



Website Style Guide

presented by
Cuttriss & Hambleton
Jan 2016

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2012 Design

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Introduction

The Haas School of Business web style guide has been developed to assist developers in the creation of compliant, consistently formatted web pages for Haas websites. All sites are based on a template system that uses Cascading Style Sheets (CSS) to maintain a high level of control over the final appearance of information. This guide is meant as a reference for the different templates and styles.

Templates

Haas sites use a combination of html/css and jQuery programming to provide content for users. The Interior pages are comprised of a variety of templates that have been created in advance and may be used as the basis for new pages throughout Haas sites. Interior pages are labeled by number and there are 2 core variations: two and three column. The provided templates are meant as starting points for new pages to make development quicker and to guarantee that a consistent look is maintained throughout all Haas sites. Although some alterations may be made to the look of typography, structural formatting must remain unaltered without prior approval from the Haas web department.

CSS

The appearance and structure of the web site is controlled through the use of style sheets. The styles may not be altered by anyone except the Haas web department. Altering an existing style would affect every instance of that style on the entire site. All formatting should be handled through existing styles. If the required style does not exist, a new style may be created with the approval of the web department. However, it is a goal to keep the style sheets as clean as possible and to maintain consistency between all of the pages on the site.

Page Overview

1. Main Home Page

The screenshot shows the Berkeley Haas website homepage. At the top, there is a large banner featuring a night-time aerial view of the UC Berkeley campus, including Sather Tower (the Campanile) and surrounding buildings. The banner has a dark blue header bar with the text "Our Distinctive Culture" and a list of four principles: "Question the Status Quo", "Confidence Without Attitude", "Students Always", and "Beyond Yourself". Below the banner, there is a "News" section with three articles: "Prof. Kray: Sympathy and Negotiations" (Research), "Classified: MBAs Tackle California Drought" (Students), and "Tai Tran, BS 16, Named to Forbes' '30 Under 30'" (In the Headlines). To the right of the news section is a sidebar for "DEAN LYONS TWEETS" from @richlyons, showing recent tweets about Dean Lyons' activities. Below the news section is a grid of six promotional boxes: "Define What's Next, Spark Innovation." (The Berkeley MBA for Executives), "#1 Program" (Master of Financial Engineering Program at Berkeley Haas), "Over 400,000 enrolled in free courses" (Philanthropic University powered by Berkeley Haas), "JAN 21 Webinar" (Evening & Weekend MBA or MILA for Executives), "Live webcam of North Building construction" (Berkeley Haas undergraduate program has #1 ROI), and "Plug in" (to the Berkeley-Haas Alumni Network). At the bottom, there is a footer with links to various resources like Contact Us, Academic Calendars, and Internal Sites, along with social media icons and a "MORE" link.

2. Interior Page - Standard 3 column layout

BerkeleyHaas

Haas School of Business

RECRUITING | HUCA-PI & RECRUITMENT | ALUMNI | CAREERS | INSTITUTE & LEADERSHIP | RECRUITING | ALUMNI & CAREERS

About Haas



About Haas

As the second oldest business school in the country, Haas offers students a unique education at the University of California Berkeley. It is one of the world's leading producers of new ideas and innovation in all areas of business. The Haas School is also one of the most successful in the world in terms of placing its graduates in executive-level jobs.

The school offers an extensive management education to over 2,000 students each year. The Haas School is ranked among the top 10 business schools in the nation by the *Forbes* magazine.

The school's mission is to "inspire people with knowledge that we can share." The university's education culture is reflected by our defining principles:

- 1. Spurrier of Ideas
- 2. Curricular Without Methods
- 3. Mobility Within
- 4. Respect Yourself



Dean, Arun Majumdar
Arun Majumdar, PhD, is the 10th Dean of the Haas School of Business. He joined the Haas faculty in 1998 and became the 10th Dean in 2012. Majumdar has been a member of the faculty at the Haas School since 1998. He previously served as the Director of the Graduate Program in Management at the University of California, Berkeley, and as a visiting professor at the University of Michigan.



Vice Dean for Academic Affairs, Mark Thompson
Mark Thompson, PhD, joined the Haas faculty in 2001 and became Vice Dean for Academic Affairs in 2012. He previously served as the Director of the Graduate Program in Management at the University of California, Berkeley, and as a visiting professor at the University of Michigan.

Alumni News
Read the news of the 2012 commencement presents →

3. Interior Page - Standard 2 column layout



Berkeley Haas
Graduate School of Business

PROFESSIONALS | FRESHERS & PREDATORS | ALUMNI | REUNION & RECRUITING | GIVING & LEAVING

Dean Rich Lyons



Articles and Speeches by Dean Lyons

Dean Lyons
Michael T. O'Boyle, et al.
Journal of Management
March 27, 2013

Dean Lyons and Michael O'Boyle, after of the Robert W. Johnson School of Business, explore how to increase the value of management research through inquiry.

Intergenerational Conference of the Association of Student Management Studies
Management Education and Management Development
March 14, 2013

Rich Lyons, along with many other faculty and students, address at this intergenerational forum on understanding polar issues in management research.

Getting Institutional Transformation and Marketing
Journal of Business Ethics
April 1-6, 2012

Rich Lyons and others examine how shared innovation may highlight techniques of greater management research. Highlight includes popular validity, relevance and impact, and demonstrates how these ideas are advancing their programs to the next effect.

Strategic Society
Journal of the Royal Society of Arts (Vol. 150, Issue 8)

Rich Lyons, along with David H. Lippman and Robert H. Reiter, discuss the role of social networks in the development of cultural capital, pointing to The Carnegie of Berkshires as an example.

Institutional Transformation
Journal of Business Ethics
April 1-6, 2012

Rich Lyons and others examine how shared innovation may highlight techniques of greater management research. Highlight includes popular validity, relevance and impact, and demonstrates how these ideas are advancing their programs to the next effect.

Participation in the Marketing of Higher Education
Business Week
January 2012

Rich Lyons and others examine services for the generic Marketing Association, along with a general critique.

Editorial Note
The Journal of Business Research
The Journal (Volume 65) Launching December 2011, Volume 66, 2012

Rich Lyons and others examine services for the generic Marketing Association, along with a general critique of marketing.

Monetary at Crossroads and Reassessments
August 2011

The Eurozone crisis has brought on a technological corrective response to recent challenges. It must find the right solution or it is courting of unnecessary inflation, will polarization, and hyperinflation.

The Business
New Zealand Journal of Business
Marketing Information Systems

Spring 2011

Rich Lyons and others find that New Zealand's major firms in 2010 achieved a 2011 profile for firm performance, a general upward trend from 2008. Additionally, an improvement of general business conditions are demonstrated.

Re-Bad
Public Relations Leadership
Winter 2011

Rich Lyons and others find that New Zealand's major firms in 2010 achieved a 2011 profile for firm performance, a general upward trend from 2008. Additionally, an improvement of general business conditions are demonstrated.

Reassessing Reassessments
The Journal of Business Research
December 2010

Rich Lyons and others examine on why a first time or investing at different levels of business research, it is important to have a clear understanding of business research.

Market Research Industry Conference
November 2010

Rich Lyons and others find leading research Analysts (2010).

Financial Times
Brand in Business - Marketing at a Crossroads
October 2010

Rich Lyons and others find that New Zealand's major firms in 2010 achieved a 2011 profile for firm performance, a general upward trend from 2008.

Why Innovation?
The New Zealand Journal of Business
September 2010

Rich Lyons and others find that New Zealand's major firms in 2010 achieved a 2011 profile for firm performance, a general upward trend from 2008.

Interior Page Banners

Main Site Interior Page Banners

Academic Programs

Faculty & Research

About Haas

Institutes & Centers

Recruiters

Main Interior Banner Style

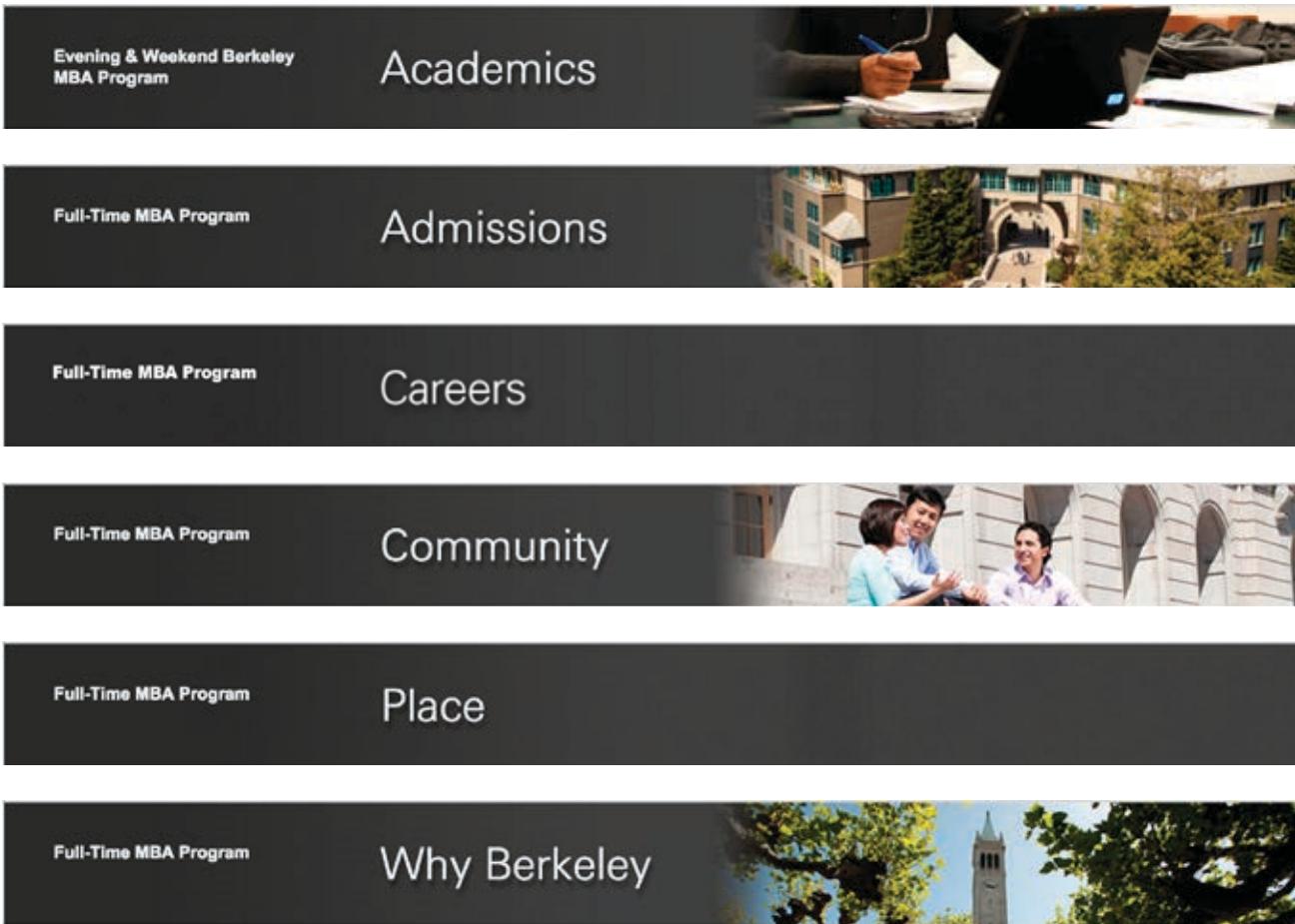
Dean Rich Lyons

Secondary Page Banner Style

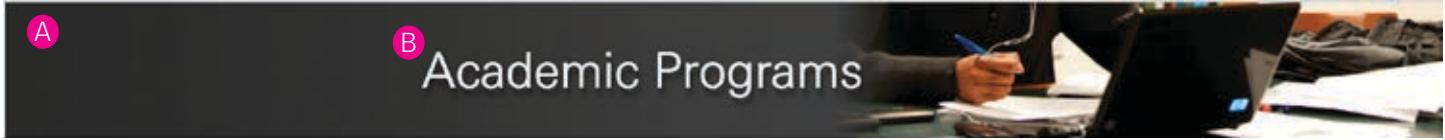
Career Management
Group

Why Berkeley-Haas

Admissions Site - Interior Page Banner Examples



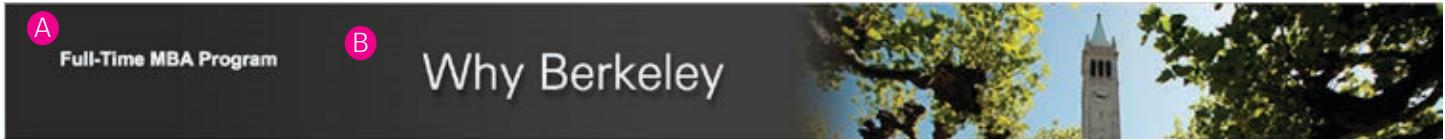
Main Interior Banner



A **Banner Art Structure.** Width is 980px. Height is 93px.
Set as graphic with photo justified to the right.

B **Page Header.** Set as 1 line only. Vertically center between top and bottom of banner. Horizontal Position: 284px from left.
Font: Univers 45 Light; Size: 33px; Leading: 20px; Color: #FFF, letter-spacing: -25; drop shadow: horizontal-distance 2px, vertical-distance 5px, opacity 30%. If an ampersand is used it's font family is Verdana with the all other styles the same.

Main Interior Banner Alternative (Admissions Headers)

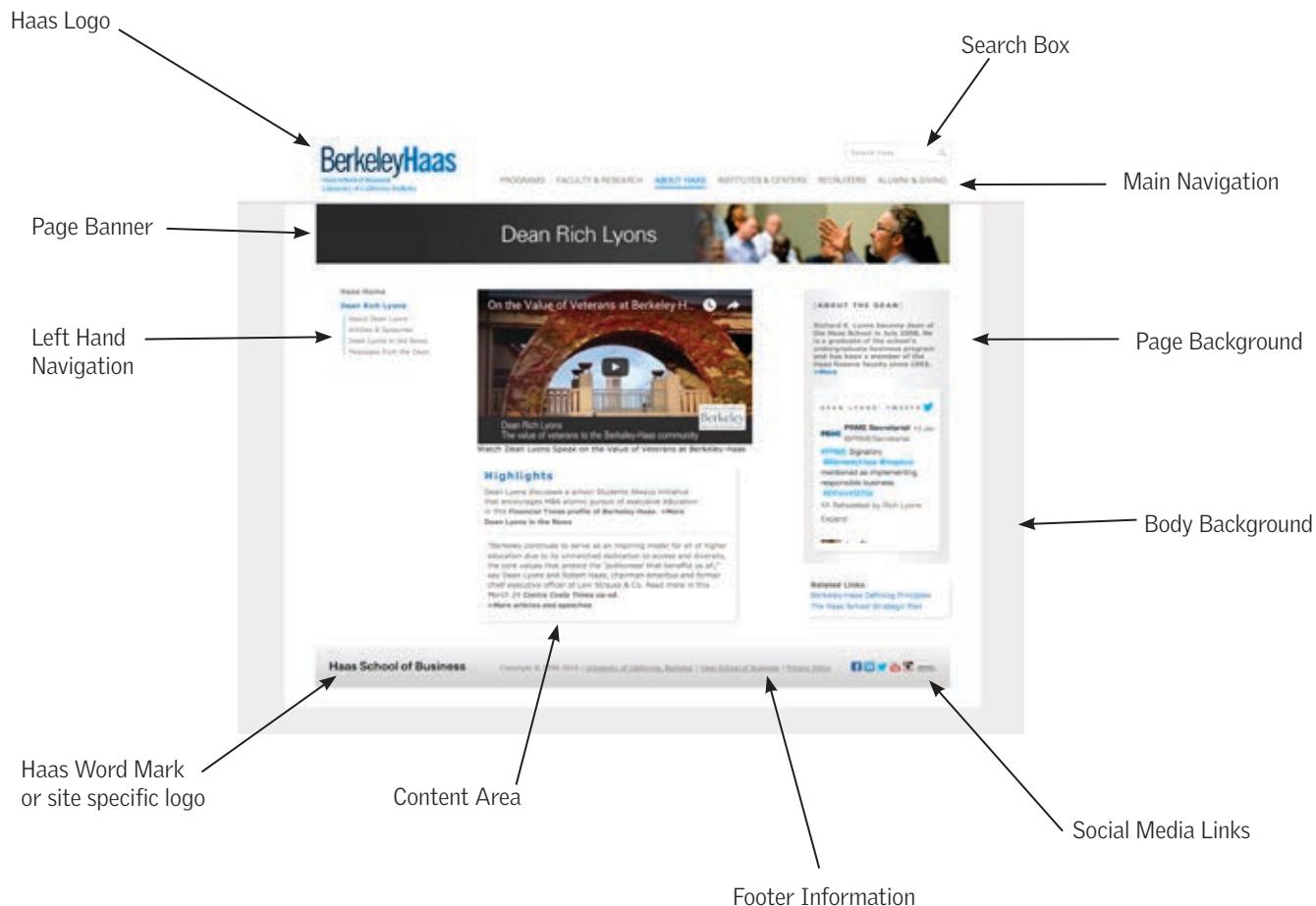


A **Left Column Header.** Can be set as either 1 or 2 lines. Vertically center between top and bottom of banner. Left justify at 38px from left. Text block width = 185px.
Font: Arial bold; Size: 13px; Leading: 16px; Color: #FFF

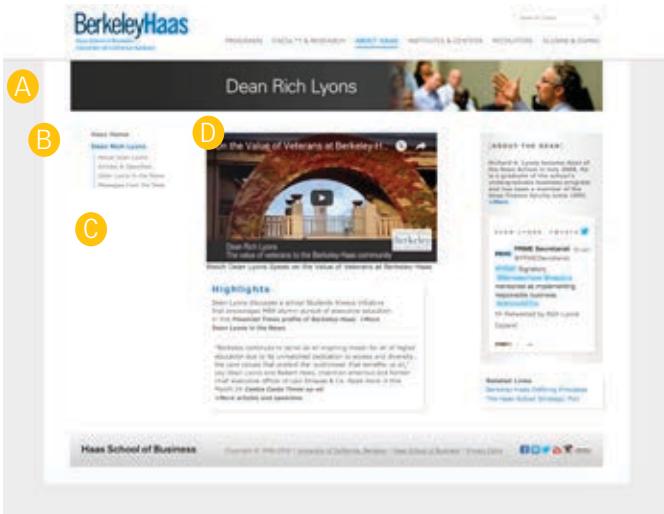
B **Page Header.** Set as 1 line only. Vertically center between top and bottom of banner. Horizontal Position: 285px from left.
Font: Univers 45 Light; Size: 33px; Leading: 20px; Color: #FFF, letter-spacing: -25; drop shadow: horizontal-distance 2px, vertical-distance 5px, opacity 30%. If an ampersand is used it's font family is Verdana with the all other styles the same.

