A Message from Our Chancellor

This is an important time for UCI. We have achieved remarkable things in a mere 50 years, and we are positioned to achieve much more in the years and decades to come. This branding effort is an essential part of our continued success. It defines who we are, it delineates why we matter, and it clarifies what makes us different from other institutions of higher learning.

Our brand is a way of being. It isn’t simply a visual treatment, or a tagline or a logo that we individually apply to our materials. It isn’t a brochure or a TV ad. The UCI brand is the totality of what we present to the world. It is our essence. Our brand isn’t an invention we are introducing to the world. It is rather a revelation of who we really are today and who we aspire to be. Think of it as a promise that we make every time we communicate about the university.

Our brand matters because it defines how people think of us. Our brand matters because entities with strong brands – whether a private company or a public university – have time and again been proven more successful in the long run. Whether we’re talking to a prospective student, a parent, campus community, journalist, or donor, the promise we make through our branding determines how they feel about our school and their investment in our success.

The best universities all have superior branding. Now is the time for UCI to take its rightful place among the leading schools in the nation and the world by creating a school brand as unique and valuable as UCI itself. It's time for our unique way of seeing things to come through. It’s time for us to Shine Brighter.

– UCI Chancellor, Howard Gillman, Ph.D.
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The University of California, Irvine was founded with an exceptional group of faculty. They were profound, passionate innovators with a vision to bring world-renowned thinkers to a campus that would nurture courageous thought and life-changing research. They called upon a student body that didn’t fit predetermined molds – but who instead looked farther, investigated more, thought differently. Today, we carry the torch of this intention in everything we do and in everything we continue to create. The result is a reputation of unwavering excellence, worldwide recognition and an impressive community of diversified, continued support.

To the outside academic world, we’re recognized for commitment to innovation, which is evident in our world-renowned programs that have kept us among the most respected of the West Coast Universities, as well as a proven contender internationally. If our passion is to foster growth, to be a campus where even the word “innovation” gets redefined and continually challenged, then this golden path will continue for us for many years to come.
What is a Brand? 2.0

2.1 Brand Platform
What is a Brand?

A brand is a promise we make to the world. A story of who we are and what we do, but also why we do it. We make this promise with every communication that we put out, whether it’s an email, a press release, a web page, or a video. More importantly, each communication is part of a larger whole. What we convey as independent schools, departments, and entities shapes the perception of UCI in general. We each must honor this responsibility.

The goal of these brand guidelines is to help all of us make the same promise, tell the same story, and speak with the same voice. In this way, we can create a consistent story no matter how people hear from us.
2.1 Brand Platform

Our brand is built on a foundation consisting of these elements.

- **Core Idea**: Illuminating the Differences that Make a Difference.
- **Brand Pillars**: These pillars create the foundation our Core Idea is built upon. They are the values the university was founded on and influence every aspect of the brand today.
- **How We Do It**: The University’s role is to Activate Excellence: We translate the innovations of our faculty and students into insights, practices and products that help the world.
- **Mission**: The brand brought to life in an inspirational piece. This is what we believe in.
The UCI Brand 3.0
The UCI Brand

3.1 Core Idea*

Illuminating the Differences that Make a Difference.

**Illuminating**

› Make Brighter

› Advance to a higher intellectual level

› Highlight, promote or exalt discoveries

**Differences**

› New ways of thinking

› Imagination and creativity

› Confident in pioneering

› Breaking through traditional boundaries

› Open to new ideas; not copying our way to the top

**Make a Difference**

› Contribute

› Public Impact

› Provide innovative ideas that improve society

*The core idea is NOT a tag-line. A tag-line is an external, communicative line that powerfully expresses the value proposition inherent in the core idea.
3.2 Brand Pillars

These pillars create the foundation our Core Idea is built upon. They are the values the university was founded on and influence every aspect of the brand today.

**Diversity**
We welcome those who not only come from different backgrounds, but show a diversity of thought as well.

**Pioneering Spirit**
With respect to the past, we are constantly working towards a brighter future.

**Real World Impact**
Our research and discoveries resonate well beyond the lab walls.

**Optimism**
A positive attitude breeds positive results. Our faculty, staff and students collectively shine bright.

**Audacity**
Daring minds challenge the status quo. They also choose an anteater for a mascot.

**Community Involvement**
We believe we can learn as much from those in our community as much as we can give back.
3.3 How We Do It

The University’s role is to Activate Excellence:
We translate the innovations of our faculty and students into insights, practices and products that help the world.

