

UNIVERSITY OF CALIFORNIA SAN DIEGO

MUIR COLLEGE BRAND GUIDELINES

September 2025

UC San Diego



COLLEGE LOGOS

Who can use this guide? This guide is intended for anyone representing or promoting Muir College, including college and campus staff or faculty. Additionally, all college student organizations associated with Muir College must follow these guidelines.

Muir College has three marks to represent the college's efforts: the custom Muir College logo, the Muir College co-brand logo and the Muir 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.

Muir 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 somewhere on the piece. Exceptions may be granted when imprint space is limited.

PMS 343



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.

Muir College Co-brand Logo

This mark pairs the UC San Diego logo side-by-side with the Muir 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



Muir 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.

PMS 2767 AND 1245

UC San Diego
JOHN MUIR COLLEGE

PMS 2767

UC San Diego
JOHN MUIR COLLEGE

BLACK

UC San Diego
JOHN MUIR COLLEGE

WHITE

UC San Diego
JOHN MUIR COLLEGE



UC San Diego

UC San Diego
JOHN MUIR COLLEGE

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



CO-BRAND *(Preferred)*

SUB-BRAND

COLLEGE LOGO*

| Audience | | | |
|--------------------------------|--|--|--|
| Current students/alumni | | | |
| Faculty/staff | | | |
| Community/prospective students | | | |
| Art size | | | |
| Small | | | |
| Medium | | | |
| Large | | | |

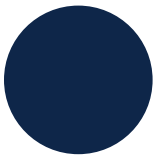
COLLEGE COLORS

Color resources: To view the full palette of available campus brand colors or download color swatch files, visit brand.ucsd.edu/visual-brand/color.

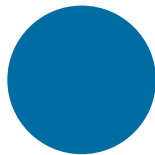
Each college has its own unique college color. For Muir College, the primary color is Muir Green (PMS 343).

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.

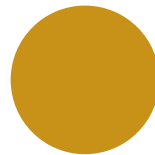
CORE CAMPUS BRAND COLORS



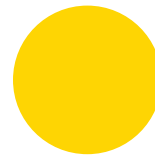
Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49



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



Muir Green
Pantone 343
C87 M15 Y77 K69
R21 G71 B52
#154734

Accessibility is essential for all UC San Diego websites and digital communications. For recommended digital color combinations, check out the web color accessibility chart at brand.ucsd.edu/using-the-brand/web-and-digital.

DESIGN EXAMPLES

Below are examples of how to apply the campus brand to Muir College marketing materials. For more detailed information on brand typefaces, photography and graphic elements, visit the brand.ucsd.edu.

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.

PRINTED FLYER



POLE BANNER



EMAIL GRAPHIC



TRADEMARKS AND LICENSING

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).

UC San Diego™



For the Muir College logo, the TM is placed to the bottom right of the logo.

UC San Diego™

JOHN MUIR COLLEGE

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

Ordering giveaways? More detailed information on campus licensing policy and the ordering process can be found at univcomms.ucsd.edu/resources/trademarks-licensing.

College Merchandise and Giveaways

- For imprinted giveaway items (pens, water bottles, mugs, etc.), campus brand colors must be dominant.
- The college color may be applied to the Muir logo or as an accent if printing and space allows.
- Keep sustainability in mind when ordering giveaway items.

WATER BOTTLE



TOTE BAG



A note on clear space: The clear space around the campus 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.

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.

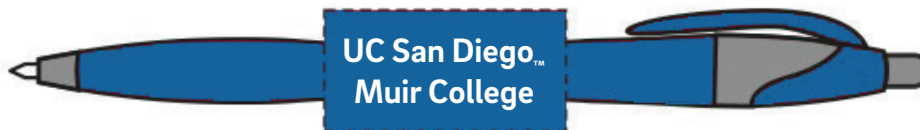
Pen with the Muir College sub-brand logo



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



Pen with UC San Diego Muir College in type



Questions about licensing?

Email University Communications at
trademarks@ucsd.edu.

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 Muir College sub-brand logo. Examples of appropriate logo applications are included below.



1. Custom Muir College shirt with the Muir College co-brand logo on the back.
2. Muir College logo shirt in Muir Green with the UC San Diego logo on the sleeve.
3. Custom student event shirt with the Muir College sub-brand logo on the sleeve.



CONTACTS AND RESOURCES

For questions about UC San Diego Muir 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

TRADEMARKS AND LICENSING FOR MERCHANDISE AND PROMOTIONAL ITEMS

Trademarks and Licensing

univcomms.ucsd.edu/resources/trademarks-licensing

University Communications

trademarks@ucsd.edu