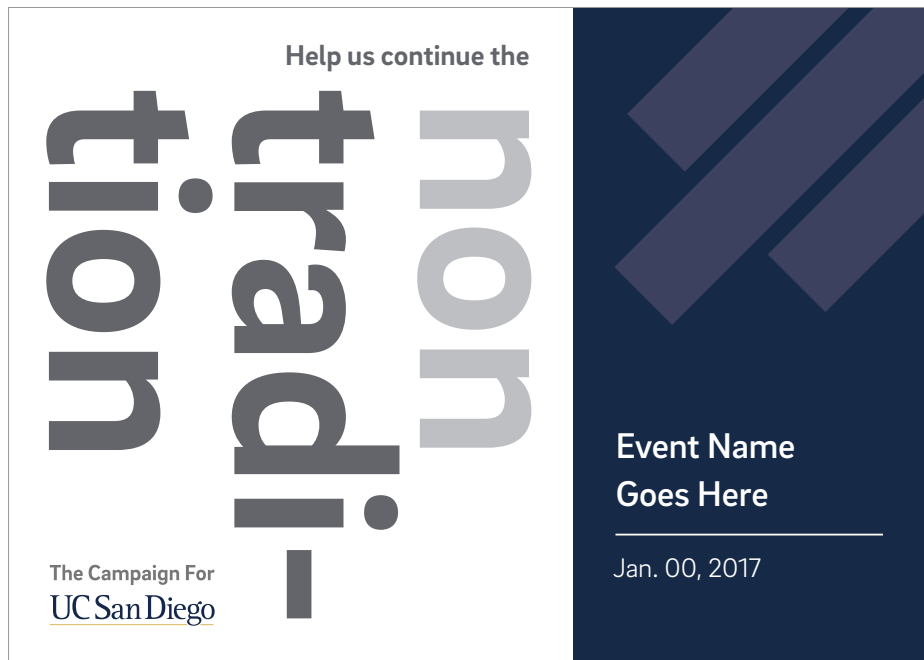
Sincerely,

Roger Revelle

University of California San Diego • 9500 Gilman Drive # 0937 • La Jolla, California 92093-0937
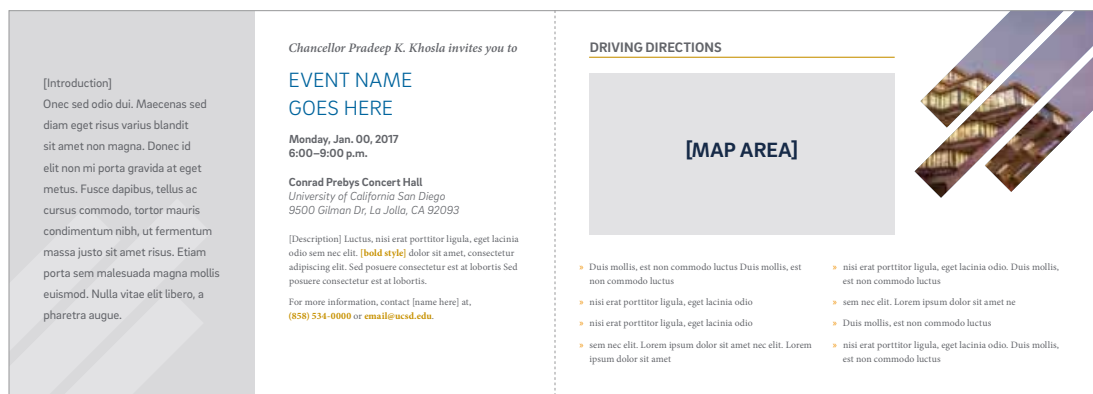Tel: (858) 246-2400 • campaign@ucsd.edu • campaign.ucsd.edu

CAMPAIGN TEMPLATES
PRINTED INVITATIONS

For campaign-related events, we developed an easy-to-customize printed invitation template. To use, contact **campaign@ucsd.edu**.