Universal Elements Overview

These elements will appear on most every interior page. Appearance of some elements may vary from section to section but in no circumstance will any of these universal elements be omitted or structurally altered. The home page contains all of these elements except for the left hand navigation, and body background, and has a different drop down menu. See page 12-13 for detailed information regarding universal elements.



BODY & PAGE



A Body. Background color is #ececec.

B Page Container. Background color is #ffffff. The width is 1077px. Top and Bottom margin are 0px and left and right margin is set to auto..

C Inner Page. Width is 980px. There must always be at least a 40px margin on the left and right to the edge of the page container. Bottom padding is 40px.

D Default Text. The font-family for the site is Verdana, Arial, Sans-Serif. Font size is 11px. Line height is 14px. The color is #636363.

LEFT NAVIGATION

- A** Program Overview
- C** **Leading Through Innovation**
 - Culture
 - Being, Thinking, Doing
 - Applied Innovation
 - Team Performance
 - Innovative Leadership
 - Coursework
- D**
 - Curriculum
 - A Global Focus
 - Degree Requirements
 - General Management
 - Fundamentals
 - Areas of Emphasis
 - Concurrent Degree Programs
- B**

A Navigation Container. Width is 188px. Top margin is 40px. There will only be two levels of navigation on any page.

B Links. Verdana, 11px/ 12px, # 7d7d7d. Approximately 12px spacing between links. Hover is #3d79b5 for 1st and 2nd level navigation.

C Section Indicator. Verdana Bold, 11px, #3d79b5. The color of the current section will be in blue when the user is on the top level page for that section. When the user is on a 3rd level page the section indicator will be bold #7d7d7d

D 2nd Level Links. Second level links will be indicated by an indentation, a blue line to the left of the list and by a smaller font size. The font is 10px Verdana #7d7d7d. The hover is the same as the 1st level nav. The list should be indented 7px with a 1px solid #3d79b5 line running from top to bottom, with the text separated from the line by 7px.

HEADER

A **BerkeleyHaas** Haas School of Business
University of California Berkeley

C PROGRAMS FACULTY & RESEARCH **ABOUT HAAS** INSTITUTES & CENTERS RECRUITERS ALUMNI & GIVING

D About Haas

A **Haas Logo.** The logo is a SVG file implemented as a background image that links back to the main Haas website. Its contained in a box 260px wide and 86px height. Background size is 210px. Background position is horizontal 50px and 15px vertically.

B **Search Box.** Position is absolute. 9px top and 40px right. 165px x 29px width. Border is 1px solid #d7d7d7. Text field is 130px x 25px. Left padding is 9px, right padding is 24px. Font in search box is 10px, Verdana, #000, letter spacing 0.04em. Go Button graphic is 16px x 16px. Right aligned with 5px padding around.

C **Main Navigation.** Menu text is Univers regular, uppercase, size 12px, line height is 14px. Color is #7d7d7d. Bottom padding is 3px. Right margin is 18px. Hover state is underlined, color #0971ce.

D **Banner.** The standard banner is 980px x 93px. The text is coded over the image. Set as 1 line only. Vertically center between top and bottom of banner. Horizontal position: 285px from left. Font: Univers 45 Light; Size: 33px; Leading: 20px; Color: #FFF, letter-spacing: -25; drop shadow: horizontal-distance 2px, vertical-distance 5px, opacity 30%. Ampersand are in Verdana, with all other style the same.

B Search Haas

E **Internal Page Drop Down Menu.** The drop down menu is a box with a background of #f2f2f2. Link text is 12px Univers #636363, line height 14px. Top and bottom padding is 10px, right padding is 30px, left padding is 15px. There are grey lines between links, #ccc. Hover state color is #0971ce, with no underline.

F Full-Time MBA Program **G** Why Berkeley

F **Left Column Header.** Restrict to 1 or 2 lines. Type must be visually centered vertically between the top and bottom of the banner.

G **Page Header.** Must be visually centered vertically between the top and bottom of the banner.

A **Haas School of Business**

B Copyright © 1996-2016 | University of California, Berkeley | Haas School of Business | Privacy Policy

C

D

A **Footer Container.** 982px x 64px. Background is a gradient image. Footer container is bottom aligned within the Inner Page section.

B **Haas Word Mark.** Links to home page on Haas site. Text set to Linotype Univers 530 Medium, 18px / 18px, #000, 0.01em letter-spacing. Absolute positioning, top is 21px and bottom is 24px. Other school logos must be centered vertically with a left margin of 12px.

C **Footer Info.** Set in absolute position. Top 28px, Left 286px. Font is 10px Verdana #7d7d7d. Links are underline. Hover is #000 and underline.

D **Social Media Links** Set in absolute position. Top 21px, right 22px. Icons are displayed with a sprite, 16px X 16px. Top and bottom padding is 2px. Left padding is 4px.

BODY & PAGE

The mobile header features the Berkeley Haas logo in blue and white, with a three-line menu icon to its left. Below the logo, the text "Full-Time MBA Program" and "Academics" is visible.

MAIN CONTENT

A **Elective Courses: Tailor Your Studies**

Customize your studies according to your own goals, with the Berkeley MBA Program's high level of flexibility.

You tailor your course of study beginning in your first year, choosing from an impressive menu of original elective courses that make up 60 percent of the curriculum.

You may choose from a wide variety of constantly evolving electives and dual degree offerings—from within the Haas School and from the wider university—as well as design courses of your own in conjunction with a faculty member.

Course Descriptions

From Mergers & Acquisitions to Entrepreneurship and from Pricing to Power & Politics in Organizations, find course descriptions in the UC Berkeley general course catalog, *Berkeley Bulletin*.

RIGHT COLUMN

A



Laura Tilghman

MBA 14

Social Impact Senior Consultant
FSG Consulting
San Francisco, California

"The Entrepreneurship elective is a good survey course on what goes on in early-stage startups. It also gave me valuable academic and practical insights that informed my work on the Global Social Venture Case Competition."

[Read On](#) | [More Profiles](#)

FOOTER

A

Haas School of Business



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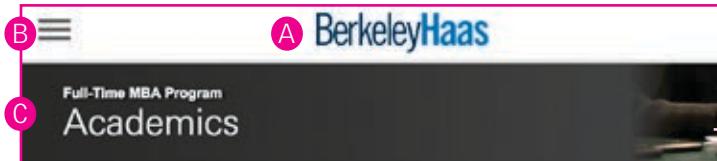
A **Mobile Break Point.** Mobile break point is at a screen width of 650px.

A **Main Content.** Main content becomes 100% width, and bottom margin of 25px. No change to the text.

A Right column moves below the main content container. Column width is 100%. No changes to text size. Profile images have 100% width. Other images retain their dimensions (not pictured).

A Footer stays at the bottom of the page. Footer logo becomes center aligned. Social buttons are right aligned. Copyright is pushed below the footer container. There is no text change to the footer.

HEADER

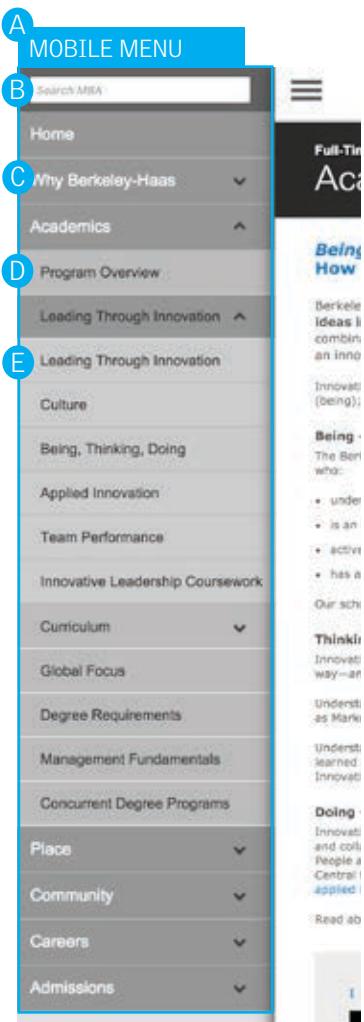


A **The Haas Logo.** New mobile logo used, mobile logo is same as regular logo but without bottom text. The mobile Haas Logo is center aligned in the header. Logo size is 160px by 40px.

B **Menu Icon.** Sprite sheet is used. An absolute positioning, top is 5px, left is 15px. Width is 35px. Top menu and left hand menus have moved into the side menu (see below).

C **Page Banner.** The same banner image is used, but margins are 0, width is 88%. Top margin is 115px, right and bottom margin is 6%. Image is top and left aligned. H1 font is Univers light 33px/20px, color is #fff, and top margin of 45px. H2 is Arial bold 13px/16px, color is #fff, and top margin is 20px. Text-shadow for H2 is 3px 1px 3px, color for text-shadow is rgba, 0, 0, 0, 0.5.

MOBILE MENU



A **Container.** Mobile menu incorporates the top menu and the left sidebar menu. It's 250px wide, and pushes the body content to the right rather than layering over it. Nested menus have arrows pointed down when closed and pointing up when open. Arrow is contained on a sprite sheet as a background image. Center aligned vertically and 200px from the left.

B **Search.** Background is #636363. The search form has a width of 95% to its container, and a height of 25px.

C **First Level.** First level pages have background color of #959595 with white text. Height is 45px. Font is Arial 16px/28px normal. Bottom border 1px solid #b7b7b7.

D **Second Level.** Second level pages have background of #cacaca with black text Height is 43px. Font is Arial 14px/28px normal. Bottom border 1px solid #f1f1f1. Second level nested menus backgrounds are #bbb, and have arrow indicating whether the menu is open or closed. Active links background colors change to #959595.

E **Third Level.** Third level pages have background of #cacaca with black text. Height is 43px. Font is Arial 14px/28px normal. Bottom border 1px solid #b7b7b7.

HEADER

The screenshot shows the Berkeley Haas website with several sections highlighted by colored boxes and labeled with letters:

- A**: LEFT COLUMN (pink border)
- B**: Search bar in the header.
- C**: NAVIGATION MENU (PROGRAMS, FACULTY & RESEARCH, ABOUT HAAS, INSTITUTES & CENTERS, RECRUITERS, ALUMNI & GIVING).
- D**: MAIN CONTENT SECTION (About Haas page).
- E**: RIGHT COLUMN (orange border).

LEFT COLUMN (A)

- B Haas Home
- C About Haas
- C Facts & Figures
 - Haas Leadership
 - The Haas Family Connection
 - History of Haas
 - Haas School Deans
 - Haas School Board
 - Dean's Advisory Circle
 - Alumni Hall of Fame
 - Commencement Speakers
 - Business Leader of the Year
 - Leading Through Innovation Award
- Dean Rich Lyons
- Dean's Speaker Series
- Mission Statement
- Transforming our Campus
- Diversity at Haas
- Berkeley-Haas Magazine
- Social Media
- Haas Campus
- Employment Opportunities

MAIN CONTENT (D)

About Haas

About Haas

As the second-oldest business school in the United States, the Haas School of Business at the University of California Berkeley is one of the world's leading producers of new ideas and knowledge in all areas of business — which includes the distinction of having two of its faculty members receive the Nobel Prize in Economics over the past 20 years.

The school offers outstanding management education to about 2,200 undergraduate and graduate students each year who come from around the world to study in one of its six degree-granting programs. The school has 40,000 alumni.

The school's mission is "to develop leaders who redefine how we do business." The school's distinctive culture is defined by four defining principles:

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

RIGHT COLUMN (E)

Commencement Speakers 2013

Arun Sarin, MBA 78, MS 78, the former CEO of Vodafone will speak to the MBA class of 2013.

Marc Singer, BS 86, the Director of McKinsey & Co.'s Marketing and Sales Practice in the Americas will give the commencement address to the Undergraduate class of 2013.

[See the rest of the 2013 commencement speakers >](#)

FOOTER

A: Haas School of Business

B: Copyright © 1996-2016 | University of California, Berkeley | Haas School of Business | [Privacy Policy](#)

C: Social media links: Facebook, LinkedIn, Twitter, YouTube, Instagram, More.

D: Footer area.

HEADER

- A** **The Haas Logo.** The Haas logo exists in the same location on every page of all Haas websites. The logo is an active link back to the Haas School main website.
- B** **Search Box.** These are handled by server side includes, must be included in every header.

- C** **Main Navigation.** The placement of the main navigation is consistent on every page of the website. Some links will include drop down menus. Wording of menu items may vary depending on the area of the website
- D** **Page Banner.** There are three main styles of page banners. 1) A banner with an image on the right hand side. 2) A banner that does not include an image. 3) A banner that includes a sub head in the left column.

LEFT COLUMN

- A** **Left Hand Navigation.** Links should be created within tags in an unordered list. The styles of left hand navigation may not be altered, but wording and urls of links may be changed as necessary.
- B** **Section Indicator** - The top level link for the current sub section will be denoted by different font styling. Styling will vary depending on if the user is on a 2nd level or deeper level page.

- C** **Sub-navigation.** Where appropriate sub-navigation can be used for further navigation within a section. Only two levels of navigation are allowed in the left hand navigation.

MAIN CONTENT

- A** **Main Content** - There are generally two standard styles for the main page content, a 3 column layout and a 2 column layout. There are also special content areas including Curriculum, Careers and Student Profiles. Other programs, such as Newsroom are dealt with separately.
- B** **Headers and Subheaders** - All headers and subheaders are always placed with in <h> tags.

- C** **Body text** - Size and line height of body text, as well as all text on the site, is to be controlled through universal style sheets. Please use existing styles to create new pages.
- D** There are several "special" areas that can be used within the main content block. This example shows an unordered list.

RIGHT COLUMN

- A** The 3 column layout is one of two standard layouts for Haas. The column is 195px wide, with right and left padding of 15px, top and bottom padding of 20px.
- B** **Background.** A background image is used for some areas of the right column. Background abuts to banner image and repeats vertically.

- C** **Images and Special Sections.** Images for the sidebar are primarily 195px wide, to fit the container. Preferred file format for photos is JPG. Image and special section widths shall not exceed the max width of the right column container - 195px.

FOOTER

- A** The footer must appear at the bottom of every interior page of the site. It will be generated using a server-side include and may not be altered in any way.
- B** **Haas Word Mark.** The Haas word mark links to the main home page. The word mark may change based on the program section.

