A Message from Our Chancellor

This is an important time for UCI. We have achieved remarkable things in just over 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.
## Table of Contents

1. **Overview**
   - 2. Overview

2. **What is a Brand?**
   - 2.1 Brand Platform

3. **The UCI Brand**
   - 3.1 Core Idea
   - 3.2 Positioning Statement
   - 3.3 Brand Pillars
   - 3.4 Who is UCI
   - 3.5 Personality Attributes

4. **UCI Brand Identity System**
   - 4.1 Core Elements
   - 4.2 Signature
   - 4.3 Color Variations for Core Elements
   - 4.4 Master Branding
   - 4.5 Endorsement
   - 4.6 Seal
   - 4.7 Mascot & Monogram
   - 4.8 Typography
   - 4.9 Color Palette
   - 4.10 Clear Zone
   - 4.11 Restrictions
   - 4.12 Support Graphic
   - 4.13 Sample Applications
   - 4.14 Stationery System
   - 4.15 PowerPoint Presentation
   - 4.16 Email Signature

5. **Voice**
   - 5.1 Guiding Principles
   - 5.2 Key Messaging
   - 5.3 General Rules

6. **Photography**
   - 6.1 Photo Style

7. **Logo Matrix**
   - 7.1 University Signatures
   - 7.2 School Signatures

8. **UCI Health Brand Identity System**
   - 8.2 Signature
   - 8.3 Color Variations
   - 8.4 Clear Zone
   - 8.5 Logo Matrix
   - 8.6 Restrictions
   - 8.7 Master Branding
   - UCI Health
   - 8.8 Master Branding
   - UCI School of Medicine
   - 8.9 Master Branding
   - UCI Susan and Henry Samueli College of Health Sciences
   - 8.10 Color Variations
   - UCI Susan and Henry Samueli College of Health Sciences

9. **Answers**
   - 9.1 Contact Information

### Page Numbers
- 1
- 4
- 7
- 8
- 9
- 10
- 11
- 14
- 15
- 16
- 22
- 23
- 24
- 25
- 27
- 29
- 29
- 30
- 33
- 36
- 37
- 38
- 41
- 46
- 48
- 51
- 53
- 54
- 58
- 59
- 60
- 61
- 62
- 63
- 64
- 65
- 66
- 67
- 69
- 70
- 71
Overview

The University of California, Irvine was founded with an exceptional group of faculty; profound, passionate innovators who had a vision to bring world-renowned thinkers to a campus that would nurture courageous thought, undertake life-changing research and proactively give back to our communities. They also looked to call 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, and the result has been 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 continued to keep us among the most respected of the West Coast Universities, as well as a proven contender internationally. Within the Orange County community, we have made a lasting impact through the exceptional care and breakthrough advances of UCI Health. Through it all, our passion is to foster growth, to be a campus where even the word “innovation” gets redefined and continually challenged, and our hope is to continue on this path for many years to come.
What is a Brand? 2.0
What is a Brand?

A brand is a promise we make to the world – it’s the story we tell about who we are and what we do. 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, organizations, and entities shapes the perception of UCI in general. We each must honor this responsibility.

The goal of this brand guideline is to help all of us that communicate about the university 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.

<table>
<thead>
<tr>
<th>Core Idea</th>
<th>This is the premise of our story. It is what makes us different.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positioning</td>
<td>Think of this as the unique space we own in the marketplace.</td>
</tr>
<tr>
<td>Statement</td>
<td>It demonstrates our vision and our value.</td>
</tr>
<tr>
<td>Brand Pillars</td>
<td>These services and deliverables are the foundation for our</td>
</tr>
<tr>
<td></td>
<td>positioning. They are what we provide to our stakeholders.</td>
</tr>
<tr>
<td>Who is UCI</td>
<td>A description of everyone who is a part of, or contributes to,</td>
</tr>
<tr>
<td>Personality</td>
<td>our success.</td>
</tr>
<tr>
<td>Attributes</td>
<td>The character of our brand defined in human terms. These</td>
</tr>
<tr>
<td></td>
<td>attributes guide the look, tone, and feel of the materials we</td>
</tr>
<tr>
<td></td>
<td>create.</td>
</tr>
</tbody>
</table>
The UCI Brand 3.0

3.1 Core Idea
3.2 Positioning Statement
3.3 How We Do It
3.4 Brand Pillars
3.5 Who is UCI
3.6 Personality Attributes
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
- Impact public
- 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 Positioning Statement

At UCI we believe in embracing the differences that make a difference. From the beginning, we have understood the power of the independent thinking from which true brilliance shines. We foster new modes of inquiry that break traditional boundaries. We nurture new ways of thinking. And we achieve results that are expansive and exponential.

