MARSHALL COLLEGE BRAND GUIDELINES
January 2023
Marshall College has three marks to represent the college’s efforts: the custom Marshall College logo, the Marshall College co-brand logo and the Marshall College sub-brand logo. The logos on the following pages are intended for use in print and digital mediums. For guidance on when to use which marks, see the chart on Page 5.

**Marshall College Logo**

Each college has a unique logo to reflect its values and personality. These logos are best used on materials for and by students.

When featuring the college logo on collateral, the UC San Diego logo must also be included on the piece. Exceptions may be granted when imprint space is limited.
Marshall College Co-brand Logo

This mark pairs the UC San Diego logo side-by-side with the Marshall College logo, separated by a vertical rule line. In most cases this is the preferred mark to use, especially when addressing prospective students.

TWO COLOR

**UC San Diego**

BLACK

**UC San Diego**

WHITE

**UC San Diego**

Need logo files? Email University Communications at brand@ucsd.edu or use the contact form at brand.ucsd.edu/contact.
**Marshall College Sub-brand Logo**

Each college has official campus sub-brand logos for the college and its administrative units. These are ideal when space is especially limited and there is room for only one identifying mark.

For guidance on sub-brand logo use (color, clear space, etc.), refer to the Campus Logo section of the UC San Diego Brand Guidelines.

<table>
<thead>
<tr>
<th>PMS 2767 AND 1245</th>
<th>PMS 2767</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UC San Diego</strong></td>
<td><strong>UC San Diego</strong></td>
</tr>
<tr>
<td><strong>THURGOOD MARSHALL COLLEGE</strong></td>
<td><strong>THURGOOD MARSHALL COLLEGE</strong></td>
</tr>
<tr>
<td>BLACK</td>
<td>WHITE</td>
</tr>
<tr>
<td><strong>UC San Diego</strong></td>
<td><strong>UC San Diego</strong></td>
</tr>
<tr>
<td><strong>THURGOOD MARSHALL COLLEGE</strong></td>
<td><strong>THURGOOD MARSHALL COLLEGE</strong></td>
</tr>
</tbody>
</table>
## Marshall College Logos

*When using the Marshall College logo, the UC San Diego logo must also appear somewhere on the piece.*

### Audience

<table>
<thead>
<tr>
<th>Audience</th>
<th>CO-BRAND (Preferred)</th>
<th>SUB-BRAND</th>
<th>COLLEGE LOGO*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current students/alumni</td>
<td><img src="symbol1.png" alt="Symbol" /></td>
<td><img src="symbol2.png" alt="Symbol" /></td>
<td><img src="symbol3.png" alt="Symbol" /></td>
</tr>
<tr>
<td>Faculty/staff</td>
<td><img src="symbol1.png" alt="Symbol" /></td>
<td><img src="symbol2.png" alt="Symbol" /></td>
<td><img src="symbol3.png" alt="Symbol" /></td>
</tr>
<tr>
<td>Community/prospective students</td>
<td><img src="symbol1.png" alt="Symbol" /></td>
<td><img src="symbol2.png" alt="Symbol" /></td>
<td><img src="symbol3.png" alt="Symbol" /></td>
</tr>
</tbody>
</table>

### Art size

<table>
<thead>
<tr>
<th>Art size</th>
<th>CO-BRAND (Preferred)</th>
<th>SUB-BRAND</th>
<th>COLLEGE LOGO*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td><img src="symbol1.png" alt="Symbol" /></td>
<td><img src="symbol2.png" alt="Symbol" /></td>
<td><img src="symbol3.png" alt="Symbol" /></td>
</tr>
<tr>
<td>Medium</td>
<td><img src="symbol1.png" alt="Symbol" /></td>
<td><img src="symbol2.png" alt="Symbol" /></td>
<td><img src="symbol3.png" alt="Symbol" /></td>
</tr>
<tr>
<td>Large</td>
<td><img src="symbol1.png" alt="Symbol" /></td>
<td><img src="symbol2.png" alt="Symbol" /></td>
<td><img src="symbol3.png" alt="Symbol" /></td>
</tr>
</tbody>
</table>
Each college has its own unique college color. For Marshall College, the primary color is Marshall Red (PMS 7621).

In most cases, college colors are applied to the college logo. While the college colors may be included as an accent in collateral, the dominant color scheme should be campus brand colors. Some exceptions may be granted for apparel.

**CORE CAMPUS BRAND 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

**COLLEGE COLOR**

- **Marshall Red**
  - Pantone 7621
  - C0 M100 Y87 K22
  - R171 G35 B40
  - #AB2328

**Color resources:**

To view the full palette of available campus brand colors, visit [brand.ucsd.edu/visual-brand/color](http://brand.ucsd.edu/visual-brand/color).

For recommended digital color combinations, check out the web color accessibility chart at [brand.ucsd.edu/using-the-brand/web-and-digital](http://brand.ucsd.edu/using-the-brand/web-and-digital).
Below are examples of how to apply the campus brand to Marshall College marketing materials. For more detailed information on brand typefaces, photography and logo use, visit the UC San Diego Brand Guidelines.

**Printed flyer**

**Pole banner**

**Marketing material review:**
Materials for external audiences are subject to review. Learn more at brand.ucsd.edu/using-the-brand/brand-review-and-approval.

**Pole banners:** For more information about the campus pole banner program, visit brand.ucsd.edu/using-the-brand/pole-banners.
The guidance on the following pages applies to imprinted products, apparel and merchandise (T-shirts, water bottles, pens, tote bags, stickers, etc.).

**Design Expectations**

All campus brand guidelines regarding logo use, color, clear space, etc. should be followed when designing imprinted products.

- The UC San Diego logo should be included on all imprinted products.
- The UC San Diego logo does not need to be the most dominant element, but it should be prominent enough to clearly communicate a connection to campus.
- 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 UC San Diego 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).
College Merchandise and Giveaways

- For imprinted giveaway items (pens, water bottles, mugs, etc.), campus brand colors must be dominant.
- College colors may be applied to the Marshall logo or as accents if printing and space allows.
- Keep sustainability in mind when ordering giveaway items.
**Small Imprint Areas**

The college sub-brand logo is the preferred mark to use when space is limited. In cases where the sub-brand logo would be too small to reproduce, one of the following options is recommended.

- Set the name of the college in type at a legible size and include the UC San Diego logo, ensuring there is enough clear space between the logo and the type.
- Set the campus and college names in type only.

Pen with the Marshall College sub-brand logo

Pen with Marshall College in type and the UC San Diego logo

Pen with UC San Diego Marshall College in type
**College Apparel**

Additional design flexibility may be given to apparel (such as shirts with custom designs or dominant college colors) as long as the campus brand is represented through inclusion of the UC San Diego logo or Marshall College sub-brand logo. Examples of appropriate logo applications are include below.


3. Custom student event shirt with the Marshall College sub-brand logo on the sleeve.
UC SAN DIEGO BRAND
CONTACTS AND RESOURCES

For questions about UC San Diego Marshall College branding not covered in this guide, contact the following:

CAMPUS BRAND GUIDELINES
brand.ucsd.edu

BRAND QUESTIONS
University Communications
brand@ucsd.edu

MARKETING REVIEW AND QUESTIONS
University Communications – Marketing
mktsubmissions@ucsd.edu

TRADEMARK AND LICENSING
MERCHANDISE, PROMOTIONAL ITEMS
UC San Diego Bookstore,
Office of Trademark and Licensing
UCSDLicensing@ad.ucsd.edu