- C** **Copyright.** Footer information (including copyright information and links) is controlled by a server side include (SSI) and may not be changed or altered for any reason except by the top level administrator.
- D** **Social Media Links.** 5 main buttons will appear in the social media section. The more button links to additional options.

BANNER



A **B** **C** **D** **E**

Our Distinctive Culture

These four Defining Principles sharply differentiate Berkeley-Haas.

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

[READ MORE >](#)

NEWS BOXES

A **D** **B** **C** **E** **A** **B** **C** **D** **E**

D News >

B **C** **D** **E**

RESEARCH Prof. Kray: Sympathy and Negotiations

STUDENTS Classified: MBAs Tackle California Drought

IN THE HEADLINES Tai Tran, BS 16, Named to Forbes' '30 Under 30'

NEWS BOXES

A **B** **C** **D** **E**

DEAN LYONS TWEETS @richlylions

@PRME Signatory @BerkeleyHaas @resplus mentioned as implementing responsible business. #Ethics4SDGs 13 Jan.

Positive financial move to be more women on boards #womenleaders #womeninbiz #womenceo @ceo <http://ow.ly/X29dr> 17 hours

New initiative @BerkeleyHaas to support entrepreneurship in the Middle East. <http://cedme.haas.berkeley.edu/> 22 hours

TWITTER FEED

BILLBOARDS

A **B** **C**

Define What's Next. Spark Innovation.

The Berkeley MBA for Executives Learn More

Berkeley-Haas undergraduate program has **#1 ROI**

Source: Payscale (after graduation & mid-career)

Live webcam of North Building construction

#1 Program for employment outcomes

Master of Financial Engineering Program at Berkeley-Haas

Source: Quarter 2015

Over 400,000 enrolled in free courses

Philanthropy University powered by Berkeley-Haas

JAN 21 Webinar

Evening & Weekend MBA or MBA for Executives How do you choose? Get your questions answered.

Plug in to the Berkeley-Haas Alumni Network

HOME FOOTER

A **E** **F** **G**

BerkeleyHaas

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B **C** **D**

RESOURCES

- Contact Us
- Academic Calendars
- Course Information
- Getting Here and Parking
- Library
- Berkeley-Haas Style Guide
- Room Rentals
- UC Berkeley Directory
- Privacy Policy
- Webcam: New North Building

SERVICES

- For the News Media
- HaasGear
- California Management Review
- BerkeleyHaas Magazine

PARTNERS

- Philanthropy University
- Global Network for Advanced Management

INTERNAL SITES

- iMail (Berkeley Email)
- For Current Students
- For Faculty
- For Staff
- For Alumni
- For Visitors
- Staff Directory
- Room & Media Reservations
- Computing Help Desk
- Emergencies & Safety

BANNER

A Home Page Banner Container. 100% banner width for 992px to 1600px then it stops expanding and remains center aligned. Height is auto. Banner image is JPG, formatted to 900 width 434px height.

B Banner image. Banner image is left aligned with a width of 100% and height is auto. Inside a bootstrap container 2/3 wide (col-sm-8).

NEWS BOXES

A Content Container. A screen width starting at 992px gives a container width of 970px. A screen width at 1200px and above gives a container width of 1170px. Height is auto, Right and left margin's are auto.

B Individual Image. Window width at 1200px and above the image width is 262.5px, and height is 263px. Window width starting at 992px the image width is 212.5px and height is 213px. Images should be sized at 263 x 263. Preferred format is JPG.

C News Description. H3 tag is Uppercase Roboto medium 12px/16px, letter-spacing 0.3em, color is #003a70. Body text is short single sentence headline Roboto 14px, line-height is 142857143, color #333.

D News Headline. Roboto Medium, size 26px, color #000.

BILLBOARDS

A Container. Main container width 100%, with background image. The padding top and bottom are 30px. Window width from 992px to 1200px gives container width of 970px. Padding right and left is 15px. Margin right and left are auto. Window width at 1200px and up gives a container width of 1170px. Padding right and left is 15px. Margin right and left auto.

HOME FOOTER

A Exterior Container. At window width of 992px to 1200px gives a container width of 970px. At window width of 1200px and up gives a container width of 1170px. Only home page contains footer menu.

B Interior Container. Width is given by Bootstrap, at a 1/4 of the exterior container. The first container is empty, to allow the first column to line up with copyright info above.

C List Header. Uppercase Roboto bold 14px/18px, color #555. Bottom margin 8px.

C Banner Box Text Area. Bootstrap container 1/3 width wide, height is 100%. Background color is #0071ce.

D Banner Box Text. The title is in Roboto Medium 42px/44px, #fff. The rest of the text is Roboto 14px/18px. Link color is #ffcb2f.

E Banner Nav Buttons. Absolute position, bottom 44px, left 20px. Each button is 12px X 12px, with a 10px space between the two buttons. Button color #857c5f, Active color #fff.

NEWS FEEDS

A Container. Width is 25%. Most styling comes from the twitter widget styles.

B Header. Twitter logo background, position is -20px -11px. Headline is Roboto bold 16px, color #555554, uppercase, left padding is 34px.

C Tweets. Roboto light 16px/20px. Color #003a70. Three tweets are shown at a time. Date is Roboto bold 14px, color #333.

B Double Length Box. Width is 100% contained in a 1/2 width Bootstrap row. Minimum height is 160px. Content in boxes can be variable, as long as it fits within the box.

C Single Box. Width of single box is given by Bootstrap variables. It's 50% of a 1/2 row. Minimum height is 160px. Inner box style including text and background can be variable, as long it fits within the confines of the box.

D List Text. Font is Roboto Medium 12px/24px, color is #555. Hover gives underline.

E Logo. Logo is an image 180px x 45px, that links to home page.

F Copyright. Font is Roboto regular 14px/16px, color #555. Top margin is 15px. Bottom margin is 50px. Vertical bar inserted after each item.

G Social Links. Sprite sheet for each icon. Each are 35px x 35px. "More" icon is Roboto Bold, 14px/35px, color #555.

The screenshot shows the Berkeley Haas Home Page with a blue header bar labeled "HOME MENU 3 COLUMN". The header includes the Berkeley Haas logo, a search bar, and navigation links for PROGRAMS, FACULTY & RESEARCH, ABOUT HAAS, INSTITUTES & CENTERS, RECRUITERS, and ALUMNI & GIVING.

A (blue circle) points to the search bar in the header.

B (blue circle) points to the "Compare the MBA Programs" section, which includes links for Full-Time MBA, Evening & Weekend MBA, and MBA for Executives.

C (blue circle) points to the "Executive Education" section, which includes links for Young Entrepreneurs At Haas and BASE Undergrad Summer.

Below the header, there's a banner with the text "Confidence Without Attitude".

The screenshot shows the Berkeley Haas mobile hamburger menu. It features an orange header bar labeled "MOBILE HAMBURGER MENU" and a search bar. The menu is organized into sections:

- A** (orange circle) points to the search bar.
- B** (orange circle) points to the "HOME" link.
- C** (orange circle) points to the "PROGRAMS" section, which lists "Compare the MBA Programs", "Full-Time MBA", "Evening & Weekend MBA", "Berkeley MBA for Executives", "PhD", "Undergraduate", "Master of Financial Engineering", "Executive Education", "Young Entrepreneurs At Haas", "BASE Undergrad Summer", "FACULTY & RESEARCH", "ABOUT HAAS", "INSTITUTES & CENTERS", "RECRUITERS", and "ALUMNI & GIVING".

The main content area displays a banner with the text "Our Distinctive Culture" and a list of four defining principles: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. A "READ MORE" button is also present.

The screenshot shows the Berkeley Haas Home Page with a yellow header bar labeled "HOME MENU 1 COLUMN". The header includes the Berkeley Haas logo, a search bar, and navigation links for & CENTERS, RECRUITERS, and ALUMNI & GIVING.

A (yellow circle) points to the "Career Management Center" and "Recruiting Undergraduates" sections.

Below the header, there's a banner with the text "Question the Status Quo".

HOME MENU 3 COLUMN

A **Menu Container.** At window width of 992px to 1200px gives dimensions of 940px by 180px. At window width of 1200px and up gives dimensions are 1150px by 180px.

B **Menu Column.** Each column has 29% width, and a min-height of 120px. Top, right, and bottom margins are 30px. First and second column have a right hand border of 1px solid #ccc. This is the dividing line between columns

C **Menu Text.** Font is Roboto 14px/30px bold, color #555. Hover is different color, #0971ce.

HOME MENU 1 COLUMN

A **Menu Container.** Single column drop down menus are used when the amount of sub menu items is enough to fit into a single column (up to 4 items). Only use 1 or 3 column menus. At window width of 992px to 1200px gives dimensions of 300px by 135px. At window width of 1200px and up gives dimensions are 300px by 165px.

A **Menu Text.** Left padding of 40px. Font is Roboto 14px/30px bold, color #555. Hover color is, #0971ce.

MOBILE HAMBURGER MENU

A **Container.** Menu is 250px wide. Background color is #ebebeb, space between items is 1px solid white border. Menu is absolute positioned.

B **1st Level Menu Item.** Font is Roboto light, 18px/30px, Color #0071cf. Top and bottom padding is 0.5em. Right and left padding is 5%. Arrow after item is a sprite. Active links the arrow points up. Otherwise the arrow points down.

C **2nd Level Menu Item.** Font is Roboto bold, 14px/28px, Color #555. Letter spacing is 0.2px. Top and bottom padding is 0.5em. Right and left padding is 5%.

A TABLET LAYOUT

B Our Distinctive Culture

These four Defining Principles sharply differentiate Berkeley-Haas.

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

[READ MORE >](#)

C

RESEARCH
Prof. Kray: Sympathy and Negotiations

STUDENTS
Classified: MBAs Tackle California Drought

DEAN LYONS TWEETS

@richlyons

Nobel prizes of the 9 Nobel prizes won by Berkeley faculty since 1963, 5 have been either in Haas or Economics
https://en.wikipedia.org/w/index.php?title=List_of_Nobel_laureates_in_finance&oldid=8100000 17 hours

#PRME Signatory @BerkeleyHaas (@resbus) mentioned as implementing responsible business. #Ethics@2009 13 Jan

Positive financial move to boost more women on boards #WomenLead #Womeninbiz
<http://www.haas.berkeley.edu> 14 Jan

IN THE HEADLINES
Tai Tran, BS 16, Named to Forbes' "30 Under 30"

D

Define What's Next. Spark Innovation.
[Learn More](#)

#1 Program
for employment outcomes
Master of Financial Engineering Program at Berkeley-Haas
[See more](#)

Over 400,000 enrolled in free courses
[Philanthropy University powered by Berkeley-Haas](#)

Berkeley-Haas undergraduate program has
#1 ROI
[Read Press Release](#)

Live webcam of North Building construction

JAN Webinar
Evening & Weekend MBA or MBA for Executives
How do you choose?
Get your questions answered.

Plug in
to the Berkeley-Haas Alumni Network

E

BerkeleyHaas

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[f](#) [l](#) [t](#) [y](#) [e](#) [m](#) [MORE](#)

RESOURCES

[Contact Us](#)
[Academic Calendars](#)
[Course Information](#)
[Getting Here and Parking](#)
[Library](#)
[Berkeley-Haas Style Guide](#)
[Rooms Rentals](#)
[UC Berkeley Directory](#)
[Privacy Policy](#)
[Welcome: New North Building](#)

SERVICES

[For the News Media](#)
[Headlines](#)
[California Management Review](#)
[BerkeleyHaas Magazine](#)

INTERNAL SITES

[iMail \(Berkeley Email\)](#)
[For Current Students](#)
[For Faculty](#)
[For Alumni](#)
[For Visitors](#)
[Staff Directory](#)
[Rooms & Media Reservations](#)
[Computing Help Desk](#)
[Emergencies & Safety](#)

TABLET LAYOUT

- A** **Window.** Tablet starts when window is at 768px to 992px

- B** **Slider.** Image box and text box become to 100% width, causing the text box to go underneath image. Slider text is aligned to news section.

- C** **News Section.** The news section goes from 1x4 to 2x2. Twitter feed container becomes same as image box.

D **Billboard Section.** The section is vertically split. See example below for staking order.

E **Footer.** The logo moves from left aligned to center aligned and moves above content.

BILLBOARD LAYOUT

DESKTOP

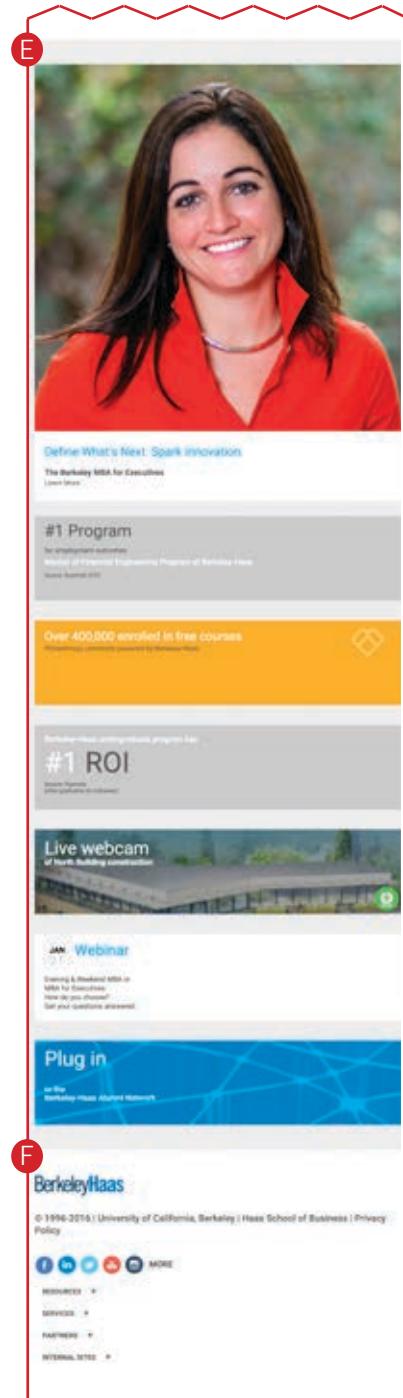
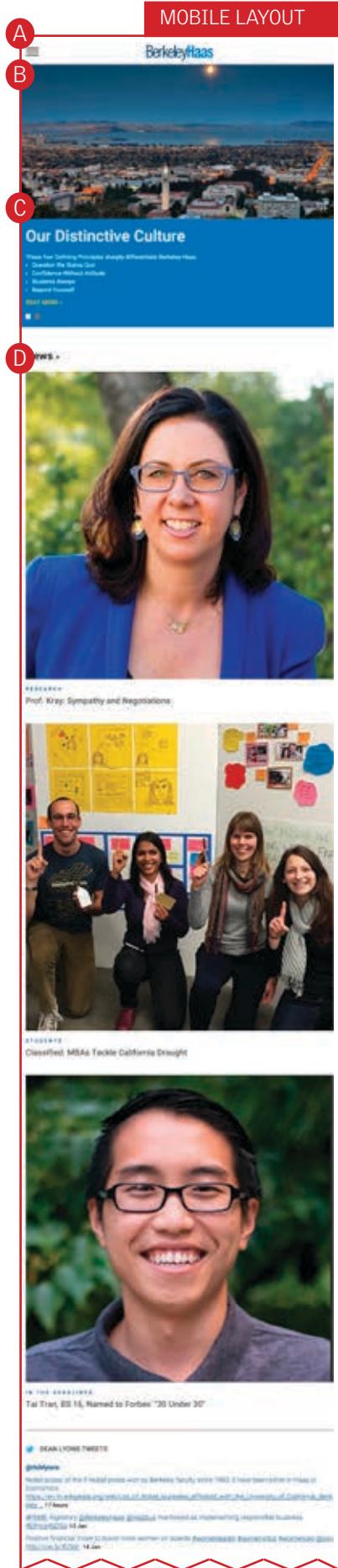


TABLET



MOBILE





MOBILE LAYOUT

- A Container.** Mobile starts from 0 to 766px
- B Menu.** Menu is contained in a hamburger menu. (See below). Logo is centered with 100% height.
- C Slider.** Slider text becomes left aligned.
- D News Section.** All images are 100% width. The divider between news and twitter is a 5px line break, color #ccc.
- E Billboard Section.** All sections are 100% width, including images. They retain the stacking order shown on page 19. Boxes have a min-height of 160px.
- F Footer.** Footer items are stacked vertically. Home footer menu items become contained in accordion menus under their respective menu headers.

