UCLA Library

The UCLA Library Brand Identity aims to tell a powerful story—using both visual and narrative elements—that highlights the Library's role as the intellectual heart of UCLA, a vibrant nexus for discovery, scholarship, instruction, innovation, and collaboration.

As an institution, the UCLA Library encompasses the work of many different people—and also multiple physical locations and an array of collections, resources, programs, and services. When we all use the same elements, and speak with a shared voice, we can tell a powerful story that's immediately recognizable to our diverse audiences. The UCLA Library Brand Guidelines are designed to help you tell the Library's story more effectively and consistently—and to harness the power of the UCLA Library brand in your work.

The UCLA "Master" Brand Guidelines. The UCLA Library Brand Guidelines are based on the UCLA Brand Guidelines, which can be found here: brand.ucla.edu. Many elements of the UCLA Library brand are unique to the Library, so this document should be your primary reference point. You can also refer to the UCLA Brand Guidelines for guidance on issues not addressed here.

Questions. Please contact Library Communications with any questions about how to apply the UCLA Library Brand Guidelines.

Contents

The UCLA Library logo is based on the UCLA Campus Logo. It is the core element in the UCLA Library's visual identity. The UCLA Brand Guidelines clarify how and when to use the official UCLA Library logo and other visual identity elements.

The UCLA Library logo is used to identify our institution, including all Library locations, departments, units, events, projects, and other endeavors. Use of the logo by UCLA Library staff for all Library materials—both internally and externally facing—is *required*. Alteration or usage of the logo in ways that are inconsistent with the guidelines outlined here is not allowed.

The UCLA Library logo can appear in a color other than those outlined here only when black, white or the blue/black logo colors are not available. Deviations from brand standard colors will be evaluated on a case-by-case basis by the UCLA Library Communications team.

The UCLA Library logo combines the unboxed UCLA campus logo with the administrative unit name (Library version A).

UCLA Library
(A)

Clear space and minimum size. The logo needs clear space ("buffer") to achieve visual impact. The clear space (X) is based on the width of the campus logo letter "U". Do not use the logo below the minimum size, which is measured vertically (Y).

Minimum height (Y): 26 px or 0.35 inch

Color. The UCLA Library logo may appear in three color variations: the UCLA blue and black combination (preferred), white letters on a black or dark background, and black letters on a white or light background. Always use the logo artwork from the Library's Box drive to ensure that logo colors are correct.

UCLA Library **UCLA Library** **UCLA Library**

Preferred color

Single color options when the preferred color combination cannot be used

The UCLA Library signature is like a digital business card to be used in a variety of contexts, including at the end of emails and in select print and digital materials. It provides individual, unit and department contact information and visually connects the Library and our staff with the larger UCLA community.

Signature style. The signature text is either Karbon Regular (shown) or Karbon Medium, depending on the application. Universal fonts Helvetica/Arial may be used when Karbon is not available or applicable. For details about typography usage, see the Typography section on page 5. The signature text color is typically black or white.

Signature size, spacing. Distance between the logo and signature text is based on the height of the logo Library "L".

The full signature combines the logo and address.

UCLA Library

Unit | Department Name
11334 Charles E. Young Research Library
Box 951575
Los Angeles, CA 90095-1575
(310) 206-8526

library.ucla.edu

x   Height of Library "L"

2x   Distance from logo (Library "L") baseline to text line 1 baseline
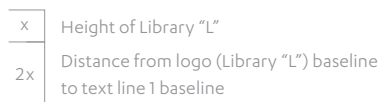
Standard signature:
—— 9/12 Karbon (Regular or Medium)
or 8/12 Helvetica/Arial

The abbreviated signature combines the logo and url.

UCLA Library

library.ucla.edu

Color is more than an aesthetic choice. Official UCLA colors are recognized in trademark case law because they communicate identity. Colors are also the building blocks of accessibility. The standardized UCLA color palette provides for good contrast in the interest of legibility. The colors are a *required* brand element.

The palette. UCLA's colors evoke the blue of sea and sky and the gold of the sun and wildflowers, especially the California poppy. The UCLA Library Brand Identity uses a subset of the larger UCLA master brand color palette.[1] The primary UCLA Blue and Gold are supplemented by secondary UCLA blue tones; please stay within these established hues.