Whether it’s a life-saving discovery or life-enhancing creation, each of our accomplishments start with unique contributions of intellect, imagination and creativity from those with the resolve and courage to pursue a new idea. Through UCI it is made real.

Here we believe that the creation of difference makers comes from a university that goes beyond classroom academics. We provide access to real-world expertise and hands-on learning to produce real-world impact. Located in the heart of Orange County, UCI is a vibrant intellectual and cultural center, deeply connected to and influenced by its community.

Known for our excellence in academics and research, UCI currently ranks amongst the Top 10 public universities. From the 16 fully accredited schools and programs, to the winning Anteater athletics teams, the brightest and 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.
3.4 Brand Pillars

Our brand pillars are those inherent capabilities that distinguish us. They are the truths about our brand. Importantly, they illuminate how UCI stands above and apart from others.

- **Pioneering spirit**
- **Hands-on learning for real world impact**
- **Embracing people who see differently**
3.5 Who is UCI

This is the broadest description of your core audiences. It clarifies the types of individuals you champion – those who are a part of, and contribute to, the University.

High-achieving individuals driven to make their mark in the world
3.6 Personality Attributes

This is the character of our brand. The following attributes guide the brand’s look, feel and voice. It must: support the positioning, readily apply to creative execution, contribute to a distinct impression and aptly describe the organization.

<table>
<thead>
<tr>
<th>Personality Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pioneering</strong>&lt;br&gt;The first or among the earliest in any field of inquiry, enterprise or progress</td>
</tr>
<tr>
<td><strong>Accomplished</strong>&lt;br&gt;Highly skilled; expert; proficient</td>
</tr>
<tr>
<td><strong>Bold</strong>&lt;br&gt;Necessitating courage and daring; fearless; resolute</td>
</tr>
<tr>
<td><strong>Idiosyncratic</strong>&lt;br&gt;Uncommon thinking; particular to an individual; unpredictable – following the course of discovery</td>
</tr>
</tbody>
</table>
UCI Brand Identity System 4.0

4.1 Core Elements
4.2 Signature
4.3 Color Variations for Core Elements
4.4 Master Branding
4.5 Endorsement

4.6 Seal
4.7 Mascot & Monogram
4.8 Typography
4.9 Color Palette
4.10 Clear Zone

4.11 Restrictions
4.12 Support Graphic
4.13 Sample Applications
4.14 Stationery System
4.15 PowerPoint Presentation
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.

Goto communications.uci.edu to download.
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.

Goto communications.uci.edu to download.
## 4.3 Color Variations for Core Elements

### Master Brand – Primary Identifier

<table>
<thead>
<tr>
<th>Logo Style</th>
<th>Color</th>
<th>PMS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI</td>
<td>White</td>
<td>7685</td>
</tr>
<tr>
<td>UCI</td>
<td>Black</td>
<td>109</td>
</tr>
</tbody>
</table>

### Brand Endorsement

<table>
<thead>
<tr>
<th>Text</th>
<th>Color</th>
<th>PMS Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of California, Irvine</td>
<td>White</td>
<td>109</td>
</tr>
<tr>
<td>University of California, Irvine</td>
<td>Black</td>
<td>7685</td>
</tr>
</tbody>
</table>

*PMS 7685 or dark colored background*
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

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

School Signature Configuration 1 – Preferred

**UCI** School of Education

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

School Signature Configuration 1 – Example

**UCI** Name of School

Second Line If Needed

<table>
<thead>
<tr>
<th>School Signature Configuration 2 – Flush Left, Stacked</th>
</tr>
</thead>
</table>

**UCI** Name of School

Second Line If Needed

<table>
<thead>
<tr>
<th>School Signature Configuration 3 – Centered, Stacked</th>
</tr>
</thead>
</table>
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** Claire Trevor School of the Arts