BerkeleyHaas
Haas School of Business
University of California Berkeley

PROGRAMS | FACULTY & RESEARCH | **ABOUT HAAS** | INSTITUTES & CENTERS | RECRUITERS | ALUMNI & GIVING

About Haas

Haas Home

About Haas

- Facts & Figures
- Haas Leadership
- The Haas Family Connection
- History of Haas
- Haas School Deans
- Haas School Board
- Dean's Advisory Circle
- Alumni Hall of Fame
- Commencement Speakers
- Business Leader of the Year
- Leading Through Innovation Award

Dean Rich Lyons

Dean's Speaker Series

Mission Statement

Transforming our Campus

Diversity at Haas

Berkeley-Haas Magazine

Social Media

Haas Campus

Employment Opportunities

A **About Haas**

B As the second-oldest business school in the United States, the Haas School of Business at the University of California Berkeley is one of the world's leading producers of new ideas and knowledge in all areas of business — which includes the distinction of having two of its faculty members receive the Nobel Prize in Economics over the past 20 years.

The school offers outstanding management education to about 2,200 undergraduate and graduate students each year who come from around the world to study in one of its six degree-granting programs. The school has 40,000 alumni.

The school's mission is "to develop leaders who redefine how we do business." The school's distinctive culture is defined by four defining principles:

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

MAIN CONTENT

C

A **Commencement Speakers 2013**



B Arun Sarin, MBA 78, MS 78, the former CEO of Vodafone will speak to the MBA class of 2013.



C **Marc Singer, BS 86**, the Director of McKinsey & Co.'s Marketing and Sales Practice in the Americas will give the commencement address to the Undergraduate class of 2013.

[See the rest of the 2013 commencement speakers >](#)

RIGHT COLUMN

Haas School of Business

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MAIN CONTENT

A Content Container. Width is 385px. Margins 40px top, 35px left & 23px right.

B Body Text.

h1 = Verdana Bold, 16px / 18px, #3d79b5

h2 = Verdana Bold 13px / 15px, #505050

h3 = Verdana Bold 11px / 14px, #3d79b5

h4 = Verdana Bold 11px / 14px, #505050

Standard Paragraph = Verdana Regular, 11px / 16px, #636363

Visual space between paragraphs= 11px

Link = #3d79b5

Hover = #000 + underline

C Expanding Content (not shown). Section consists of a list of items with a box containing a "+" sign as a bullet. A click on the list item expands the content changing the symbol in the box to a "-" sign and revealing additional content. A click on expanded content returns the content to its original state.

Link = Verdana Bold, 11px #505050.

+/- Box background = #3d79b5

Expanded Content = Verdana Regular, 11px /13px.

Margin top (to header) visually 5px. Margin bottom to next header 20px.

Margin between headers = 15px visually.

Rollover for +/- symbols and title text = The rollover for the symbol box is a change in the background color but not the symbol. +/- symbol changes after click. Title text is a link but does not have a rollover state.

RIGHT COLUMN

A Container. The width of the container is 195px. Padding top, right and left is 15px. Padding bottom is 20px. Top margin is 0px. Float right. A background image is standard for most content. Background image abuts to the bottom of the banner.

B Section Header. Verdana Bold, 13px / 14px; #636363. Top most element must vertically align with page title.

C Content
Body Text
Verdana Regular, 11px / 13px
#636363

Links
Color = #000

Hover
Font weight switches to bold. Links set in containers with padding to the right so effect does not alter position of the next link.

Dean Rich Lyons



[Haas Home](#)
Dean Rich Lyons
[About Dean Lyons](#)
[Articles & Speeches](#)
[Dean Lyons in the News](#)
[Messages from the Dean](#)

A Articles and Speeches by Dean Lyons

- Global Tech Symposium**
Incubating Global Leadership
March 27-29, 2013
Dean Lyons and Garth Saloner, Dean of the Stanford Graduate School of Business, reflect on the role of educators in combining innovation with integrity.
- International Conference of the Association of Global Management Studies**
Globalization, Innovation and Management Scholarship
March 4-5, 2013
Dean Lyons chairs and delivers the keynote address at this international forum on understanding global issues in management studies.
- AACSB International Conference and Meeting**
Panelist, Emerging Markets and Business School Strategies
April 7-9, 2013
Panelists discuss critical questions facing deans worldwide about the changing landscape of graduate management education, highlight student pipeline trends, resources and networks, and demonstrate how they are positioning their programs to be most effective.
- Contra Costa Times**
UC Berkeley is Now More Public than It Has ever Been
March 24, 2012
An op-ed by Dean Rich Lyons and Robert Haas, former CEO of Levi Strauss & Co., and chairman of national annual giving for the Campaign of Berkeley, on Cal's public mission.
- Journal of Management Development**
Curriculum Reform: Getting More Macro, And More Micro
2012, 31: 432-423
Dean Rich Lyons describes the barbell approach to recent curriculum reform at Berkeley-Haas: a macro end pinned down with an archetype of the path-breaking leader, plus a supporting and explicit culture, and a micro end pinned down with ten capabilities integrated throughout the curriculum.
- Symposium for the Marketing of Higher Education**
November 2011
Dean Lyons previewed his keynote address for this American Marketing Association event in a [podcast interview](#).
- Values Journal**
For Business Schools, Culture Matters
The Values Journal runs Dean Lyons' Bloomberg Businessweek column on why the first step to creating a different kind of business school graduate is creating a different kind of business school culture.
- Berkeley: A Time of Resilience and Renascence**
August 2011
The Dean shares his thoughts on UC Berkeley's collective responses to recent challenges—and how they've resulted in a flourishing of entrepreneurial initiative, self-determination, and operational agility.
- The Exchange**
Haas School of Business: Building Innovative Leader
Spring 2011
Dean Lyons outlines the Haas School's vision for MBA education in a spring 2011 article for The Exchange, a white paper series from MBA Roundtable, an organization of global business school faculty and administrators.
- BizEd**
Paths to Innovative Leadership
January/February 2011
Dean Lyons calls for business schools to find their own best approaches to innovation.
- Bloomberg Businessweek**
For Business Schools, Culture Matters
December 23, 2010
A column by Dean Lyons on why a key first step in creating a different kind of business school graduate is creating a different kind of business school culture.
- GMAC Annual Industry Conference**
November 2010
Dean Lyons delivers the closing keynote address (Video)
- Financial Times**
Dean's Column: Leading in a Complex World
October 25, 2010
Dean Lyons on James D. Thompson's Organizations in Action
- The Economist**
The MBA Goes Back to School
September 9, 2010
A blog post by Dean Lyons on the need for path-breaking leaders.

MAIN CONTENT

MAIN CONTENT

A Content Container. Width is 385px. Margins 40px top, 35px left & 23px right.

B Body Text.

h2 = Verdana Bold, 16px / 18px, #3d79b5

h3 = Verdana bold 12px / 15px, #505050

h4 = Verdana bold 11px / 14px, #3d79b5

h5 = Verdana bold 11px / 14px, #505050

Standard Paragraph = Verdana Regular, 11px / 14px, #636363

Visual space between paragraphs = 15px

Llink = #3d79b5

Hover = #000 + underline

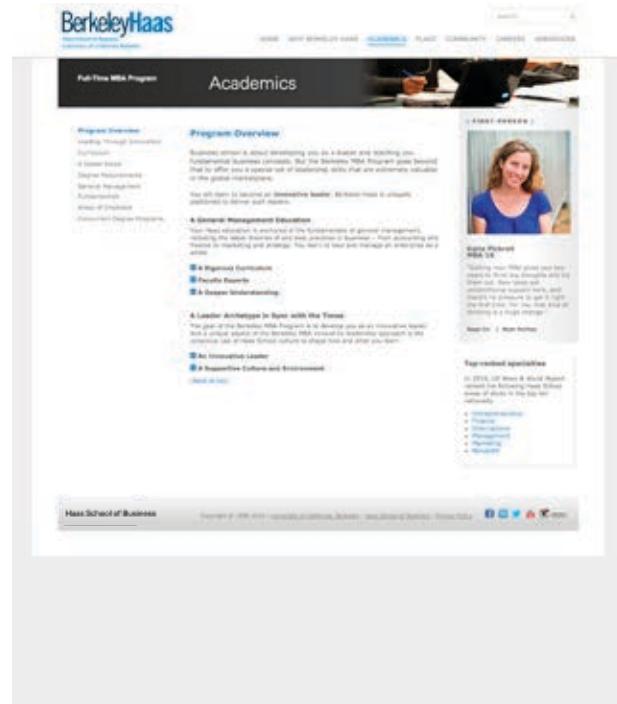
2012 Design - Templates

The style information below covers the Berkeley-Haas website pages that were designed between 2012 and 2016. Several elements of this style are being phased out as of 2016, including Univers font and the use of small images on the large banner. These elements will not be used on new design projects. Also, all new design project will be responsive.

1. Home Page



2. Interior Page - Standard 3 column layout



3. Interior Page - Standard 2 column layout

Degree Requirements

The Full-Time MBA requires completion of 45 semester units of requirements. 24 units are core requirements, 12 units are electives, and 9 units are chosen by the student. In general, you must register and pay fees for spring and fall semesters in odd numbered years and summer sessions in even numbered years. Tuition is paid in full at the time of admission.

Course Requirements

The core consists of 21 courses; all must be taken in the first year or within the first two years of enrollment.

Academic Innovation Requirement

As part of the academic innovation requirement, students purchase a "book" over their career. Readings can be from three sources as set by the setting of their own goals.

Elective Classes

Students may audit from courses or pursue research, study papers or projects in the areas of their interest. Elective classes are open to all students and may be used as credit towards a student's degree. Elective opportunities include a variety of topics such as finance, marketing, strategy, operations, accounting, management, entrepreneurship, and more.

Minor Requirements

For those who want to specialize in a particular area, the school offers minors in various fields. These minors require students to take a series of courses in a specific area, such as finance, marketing, or strategy. Students can also choose to minor in a field of their choice, such as entrepreneurship, operations, or accounting.

Other Areas

There are many other areas of study available for students, including business, law, and medicine. Students can also choose to minor in a field of their choice, such as entrepreneurship, operations, or accounting.

4. Interior Page - Large Photo with text & caption

Living in the Bay Area

This geographical area is the world's fourth largest urban area, with a population of over 7 million people. It is home to some of the world's most innovative companies, including Google, Facebook, and Twitter. The area is also known for its natural beauty, with numerous parks and trails for outdoor activities like hiking and cycling.

Place

The Bay Area is home to an diverse community that is increasingly diverse and dynamic. The area is known for its natural beauty, with numerous parks and trails for outdoor activities like hiking and cycling. The area is also known for its diverse culture, with a mix of traditional and modern influences.

What makes the Bay Area unique?

The Bay Area is unique in that it has a mix of natural beauty, history, and modernity. The area is known for its natural beauty, with numerous parks and trails for outdoor activities like hiking and cycling. The area is also known for its diverse culture, with a mix of traditional and modern influences.

5. variation - no caption

7. Interior Page - Profiles

Community

Our community is made up of individuals from all walks of life. From students to faculty, from alumni to staff, everyone plays a role in making the Haas School of Business a great place to learn and work.

Alumni

Meet our alumni, who have gone on to become successful professionals in various industries. From business to technology, from healthcare to non-profits, our alumni are making a difference in the world.

Faculty

Our faculty members are experts in their respective fields. They are dedicated to teaching and research, and are always looking for ways to improve the classroom experience for their students.

Students

Our students are a diverse group of individuals from all over the world. They are passionate about learning and are always looking for ways to make the most of their time at the Haas School of Business.

8. Interior Page - Individual Profile

Amara Aguston

Amara Aguston's ultimate goal is to launch her own business. But first, she has to learn it all... from finance and marketing to operations and sales. "One of my first stops was the Center for Emerging Companies," says Aguston. "I found a mentor and the practical support needed to fulfill my dreams."

What motivates you to succeed?

"There is no such thing as a single idea that can't be improved. That's why I believe in trying your best and then improving it."

What inspired you to start your own business?

"I decided, using the Haas School Network, to start my own business. I wanted to learn more about the industry and what it takes to succeed. I found a mentor, and the Center for Emerging Companies helped me find a mentor and the practical support needed to fulfill my dreams."

What are your hobbies?

"I'm going to start my own music group, put on my concert tour, and travel around the world. I'm also planning to start a non-profit organization. I want to help others and make a difference in the world."

HEADER

Berkeley Haas
Haas School of Business
University of California Berkeley

C HOME WHY BERKELEY-HAAS ACADEMICS PLACE COMMUNITY CAREERS ADMISSIONS

LEFT COLUMN

A Full-Time MBA Program

D Academics

B Program Overview

C Leading Through Innovation

- A Culture
- B Being, Thinking, Doing
- C Applied Innovation
- D Team Performance
- E Innovative Leadership
- F Coursework
- G Curriculum
- H A Global Focus
- I Degree Requirements
- J General Management
- K Fundamentals
- L Areas of Emphasis
- M Concurrent Degree Programs

MAIN CONTENT

A Leading Through Innovation B

We develop innovative leaders through culture, capabilities, and hands-on learning in our applied innovation courses.

The process starts with the careful selection of Berkeley MBA students, who have demonstrated leadership and exemplify the school's defining principles. Exploration of innovative leadership begins in Week Zero (orientation) and continues throughout your Berkeley MBA studies, with emphasis on such capabilities as problem framing, leadership communication, and team performance.

B Required Applied Innovation Course

C Electives and Beyond

D Back to top

RIGHT COLUMN

A RIGHT COLUMN

B

A John Hanke
MBA 96

C Founder
Google's Niantic Labs

D

John Hanke shares how a love of games and a Berkeley MBA contributed to his co-founding of Keyhole, the startup that became Google Earth, and most recently, his launch and leadership of Google's Niantic Labs, which develops location-based apps. (3:51)

Related Links D

- Poets & Quants: At Haas, Big Returns on Socially Responsible Investing
- Poets & Quants: How Spaghetti & Marshmallows Are Being Used To Teach Creative Problem Framing At Haas
- Businessweek: How alum leveraged *Influence Beyond Authority* to launch crowdfunding startup
- CalBusiness: Experiential Learning Enables Students to Learn Lessons of Innovative Leadership
- America's Most Innovative MBA Team

FOOTER

A

B Haas School of Business

C Copyright © 1996-2016 | University of California, Berkeley | Haas School of Business | Privacy Policy

D

E

HEADER

A The Haas logo. The Haas Logo exists in the same location on every page of all the admissions website. The logo will be an active link back the Haas School main website. See page 13 for additional details.

B Search Box. These are handled by server side includes, must be included in every header.

C Main Navigation. The placement of the main navigation is consistent on every page of the website. Some links will include drop down menus.

D Page Banner. There are two main styles of page banners. The height of the banners is the same. The difference is that some banners contain a photo that is justified to the right with a gradient to the left. All banners must contain the Program Name and Section Header

LEFT COLUMN

A Left Hand Navigation. Links should be created within tags in an unordered list. The styles of left hand navigation may not be altered but wording and urls of links may be changed as necessary. There are several navigation styles. Please see individual templates for more information.

B Section Indicator - The top level link for the current sub section will be denoted by different font styling. Styling will vary depending on if the user is on a 2nd level or deeper level page.

C Sub-navigation. Where appropriate sub-navigation can be used for further navigation within a section. Only two levels of navigation are allowed in the left hand navigation. See page 12 for additional details.

MAIN CONTENT

A Main Content - There are various styles for the main content of a page. Please see various templates for examples

C Text. Lead in Paragraph: Verdana Regular, 12px /16px, #636363
Standard Paragraph: Verdana Regular, 11 px / 14px, #636363.

B Titles - All titles are placed with in <h> tags.

D There are several "special" text blocks that can be used within the main content block. Including expanding areas, tables and lists.

RIGHT COLUMN

A The 3 column layout is one of 2 standard layouts for the 2012 design sites. In this example a profile is displayed.

C Background. A background image is used for the right column gradient. In directory "images/bg_profile_2nd.jpg". Make sure vertical repeat is on.

B Images. Images need to be sized and optimized for the web before use. Images are primarily 195px by 195px.

D Additional information. Certain additional information can be added the right hand sidebar, examples being related links, an image, additional text and links.

FOOTER

A The footer must appear at the bottom of every page on the admissions site. It will be generated using a server-side include and may not be altered in any way.

C Social Media Links. The main social media buttons will appear in the social media section. The more button links to additional options. See page 13 for additional details

B Footer information (including copyright information and links) is controlled by a server side include (SSI) and may not be changed or altered for any reason except by the top level administrator.

BANNER

MAIN CONTENT

The Berkeley MBA

Full-Time MBA Program

The Berkeley MBA Program is about leadership, fresh thinking, positive impact, and an incredibly talented, diverse, collaborative community—one that forms an invaluable, lifelong network.