When combining colors, secondary colors should be used only when accompanied by one or more colors from the primary palette. Color contrast is important for legibility. Refer to the UCLA Accessibility charts[1] for use of approved ADA color combinations.

The palette includes specs for spot color (Pantone coated and uncoated), CMYK (process printing), RGB (video and online), and HEX (computer applications). Do not convert color formulas (spot to process, CMYK to RGB, RGB to CMYK, etc). Use the exact colors shown here.[2]

Primary Brand Colors

UCLA Blue

Pantone	2383 C
Pantone	3553 U
CMYK	83/40/3/6
RGB	39/116/174
Hex	#2774AE

UCLA Gold

Pantone	109 C
Pantone	114 U
CMYK	0/9/100/0
RGB	255/209/0
Hex	#FFD100

White

CMYK	0/0/0/0
RGB	255/255/255
Hex	#FFFFFF

Secondary Brand Colors

UCLA Darker Blue

Pantone	7692 C
Pantone	2186 U
CMYK	100/45/0/45
RGB	0/85/135
Hex	#005587

UCLA Lighter Blue

Pantone	278
CMYK	45/14/0/0
RGB	139/184/232
Hex	#8BB8E8

UCLA Lightest Blue

Pantone	2707
CMYK	20/6/0/0
RGB	195/215/238
Hex	#C3D7EE

Supplemental Brand Colors

UCLA Darkest Blue

Pantone	302 C
Pantone	2955 U
CMYK	100/48/12/58
RGB	0/59/92
Hex	#003B5C

UCLA Darkest Blue may be used for charts and graphs when needed.

1   http://brand.ucla.edu/identity/colors
2   Careful matching of these colors is critical. Differences in substrate and process can affect color. The CMYK and RGB equivalents provided are guidelines only and should not be considered to provide an exact match. Always proof carefully against the Pantone Color Standard.

Karbon

Karbon is the official UCLA font family for printed materials.[1]
It is *required* for all major marketing and communications materials—both internally and externally facing—and *recommended* for other print materials. Karbon is an open, geometric sans serif font family with a contemporary spartan finish.[2]

The UCLA Library Brand Identity uses a subset of the larger UCLA Karbon font family:

Karbon Regular	*Karbon Regular Italic*
Karbon Medium	***Karbon Medium Italic***
Karbon Semibold	***Karbon Semibold Italic***

Use of other available weights (Karbon Hairline, Thin, Light, Bold) and their italic counterparts; UCLA custom Karbon fonts (UCLA Karbon Thin Reveal, UCLA Karbon Bold Outline, UCLA Karbon Bold Open); or other typefaces except for Helvetica/Arial for UCLA Library print materials is *not recommended*.

Helvetica/Arial

Helvetica/Arial is the official UCLA font family for web and other digital uses.[1] It is *required* for all UCLA-branded websites, and *recommended* for print materials when Karbon is not feasible (due to licensing restrictions, system constraints, or when sharing live documents with others). Helvetica is standard on Macintosh computers; Arial is standard on Windows computers. Helvetica and Arial are neutral, clean, and timeless sans serif font families.

Helvetica Regular	*Helvetica Oblique*
Helvetica Bold	***Helvetica Bold Oblique***
Arial Regular	*Arial Italic*
Arial Bold	***Arial Bold Italic***

1   http://brand.ucla.edu/identity/typography
2   https://klim.co.nz/blog/karbon-design-information

Faceted molecule

The faceted molecule (FM) is a unique UCLA Library core graphic used in conjunction with the logo to identify our institution. It aligns with the UCLA Brand Guidelines *and* furnishes the Library with a distinguishing, versatile, charismatic mark.

The FM echoes both the octagonal Powell Library rotunda and the UCLA molecule graphic, and also represents a lens or window to discovery, points of connection, a whole greater than the sum of its parts, a home base, and a directional arrow. Deployed across an array of Library materials, the FM is used to distinguish the Library from other institutions on campus, provide a visual focal point, illustrate a story, and act as a pointer or process/progress indicator.

