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 5.

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

PMS 2767

BLACK

UC San Diego
SIXTH COLLEGE

UC San Diego
SIXTH COLLEGE

WHITE

UC San Diego
SIXTH COLLEGE

UC San Diego
SIXTH COLLEGE
# Sixth College Logos

*When using the Sixth 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><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
</tr>
<tr>
<td>Faculty/staff</td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
</tr>
<tr>
<td>Community/prospective students</td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></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><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
</tr>
<tr>
<td>Medium</td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
</tr>
<tr>
<td>Large</td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
<td><img src="Icon.png" alt="Icon" /></td>
</tr>
</tbody>
</table>
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

**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 Sixth College marketing materials. For more detailed information on brand typefaces, photography and logo use, visit the UC San Diego Brand Guidelines.

Welcome to the Sixth Family


All at Post Utente Venter Medius
Orientation Quoam Fugap

Silab increa volatia patlo, e thu cumwomanмен avin cemassad emmumnom oc, si lman ces ovs eem ovem eefin et fall ut harum fugapater ro roxol osuu edoninip aipat et et platey cannoun. cemplet qui soleumnas licens et vel increpiam fumet fugae aem opecten fugapater fugae.

Gam Eas Sit

Te dolat esem e velut epugam et aut, voles ta domest. que ve, rannd quum, te et raditat de velut et eolam et ad rivat que adi entrupem adqula nitem carum regam.

Hi Facia Dolea Valquitio

Ullam ete te tevel evel epuamem argo any, queassum ex aemana facer et seve etu quod am in eolam dele, teeta.

Anes Pier Fugae Conselpal Voluptur

Ablum pie facia at pro balder ualdis cerias, nihil aum egao berra gues saen aem tam quam fundi-

Rum Eius Sitio

Te dolore comnimus eaquam et unt, voles si desent, que mi, nonsed quam, te et oditati nis volut int voloreicae ad

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 Sixth logo or as accents if printing and space allows.
- Keep sustainability in mind when ordering giveaway items.

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.

*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.
**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 Sixth 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 Sixth College sub-brand logo. Examples of appropriate logo applications are include 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.
UC SAN DIEGO BRAND
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

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