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

**Seventh 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.
Seventh College Co-brand Logo

This mark pairs the UC San Diego logo side-by-side with the Seventh 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
Seventh 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.
*When using the Seventh College logo, the UC San Diego logo must also appear somewhere on the piece.

<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>![Blue Circle]</td>
<td>![Yellow Circle]</td>
<td>![Blue Circle]</td>
</tr>
<tr>
<td>Faculty/staff</td>
<td>![Blue Circle]</td>
<td>![Yellow Circle]</td>
<td>![Blue Circle]</td>
</tr>
<tr>
<td>Community/prospective</td>
<td>![Blue Circle]</td>
<td>![Yellow Circle]</td>
<td>![Blue Circle]</td>
</tr>
<tr>
<td>students</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<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>![Orange Circle]</td>
<td>![Yellow Circle]</td>
<td>![Orange Circle]</td>
</tr>
<tr>
<td>Medium</td>
<td>![Blue Circle]</td>
<td>![Yellow Circle]</td>
<td>![Blue Circle]</td>
</tr>
<tr>
<td>Large</td>
<td>![Blue Circle]</td>
<td>![Yellow Circle]</td>
<td>![Blue Circle]</td>
</tr>
</tbody>
</table>
Each college has its own unique college color. For Seventh College, the primary color is Seventh Gold (PMS 7550).

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.

**Seventh Gold**
Pantone 7550
C0 M36 Y100 K10
R209 G144 B0
#D19000

**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.
Below are examples of how to apply the campus brand to Seventh 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.

Updated 1/20/23

Seventh 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 Seventh 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 Seventh College sub-brand logo

![Pen with the Seventh College sub-brand logo](image)

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

![Pen with Seventh College in type and the UC San Diego logo](image)

Pen with UC San Diego Seventh College in type

![Pen with UC San Diego Seventh College in type](image)
**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 Seventh College sub-brand logo. Examples of appropriate logo applications are include below.

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

2. Seventh logo shirt in Seventh Gold with the UC San Diego logo on the sleeve.

3. Custom student event shirt with the Seventh College sub-brand logo on the sleeve.
For questions about UC San Diego Seventh 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**
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UCSDLicensing@ad.ucsd.edu