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

**Revelle 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.
Revelle College Co-brand Logo

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

FULL COLOR

UC San Diego

BLACK

UC San Diego

WHITE

UC San Diego
Revelle 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

BLACK

WHITE

UC San Diego
REVELLE COLLEGE

UC San Diego
REVELLE COLLEGE

UC San Diego
REVELLE COLLEGE

UC San Diego
REVELLE COLLEGE
<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>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Faculty/staff</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Community/prospective students</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Art size</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Medium</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>Large</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

*When using the Revelle College logo, the UC San Diego logo must also appear somewhere on the piece.
REVELLE COLLEGE
COLLEGE COLORS

Each college has its own unique college color. For Revelle College, the primary color is Revelle Blue (PMS 287). Revelle Gold (PMS 109) is a secondary color used in the college logo.

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

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Pantone Number</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>#182B49</td>
<td>Pantone 2767</td>
<td>0</td>
<td>86</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>#00629B</td>
<td>Pantone 3015</td>
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<td>21</td>
</tr>
<tr>
<td>#C69214</td>
<td>Pantone 1245</td>
<td>198</td>
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<td>20</td>
<td></td>
</tr>
<tr>
<td>#FFCD00</td>
<td>Pantone 116</td>
<td>255</td>
<td>205</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Revelle Blue
Pantone 287
C100 M86 Y42 K42
R24 G43 B73
#003087

Revelle Gold
Pantone 109
C0 M5 Y100 K0
R255 G209 B0
#FFD100

Color resources:
To view the full palette of available campus brand colors, visit 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.
REVELLE COLLEGE

DESIGN EXAMPLES

Below are examples of how to apply the campus brand to Revelle College marketing materials. For more detailed information on brand typefaces, photography and logo use, visit the UC San Diego Brand Guidelines.

Printed flyer

Welcome to the Revelle Family


All at Post Universe Vactic Madus E Ophrism Quo sam Fugit

Rum et Faccia Dolent Voluptio Vido ex inoludevol vulputatia

Revelle Colors

Updated 1/20/23

Email graphic

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.

Revelle College Colors
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 Revelle 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.
**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 Revelle College sub-brand logo. Examples of appropriate logo applications are include below.

1. Custom Revelle shirt with the Revelle College co-brand logo on the back.

2. Revelle logo shirt in Revelle Blue with the UC San Diego logo on the sleeve.

3. Custom student event shirt with the Revelle College sub-brand logo on the sleeve.
For questions about UC San Diego Revelle 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