[Apply](#) [Request Info](#) [Meet Us](#)

BOXED LINKS

- A** **B** Lead the Way **C**
- D** Gender Equity at Haas **E**
- Meet Our Students **F**
- Indiegogo's Story **G**

[Watch Video >](#) [View Profiles >](#) [Watch Video >](#)

RIGHT COLUMN

A

I GET STARTED I

Learn more about the Full-Time Berkeley MBA Program. Sign up now to receive the latest briefings, special invitations, and other offers.

B

First Name*

Last Name*

Email* personal email address preferred

Country - Please Select -

Postal Code

C

Sign Up

I VIEWBOOK I

The Full-time Berkeley MBA Program viewbook is now only available online. Check it out!

BANNER

A Home Page Banner Container. 980px x 408px. This is either a jQuery element containing feature stories or a single static image. Title font is Univers 45 Light, 48px / 42px, #fff, -1px letter spacing, drop shadow.

MAIN CONTENT

A Content Container. Overall container is 635px wide. Content within is held in a contained 500px wide.

B Headers. Top header = Univers 330 Light, 40px, #555555, letter spacing -.02em.
 2nd header = Univers 430 Regular, 21px / 24px, #033d7b
 Visual space between headers = 4px
 Margin from header to paragraph 25px
 Text = Verdana, 14px / 18px, #636363.

BOXED LINKS

A Container. 635px wide. Edge of box lines up with the width of the main text block above. The margins are 15px right, 40px bottom.

B Headline. Font is Univers Bold 15px color #636363, top and bottom margins 4px.

RIGHT COLUMN

A Container. Interior content is 240px wide with right and left padding 15px, top and bottom padding is 20px. Making the overall container 270px. Background image gradient.

B Text. Univers normal, 10px, #636363, letter spacing 2px. Bracket color #3d79b5. Bottom Padding is 8px. Body text is Verdana Normal 11px/14px

B Banner Thumbnails. The banner thumbnails consist of a static and a selected state with the hover the same style as the selected state.
 Static State: Thumb size = 100px x 50px, border 1px white at 35% opacity. Text = Univers 55 Regular, 11px / 12px, #fff, float right, and right padding: 8px.
 Rollover/Selected State: Thumb Size = 115px x 58px. Enlarges from center. Background image 223px x 63px. Text = #ffc600, margin left 8px.
 Thumbnail placement is always centered vertically and thumbnails must have consistent vertical spacing with a minimum of 18px. **Note: these thumbnails will be phased out and not used in future designs.**

C Links. The home page includes additional links in the flow of the main content. These links are set as boxes at 144px x 28px with different background colors. Yellow = #eab40d, Blue = #56a1d3, Green = #92b466. The right margin is 10px, bottom margin is 18px. Padding is 8px. Font is Univers Bold, 14px/28px, #fff.

C Images. 189px x 146px. Top and bottom padding is 4px. Links to different page. If linking to a video include play button in bottom right corner of image. 51px x 51px.

D Content. Title is Univers Bold 13px #727272. Body text is Univers light 12px, color #888. Margin top and bottom is 8px. Link style is Univers bold 11px, color #3d79b5, with ">" after link text. Hover state for link is color #fff and underlined.

C Forms. Label is Helvetica Neue, bold, 13px/20px. Asterisk color is #ff0000. Input boxes width are 90% with max width at 500px. Placeholder text is Helvetica Neue 13px/18px color #666.

BANNER



Leading Through Innovation

Berkeley Haas cultivates innovative leaders who shape how to lead more, work more and do more responsibly. A rigorous general management education anchors the community.

[Read More](#)

MAIN CONTENT

The Berkeley MBA

Full-Time MBA Program

The Berkeley MBA Program is about leadership, fresh thinking, positive impact, and an incredibly talented, diverse, collaborative community—one that forms an invaluable, lifelong network.

Apply

Request Info

Meet Us

Lead the Way



[Watch Video >](#)

Gender Equity at Haas

Aliza Michael, MBA '18, talks about how a student-led effort to get more women into the full-time MBA program paid off big.

[Watch Video >](#)

Get Acquainted



[Meet Our Students >](#)

BOXED LINKS



Get Inspired

Inliegogo's Story
Inliegogo Co-founder Daniel Kriegsmann, MBA '06, on building the leading international platform for crowdfunding. 0:39

[Watch Video >](#)

RIGHT COLUMN

GET STARTED

Learn more about the Full-Time Berkeley MBA Program. Sign up now to receive the latest briefings, special invitations, and other offers...

First Name*

Last Name*

Email* person@domain.com preferred

Country - Please Select -

Postal Code

Sign Up

VIEWBOOK



The Full-Time Berkeley MBA Program viewbook is now only available online. Check it out!

FOOTER

B Haas School of Business [Facebook](#) [Twitter](#) [LinkedIn](#) [YouTube](#) [Instagram](#)

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MOBILE LAYOUT**BANNER**

A **Home Page Sider.** Image width is 100%, height is auto. Headline and body text move from over image to below image in container. Headline below is Univers Light 25px. Body text is Univers Light 12px. Text container has all over padding of 5%. Background color is #93b662. Link text is Univers bold, 11px/18px.

B **Banner Navigation.** The banner thumbnails go away and the bullet buttons take their place below all the content. Button container is 100% width and height of 10px, top and bottom and right padding of 10px, left padding is 15px. Container has a background color of #555. Buttons are 12px x 12px, with 10px padding between buttons. Buttons are handled by sprite sheet, that contains the active and inactive state.

MAIN CONTENT

A **Content Container.** Overall container is 88% wide. Overall margins of 6%

B **Headers.** No text changes

C **Links.** Colored link boxes become 100% width of their container. There is no text change

BOXED LINKS

A **Container.** Same container as main content area; 88% width.

B **Headline.** Font is Univers Bold 15px color #636363, top and bottom margins 4px.

C **Images.** Width is 100% to container and height auto. Links to different page. If linking to a video include play button in bottom right corner of image. 51px x 51px.

D **Content.** Text doesn't change.

RIGHT COLUMN

A **Container.** Interior content is 88% width of outer container. Overall padding of 6%.

B **Text.** There is not change to the text.

FOOTER

A **Container.** Footer container retains its 100% width to the screen width.

B **Word Mark.** Width becomes 136px. Center aligned within the footer container.

C **Copyright.** Copyright info is pushed out of the footer container. It has an absolute positioning, a 90px padding on the top, and a 6% left hand margin.

BerkeleyHaas
Haas School of Business
University of California Berkeley

HOME WHY BERKELEY-HAAS ACADEMICS PLACE COMMUNITY CAREERS ADMISSIONS

Full-Time MBA Program Academics

Program Overview

Leading Through Innovation

- Culture
- Being, Thinking, Doing
- Applied Innovation
- Team Performance
- Innovative Leadership
- Coursework

Curriculum

- A Global Focus
- Degree Requirements
- General Management
- Fundamentals
- Areas of Emphasis
- Concurrent Degree Programs

A **Leading Through Innovation**

We develop innovative leaders through culture, capabilities, and hands-on learning in our applied innovation courses.

B

The process starts with the careful selection of Berkeley MBA students, who have demonstrated leadership and exemplify the school's defining principles. Exploration of innovative leadership begins in Week Zero (orientation) and continues throughout your Berkeley MBA studies, with emphasis on such capabilities as problem framing, leadership communication, and team performance.

Required Applied Innovation Course

Electives and Beyond

[\[Back to top\]](#)

MAIN CONTENT

RIGHT COLUMN

A INNOVATIVE LEADER |



John Hanke
MBA 96

Founder
Google's Niantic Labs

John Hanke shares how a love of games and a Berkeley MBA contributed to his co-founding of Keyhole, the startup that became Google Earth, and most recently, his launch and leadership of Google's Niantic Labs, which develops location-based apps. (3:51)

B Related Links

- Poets & Quants: At Haas, Big Returns on Socially Responsible Investing
- Poets & Quants: How Spaghetti & Marshmallows Are Being Used To Teach Creative Problem Framing At Haas
- Businessweek: How alum leveraged influence beyond authority to launch crowdfunding startup
- CalBusiness: Experiential Learning Enables Students to Learn Lessons of Innovative Leadership
- America's Most Innovative MBA Team

MAIN CONTENT

- A Content Container.** Width is 470px. Margins are 39px top, 36px right. Structure matches standard 3 column layout (pg. 19)

RIGHT COLUMN

- A Container.** The width of the container is 225px. Padding right and left is 15px. Padding bottom and top is 20px. Bottom margin is 25px. A background image is standard for most content. Background image abuts to the bottom of the banner.

- B Typography.** Please see main site template for type styles (pg. 27)

- B Additional Information.** Headers are Verdana bold, 12px/15px, color is #505050. Body text is Verdana Normal 11px/14px. Link text color is #3d79b5. Hover color is #000, and underlined.

☰
BerkeleyHaas

Full-Time MBA Program
Academics

MAIN CONTENT

A

Elective Courses: Tailor Your Studies

Customize your studies according to your own goals, with the Berkeley MBA Program's high level of flexibility.

You tailor your course of study beginning in your first year, choosing from an impressive menu of original elective courses that make up 60 percent of the curriculum.

You may choose from a wide variety of constantly evolving electives and dual degree offerings—from within the Haas School and from the wider university—as well as design courses of your own in conjunction with a faculty member.

B

Course Descriptions

From Mergers & Acquisitions to Entrepreneurship and from Pricing to Power & Politics in Organizations, find [course descriptions](#) in the UC Berkeley general course catalog, *Berkeley Bulletin*.

C

A FIRST-PERSON



B

C

Laura Tilghman
MBA 14
Social Impact Senior Consultant
FSG Consulting
San Francisco, California

"The Entrepreneurship elective is a good survey course on what goes on in early-stage startups. It also gave me valuable academic and practical insights that informed my work on the Global Social Venture Case Competition."

[Read On](#) | [More Profiles](#)

RIGHT COLUMN

Haas School of Business

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Haas School of Business - Website Style Guide - 2012 Design

Section 3 - page 40

MOBILE LAYOUT

MAIN CONTENT

- A** **Main Content.** Main content becomes 88% width, and bottom margin of 25px. Main content area stays center aligned underneath the banner.

- B** **Text.** No change to the text. Accordion menus (not shown) become 88% width, 57px height.

RIGHT COLUMN

- A** Right column moves below the main content. Column width is 88%. Padding within the container is 6% all around, and there is a bottom margin of 20px.

- B** **Images.** Profile images become 100% of their container width. Other images do not adjust their size.

- C** **Text.** No text change.



Berkeley Haas
Haas School of Business
University of California Berkeley

[HOME](#) [WHY BERKELEY-HAAS](#) [ACADEMICS](#) [PLACE](#) [COMMUNITY](#) [CAREERS](#) [ADMISSIONS](#)

Full-Time MBA Program
Academics
MAIN CONTENT

A


B

Degree Requirements

The MBA program requires completion of 51 semester units of coursework: 12 core courses, an applied innovation requirement, and elective courses. To qualify, you must register and pay fees for both fall and spring semesters in each academic year (a total of four 15-week semesters); there are no courses offered during the summer.

Core Requirements

The core consists of 12 courses. All must be taken in the first year to provide the foundation for the second year's advanced work.

Applied Innovation Requirement

As part of the applied innovation requirement, students participate in a team performance module. Students may take these courses as early as the spring of their first year.

Elective Courses

Students may select from hundreds of elective courses, both within and outside of the business school, to fulfill the remainder of their 51-unit requirement. Up to 6 units may be taken as either graduate or upper-division undergraduate courses in other departments on campus; all other elective course units must be taken in graduate business classes. With the permission of the MBA program director, students may take two lower-division undergraduate language courses and apply 60% of the credits earned toward the elective unit requirement.

Waiver Examinations

Students may substitute elective courses for certain required courses if they demonstrate sufficient mastery of the subject by passing a waiver examination, which approximates the course final examination. These exams are available for 6 of the 12 required core courses, and are given during the week before classes begin in August and January. Short study guides are available for each course.

[\[Back to top\]](#)

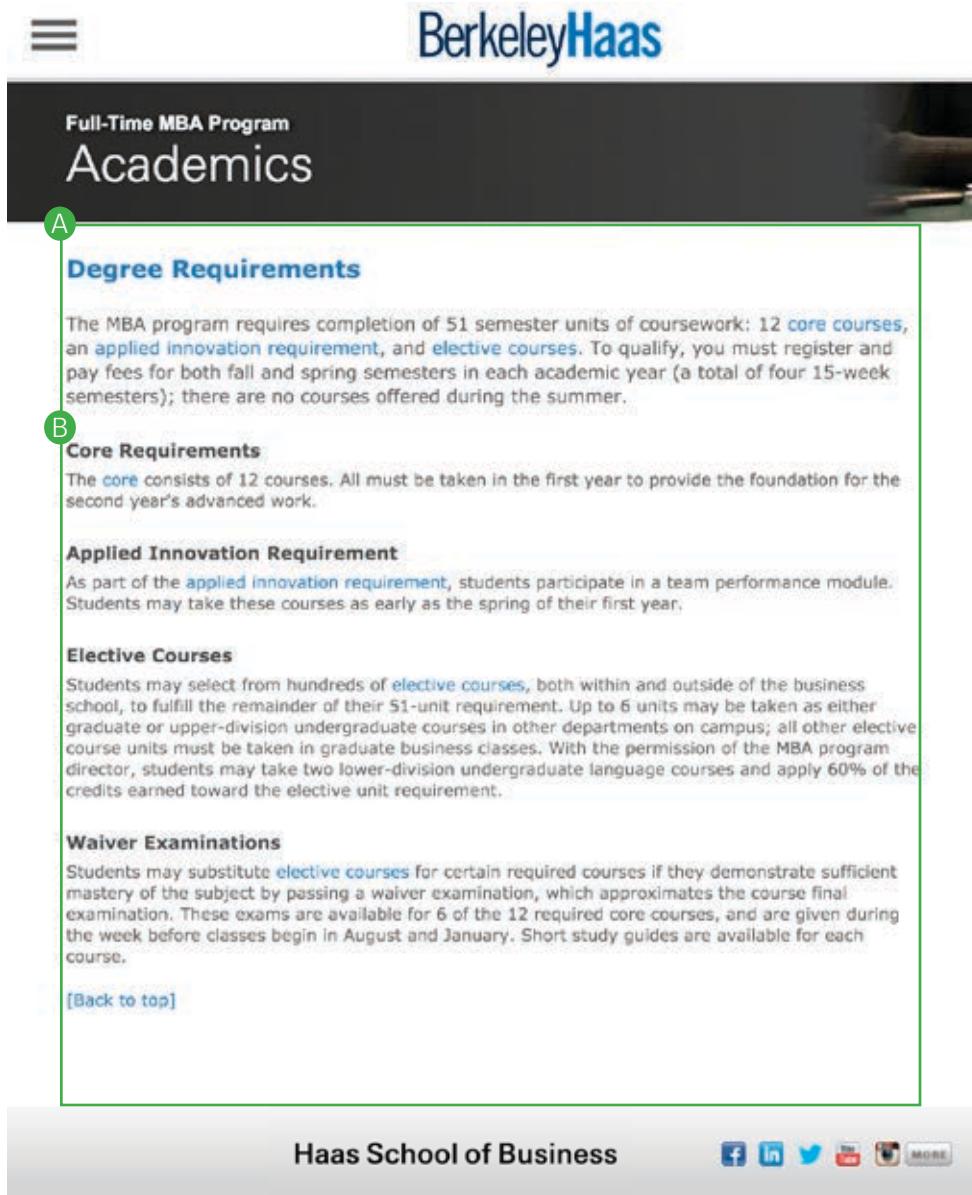
Haas School of Business

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MAIN CONTENT

A Content Container - width is 495px. Margins are 49px top, 36 right.
Template is the same as standard 2 column layout (pg. 21)

B Typography. Please see main site template for type styles (pg. 27)



The screenshot shows the Berkeley Haas Full-Time MBA Program Academics page. At the top, there is a navigation menu icon (three horizontal lines) and the "BerkeleyHaas" logo. Below the header, the page title "Full-Time MBA Program" and "Academics" are displayed. A green rectangular callout box highlights the "Degree Requirements" section. The "Degree Requirements" section contains text about the program's requirements and categories like "Core Requirements", "Applied Innovation Requirement", "Elective Courses", and "Waiver Examinations". A blue link "[Back to top]" is located at the bottom left of the callout box. The footer of the page includes the "Haas School of Business" name, social media icons for Facebook, LinkedIn, Twitter, YouTube, and Instagram, and a "MORE" link.