Invitation front

Help us continue the

tion
tradi-
non

Event Name Goes Here

Jan. 00, 2017

The Campaign For
UC San Diego

Invitation inside

[Introduction]
Onec sed odio dui. Maecenas sed diam eget risus varius blandit sit amet non magna. Donec id elit non mi porta gravida at eget metus. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Etiam porta sem malesuada magna mollis euismod. Nulla vitae elit libero, a pharetra augue.

Chancellor Pradeep K. Khosla invites you to

EVENT NAME GOES HERE

Monday, Jan. 00, 2017
6:00–9:00 p.m.

Conrad Prebys Concert Hall
University of California San Diego
9500 Gilman Dr, La Jolla, CA 92093

[Description] Luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. **[bold style]** dolor sit amet, consectetur adipiscing elit. Sed posuere consectetur est at lobortis Sed posuere consectetur est at lobortis.

For more information, contact [name here] at, **(858) 534-0000** or **email@ucsd.edu.**

DRIVING DIRECTIONS

[MAP AREA]

* Duis mollis, est non commodo luctus Duis mollis, est non commodo luctus
* nisi erat porttitor ligula, eget lacinia odio
* nisi erat porttitor ligula, eget lacinia odio
* sem nec elit. Lorem ipsum dolor sit amet nec elit. Lorem ipsum dolor sit amet

* nisi erat porttitor ligula, eget lacinia odio. Duis mollis, est non commodo luctus
* sem nec elit. Lorem ipsum dolor sit amet ne
* Duis mollis, est non commodo luctus
* nisi erat porttitor ligula, eget lacinia odio. Duis mollis, est non commodo luctus

CAMPAIGN TEMPLATES
ELECTRONIC INVITATIONS

Electronic invitation templates are available using Campaign Monitor. To get started, contact **campaign@ucsd.edu**.

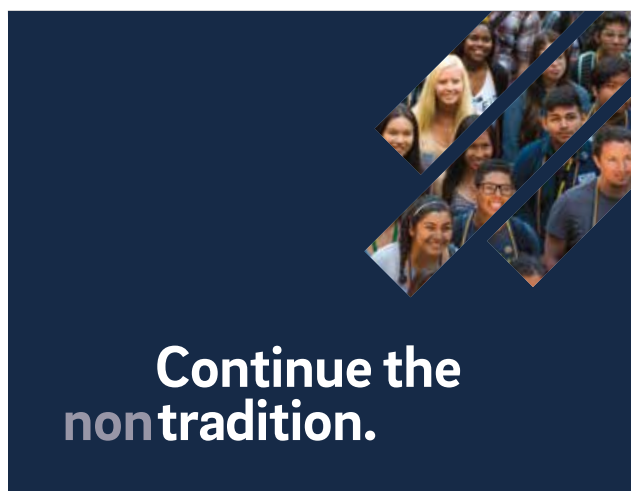Invitation
front

CAMPAIGN TEMPLATES
NOTE CARDS

Folded note cards and matching envelopes are available in several sizes and styles. To use, contact **campaign@ucsd.edu**.
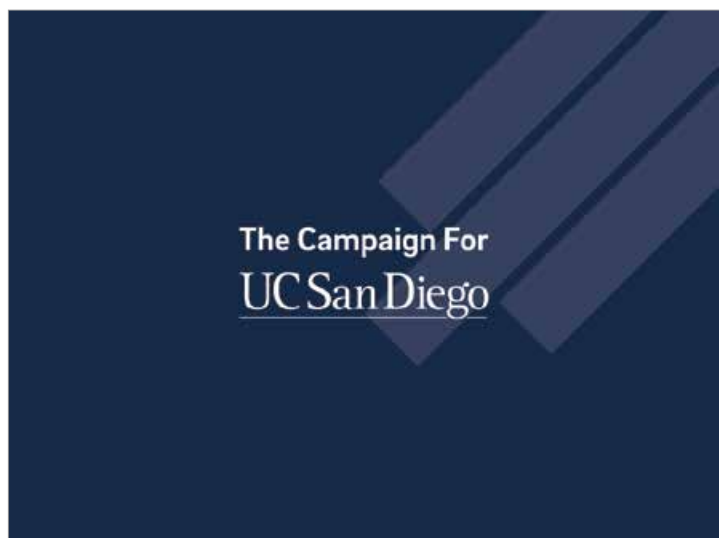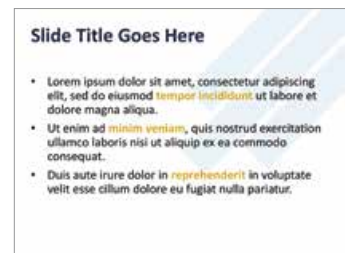
A6 folded
thank you
card front

