LOGO USE QUICK GUIDE
July 20, 2016

UNIVERSITY
OF
CALIFORNIA
SAN DIEGO

UC San Diego

LOGO OVERVIEW

At the core of every brand identity is a brand mark, or logo, which represents the brand in its simplest form. The UC San Diego logo is the primary graphic identifier for the campus and the preferred logo for general use. It is not intended to replace the official or unofficial seals of the University of California or UC San Diego.

The UC San Diego logo is intended for use in print, web, video, and all other mediums for both internal and external audiences.

UC San Diego — Logotype

— Rule Line

Logo Components

The UC San Diego logo has two components: the logotype, custom designed and based on the Rotis Serif font; and the rule line below the logotype.

The logo must appear on the front and/or back of all printed material intended for internal and external audiences, as well as on all campus websites.

- **Do not** change the typeface.
- **Do not** attach other graphic elements to the logotype.
- **Do not** stretch or change the proportions of the logotype.
- **Do not** rearrange or overlap components of the logo.
- **Do not** alter the weight of the logotype.

Logo Color

The official colors of the UC San Diego logo are **PMS 2767** (blue) for the logotype and **PMS 1245** (gold) for the rule. The logo can also appear as one color in either PMS 2767 or black. When using the logo over an image or dark background, the logo should be reversed to white.

- **Use only** specified colors.
- **Do not** reproduce the logo in solid gold or yellow.
- **Do not** tint the logo.
- **Do not** outline the logo.

PMS 2767
and 1245

UC San Diego

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

PMS 2767

UC San Diego

Black

UC San Diego

Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

White

UC San Diego

LOGO
USAGE

Logo Size

The logotype and rule line must always maintain the same size relation. The minimum size for the logo in print is 1.25 inches wide. The preferred logo width for use on the front of a typical printed piece is 1.5 inches, but will vary when used on especially small or large formats. The logo may appear smaller in secondary applications, as on the back of the piece.

All campus websites must include the approved UC San Diego logo. The minimum logo width for all web and digital applications is 150 pixels.

PRINT: 1.25" Wide
WEB/DIGITAL: 150 px Wide

UC San Diego

Clear Space

The logo requires an appropriate amount of space around it. The clear space around the logo should be a minimum of one cap height (the height of the "U"). No text, graphics, or other elements should appear in this space.
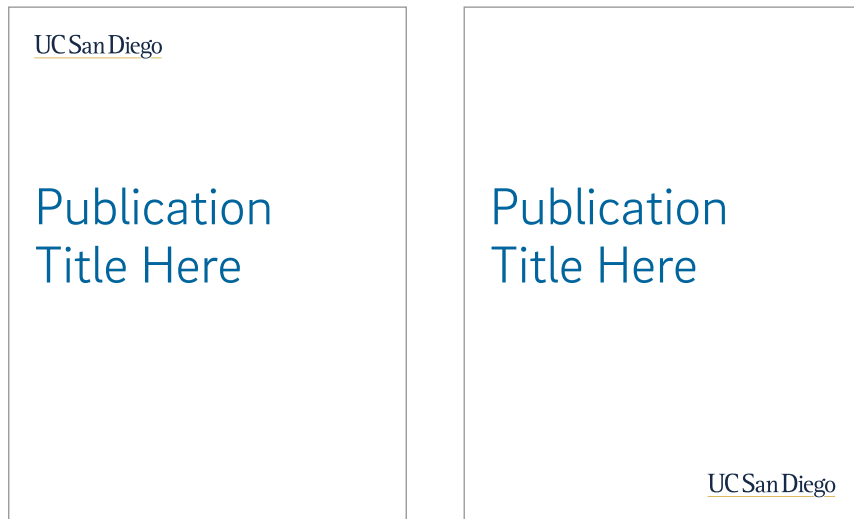
UC San Diego

Logo Placement

For printed materials, place the UC San Diego logo in the upper-left or lower-right corner of the piece.

Print example

UC San Diego

Publication Title Here

Publication Title Here

UC San Diego

The UC San Diego logo should appear prominently at the top of all campus websites. In most cases, the site name should be to the left and the campus logo to the right.

Web example

Website Title   UC San Diego

Welcome
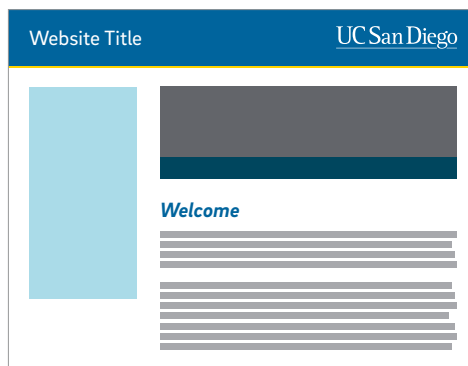
LOGO
SUB-BRAND SIGNATURES

UC San Diego is a large, diverse, and structurally complex institution. To unify the university's many academic and administrative units, we have created a system of sub-brand signatures. Sub-brand signatures are designed to highlight individual departments or units, while visually connecting the unit with the university brand.

A unit sub-brand consists of the UC San Diego logo with a unit name below. In some cases, as with academic departments, it is appropriate to include the academic division or school followed by the academic department.

Under no circumstances should any text or graphic other than a unit name be coupled with the logo.

To obtain a sub-brand signature, please contact Creative Services and Publications at **ucpa-brand@ucsd.edu**. We ask that units not design their own sub-brand signature.

Do you really need your own logo/symbol?

Separate or unique logos for your unit, department, or project are often unnecessary and can confuse the audience and your message. Academic divisions, departments, and programs may not create their own unit logos. The best way to develop your unit's image is through consistent use of color, type, and imagery, and by using the UC San Diego logo or an approved sub-brand signature.

For help developing your unit's brand, please contact Creative Services and Publications at **ucpa-brand@ucsd.edu**.

Department
sub-brand

UC San Diego
STUDENT AFFAIRS

Department
sub-brand on
two lines

UC San Diego
**UNIVERSITY COMMUNICATIONS
AND PUBLIC AFFAIRS**

Academic
division with
department
sub-brand

UC San Diego
JACOBS SCHOOL OF ENGINEERING
Computer Science and Engineering

Sub-brand requests: *Contact
Creative Services and Publications
at **ucpa-brand@ucsd.edu** to
request a sub-brand signature for
your unit.*