A

Degree Requirements

The MBA program requires completion of 51 semester units of coursework: 12 **core courses**, an **applied innovation requirement**, and **elective courses**. To qualify, you must register and pay fees for both fall and spring semesters in each academic year (a total of four 15-week semesters); there are no courses offered during the summer.

B

Core Requirements

The **core** consists of 12 courses. All must be taken in the first year to provide the foundation for the second year's advanced work.

Applied Innovation Requirement

As part of the **applied innovation requirement**, students participate in a team performance module. Students may take these courses as early as the spring of their first year.

Elective Courses

Students may select from hundreds of **elective courses**, both within and outside of the business school, to fulfill the remainder of their 51-unit requirement. Up to 6 units may be taken as either graduate or upper-division undergraduate courses in other departments on campus; all other elective course units must be taken in graduate business classes. With the permission of the MBA program director, students may take two lower-division undergraduate language courses and apply 60% of the credits earned toward the elective unit requirement.

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[\[Back to top\]](#)

Haas School of Business



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MOBILE LAYOUT

MAIN CONTENT

A **Main Content.** Main content becomes 88% width, and bottom margin of 25px.

B **Text.** No changes to the text.

BerkeleyHaas
Haas School of Business
University of California Berkeley

HOME WHY BERKELEY-HAAS ACADEMICS **PLACE** COMMUNITY CAREERS ADMISSIONS

Full-Time MBA Program Place PHOTO BLOCK

Where New Ideas Thrive:
Bridges to UC Berkeley
Think Tanks
Living in the Bay Area
Relocating
Taking Time Out

A  B

CONTENT

Few geographical areas in the world can claim Haas School's central location in the San Francisco Bay Area.

The Haas community is, in turn, profoundly shaped by its surroundings.

The Bay Area is home to an innovation ecosystem that is unequalled anywhere in the world. With its venture capital firms, established technology companies, and biotech and digital media industries thriving, the Bay Area marks one of the nation's most unique confluences of business centers. Many of the most dynamic names in business, from Visa to Apple, Charles Schwab to Google, call the region home.

The Perfect Playground.

The San Francisco Bay Area is also perennially designated the world's most popular tourist destination — and for good reason. There is the area's stunning natural beauty, its seductively benign weather, and its atmosphere charged with a worldly sophistication and a distinctive openness to new ways of thinking.

You can attend world-class theatre, film, dance and music and stroll through a redwood grove without ever leaving Berkeley's campus. Wander off, however, and within Berkeley's 18 square miles, you can wander a rose garden, shop for Tibetan jewelry, or play a round of golf.

Just a 15-minute BART ride away is the city of San Francisco, with its neighborhoods, cable cars, culture, nightlife, and countless activities. Beyond lies wine country, the most beautiful seaside towns, Yosemite National Park, and the ski resorts of Lake Tahoe.

Taking time out in the Bay Area

[Back to top]

RIGHT COLUMN

A Related Links **B**

- Berkeley Energy Resources Collaborative (BERC)
- Berkeley Program on Housing and Urban Policy
- Berkeley Roundtable on the International Economy (BRIE)
- Center for Law and Technology
- Center for Organization and Human Resource Effectiveness (COHRE)
- Institute for Research on Labor and Employment (IRLE)
- Haas School Strategic Plan

PHOTO BLOCK

A Content Container - width is 730px, height is 320px. Bottom margin is 20px.

B Image. Width is 730px. Height is 320px. Bottom margin is 20px. Styling for text on photo is handled through a Photoshop template.

CONTENT

A Content Container. 425px wide.
(This container is similar to the standard 3 column main content block)
Font styles should follow standard conventions.

RIGHT COLUMN

A Container. Width is 220px. Left margin is 40px. Box shadow horizontal and vertical 3px, blur is 10px and spread is -2px. Padding within the container is top and bottom 6px, and left and right are 10px.

B Text. Text is same as 3rd row column. (See page 27)

☰

BerkeleyHaas

Full-Time MBA Program

Place

PHOTO BLOCK

A

B

CONTENT

A

Few geographical areas in the world can meet, let alone beat, the Haas School's central location in the San Francisco Bay Area.

The Haas community is, in turn, profoundly shaped by its surroundings.

The Bay Area is home to an innovation ecosystem that is unequaled anywhere in the world. With its venture capital firms, established technology companies, and biotech and digital media industries thriving, the Bay Area marks one of the nation's most unique confluences of business centers. Many of the most dynamic names in business, from Visa to Apple, Charles Schwab to Google, call the region home.

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Taking time out in the Bay Area

[Back to top]

A

RIGHT COLUMN

B

Related Links

- [Berkeley Energy Resources Collaborative \(BERC\)](#)
- [Berkeley Program on Housing and Urban Policy](#)
- [Berkeley Roundtable on the International Economy \(BRIE\)](#)
- [Center for Law and Technology](#)
- [Center for Organization and Human Resource Effectiveness \(COHRE\)](#)
- [Institute for Research on Labor and Employment \(IRLE\)](#)
- [Haas School Strategic Plan](#)

Haas School of Business

MOBILE LAYOUT**PHOTO BLOCK**

A Content Container. The whole single column is in a container 88% wide with top padding of 115px, right and left and bottom padding of 6%.

B Image. The image is 100% width of its container. Height is auto. The image is no longer flush with the banner - this is handled by the containers top padding.

CONTENT

A Content Container. 88% width to its container. Top, right and left padding of 6%. No text changes.

RIGHT COLUMN

A Container. 88% width for the outer container, with top, right and left padding of 6%. Inner container is 100% width, padding of 6% all over. Top margin of 30px, bottom margin of 20px, left margin of -6%.

B Text. Text is same as 3rd row column. (See page 27)

BerkeleyHaas
Haas School of Business
University of California Berkeley

HOME WHY BERKELEY-HAAS ACADEMICS PLACE COMMUNITY CAREERS ADMISSIONS

Evening & Weekend Berkeley MBA Program

Community

PHOTO BLOCK

A Dynamic Community
Students
Distance Commuting
Faculty
Alumni Network
Alumni Profiles

B

Alumni Network

CONTENT

From the moment you join the Berkeley-Haas community, you'll experience the power of one of the best professional networks on the planet. Almost 40,000 Haas School graduates—and over 450,000 UC Berkeley graduates—are connected by a robust alumni network that includes career resources, online communities, and local alumni chapters in major cities around the globe.

Endless Networking Opportunities
Whether you're in Shanghai, Santiago, London, or New York, you'll have access to local alumni who get together often to strengthen their personal and professional contacts at chapter and regional gatherings. In addition, a variety of online and in-person alumni groups and clubs formed around special interests and industries can provide you with insights and contacts.

Alumni Chapters & Affinity Groups
With chapters in over countries all over the world, there are, on average, events happening six out of seven days a week all over the world. Haas alumni have also formed a variety of affinity groups for networking and career opportunities.
[View complete list of alumni chapters and affinity groups.](#)

Student/Alumni Mixers
MBA students often organize alumni mixer events. In addition, the Berkeley-Haas Alumni Relations Office hosts an annual networking event for all MBA students and alumni in the Bay Area.

Online Networking Tools
The robust [Berkeley-Haas Alumni Group on LinkedIn](#) provides members of the exclusive community a convenient means of leveraging contacts and deepening their Haas affiliations. You can join the group once you become a student.

As a Berkeley MBA student, you will also gain access to [Haas@Cal](#), the Haas School's exclusive online networking community, as well as an alumni directory and group of more than 4,000 Haas alumni who have volunteered to be career advisors.

Tools and Resources for a Lifetime of Career Growth
As graduate of the Evening & Weekend Berkeley MBA program, you will have access to benefits and services designed to help you flourish in every stage of your life and career—whether you're looking to boost your business prospects, expand your networking and social circles, or stay current with industry trends.

Career Resources
Gain lifelong access to job databases, résumé services, personal advising and coaching, and career workshop and webinars offered by the [Career Management Group](#).

Lifelong Learning
Audit a graduate-level course each fall and spring semester at the Haas School for free—a benefit made possible by the Haas Annual Fund.

Reunions
At your one-year anniversary and then every five years after that, you are invited to Haas for Reunion Weekend—where you will have the opportunity to socialize and reconnect with your fellow graduates, as well as share experiences and expertise with one another.

[Next: Alumni Profiles](#)

(FIRST-PERSON)

Jason Meredith
Brand Manager
Dreyer's/Edy's
Oakland, California

"The Haas Alumni Network was a big part of my pre-application research. There are several Haas grads here at Nestlé and I was reassured by their willingness to support the program, and by their commitment to staying involved in it after they graduated."

[Read On](#) | [More Profiles](#)

Berkeley-Haas Alumni Hall of Fame

When you come to Haas, you join one of the world's most powerful business networks.

Learn more about the prominent business leaders in your future network!

Haas School of Business

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MAIN CONTENT

A **Content Container** - width is 730px, height is 320px. Bottom margin is 20px.

B **Image**. Width is 730px. Height is 320px. Bottom margin is 20px. Styling for text on photo is handled through a Photoshop template.

CONTENT

A **Content Container**. 425px wide.
(This container is similar to the standard 3 column main content block)
Font styles should follow standard conventions.

MOBILE LAYOUT

Mobile design is the same as Large Photo with caption. (See page 49)

Full-Time MBA Program

Community

A Dynamic Community
 Culture
 Diversity
Student Profiles
 Student Activities
 Student FAQ Videos
 Faculty
 Alumni Network

A**B****D****E**

MAIN CONTENT


Amara Aigbedion
 MBA 13

Gonzalo Alcoholado
 MBA 14

Crystan Allan
 MBA/MPH 15

Olivia Anglade
 MBA 16

Katie Benintende
 MBA 15

Molly Bode
 MBA/MPH 14

Megan Bradfield
 MBA 15

Raj Brahmbhatt
 MBA 13

Alison Brock
 MBA 13

Ben Buchanan
 MBA 13

Stacey Chin
 MBA 16

Sandro Del Rosario
 MBA 13

INTERACTIVE ELEMENT

[FIRST-PERSON]

B **Crystan Allan**
 MBA/MPH 15

Internship:
 Abbott Nutrition
 Columbus, Ohio

"I'm constantly amazed by people's willingness to help out. For example, when a classmate overheard me saying I was struggling with Microeconomics, he said he had been an Econ major and became my unofficial tutor. When classmates realized I had been in the military, they asked me to talk with them about leadership. There is such generosity here."

[Read On](#)

MAIN CONTENT

- A Container & Columns.** Width is 730px.
 Left Column = 470px wide, Top Margin = 40px, Bottom Padding 29px
 Right Column = 196px wide with right and left padding of 30px.
 Background of right column is an image.
-
- B Thumbnail Row.** 3 images boxes. Each image box is 155px by 191px.
 Images and text contained in boxes.
-
- C Thumbnail Images.** 135px x 135px. Bottom padding is 8px. Maintain similar cropping and zoom between images.
 On hover, increase photo size to the bottom right corner 140px x 140px

INTERACTIVE ELEMENT

- A Selected Photo.** 195px x 195px
 Margin Bottom (to top of text) = 16px
-
- B Selected Text.**
 Name & Year = Verdana Bold, 12px / 11px, #636363.
 Job Title = Verdana Bold, 11px / 13px, #7d7d7d, Margin Top = 15px.
 Text/Quote = Verdana Regular, 11px / 13px, #7d7d7d, Margin Top = 15px.
 Link = #000, Margin Top = 12px, Margin bottom = 15px.

≡

BerkeleyHaas

Full-Time MBA Program
Community

A

B

C

D

E

Amara Algedion
MBA 12

Gonzalo Alcoholado
MBA 14

Crystan Allan
MBA/MPH 15

Olivia Anglade
MBA 16

Allison Brock
MBA 13

Ben Buchanan
MBA 13

Stacey Chin
MBA 16

Sandro Del Rosario
MBA 13

Next >

Haas School of Business



MOBILE LAYOUT**MAIN CONTENT**

A Container. Width is 100%. Interactive sidebar seen in desktop version is removed.

B Thumbnail Container. Images are kept in a container 50% wide, and with no padding or margins.

C Thumbnail Images. Images are 92% width of their container, with a bottom margin of 8px.

D Thumbnail Text. No change to the text.

E Previous/Next Bar. Width becomes 100%, no change to the text.

BerkeleyHaas

Haas School of Business
University of California Berkeley

HOME WHY BERKELEY-HAAS ACADEMICS PLACE COMMUNITY CAREERS ADMISSIONS

Search 



A Dynamic Community
Culture
Diversity
Student Profiles
Student Activities
Student FAQ Videos
Faculty
Alumni Network

C



Amara Aigbedion
MBA 13
Sub-Saharan Africa Commercial Leader
GE Oil & Gas

Internship:
Apple
Cupertino, California

Previous degree:
BS, Mechanical Engineering,
University of Houston

Job prior to Haas:
Project Engineer
BP, Houston, Texas

< Previous | All Profiles | Next >

A

B

Amara Aigbedion's ultimate goal is to launch her own business, but first, she has to "learn it all, from finance and marketing to operations and ethics." One of her first stops was the Lester Center for Entrepreneurship. There, she found a mentor and the practical support needed to nurture her dream.

They encourage you to explore

"There is no such thing as a stupid idea here. No one ridicules anyone else; instead, they encourage you to explore. Knowing your classmates have your back encourages risk-taking."

"I started using the Haas Alumni Network before classes even started. I reached out to an alum who works at Microsoft to learn more about the company. When my interest shifted to Apple, a staff member in the Alumni Relations Office connected me with someone there. It is great to meet alums who are so eager to help students."

"Professor Kellie McElhaney impressed me without even setting foot in her classroom. She opened her home for an event co-sponsored by Women in Leadership and other student diversity leaders. It was powerful to hear her talk about the challenges she and other women face in the corporate world."

"To me going *Beyond Yourself* means getting out of your comfort zone. For example, on a recent team project, I took on the communications role—something I don't usually do. It was a great experience. I realize that I can't make change if I am only willing to do the same old things."

< Previous | Next >

MAIN CONTENT

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MAIN CONTENT

A Content Container. Width is 425px. Margin is 20px top.

B Main Text. The page title follows standard practices for use of fonts.
There is an additional font style for the lead in paragraph.

Lead in Paragraph: Verdana Regular, 14px / 20px, #707070.
Leading paragraph top aligns to header in the left hand column.

C Profile Box. This element is formatted in the same way as the profile box found in the standard 3 column layout. Here it is positioned left.

Container. Width is 195px, with right and left padding or 15px and top padding of 20px. Right Margin is 20px.

Photo. 195px x 195px
Margin Bottom (to top of text) = 20px

Text.

Name & Year = Verdana Bold, 12px / 11px, #636363.
Job Title = Verdana Bold, 11px / 13px, #7d7d7d, Margin Top 15px.
Text/Quote = Verdana Regular, 11px / 13px, #7d7d7d, Margin Top 15px.
Link = #000, Margin Top = 12px, Margin bottom = 15px.

BerkeleyHaas

Evening & Weekend Berkeley MBA Program

Community

MAIN CONTENT

A



Karthik Raman

Security Researcher
Adobe Systems
San Francisco, California

Previous degrees:
BS, Computer Science
University of California, Irvine

BS, Computer Science, Computer Security & Information Assurance
Norwich University
Northfield, Vermont

< Previous | All Profiles | Next >

B

Karthik Raman remembers Dean Lyons giving incoming students an important piece of advice at the Welcome Reception: Take a vacation before starting classes. Raman took the dean's advice and went to Hawaii. "It's the best preparation for your first year."

We all have more in common than we have differences

"One of the most satisfying things about the program is the opportunity to build my network among a group of very talented, intelligent and diverse classmates. I know that I can call anyone in my cohort, to ask for advice, or a referral, or just to go out for a beer. I have a lot of confidence in this network."

"I grew up in three different countries—India, Oman, and the US—which gave me an early appreciation of diversity. It's good to see the diversity at Haas. I can sit down with a classmate who spent his childhood in Latvia, for example, and compare our experiences. Seeing all of this diversity is a reminder that we all are human—fundamentally we all have more in common than we have differences."

Knowing that I can rely on them for support is very reassuring

"You need to use all of your time- and project-management skills to keep a job, school, and a personal life going all at once. Having such a good rapport with my classmates, knowing that I can rely on them for support and as a resource, is very reassuring."

"When I was researching MBA programs, one Berkeley-Haas grad who works at Adobe described the Evening & Weekend Program as a "lifeline" in his career development. That was good to hear for two reasons: first, to know that alumni feel good about making the investment in their career; second, because advancing my career into a management position is one of my objectives."