The Campaign For
UC San Diego

Thank you

Inside
message

Thank you for helping us continue the nontradition.
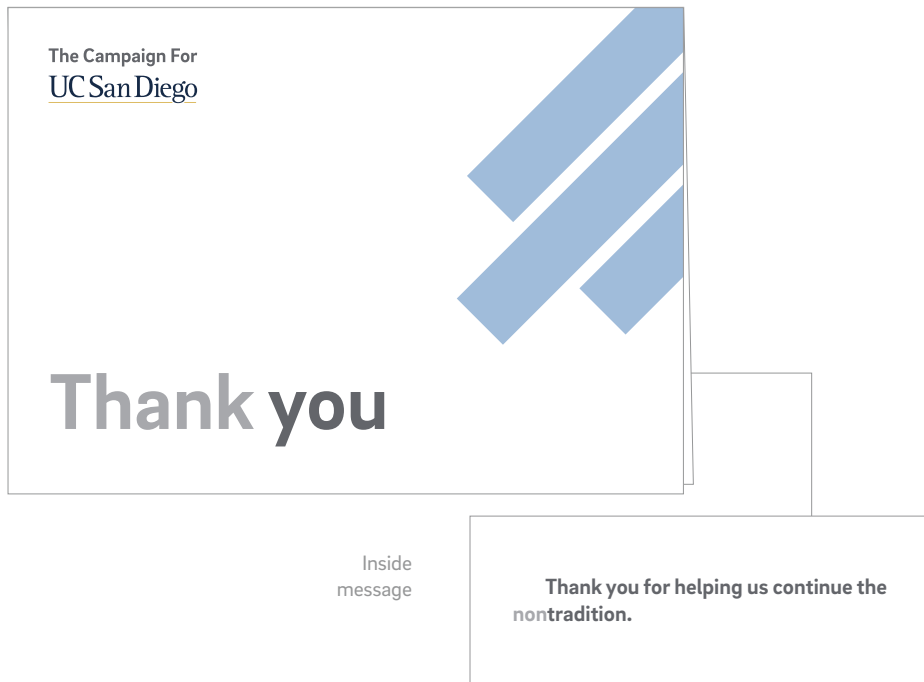
A2 folded
note card
front

Continue the nontradition.

CAMPAIGN TEMPLATES
POWERPOINT PRESENTATIONS

Campaign-themed PowerPoint templates are available for download at **ucpa.ucsd.edu/brand/campaign/toolkit**.

PRINTED COLLATERAL

Below are examples of printed pieces using the campaign brand. For help creating custom collateral pieces, contact **campaign@ucsd.edu**.

