

Fonts for the UCLA Brand Voice

Typography is one of the elements that contributes to the distinctiveness and consistency of UCLA's publications and web sites. Here is some information about the font families specified in the Brand Guidelines, and the relevant licensing information.

For detailed guidance and examples, please consult the Brand Guidelines.

Print Materials: Karbon Family and Karbon Custom display fonts

For brochures, booklets, magazine ads and other print materials, the preferred font family is Karbon. We are using six weights (hairline, thin, regular, medium, semibold and bold) in two postures (upright and italic).

Because Karbon is a premium font – for a single user, the license would cost about \$350 – we need to deploy it strategically. Font licenses should primarily be allocated to designers who work on commercially printed materials, typically created in Adobe's InDesign software. Please do not use Karbon in Microsoft Word or other Microsoft Office products: the required leading and tracking cannot be achieved without the typographic fine-tuning available in InDesign or Illustrator.

For each major UCLA marketing or development unit, UCLA Communications will make available 1 or 2 font licenses for the Karbon Family, at no charge. The fonts will be in cross-platform OTF format, usable both on Macs and PCs. If your unit needs additional licenses, you may request them from UCLA Communications for \$50 per license, to take advantage of our multi-license pricing.

The Karbon Family should ONLY be used on materials in the UCLA Brand Voice. Do not use Karbon on stationery, business cards, memos or other internal communications. Of course, you may only use Karbon for UCLA business – not for personal projects. You may only install one copy per license, although you may provide the font to your commercial printer specifically for use in printing your project.

The Brand Guidelines also show two modified Karbon fonts: Karbon Thin Reveal and Karbon Open Outlined. Those fonts are commissioned especially for UCLA use and are not yet available.

Web Use: Proxima Nova

For web sites, the preferred font family is Proxima Nova, which is similar to Karbon in appearance but optimized for on-line use. We are using six weights (thin, light, regular, semibold, bold, extra bold) in two postures (upright and italic).

Web designers will get two versions of Proxima Nova: a desktop version for creating mockups and a web version to embed in websites.

We were able to negotiate very favorable licensing for Proxima Nova, so at this time the only restrictions on use are basic: business use only, UCLA Brand Voice only, web use only. You may not re-distribute the font or post it on line: each web designer should download his or her own copy.

How to Request the Fonts

Go to <http://images.ucla.edu>. In the “browse” box in the left-hand column, click on “Brand Guidelines.” Under “Brand Guidelines” you’ll see a link called “Brand Fonts.” (Please note that the link is available ONLY in the “browse” box.)

When you click on “Brand Fonts,” you’ll see Zip file icons titled “Karbon” and “Proxima Nova.” (And, when it’s ready, “Karbon Custom.”) Click the icon of the file you need and you’ll see a “Request Download” button. Clicking “Request Download” brings up a form asking for your name, email address, and “Comments.” Use “Comments” to identify your unit and the number of licenses required. If you need paid licenses, be sure to include your recharge information.

We ask you to use “Request Download” – instead of just sending an email – because this feature automatically creates an audit trail, to assure that we are in compliance with our license agreements.

Please contact images@ucla.edu if you need to provide Karbon to a design firm or freelance designer. Fonts furnished to designers must be reserved for UCLA Brand Voice projects only.

“Safe Default” Font: Verdana

Clearly, we won’t all have Karbon fonts installed on our computers – and we shouldn’t use Proxima Nova if we’re not working on the web. So when we’re working without Karbon but trying to keep in the Brand Voice, we should use Verdana. It’s a standard system font on most PCs. The document you’re reading is set in Verdana.