Usage

- One or more adjacent facets may be highlighted, depending on use and purpose.
- Color: Monochromatic—blue on blue, gold on gold, blue on white.
- The FM may be rotated in 45° increments.
- Always use the FM artwork from the Library's Box drive to ensure that shape and colors are correct.
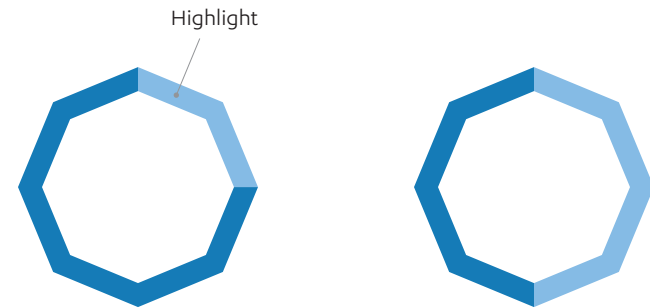
Highlight

Faceted molecule on a light or white background
Typical number of highlighted facets: 2 (above), 4 (above right)

FM color: UCLA Blue
Highlight color: UCLA Lighter Blue

Faceted molecule on a color background
This feature element in the UCLA Library brand identity system uses tints, process inks, and/or transparency effects, which may not be feasible for all applications. For those cases, use the FM in one color (no highlight).

Standard Blue faceted molecule:
FM and highlight color: UCLA Lighter Blue on UCLA Blue background

Standard Gold faceted molecule:
FM and highlight color: White or UCLA gold tint on UCLA Gold background

Faceted molecule construction, configurations

A variety of faceted molecule (FM) configurations are possible. The relationship of FM to highlight is one-to-one; highlighted segments are always contiguous. The highlight position is rotated as needed to support the story (true north, right/left, toward a title, etc.).
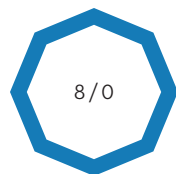
100%

10%

80%
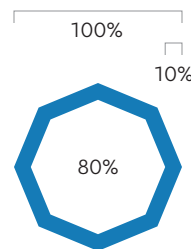
The inside (negative space) of the faceted molecule is 80% and the frame is 10% of the whole.
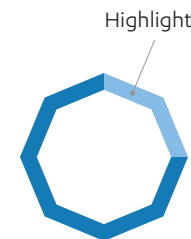
Highlight

One or more adjacent facets (segments) may be highlighted.
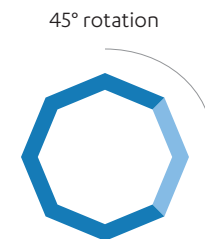
45° rotation

Rotate the FM in 45° increments (45, 90, 135, 180, 225, 270, 315) or flip orientation to achieve the desired highlight position.

8 / 0

Standard (solid) configuration
FM: 8 segments
Highlight: n/a

7 / 1

FM: 7 segments
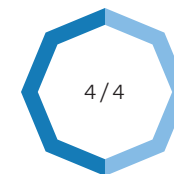Highlight: 1 segment

6 / 2
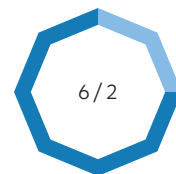
Standard (default) configuration
FM: 6 segments
Highlight: 2 segments

5 / 3
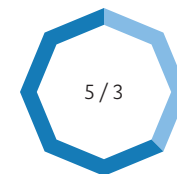
FM: 5 segments
Highlight: 3 segments

4 / 4

Standard configuration
FM: 4 segments
Highlight: 4 segments

3 / 5

2 / 6

1 / 7

Highlight greater than FM
These configurations may be appropriate when used in a sequence to illustrate process/progress. Repurpose from the middle row configurations above (change color, rotate, or flip).

bleed top

bleed bottom

3 / 1
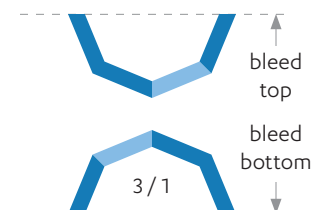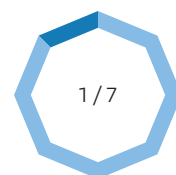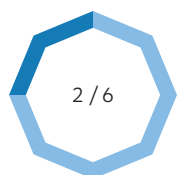
FM fragment
The faceted molecule fragment is always 3 / 1.