Case for Support folder and Unit Case one-sheets

Direct mail: *the book of non*

Pole banner

continue the

non

tradition

The Campaign For

UC San Diego

ADVERTISING

Below are examples of print and digital advertising for the Campaign. For more information on our advertising efforts, contact **ucpa-brand@ucsd.edu**.
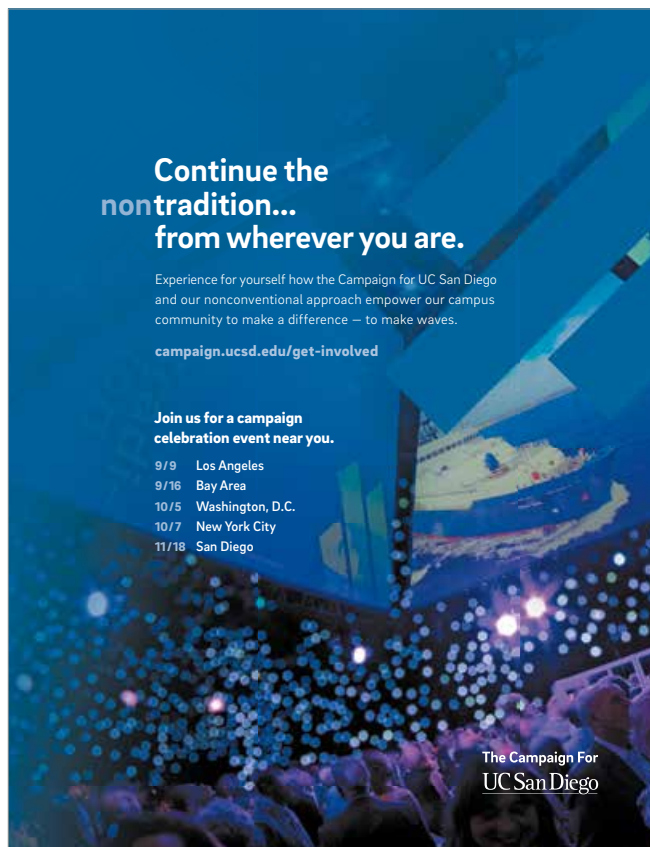
Two-page campaign announcement ad

Continue the non tradition

In our relatively short history, we've developed a heritage of pursuing the greater good in a most unconventional fashion. You could even say our most cherished tradition is never blindly following tradition. Something that comes in handy when you want to change the world. Of course, sheer determination and insatiable curiosity alone aren't enough to keep 40,000 motivated minds on track to advance humankind. And so the Campaign for UC San Diego relies on the generous support of alumni and friends to help foster our current and future generations of artist, thinkers, and tinkerers. Join us. **campaign.ucsd.edu**

The Campaign For
UC San Diego

One-page campaign
event ad

Digital ads

Continue the nontradition... from wherever you are.

Experience for yourself how the Campaign for UC San Diego and our nonconventional approach empower our campus community to make a difference — to make waves.

campaign.ucsd.edu/get-involved

Join us for a campaign celebration event near you.

9/9	**Los Angeles**
9/16	**Bay Area**
10/5	**Washington, D.C.**
10/7	**New York City**
11/18	**San Diego**

The Campaign For
UC San Diego
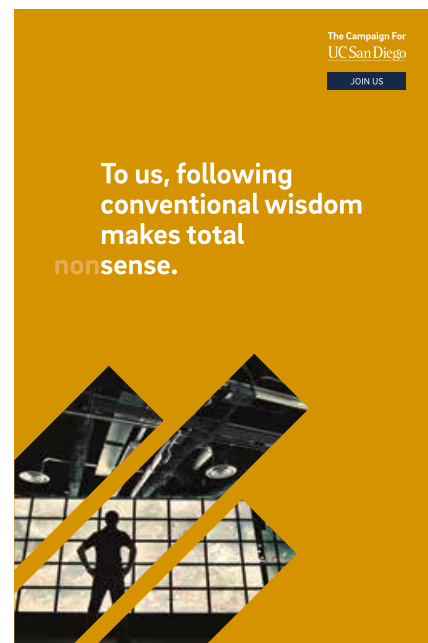
One university is setting the nonstandard.

JOIN US

The Campaign For
UC San Diego

The Campaign For
UC San Diego

JOIN US

To us, following conventional wisdom makes total nonsense.

VIDEO

To transition from frame to frame, a simple trident overlay moves into the frame and expands to reveal the next scene. As text fades onto screen, the "non" prefix remains semitransparent and slides into place next to the adjoining word.

Continue
the
tradition

The trident window is used as a transition between images in the video. It starts small and slides in from one corner before expanding to fill the screen.

Continue
the
tradition

Continue
the
tradition

Continue
the
tradition

non

Continue
the
nontradition

As the main type fades onto the screen, our "non" prefix slides into place but remains screened at less than 100% opacity.