Example Stories

Free Wheelchair Mission
Seven engineering students, through the Samueli School’s Engineering Design in Industry course, ensure that tires can stand up to the rigors of life in the developing world.

Unlocking stem cells’ potential to cure eye disease
Dr. Henry Klassen is discovering new ways to use stem cells to repair the retina, offering new hope for people suffering from retinitis pigmentosa and macular degeneration.

Focusing On Refugees
Student and Dalai Lama Scholar, Soraya Azzawi is dedicated to raising awareness of human rights struggles and the plight of refugees around the world.

UCI researchers create mosquitoes incapable of transmitting malaria
Anthony James and colleagues from UCI and the Pasteur Institute in Paris have produced a model that impairs the development of the malaria parasite.
3.4 Mission

At UCI, we believe in the infinitely curious. The tinkerers, the dreamers and the courageous of thought. We believe in the ones who are willing to fail, because they are the ones who dare to go where others won’t.

We believe in the innate and varied talents of people young and old, regardless of their background. For true progress is made when different perspectives come together to advance our understanding of the world around us.

Over 50 years ago, the university was founded on the belief that when you see things differently, when you see opportunity where others see impossibility, amazing things will happen. Barriers will be broken and life-enhancing discoveries will be unearthed.

That spirit thrives today, and our goal is simple, but profound. We generate knowledge and translate that knowledge into real world impact. We enrich the minds and inspire the spirits of tomorrow’s leaders. We enlighten our communities and point the way to a better future. And when each and every one of us has the courage to follow our convictions, together we can make a world of difference.
UCI Brand Identity System 4.0

4.1 Core Elements
4.2 Signature
4.3 Color Variations
4.4 Master Branding
4.5 Endorsement
4.6 Seal, Mascot & Monogram
4.7 Typography
4.8 Color Palette
4.9 Clear Zone
4.10 Restrictions
4.11 Support Graphic
4.12 Sample Applications
4.1 Core Elements

These elements are the basis of our identity system. These are the only signature elements to be used to signify our University.

Since our brand lives in digital media (phones, tablets, PCs, URLs) – an environment navigated by buttons and with little visual real estate to spare – we must employ a clear and flexible system to maximize our brand awareness and recognition.

Master Brand – Primary Identifier

UC Irvine

Master Brand – Secondary Identifier: This version is used to mitigate instances where there is potential for confusion.

University of California, Irvine

Brand Endorsement: This version allows for flexibility and clarity when the hierarchy shifts away from the University. It creates a link between the University’s high-level brand promise and that which is being endorsed.
4.2 Signature

**MINIMUM SIZE**
Both versions of the UCI signature should not appear smaller than the minimum size (3/16" high) so that they are always recognizable and readable.

**MAXIMUM SIZE**
In all cases, the UCI signature should be treated tastefully and with integrity. It should never be scaled disproportionately large in relation to the piece in which it appears.
4.3 Color Variations for Core Elements

Master Brand – Primary Identifier

UCI
UCI
UC Irvine
UC Irvine

Master Brand – Secondary Identifier

UC Irvine
UC Irvine

Brand Endorsement

University of California, Irvine
University of California, Irvine
University of California, Irvine
University of California, Irvine
4.4 Master Branding

Master branding our Schools is smart business. By communicating a clear relationship to the University, each school can leverage the equity of the University brand. This in turn elevates the University's status by means of a clear association to each School's offerings and achievements.

School Signature

**UCI** Name of School

Primary ID | School Name

School Signature Configuration 1 – Preferred

**UCI** Name of School

School Signature Configuration 2 – Centered

**UCI** Name of School

Second Line If Needed

School Signature Configuration 3 – Flush Left, Stacked

**UCI** Name of School

Second Line If Needed

School Signature Configuration 4 – Centered, Stacked
4.4 Master Branding

Named School Signature

**UCI** Named School Descriptor

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Donor Name</th>
<th>School Descriptor</th>
</tr>
</thead>
</table>

Donor Named School Signature Configuration 1 – Use when donor name recognition is LOW (e.g. international audience)

**UCI** Named School Descriptor

**UCI** Name School Descriptor

| Donor Named School Signature Configuration 2 – Flush Left, Stacked Use when donor name recognition is LOW (e.g. international audience) |