Faceted molecule color

The faceted molecule (FM) is designed to work using an array of UCLA Library brand color expressions and combinations. The general approach to FM color applications includes:

- Solid faceted molecules may appear in any of the Library brand colors or black or white
- The highlight segment is typically one brand color lighter than the base FM
- Single color (spot ink with highlight tint) is used for printed items when multiple colors are not feasible; do not use for digital applications or four color printing
- The FM on a colored background uses tints, process inks, and/or transparency effects, which may not be feasible for all applications

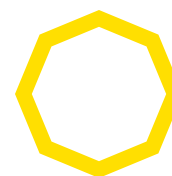**Faceted molecule on a light or white background[1]**

Solid

Standard color
FM: UCLA Blue

FM: UCLA Gold

FM: Black or white

The solid FM may appear in any of the Library brand colors, black or white

Two colors

Standard color
FM: UCLA Blue
Highlight: UCLA Lighter Blue

FM: UCLA Lighter Blue
Highlight: UCLA Gold

FM: UCLA Lighter Blue
Highlight: UCLA Lightest Blue

Single color (spot)

FM: UCLA brand color
Highlight: 50% tint

FM: Black
Highlight: 50% tint

FM: 70% tint of black
Highlight: 35% tint of black

1   Not all colors or color combinations are shown.

UCLA Library

Faceted molecule on a color background

Note: this page is intended as a technical reference for professional graphic designers. It is not intended as a reference for general brand users.

This is the primary brand expression of the faceted molecule (FM) graphic element. The FM and highlight are one brand color lighter (process) than the background, FM / highlight are two different values, and the highlight is lighter than the FM. Use these instructions to change colors or troubleshoot color concerns.

Step 1: Apply the background color.

Step 2: Apply the FM and highlight fill color.

Step 3: Apply FM / highlight tint (single color, spot) or transparency (process) effects.[1][2]

FM color has been evaluated for system-wide consistency, and varies depending on whether you're using spot colors or process colors, and whether you're in an Adobe or a Microsoft application. Variations from the specifications (shown at right) are not recommended.

FM and highlight (2) are one brand color lighter than the background (1)

FM and highlight (2) are two different values (tint or transparency)

Highlight is lighter than FM
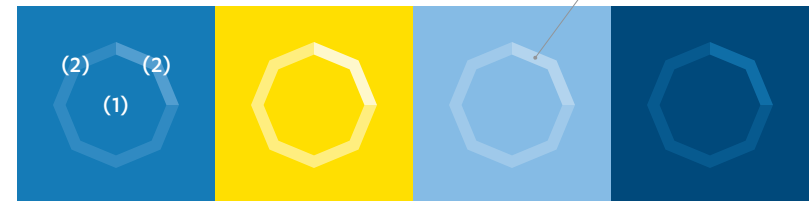
	Faceted molecule on a color background	Standard Blue FM		Standard Gold FM		Alternate Lighter Blue FM		Alternate Darker Blue FM	
	1. Background	UCLA Blue		UCLA Gold		Lighter Blue		Darker Blue	
Spot	2. FM and highlight fill	same as bkgrd		same as bkgrd		same as bkgrd		same as bkgrd	
	3. FM / highlight tint	90%	75%	70%	40%	85%	70%	90%	80%
Process[4]	2. FM and highlight fill	Lighter Blue		White		Lightest Blue		UCLA Blue	
	3. FM / highlight transparency:[2]								
	Opacity (Adobe)	25%	55%	40%	70%	40%	70%	50%	100%
	CMYK (differs from opacity above)[3]			50%	80%			35%	75%
	Transparency (Microsoft)	75%	45%	60%	30%	60%	30%	50%	0%

1 Use tints with spot (single color) (Pantone) colors and transparency with process (CMYK, RGB) colors.
2 Transparency is defined differently in Adobe and Microsoft applications—the numbers are opposite. Adobe uses opacity and Microsoft uses transparency. Numbers are provided for each.
3 CMYK percentages differ from RGB in several instances.
4 Percentage span (process) is 30% (exception: Darker Blue FM)

### Faceted molecule combined with other elements

As a unique UCLA Library core graphic, the faceted molecule (FM) furnishes the Library with a distinguishing, versatile, charismatic mark. While usage should adhere to the UCLA Library Brand Guidelines, the FM is designed to add visual impact to an array of design applications.

