

UNIVERSITY OF CALIFORNIA SAN DIEGO

# SIXTH COLLEGE BRAND GUIDELINES

September 2025

UC San Diego





# INTRODUCING THE NEW SIXTH COLLEGE LOGO

## 2025 Design

Sixth College's new logo design centers on a hexagon bordered by three dynamic lines, symbolizing the college's core values of being innovative, interconnected and aware.

These lines not only define the shape but also create three distinct negative spaces, offering a secondary layer of meaning that highlights the institution's commitment to culture, arts and technology.

The angular flow of the lines conveys a sense of forward motion and momentum, reinforcing the college's progressive spirit and its position at the forefront of change.

Though abstract in form, the design remains clean, versatile and easily reproducible — striking a balance between conceptual depth and practical functionality.



**Retired Design:** The previous Sixth College logo [pictured above] is no longer in use with the introduction of the new 2025 design. Materials already existing prior to the launch may be utilized but should be phased out and replaced over time.

# COLLEGE LOGOS

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

Sixth College has three marks to represent the college's efforts: the custom Sixth College logo, the Sixth College co-brand logo and the Sixth 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 6.

## Sixth 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 321



BLACK



WHITE



**Need logo files?** Email University Communications at [brand@ucsd.edu](mailto:brand@ucsd.edu) or use the contact form at [brand.ucsd.edu/contact](https://brand.ucsd.edu/contact).

## Sixth College Co-brand Logo

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



## Sixth 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**  
**SIXTH COLLEGE**

PMS 2767

**UC San Diego**  
**SIXTH COLLEGE**

BLACK

**UC San Diego**  
**SIXTH COLLEGE**

WHITE

**UC San Diego**  
**SIXTH COLLEGE**



UC San Diego

UC San Diego  
SIXTH COLLEGE

\*When using the Sixth 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](https://brand.ucsd.edu/visual-brand/color).

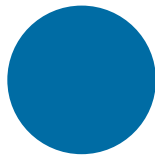
Each college has its own unique college color. For Sixth College, the primary color is Sixth Teal (PMS 321).

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.

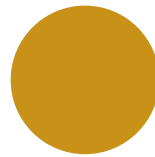
## CORE CAMPUS BRAND COLORS



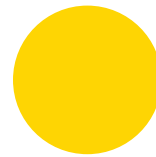
**Pantone 2767**  
C100 M86 Y42 K42  
R24 G43 B73  
#182B49



**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



**Sixth Teal**  
**Pantone 321**  
C100 M0 Y37 K10  
R0 G140 B149  
#008C95

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](https://brand.ucsd.edu/using-the-brand/web-and-digital).

# DESIGN EXAMPLES

Below are examples of how to apply the campus brand to Sixth College marketing materials. For more detailed information on brand typefaces, photography and graphic elements, visit [brand.ucsd.edu](https://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](https://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](https://brand.ucsd.edu/using-the-brand/pole-banners).

## PRINTED FLYER



## POLE BANNER



## EMAIL GRAPHIC





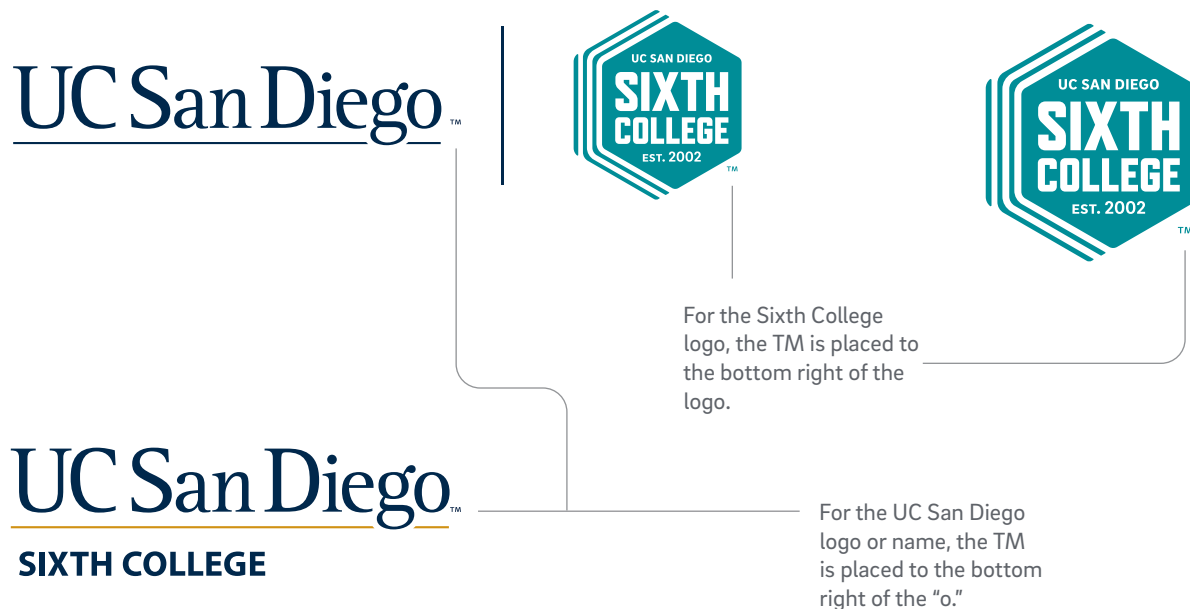
# TRADEMARKS AND LICENSING

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).



**Ordering giveaways?** More detailed information on campus licensing policy and the ordering process can be found at [brand.ucsd.edu/using-the-brand/trademarks-licensing](https://brand.ucsd.edu/using-the-brand/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 Sixth 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.

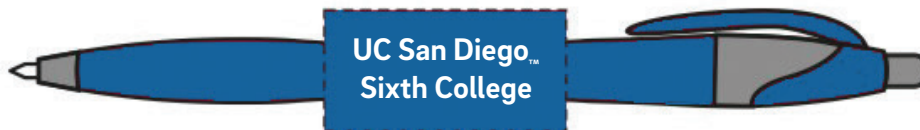
Pen with the Sixth College sub-brand logo



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



Pen with UC San Diego and Sixth College in type



**Questions about licensing?**

Email University Communications at  
[trademarks@ucsd.edu](mailto: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 Sixth College sub-brand logo. Examples of appropriate logo applications are included below.



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



# CONTACTS AND RESOURCES

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

## CAMPUS BRAND GUIDELINES

[brand.ucsd.edu](http://brand.ucsd.edu)

## BRAND QUESTIONS

University Communications

[brand@ucsd.edu](mailto:brand@ucsd.edu)

## MARKETING REVIEW AND QUESTIONS

University Communications – Marketing

[mktsubmissions@ucsd.edu](mailto:mktsubmissions@ucsd.edu)

## TRADEMARKS AND LICENSING FOR MERCHANDISE AND PROMOTIONAL ITEMS

Trademarks and Licensing

[univcomms.ucsd.edu/resources/trademarks-licensing](http://univcomms.ucsd.edu/resources/trademarks-licensing)

University Communications

[trademarks@ucsd.edu](mailto:trademarks@ucsd.edu)