**UCI** Name School Descriptor

Donor Named School Signature Configuration 3 – Centered, Stacked Use when donor name recognition is LOW (e.g. international audience)

**UCI** Name School Descriptor

| Donor Named School Signature Configuration 4 – Flush Left, Stacked Use when donor name recognition is HIGH |

**UCI** Name School Descriptor

Donor Named School Signature Configuration 5 – Centered, Stacked Use when donor name recognition is HIGH
4.4 Master Branding

**Academic Units**

- **UCI** Claire Trevor School of the Arts
- **UCI** Ayala School of Biological Sciences
- **UCI** Paul Merage School of Business
- **UCI** School of Education
- **UCI** Samueli School of Engineering
- **UCI** Extension
- **UCI** Graduate Division
- **UCI** School of Humanities
- **UCI** Donald Bren School of Information & Computer Sciences
- **UCI** Interdisciplinary Studies
- **UCI** School of Law
- **UCI** School of Medicine
- **UCI** Nursing Science
- **UCI** Pharmaceutical Sciences
- **UCI** School of Physical Sciences
- **UCI** Public Health
- **UCI** School of Social Ecology
- **UCI** School of Social Sciences
- **UCI** Division of Undergraduate Education
4.4 Master Branding

While branding our departments is typically not necessary, here are a few acceptable constructs for presenting department names in conjunction with our identity.

**UCI** Department of Earth System Science

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Department Name</th>
</tr>
</thead>
</table>

Department Only Signature

**UCI** School of Humanities | Department of Philosophy

<table>
<thead>
<tr>
<th>School Signature</th>
<th>Department Name</th>
</tr>
</thead>
</table>

Department + School Name

**UCI** Samueli School of Engineering | Department of Biomedical Engineering

<table>
<thead>
<tr>
<th>School Signature</th>
<th>Department Name</th>
</tr>
</thead>
</table>

Department + Donor School Name
4.4 Master Branding

Our centers of excellence are some of the best in the world. They’re a critical part of the UCI story. As with our schools, the relationship of each center to the University must be made clear.

Our master branding system will ensure that both Center and University are strengthened by a direct and clear association.

University Centers

UCI Sue & Bill Gross Stem Cell Research Center

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Center Name</th>
</tr>
</thead>
</table>

Signature Configuration 1 – Flush Left, Stacked

UCI Sue & Bill Gross Stem Cell Research Center

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Center Name</th>
</tr>
</thead>
</table>

Signature Configuration 2 – Flush Left, Single Line
4.4 Master Branding Restrictions

**Signature Usage**
This page provides an example of incorrect and correct master branding. Our signature elements are intended to be used for signature purposes only (see fig. 2). All other usages are not acceptable (see fig. 1).

It is critical that we treat our signatures properly (by adhering to our system) and not denigrate our brand and the quality for which it stands.

**Signature Creation**
The following criteria must be met in order to warrant the need for a master branded signature:
- Falls under the category of a school, department or center of excellence
- Is a major University initiative directed by the Chancellor’s office

All other needs for a master brand signature are served by our existing identity system.

In the case of a themed communications (i.e., events), setting the “UCI” name in a promotional font is permitted. However, it is imperative that each promotion be clearly and properly endorsed by the University. To do this, we must apply the University signature with strict adherence to the system presented in these guidelines. The result will be a clear visual separation of the promotional event name from that of our University signature.

**Example: Web, Landing Page**

![Example: Web, Landing Page](image)

**FIG. 1**

*When creating an event identity, do not embed the UCI signature*

**FIG. 2**

*Acceptable application of the UCI signature*

*Acceptable treatment of the UCI name*
4.5 Endorsement

Our endorsement line is used when the communications priority is to create a link between the University’s higher-level brand and that which is being endorsed.

This allows the subject at hand to benefit from the quality assurance of the UCI brand. It also provides a greater degree of marketing flexibility when creating distinctive communications at the lower levels of the University.

Example

Contemporary Arts Center
University of California, Irvine
4.6 Seal, Mascot & Monogram

Seal
Our seal is primarily used to certify that a document is an official communication from the University.