The faculty are dedicated to our education and our success

"Obviously, the faculty are very professional and more than competent. What you don't realize until you get here is how much they care about their students. They are dedicated to our education and our success."

"Something thought-provoking comes up in just about every class, whether it's something the professor says or an observation a classmate makes based on his or her on-the-job experience."

"When it was over, I could fully appreciate the breadth of the core curriculum. Being in the middle of it, however, was a challenge. A worthwhile challenge."

< Previous | Next >

Haas School of Business

[Facebook](#) [Twitter](#) [YouTube](#) [Instagram](#) [LinkedIn](#)

MOBILE LAYOUT

MAIN CONTENT

A Content Container. Container is 10% width. Bottom padding is 25px.

B Main Text. Text container is 100% width. Main text area slides below the content container. No other text changes.

C Profile Box. Container become 88% width, padding everywhere is 6%, and bottom margin of 20px.

Image. Width of 100%. Height is auto.

Text. No text change.

BerkeleyHaas
Haas School of Business
University of California Berkeley

HOME WHY BERKELEY-HAAS ACADEMICS PLACE COMMUNITY CAREERS ADMISSIONS

Full-Time MBA Program Community

A Dynamic Community

- Culture
- Diversity
- Student Profiles
- Student Activities
- Student FAQ Videos
- Faculty
- Alumni Networks

MAIN CONTENT

A Coming to Berkeley-Haas means joining a vibrant community of students, alumni, faculty, and staff. Catch a glimpse of life in the Berkeley MBA Program.

B Week Zero Incoming students spend a week learning, serving the community, and bonding in preparation for their two-year journey together.

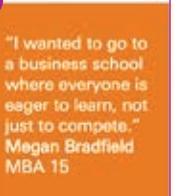
A  **D** 

A  **D** 

A  **D**  **D** 

D  **D** 

D  **D** 

D  **D**  **D** 

Haas School of Business

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MAIN CONTENT

A Main container is 740px wide. There are four different layouts for each row of images; 2 different rows with two images, and 2 different rows with 3 images. Introductory row is always first, and never repeats. The other three rows repeat, in order. All boxes have 1px solid border, color #cccccc. All boxes also have margin of 5px. All boxes are 218px high.

B **Hover.** Hover over picture boxes brings up dark opaque overlay and text. Header text is Verdana, Bold 14px color #fdb714. Bottom margin 5px. Body text is Verdana regular 13px/16px, color #fff. Margins at 0.

INTRODUCTORY ROW

A First box = 258px x 218px. Text is Univers 21px /28px, padding 30px, color #3d77b6.
Second box = 328px x 218px.

ROW TWO

A First box = 385px x 218px
Second box = 328px x 218px

C **Galleries.** Images can link to shadow box galleries. These are represented with a "+" symbol in upper right hand corner. The "+" symbol is 25px x 25px, absolute, top margin 5px and right margin 5px, and a z-index of 99. The lightbox is handled by Swipebox, a jQuery plug-in. To group images together in a gallery they have to have the same <rel> tag. (See below for lightbox gallery examples)

D Text in colored boxes is Univers 18px/22px, middle aligned, right and left padding is 20px. Color is #fff. Background colors for text boxes are consistent to their respective rows. Row 1 color is #95c652. Row 3 color is #e3b01f. Row 4 color is #4ba4dd. Row 6 color is #d27900.

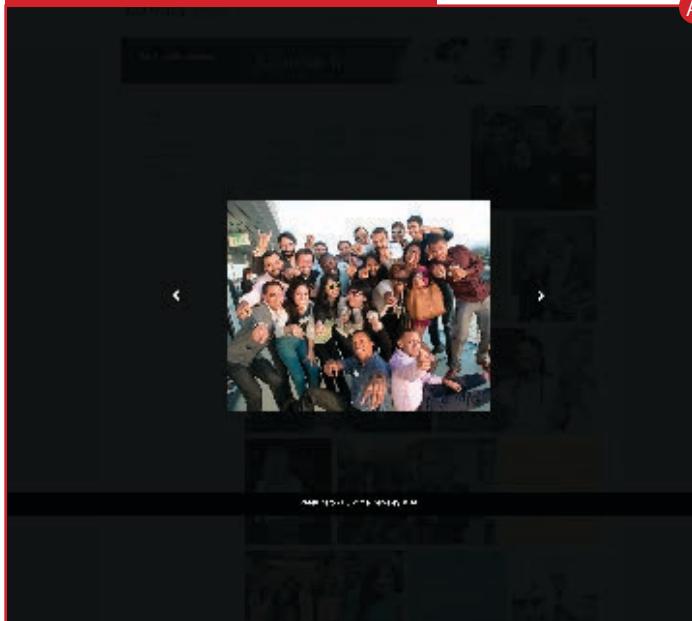
ROW ONE

A First box = 328px x 218px.
Second box = 200px x 218px.
Third box = 175px x 218px.

ROW THREE

A First box = 180px x 218px
Second box = 195px x 218px
Third box = 328px x 218px

LIGHTBOX GALLERY EXAMPLE



LIGHTBOX GALLERY

A Lightbox overlay is 100% height and 100% width, with an overlay color #0DODOD, with an opacity of 95%. Images are 543px x 434px. Title is 100% width, center aligned text. Text is Helvetica 15px/43px, color #fff. Arrows are taken from a sprite sheet. They are 50px wide and 50px high.

The mobile screenshot shows the Berkeley Haas website's "Community" section. At the top, there's a header with the text "Full-Time MBA Program" and "Community". Below this, a purple circle labeled "A" contains the text: "Coming to Berkeley-Haas means joining a vibrant community of students, alumni, faculty, and staff. Catch a glimpse of life in the Berkeley MBA Program." To the right of the text is a photo of four people (three men and one woman) wearing "Cal" hoodies, smiling. Below this, a purple circle labeled "B" contains the text: "Haas Gala". Underneath, it says: "Students, faculty, staff, and alumni gather for this annual celebration of the Haas School of Business and its remarkable alumni." To the right of this text is a photo of five people in formal attire (tuxedos and dresses) at a social gathering. Below this, a purple circle labeled "C" contains a quote: "Knowing your classmates have your back encourages risk-taking." attributed to "Amara Alibedon, MBA 13". To the right of this quote is a photo of a man holding a baby while a woman stands next to him. At the bottom, a purple circle labeled "D" contains the text: "MBA Alumni Reunion Weekend". Below this, it says: "Fun, learning, and networking are lifelong pursuits for Berkeley MBA grads—and you'd be amazed by how much of it we pack into this one weekend." To the right of this text is another photo of people at a social gathering.

The mobile screenshot shows several event sections and a quote. The first section, "Career Days", features a photo of two women talking at a table. Below the photo, the text reads: "Berkeley-Haas MBA students spend two days focused on achieving their career goals, through workshops, networking events, and one-on-one counseling." The second section, "Asia Business Conference", features a photo of a woman speaking. Below the photo, the text reads: "Berkeley-Haas hosts the largest student-run Asian business conference on the West Coast, attracting more than 300 students, academics, and business leaders." The third section, "Women in Leadership Conference", features a photo of a large lecture hall filled with people. Below the photo, the text reads: "You might want to get your tickets right now—this event always sells out, with highly-engaging themes such as last year's on design thinking." At the bottom, a quote from "Megan Bradfield, MBA 15" is displayed in an orange box: "I wanted to go to a business school where everyone is eager to learn, not just to compete."

MOBILE LAYOUT

MAIN CONTENT

A Container. Overall container is 88% width. Top padding is 115px. Right, left and bottom padding is 6%. All other containers are 100% width to the overall container. All other containers are 100% width and auto height.

B Hover. Hover is removed from the mobile layout. Instead the hover text is displayed beneath the image. The text block is 100% width. All over padding of 6%. Height of box is variable to the text length. There is no change to the text styles.

C Galleries. Gallery images still link to a lightbox as before. There is no change to the "+" symbol style. There is no change to the lightbox style.

D Colored Boxes. Box positioning does not change. Box width is 100%, overall padding is 6%. No change to text.

BerkeleyHaas
Haas School of Business
University of California Berkeley

HOME WAY BERKELEY-HAAS ACADEMICS PLACE COMMUNITY CAREERS ADMISSIONS

Berkeley MBA for Executives Program

Academics

MAIN CONTENT

A

B Leadership Learning in Context

Experiential: 25% of Your Berkeley EMBA

In the Berkeley MBA for Executives Program, 25 percent of your curriculum is experiential, delivered through five immersive learning opportunities that let you apply your growing skills across a variety of challenges and ecosystems.

- Discover your authentic leadership style
- Get insights into life as a Silicon Valley entrepreneur
- Go behind the scenes with industry leaders
- Explore an international business hub
- Experience the entire innovation cycle

Take a look at what immersive learning in the Berkeley EMBA

C

D

Leading Authentically

Leading and presenting from an authentic place of presence, genuine intent, and vulnerability," says Spencer Bradford of the Leadership Communication Institute. [Watch this video](#)

IMAGE CONTAINER

A

B

C

D

On-the-Ground Insights

Connect with execs, VCs, and founders from 30+ companies during our weekly field trips, known as "Zoom the Startup Zone" sold site student. [Watch video](#)

Unrivaled Access

MAIN CONTENT

- A Container.** The main content for an image page does not allow for a right hand sidebar. The main body container is 700px wide, with a top margin of 30px and a right margin of 36px.

IMAGE CONTAINER

- A Container.** Image container is 635px wide with 30px of padding all around. Top margin is 40px and bottom margin is 50px. A drop shadow is on the container. Drop shadow style, the horizontal and vertical are at 0, blur distance is 10px, spread is 0, color is #d4d4d4.

- B Text.** Header text (not shown) is Univers light, 24px, color is #3978BB. Container text is Verdana regular, 13px/16px, bottom margin is 30px.

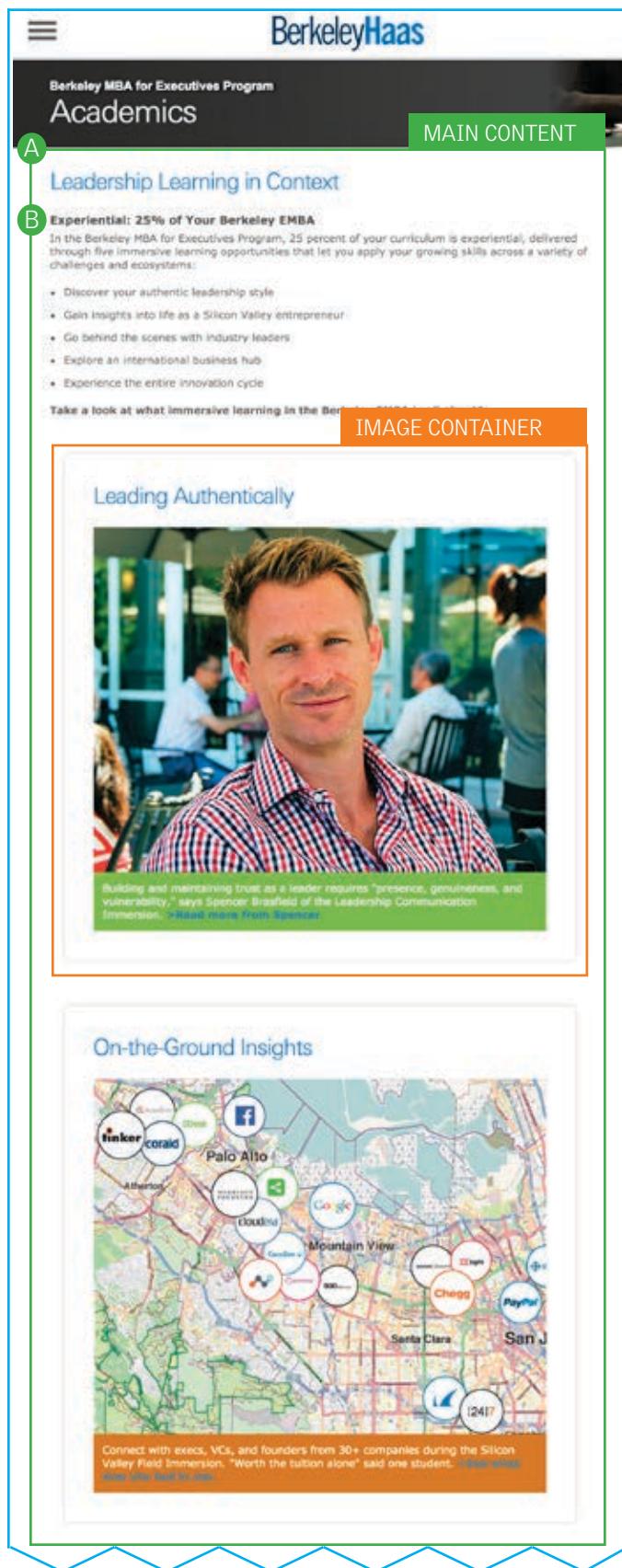
- C Image.** Image size is 635px by 635px. The image determines the width and size of the image container.

B Text.

h1 is Univers normal 24px, color is #3978BB, and letter spacing is -1px. h2 is Verdana bold, 12px/15px, color is #505050, top margin 20px. Body text is Verdana normal, 11px/14px, margin bottom 15px.

D

- Image Caption.** Caption color box is 250px x 72px. Text style is Verdana regular, 11px/14px with top, bottom and left margins of 15px. Right margin of 25px. Text color is #fff. Link color is #3d79b5. Choose from any of the 4 colors below for the background of the image caption box. Don't choose the same color in consecutive boxes.
 Yellow: #FFCC02
 Blue: #57A8DD
 Orange: #C27105
 Green: #88B54E



The screenshot shows the Berkeley Haas mobile website. At the top, there's a navigation bar with three horizontal bars on the left and the text "BerkeleyHaas" in blue. Below this is a dark header bar with the text "Berkeley MBA for Executives Program" and "Academics". To the right of the header is a green button labeled "MAIN CONTENT". A green circle with the letter "A" is positioned in the top-left corner of the main content area.

A Leadership Learning in Context

B Experiential: 25% of Your Berkeley EMBA

In the Berkeley MBA for Executives Program, 25 percent of your curriculum is experiential, delivered through five immersive learning opportunities that let you apply your growing skills across a variety of challenges and ecosystems:

- Discover your authentic leadership style
- Gain insights into life as a Silicon Valley entrepreneur
- Go behind the scenes with industry leaders
- Explore an international business hub
- Experience the entire innovation cycle

Take a look at what immersive learning in the Ber

IMAGE CONTAINER

Leading Authentically

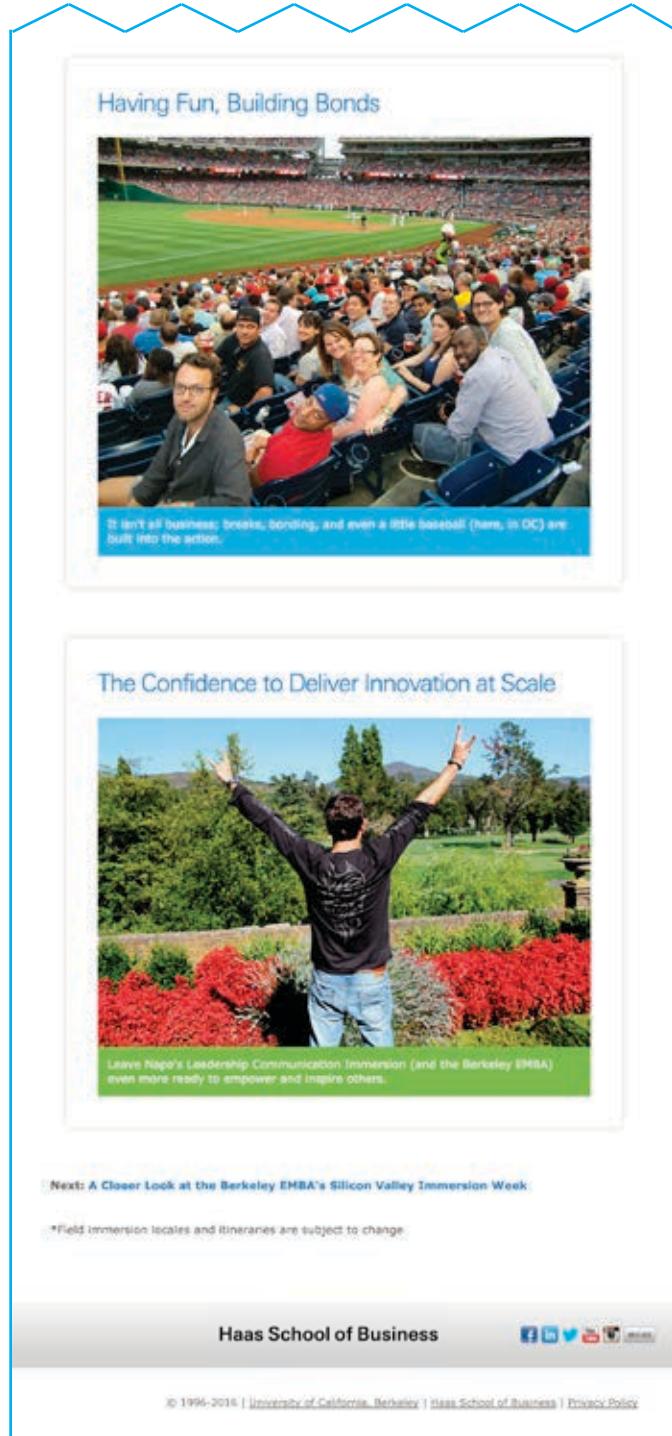


Building and maintaining trust as a leader requires "presence, genuineness, and vulnerability," says Spencer Brafield of the Leadership Communication Immersion. [Read more from Spencer](#)

On-the-Ground Insights



Connect with execs, VCs, and founders from 30+ companies during the Silicon Valley Field Immersion. "Worth the tuition alone" said one student. [View what else field immersions offer](#)



Having Fun, Building Bonds



It's not all business: breaks, bonding, and even a little baseball (here, in DC) are built into the action.