Faceted molecule and logo or text. The FM may be used as a *container* to house the logo; or text such as a headline, callout, quote or factoid, similar to, and in conjunction with, the UCLA molecule. It may also be used as an *overlapping element* to draw the reader's eye to a title or section heading.

Faceted molecule and imagery. The FM may be used with imagery to strengthen a storyline, highlight a focal point, or indicate a direction.
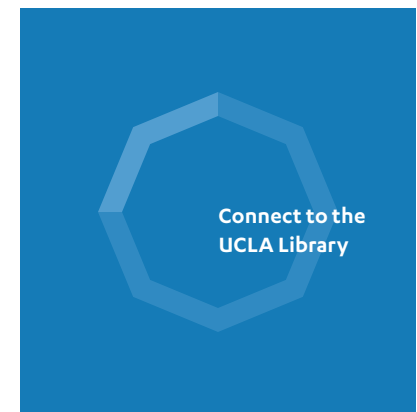

FM as a logo container, on a photo background
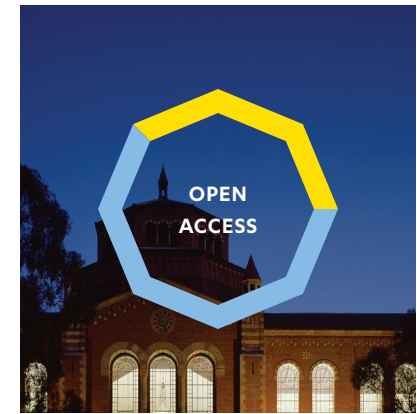
FM as a text container, on a photo background

FM as a text container

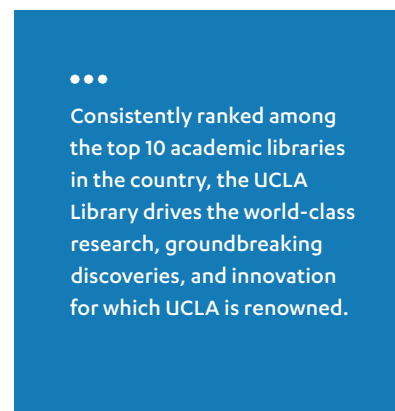FM as an overlapping element

UCLA brand elements

The UCLA Library Brand Identity uses select elements from the UCLA brand. See the UCLA Brand Guidelines[1] for information on the following items used in the UCLA Library Brand Identity.

The UCLA molecule is a unique design element used throughout the UCLA brand. Inspired by California sunshine and natural sunspots captured in photography, the UCLA molecule represents light and energy as well as a spirit of scientific inquiry and discovery. Molecules are most effective when used sparingly.
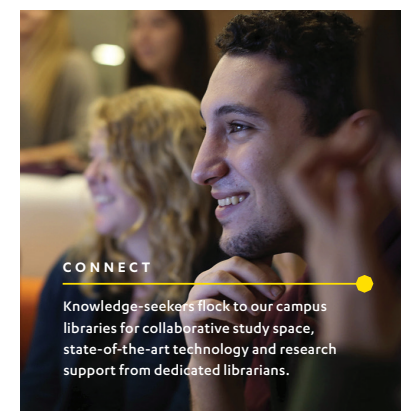
Molecules containing factoids or quotes. A large molecule may be used as a *container* to hold factoids and other small bits of information. Take care when using this element in close proximity to the faceted molecule (FM) to ensure that the message hierarchy is clear and the elements do not compete.

● ● ●

Consistently ranked among the top 10 academic libraries in the country, the UCLA Library drives the world-class research, groundbreaking discoveries, and innovation for which UCLA is renowned.

Molecules as a small graphic device

CONNECT

Knowledge-seekers flock to our campus libraries for collaborative study space, state-of-the-art technology and research support from dedicated librarians.

Molecules as a small graphic device

Molecules as lens flares on a solid background color

3.5 MILLION
IN-PERSON VISITS
ANNUALLY

BOOK
SIGNING

Molecule as a text container

1   http://brand.ucla.edu/identity/imagery/graphic-elements

Photography styles

Photographic imagery should capture UCLA's unique personality, conveying warmth, energy, and the feeling that anything is possible. To that end, photos should feel bright and inspirational, with light playing a central role. The sky and the sun represent the brand's themes as well as the characteristic weather, light, and location of campus. Natural light is essential, and plentiful sunshine, natural washouts, and sun flares are welcome.