Mascot
*Peter The Anteater* helps to foster school spirit and offers a way to express UCI’s culture and individuality. Variations have been developed over UCI’s history. There is a selection of Anteaters at [http://studentaffairs.uci.edu](http://studentaffairs.uci.edu) that may be used as design elements, or feel free to have fun and create your own.

Monogram
Our monogram is a rallying flag for athletic team support and school spirit.

For permission to use this seal please contact Strategic Communications at 949-824-5028.
4.7 Typography

**Primary Typeface**
Kievit Slab OT is the primary typeface for UCI’s communications. It has been chosen because its classic yet modern style reinforces the brand. It features a number of weights and thicknesses in standard and italic versions. This provides maximum flexibility for various applications.

To obtain Mac or PC versions of this typeface, contact Strategic Communications at 949-824-5028.

**Primary**

**Kievit Slab OT Thin**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Extra light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Book**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Extrabold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
```

**Kievit Slab OT Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
4.7 Typography

**SECONDARY TYPEFACES**

Helvetica, Arial and Verdana are system fonts that may be used in combination with Kievit Slab OT for any digital or print communications. These fonts are most appropriate for technical information, call-outs, footnotes and other tertiary information.

**Secondary**

- *Helvetica Light*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```

- *Helvetica Regular*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```

- *Helvetica Bold*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```

- *Arial Regular*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```

- *Arial Bold*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```

- *Verdana Regular*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```

- *Verdana Bold*
  
  ```
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz
  1234567890!@#$%^&*()?
  ```
## 4.8 Color Palette

### Primary Color Palette

Our primary color palette consists of two colors plus black and white and should be used on all design and marketing materials, both internally and externally.

### Secondary Color Palette

Colors from the secondary color palette may be used as complements to the primary palette.

**CMYK** (Cyan Magenta, Yellow, Black) – also referred to as "process colors," the method by which images are printed using cyan, magenta, yellow and black. The specific numeric values refer to the percentages of each of the four process colors.

**Pantone®** – the proprietary color matching system used in printing to create inks and maintain color integrity; the PMS numbers refer to the Pantone® Matching System.

**RGB** (Red, Green, Blue) – the method by which video monitors and projectors display color; the numeric values listed in to the amount or intensity of red, green and blue in each of the colors.

**PANTONE®** is a registered trademark of Pantone, Inc. The colors shown here are not intended to match the PANTONE® Color Standard. See current edition of the PANTONE® Color Formula Guide for accurate color standards.

### Primary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI BLUE / PMS 7685</td>
<td>93/62/9/1</td>
<td>0/100/164</td>
<td>0064A4</td>
</tr>
<tr>
<td>UCI GOLD / PMS 109</td>
<td>0/16/100/0</td>
<td>255/210/164</td>
<td>FFD200</td>
</tr>
</tbody>
</table>

### Secondary

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX#</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 549</td>
<td>60/24/21/0</td>
<td>106/162/184</td>
<td>6AA2B8</td>
</tr>
<tr>
<td>PMS 400</td>
<td>23/21/26/0</td>
<td>197/190/181</td>
<td>C6BEB5</td>
</tr>
<tr>
<td>PMS 654</td>
<td>100/84/31/17</td>
<td>27/61/109</td>
<td>1B3D6D</td>
</tr>
<tr>
<td>PMS 715</td>
<td>0/54/93/0</td>
<td>247/141/45</td>
<td>F7F8D2</td>
</tr>
<tr>
<td>PMS 425</td>
<td>65/56/53/29</td>
<td>85/87/89</td>
<td>555559</td>
</tr>
<tr>
<td>PMS 100</td>
<td>5/1/76/0</td>
<td>247/235/95</td>
<td>F7EB5F</td>
</tr>
</tbody>
</table>
4.9 Clear Zone

On both signature configurations, always maintain a clear zone around the signature to maximize recognition and maintain integrity. These areas should never be intruded upon by any other element. This is a measurement that is equal to the width of the “U” in the Primary Identifier.
### 4.10 Restrictions

**UNACCEPTABLE USAGE**

This page provides some examples of incorrect usage. The Signature, color palette and typeface are the primary elements of the brand identity. To maximize the opportunity for visual recall, they must be applied consistently as specified in these guidelines.

<table>
<thead>
<tr>
<th>Image</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Only use colors as specified in this document.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not skew or distort the Signature. Only scale artwork proportionately.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not enclose the Signature in a tight shape.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not create a Signature using more than one color.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not alter the relationship of the Signature elements.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not outline the Signature.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not place a light colored Signature on a white background.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not alter the configuration of the Signature.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not rotate or change the orientation of the Signature elements.</td>