The Confidence to Deliver Innovation at Scale



Leave Napa's Leadership Communication Immersion (and the Berkeley EMBA) even more ready to empower and inspire others.

Next: A Closer Look at the Berkeley EMBA's Silicon Valley Immersion Week

*Field immersion locales and itineraries are subject to change.

Haas School of Business

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MOBILE LAYOUT**MAIN CONTENT**

A Container. Overall container is 88% width. Top padding is 115px. Right left and bottom padding is 6%.

B Text. No text change.

IMAGE CONTAINER

A Container. Width is 84%. Overall padding of 30px. Top margin is 40px. Bottom margin is 50px.

C Image Caption. Caption boxes become 100% width, and move below the image. There is no change in the text style.

B Text and Image. No change to text or image.

In addition to the various text style shown through the style guide. Here are some various styles that appear within the "Main Content" block of the interior template, shown on page 17.

PROFILE CONTAINER

A

B

Vivek Subramanian
Co-founder & Vice President,
Product Management
CalmSea, Inc.
Mountain View, California
"The Berkeley MBA curriculum is
fantastic for anyone interested in
entrepreneurship, and the
proximity to Silicon Valley means
we benefit from guest speakers
who are living what we are
learning about in class."
[See the courses Vivek chose to
make his transition.](#)

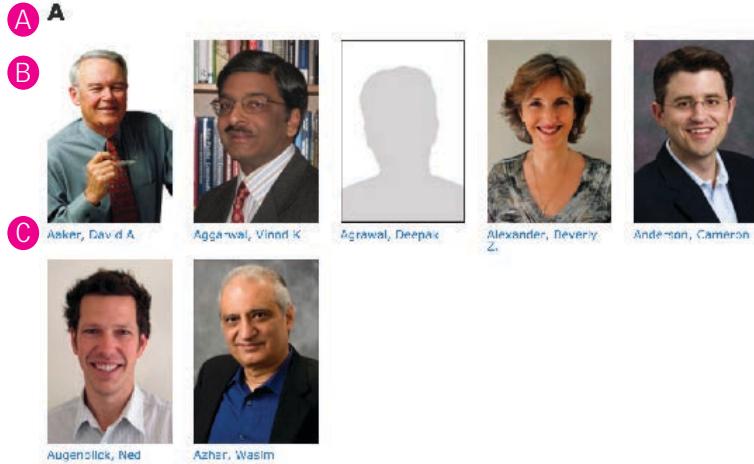
Megan Ardell Nykoluk
Manager, Customer Impact
Pacific Gas & Electric Company
San Francisco, California
"What I learned about leadership
at Berkeley-Haas is serving me
very well in my new role. I am
confident in my abilities and my
knowledge, all thanks to my
Berkeley MBA."
[See the courses Megan chose to
make her transition.](#)

Kyte Feng
Senior Consultant
Capgemini Consulting
Burbank, California
"My experience at Virgin America
Airlines through the Haas@Work
class was my first real consulting
engagement. It was a very
supportive, active learning
environment in which to try out
my new skills and deliver value to
our clients at the same time."
[See the courses Kyte chose to
make his transition.](#)

A Profile container is 195px wide, with right and left padding of 15px, top and bottom padding of 20px. A background image is used for some areas of the right column. Background abuts to banner image and repeats vertically. Three profile containers are displayed in a row in the body text field.

B Images for the sidebar are primarily 195px wide, to fit the container. Preferred file format for photos is JPG. Image and special section widths shall not exceed the max width of the right column container - 195px.

FACULTY & RESEARCH PROFILES



The Faculty & Research profiles are organized alphabetically by last name. Each letter has its own block. There are five profile pictures per row within the block. The top of each letter block has a "top of page" link, linking back to the top.

A Headline letter. Font is Verdana size 22px/15px. Font weight is 700, and color is #2f2f2f. Margin-top is 20px margin bottom is 19px.

B Profile Images. Width is 188px, Height is 200px. Bottom margin is 10px, and right margin is 21px.

C Text. Font is Verdana, size is 11px. Color is #3d79b5

ACCORDION MENUS

CLOSED MENU

- A** + Question the Status Quo
- + Confidence Without Attitude
- + Students Always
- + Beyond Yourself

A Accordion menus have their content hidden until clicked on the title or blue square. Plus (+) sign in blue box when closed and minus(-) sign in box when menu is open. Blue box is background image, 11px by 14px. Text can be variable.

OPEN MENU

- A** - Question the Status Quo
 - We lead by championing bold ideas, taking intelligent risks, and accepting sensible failures. This means speaking our minds even when it challenges convention. We thrive at the world's epicenter of innovation.
- + Confidence Without Attitude
- + Students Always
- + Beyond Yourself

BANNER

A

B

Shaping Future Business Leaders

C

The Haas Undergraduate Program gives students the knowledge and skills needed to embark on a career in today's business world. > [Read More](#)

BANNER NAV

A

Admissions for UC Berkeley Students

Admissions for Transfer Students

A

BANNER NAV ROLL

Admissions for UC Berkeley Students

Admissions for Transfer Students

BANNER

A **Home Page Banner Container.** 980px x 408px. Unlike the FTMBA & EWMBA sites this is a static banner. The banner consists of one main image containing the photo, title and text box; and the right hand navigation which are separate graphic files.

B **Title.** The typography for the title is set in a layered Photoshop file and included with the main image. The placement and styling may vary to accommodate different photos, but the general font style is Univers 45, 48px / 42px, tracking of -30 and font color of white. A drop shadow is always used but the intensity may vary depending on the underlying photo.

C **Text Box.** The color and size and horizontal placement of the text box may vary depending on the composition of the underlying photo. Vertical placement must be at the bottom of the banner.

Text: Univers 55, 13px / 18px, a font color of white.

Link: Univers 55, 10px and letter spacing of .2em, with a font color of #000.

BANNER NAV

A **Nav Container.** All of the buttons are set as separate images set in one container set to a width of 179px. The button group is centered vertically in the right hand column. Right margin is 20px.

B **Button Box and Text.** The size of each button is 179px x 158px. The margin between buttons is 10px. Border is 1px solid white.

Text: Univers bold, 14px / 14px, font color of white. Text is vertically centered in the box.

BANNER NAV ROLL

A The hover state is color change of #ffc600 and underlined.

Berkeley Haas Now Homepage.

The homepage features a top navigation bar with links to Home Now, Events, Research News, Alumni Magazine, For the Media, and About Haas. Below this is a banner for 'Haas Now' dated March 23, 2016. The main content area includes a photo of the North Campus, news from the Haas School, and a section titled 'Haas in the Headlines' with a recent news item about Dow Jones naming David J. Morgan as one of the top 10 most influential people in business. There are also sections for 'News Highlights', 'Berkeley-Haas on Facebook', 'Berkeley-Haas Tweets', 'Video Room', and 'Image Bank'.

Berkeley Staff Now Homepage.

The homepage features a top navigation bar with links to Directories, Officers, Style Guide & Logo, Calendar & Courses, Getting Things Done, and Up at Haas. Below this is a banner for 'Staff Now'. The main content area includes a photo of two jars of cookies, news from the Staff Buzz, and a section titled 'Get Involved' with a photo of Marcos Lindsey. There are also sections for 'New on Staff Lounge', 'Berkeley Staff Lounge', 'Staff Events', 'Haas Job Openings', and 'Keep up with Haas'.

Energy Institute Homepage.



The Energy Institute at Haas brings together research and curricular programs on energy business, policy, and technology commercialization. The goal of EI@Haas is to bridge the gap between the frontiers of economic and scientific energy research and the marketplace.

New Working Papers

- [The Environmental Cost of Global Fuel Subsidies](#)
Lucas W. Davis
- [Appliance Ownership and Aspirations among Electric Grid and Home Solar Households in Rural Kenya](#)
Kenneth Lee, Edward Miguel and Catherine Wolfram
- [Temperature and Temperament: Evidence from a Billion Tweets](#)
Patrick Baylis
- [Location, Location, location: The variable value of renewable energy and demand-side efficiency resources](#)
Duncan Callaway, Meredith Fowlie, and Gavin McCormick
- [From Cradle to Junkyard: Assessing the Life Cycle Greenhouse Gas Benefits of Electric Vehicles](#)
James Achimsmith, Alissa Kendall, and David Repon
- [The Distributional Effects of U.S. Clean Energy Tax Credits](#)
Severin Borenstein and Lucas Davis
- [Do Energy Efficiency Investments Deliver? Evidence from the Weatherization Assistance Program](#)
Meredith Fowlie, Michael Greenstone, and Catherine Wolfram
- [Economic Effects of Distributed PV Generation on California's Distribution System](#)
M.A. Cohen, P.A. Kauzmann, D.S. Callaway
- [More Working Papers +](#)

Energy at Haas Blog



Driving Taxes for the 21st Century
March 21, 2016 By Severin Borenstein
Both Max and Lucas have recently written on this blog about the need to price gasoline appropriately. I agree with them...mostly. I mean, how could I disagree with them? I'm the one driving the gray Prius with the license plate "TAX GAS". ... [READ MORE](#)



Our Newest Energy Consumer
March 14, 2016 By Andrew Campbell
We recently added a new member to our family. Since I have a tendency to look at the world through an energy lens, I've been wondering, what is the likely energy and climate change impact of our family expanding the global population by one? ... [READ MORE](#)



Getting Energy Prices Right
March 7, 2016 By Lucas Davis
Last month Meredith wrote about coal being too cheap and Max wrote about gasoline being too cheap. But what is the right price for energy? ... [READ MORE](#)

+ Click here for all Blog posts

Events

[Dinner with Professor Severin Borenstein](#)
Haas Alumni Event
March 31, 2016
6:30pm - 9:00pm

[Energy Policy in the U.S. and Around the World](#)
Haas Alumni Event
With Catherine Wolfram
April 21, 2016
6:00pm - 9:00pm

[2016 Seminar Schedule](#)
Friday, April 22, 2016
Litt Barge, Brown University
12:00 - 1:30 at 201 Giannini Hall, joint with UCB Agricultural & Resource Economics
TBD

In the News

[Severin Borenstein in The Guardian](#)
New York pension fund could have made billions by investing from fossil fuels – report
(03/04/2016)

[Lucas Davis in The Live Mint](#)
The fallacy of odds and evens
(02/14/2016)

Energy Clippings

Tweets by [@BorensteinS](#)

 **Severin Borenstein**
[@BorensteinS](#)
Driving Taxes for the 21st Century [wp.me/p2sNHS-17f](#)
Advancing technology can capture externalities better than the ugly old gas tax


Driving Taxes for the 21st Century
Both Max and Lucas have recently written on this blog about the need to price gasoline
[energylawhaas.wordpress.com](#)

[Embed](#) [View on Twitter](#)

JOIN OUR EMAIL LIST

EMAIL ADDRESS JOIN

Institute for Business & Social Impact Homepage.



Institute for Business & Social Impact

The institute's mission is to inspire and empower members of the Berkeley-Haas community to develop innovative solutions to pressing social and environmental challenges. We strive to achieve this mission through a rich array of courses, activities, and research offered by our diverse centers and programs that span the for-profit sector, the nonprofit sector, and the public sector. By providing a vibrant hub for shared goals and practical innovation, we aim to give students the tools and vision they need to design path-bending careers with social impact.

We look forward to working with you to build a more prosperous, inclusive, and sustainable society for all.

Institute for Business & Social Impact Blog

From Berkeley to Bangkok: Finalists in the Global Social Venture Competition

By Edmund L. Andrews. The 2016 Global Social Venture Competition is now in the final stretch. After ... [Continue Reading >>](#)

KRISTI RAUBER TWEETS

Melinda Gates [@melindagates](#)
Well said, [@PaulPolman](#): creating a poverty-free world starts with empowering women. [m-gat.es/1nMv60U](#)



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[Facebook](#) [Twitter](#) [YouTube](#) [Instagram](#) [LinkedIn](#)

MEET SOME ALUMNI



Paul Rice
Fair Trade USA



Jennifer Liebermann
Kaiser Permanente



Rob Kaplan
Walmart

WATCH [Laura Tyson on Institute Mission](#)

LAURA TYSON TWEETS

Laura Tyson [@LauraTyson](#)
Berkeley nonprofit launches with 'cradle-to-career' approach [@opportunityorg via @schronicle](#) [schronicle.com/business/article...](#)



Berkeley nonprofit launches with '...
A recent staff meeting at the Opportu... [schronicle.com](#)

IBSI Centers and Programs

- The Center for Social Sector Leadership**
prepares a new generation of cross-sector leaders with the practical skills to tackle complex global challenges and achieve social impact.
- The Center for Responsible Business**
brings together students, company leaders and faculty to redefine business and create a sustainable future.
- The Graduate Program in Health Management**
Trains students for the future of health finance, health systems and new innovations in health care.
- The Global Social Venture Competition**
is the world's longest-running startup competition for developing innovative business solutions to address social and environmental challenges.
- Pre-College Programs**
Business-oriented programs for middle school and high school students.
Young Entrepreneurs at Haas
Berkeley Business Academy for Youth

Berkeley Haas Magazine Homepage.

BerkeleyHaas
Haas School of Business
University of California Berkeley

CURRENT ISSUE ALUMNI NEWS HAAS NEWS SUBMIT AN ALUMNI NOTE PAST ISSUES ABOUT THE MAGAZINE

BerkeleyHaas

Fall 2015

The Berkeley-Haas Deal Flow

Michael Berolzheimer, MBA 07, champions alumni entrepreneurs and investors.
[Read More](#)

Power of Ideas
Demonstrating Tolerance
 How nonverbal cues affect racial discrimination.

Personal View
High Expectations
 Prof. Jenny Chatman, PhD '08, on life at Amazon.

Your Haas Network

<p>April Underwood, BCEmba '07 Head of Platform, Slack San Francisco</p>	<p>Handika Shah, BCEmba '09 Founder and CEO, Kinara Capital Bangalore, India</p>	<p>Todd Osborne, BS '06 Director of Product Management, Shoes of Prey Santa Monica, Calif.</p>
<p>Rae Richman, BCEmba '08/09 Head of Global Citizenship, Airbnb San Francisco</p>	<p>Abhay Nihalani, MBA/MPH '10 Product Marketing Manager, GE Healthcare Singapore</p>	<p>Gleb Budman, BS '95 {Mech. Eng.}, MBA '99 CEO and Co-Founder, Backblaze San Mateo, Calif.</p>

Resources for Alumni

Haas Alumni Network Give Online
 Alumni Calendar Submit an Alumni Note
 Update Address

Haas School of Business

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Cuttriss & Hambleton **PDF PROOF** Production

Date/Time: April 22th, 2016

Doc/Info: Haas-StyleGuide-apr2016-r3

To: Debra Goldentyer

From: Andrew Lux

Pages: 75

Proof 1: _____

Round 2: _____

Final: _____

Additional Client Changes: *Will incur additional charges*

Notes:

732 Addison Street, Suite D
Berkeley, CA 94710
Ph 510-644-1370

**Signature indicates client has examined this proof carefully and assumed full responsibility for size, content and placement of all graphics, copy, spelling and color breaks.*