People imagery. Images of people should be captured in a photojournalistic style, capturing natural smiles and real interactions. Imagery will vary depending on audience, but in general, images should take on a youthful and vibrant style—aspirational, boundless, and open to what's possible.

Campus imagery. The sky plays a key role in UCLA's imagery—it conveys a feeling of possibility and opportunity. When taking photos of campus, keep as much sky present in the photo as possible.

Abstract brand imagery. The UCLA Library brand utilizes abstract background photographs that evoke disciplines of knowledge and discovery to which the Library is a gateway or connection point.

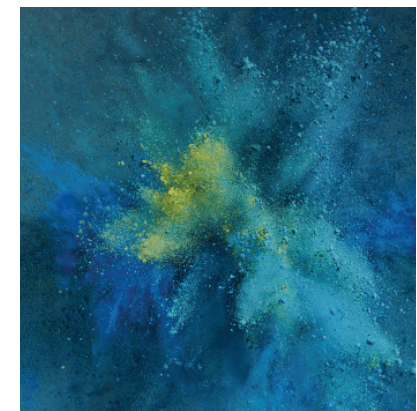http://brand.ucla.edu/identity/imagery/photography-and-videography

People, individuals

People, groups

Campus imagery

Abstract brand imagery

Caught up in the size and complexity of the UCLA Library and the excitement of new programs and events, it's tempting to create and use "custom" logos and brand elements. But the UCLA Library story is best told within a consistent framework, including disciplined use of logos, color, typography, and graphic elements. The UCLA Library's logo and visual identity components are valuable institutional assets, protected both by law and policy. This section outlines uses of the UCLA Library Brand Identity that are *not allowed*. Please also refer to individual Do Not sections in the UCLA Brand Guidelines.

Do not use the boxed logo (Bxd).

Do not use a blue/white color combination, gray, or non-standard logo colors.

Do not use non-UCLA Library colors from the larger UCLA color palette: for example, Darker Gold, Darkest Gold, Brand Gradient.

Do not attempt to create your own department logo or variations of department logos. Do not use the department name without the campus (UCLA) logo, introduce outlines, outlined type, change the size of any element, change the spacing or weight of the logo elements.
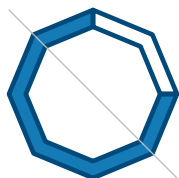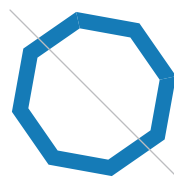
Do not use a logo color that does not stand out from the background, or place the logo over similarly colored or busy backgrounds.
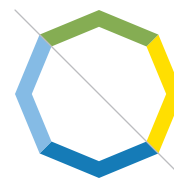
Do not recreate or change the FM shape in any way—narrower/wider, thinner/fatter, squeeze/stretch, round the corners, etc.
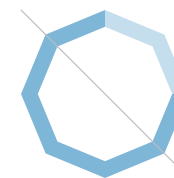
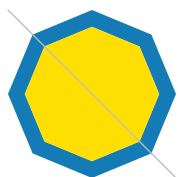**Do not** add a border, frame or outline.

Do not rotate the FM other than in 45° increments; the FM should never appear with a flat top.

Do not include more than one highlight, use more than two colors, or use non-brand standard colors.

Do not use transparency or tints on a white or light background (exception: single color use).

Do not use the FM as a container for anything other than text; do not fill the interior with color.

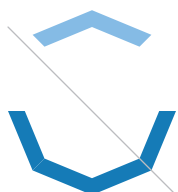**Do not** fill the FM or interior with a pattern or texture.

Do not fill the interior with an image.

Do not place or crop an image to the FM or other molecule shape.

Do not multiply, nest or embellish.

Do not break apart, remove or separate the highlight from the FM.

Do not combine multiple FMs or molecules together.

Do not use the FM and small graphic molecules together.

Do not overlap text and highlight, or position text at the FM/highlight intersection.

Intersection

Do not move the fragment highlight position or change the number of fragment highlights.

UCLA Library