</tr>
<tr>
<td><img src="uci_signature.png" alt="Signature" /></td>
<td>Do not add design elements to the Signature.</td>
</tr>
</tbody>
</table>
4.11 Support Graphic

**Bright Mark**
Our Bright Mark is a support graphic that helps us to express our brand. As an abstract mark, it has no single meaning, but instead supports many ideas around education – illuminating knowledge, a bright idea, a brilliant performance or a shining example. It’s mathematical in nature and connotes science, energy and beauty.

The 12-pointed version is used for smaller or quieter applications.

The 16-pointed version is used for larger or more dynamic applications.
As shown in figures 1 & 2, our Bright Mark may be applied at any scale and cropped in any manner that best supports your overall design and layout. You may also apply it – in its entirety – as shown in figure 3.

The following section, 4.12, shows sample applications that demonstrate the various ways in which the Bright Mark can be applied.
4.11  
Support Graphic: Restrictions

**UNACCEPTABLE USAGE**

This page provides some examples of incorrect usage of the Bright Mark.

In order for our Bright Mark to be bright, we must ensure that the substrate and/or background color on which it is placed, be darker than that of the mark itself.

There should be adequate contrast between the Bright Mark and the background.

Do not create patterns using the Bright Mark.

Do not use the Bright Mark at a size smaller than 1/2 inch.
4.12 Sample Print Applications
4.12 Sample Print Applications
4.12 Sample Digital Applications
4.12 Sample Retail Applications
Tone of Voice 5.0

5.1 Guiding Principles
5.2 Key Messaging
5.3 General Rules
What is Tone of Voice?

Just as our design uses a distinctive look and feel that sets our brand apart, the words we use – the copy we create, the story we tell – must be distinctly our own. Capturing the unique UCI voice is critical to the success of every communication. Creating consistency in tone across every written or spoken communication is an important responsibility that rests with each of us. We speak for UCI.
5.1 Guiding Principles

Make It Accessible
While UCI is home to many kinds of specialized knowledge, each with its own distinctive vocabulary, in our general communications we should speak in an articulate way that is accessible to a general audience. Avoid jargon or technical language. Steer clear of over-used buzzwords. Aim to sound intelligent, but never stuffy or pretentious. Most importantly, keep your audience in mind and always craft your language to connect with them and foster understanding.

Keep It Conversational
While you may aim for an academic writing style in professional publications, when we write for a general audience, a conversational tone is key. Keep sentences short. Don’t use more words than is necessary. Keep the tone active, not passive. Ask yourself, “Would this sound natural if I said it in conversation?” If not, simplify what you have to say.

Be Inspiring
A sense of optimism is central to our brand. The ingenuity and pioneering spirit that we embody should inform every communication. Underlying everything we say is a simple message: anything that we can envision and imagine, we can accomplish.

Try to Tell a Story
It’s almost always easier to relate to a narrative of some kind, as opposed to an abstract idea. So where possible, show, don’t tell. Be specific and concrete. Bring a person, team, department, or unit to life by sharing their achievement. Give specifics, add details for color, and try to paint a meaningful picture that people can relate to.

Illustrate our impact
Our brand is all about “Illuminating the differences that make a difference.” There are a multitude of ways to do this – through a story, a quote, a fact, an allusion. Our goal is to engage our viewers and readers in moments that surprise them with something they didn’t expect – a new way of seeing the world.
Diversity Ad: Before

Diversity is all about new perspectives, unexpected ways of approaching things. That demands diversity. By bringing together people with different backgrounds, fresh thinking, and unique abilities. UCI is creating the new solutions and innovative ideas that are changing lives.

In the classroom and in the world, it’s not just about being different or even respecting difference – it’s about making a difference.

Learn more at www.uci.edu/diversity

UCI students and faculty are leading research initiatives and innovations aimed at solving the world’s climate change problems.

Tone of Voice

Use of an individual (portrait) risks excluding those who do not readily identify with this person (i.e., women, youths, other ethnicities).

Tone is dry and not engaging.

Message lacks sincerity and could be from any university.

Diversity Ad: New

Different makes the difference.

Innovation is all about new perspectives, unexpected ways of approaching things. That demands diversity. By bringing together people with different backgrounds, fresh thinking, and unique abilities. UCI is creating the new solutions and innovative ideas that are changing lives.

In the classroom and in the world, it’s not just about being different or even respecting difference – it’s about making a difference.

Learn more at www.uci.edu/diversity

UCI students and faculty are leading research initiatives and innovations aimed at solving the world’s climate change problems.

Diversity Principles: Examples

5.1

Different makes the difference.

[Make it accessible]

Innovation is all about new perspectives, unexpected ways of approaching things. That demands diversity. By bringing together people with different backgrounds, fresh thinking, and unique abilities. UCI is creating the new solutions and innovative ideas that are changing lives.

[keep it conversational]

In the classroom and in the world, it’s not just about being different or even respecting difference – it’s about making a difference.

[Be inspiring]

Learn more at www.uci.edu/diversity

UCI students and faculty are leading research initiatives and innovations aimed at solving the world’s climate change problems.

Illustrate our impact and tell a story.
Where you see an egg, we see a cure for cancer.

Making a difference starts with understanding the power of different. A different perspective, a different approach, a different way of thinking.

At the University of California, Irvine, our breakthrough research and broad resources are leading innovations of every scale and making a difference in every corner of the world.

Chemists at UCI have found a way to unboil an egg, returning solified proteins to their original liquid state. This discovery simplifies protein folding, a key step in therapeutic treatments for cancer.

Find out what’s possible with UCI.

Visit www.uci.edu/innovation

University of California, Irvine
Shine brighter.

**Guiding Principles: Examples**

- **Accessible** language in the headline draws in the reader.
- **Conversational** tone builds connection.
- **Inspirational**, big picture tone sets brand context for the story.
- By **telling the story** of this breakthrough in easy-to-understand language, we convey our commitment to real-world **impact**.
5.1 Guiding Principles: Examples

Brand Ad Campaign
## 5.2 Key Messaging

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<thead>
<tr>
<th>AUDIENCE</th>
<th>KEY POINTS / TAKE-AWAYS</th>
<th>MESSAGE</th>
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</table>
| **Students** | • Gateway to the world  
• Nurturing your unique strengths  
• Free to be me | • We take you beyond the classroom and into the world. Our faculty are the most accomplished innovators who believe in activating your ideas toward real world impact. Here, the brightest and the most passionate are making their distinctive mark through UCI.  
• We enthusiastically embrace the bold, the one-of-a-kind, the independent mind. Those who see things differently. Who know differently. Who do differently. Those with the ability to shine brighter. |
| **Faculty** | • Forge your own path to real-world impact  
• Global preeminence (not a regional school) | • We not only know how innovation happens but more importantly, who makes it happen. Here we embrace the difference-makers that make a real difference. Whether [discovering the harmful effects of CFCs on the ozone layer or being recognized for breakthrough Alzheimer’s research or catapulting California’s only new law school to national standing], each of these accomplishments started with unique contributions of intellect, imagination and creativity. Those with the resolve and courage to pursue a new idea. Through UCI it was made real. |
| **Alumni** | • Proud to be an Anteater  
• I’m a better me because of my time at UCI | • You’re a part of a group of individuals that didn’t fit predetermined molds – but who instead looked farther, investigated more, thought differently. Today, we carry the torch of this intention in everything we do and in everything we continue to create. The result has been a 50-year reputation of unwavering excellence, worldwide recognition and an impressive community of diversified, continued support. As alumni together, we continue to make a difference through our UCI ties. |
## Key Messaging

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| **Donors** | • Legacy and impact  
• Global preeminence (not a regional school) | • Those of us in the world who aim higher, who are selective in our contributions, who seek to support pioneering work in a lasting, sustainable way, aren’t persuaded only by innovative ideas; there must be action, and ultimately, impact. We are proud that our award-winning faculty and highly engaged student body give donors an opportunity to be participants in such important work. Those who give here know their support and legacy won’t just shine for today, but will continue to grow, to shine brighter, for generations to come. |
| **Community** | • Global preeminence (not a regional school)  
• Creating impact locally and globally  
• UCI makes my community better | • We are proud to be a globally preeminent University located in the heart of Orange County. As the second largest employer, and the provider of world-class health care to our community, we are deeply invested in and connected to the people who help us shine brighter. We are the Anteaters. We are the difference-makers – making a difference here at home and around the world. |
5.3 General Rules

First, Second and Subsequent References: “UCI” is preferred in all textual references to the university, though “University of California, Irvine” may be suitable for certain target audiences. For unfamiliar – particularly regional, national and international – audiences, use the university’s full name for added clarity; for campus and other familiar audiences, use “UCI” in the first reference.

Headlines and Headings: Headlines and headings in correspondences, publications, websites, etc., are often subject to spacing constraints and, thus, require significant flexibility in their application. Therefore, it is acceptable to use “UCI” in headlines and headings. Other words, such as “campus” or “university,” may be appropriate to avoid redundancy.

Titles and Names: Since the family of “UCI”, “UC Irvine” and “University of California, Irvine” wordmarks are preferred in most graphical applications, and since “UCI” is the preferred first textual reference to the university, the names of titles and/or programs should follow suit. Whenever possible, UCI Medical Center and UCI Foundation are two examples of recently updated references. For reasons of continuity or familiarity, “UCI” is allowable in such applications.

Text vs. Graphics: The family of “UCI” and “UC Irvine” wordmarks should only be used as graphic elements (as provided in official artwork available on the campus’s Graphic Identity Standards Web site), and should not be replicated in textual forms. In text, “UC Irvine,” with a space between “UC” and “Irvine,” is correct.
5.3 General Rules

Common Uses

**UCI:** The preferred textual reference to the university, particularly when addressing familiar or internal audiences.

**University of California, Irvine:** Preferred as a first reference for non-local or unfamiliar audiences.

**UCI:** May be used in headlines, subheads and quotes (if it’s what the speaker said).

**Campus Language – A Brief History:** The University of California, Irvine opened in 1965, and for much of its history has been referred to by its full name or the initials UCI. “UCI” traditionally was preferred over “UC Irvine,” in part, because in our early days the city of Irvine did not yet exist and awareness of the Irvine name was limited. Because the campus’s founders likened the abbreviated UCI name to such prestigious research universities as MIT and UCLA, the UCI identity grew in popularity. Logos were created and signs erected. Over time, “UCI” has indeed become synonymous with one of America’s leading public research universities for countless faculty, staff, alumni, students and community members. There is only one UCI!

Today, the University of California, Irvine has become known internationally for excellence in research, teaching and public service. And, thanks in no small part to the university’s success, the city of Irvine is widely regarded as a business, residential and academic center. But while the acronym UCI remains permanently etched in the minds of many, it is not always recognized or understood by those unfamiliar with the campus or outside our geographic area. Even those who recognize that “UC” stands for University of California don’t always associate our “I” with Irvine.

To address this issue, the university’s graphic identity standards include the optional use of the “UC Irvine” wordmark. Built upon the previous UCI visual identity system, UCI remains the “cornerstone” element of our signature.
Photo Style 6.0
Past

In the past, we employed a style that created striking contrasts of light and dark. Today, we are looking to better communicate the vitality and uniqueness that defines the UCI experience – upbeat, brilliant minds at work, fueled by the energetic lifestyle of Southern California.

Future

Our campus life is anything but ordinary. With the most energy efficient campus in the state, we are home to an endless well of innovations that are impacting our world right now – from engineering, medicine and public policy to theater, art and athletics. Here, the future is not just top-of-mind, it’s made. Everyday.

The imagery we create must convey this vitality to effectively tell our story and embody our defining traits*:

Pioneering
Bold
Accomplished
Ingenious

*Please review the UCI Personality Attributes on page 11.
Logo Matrix 7.0

7.1 Guiding Principles
7.2 Key Messaging
7.1 Preferred Signatures

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File Naming Key

IDENTIFIER  
uci  University of California, Irvine

LOGO VERSION  
fl  Preferred (flush left)  
c  Preferred (centered)  
cs  Preferred (centered stacked)

COLOR VERSION  
p  Pantone Color (PMS)  
k  Black  
w  White

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Logo Matrix
### 7.2 School Signatures

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<td></td>
</tr>
</tbody>
</table>
Answers 8.0

8.1 Contact Information
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For questions or assistance please contact:
Strategic Communications
University of California, Irvine
100 Theory, Suite 200
Irvine, CA 92697-5615
Telephone: 949-824-5028

Janice Hopkins, Marketing Director
Email: hopkinsj@uci.edu