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

Donor Named School Signature Configuration 1 – Example

**UCI** Name

School Descriptor

Donor Named School Signature Configuration 2 – Flush Left, Stacked

Use when donor name recognition is HIGH

**UCI** Name

School Descriptor

Donor Named School Signature Configuration 3 – Centered, Stacked

Use when donor name recognition is HIGH
4.4 Master Branding

**Academic Units/Colleges**

**UCI** Claire Trevor School of the Arts  
**UCI** School of Biological Sciences  
**UCI** Paul Merage School of Business  
**UCI** School of Education  
**UCI** Samueli School of Engineering  
**UCI** Continuing Education  
**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** Sue and Bill Gross School of Nursing  
**UCI** Susan and Henry Samueli College of Health Sciences  
**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.

Academic Departments

**UCI Department of Earth System Science**

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

**UCI School of Social Ecology**

Department of Urban Planning and Public Policy

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

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

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

**UCI Samueili**

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 Logo]

**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

![Signature Configuration 1]

**Signature Configuration 2** – Flush Left, Single Line

![Signature Configuration 2]
4.4 Master Branding Restrictions

Signature Usage
This page provides an example of incorrect and correct master branding. The core elements of our signature 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 identity properly (by adhering to our system) and not degrade 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.

Example: Web, Landing Page

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.

FIG. 1

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

Acceptable application of the UCI signature

Acceptable treatment of the UCI name

FIG. 2
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

Our seal is primarily used to certify that a document is an official communication from the University. For permission to use the traditional seal, please contact Strategic Communications at 949-824-6922.

- **Traditional Seal**
  - 1.5" or Larger Diameter
  - For use in official business and larger printed material

- **Simplified Seal**
  - Small Applications
  - For use in marketing, social media or digital uses

0.75" min. – 1.5" max. Diameter must at least 3/4" (75%)
4.7 Mascot & Monogram

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/graphics_iden.php 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. Its use is limited to those communications relating to our Athletics teams and departments. To obtain permission and artwork, please call 949-824-0160 or email hhsueh@uci.edu.
4.8 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.

The Kievit Slab font is available for purchase at www.fontshop.com.

The Kievit Slab font is not supplied by Strategic Communications and must be purchased by your department. Free font options are available on page 26.

**Primary**

Kievit Slab OT Thin

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Extra light

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Light

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Regular

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Book

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Medium

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Bold

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Extrabold

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?

Kievit Slab OT Black

ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdef ghijklmnopqrstuvwxyz
12345678901234567890!@#$%^&*()?
4.8 Typography

Secondary Typefaces

Helvetica, Arial and Cambria 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.

Note: Arial is always used for Digital/Web applications (all web page templates).

Secondary

**Helvetica Light**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

**Helvetica Regular**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

**Helvetica Bold**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

**Arial Regular**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

**Arial Bold**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

**Cambria Regular**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

**Cambria Bold**

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
1234567890!@#$%^&*()?
4.9
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

**UCI BLUE / PMS 7685**

- CMYK: 93/73/11/1
- RGB: 0/100/164
- HEX#: 0064A4

**UCI GOLD / PMS 109**

- CMYK: 0/16/100/0
- RGB: 255/210/0
- HEX#: FFD200

### Secondary [used in conjuction with our Primary palette]

**LIGHT BLUE (SECONDARY) PMS 549**

- CMYK: 60/24/21/0
- RGB: 106/162/184
- HEX#: 6AA2B8

**LIGHT GRAY (SECONDARY) PMS 400**

- CMYK: 23/21/26/0
- RGB: 197/190/181
- HEX#: C6EBE5

**DARK BLUE (SECONDARY) PMS 854**

- CMYK: 100/84/31/17
- RGB: 27/61/109
- HEX#: 1B3D6D

**ORANGE (SECONDARY) PMS 715**

- CMYK: 0/54/93/0
- RGB: 247/141/45
- HEX#: F78D2D

**LIGHT YELLOW (SECONDARY) PMS 100**

- CMYK: 5/1/76/0
- RGB: 247/235/95
- HEX#: F7EB5F

**DARK GRAY (SECONDARY) PMS 425**

- CMYK: 65/66/53/29
- RGB: 85/87/89
- HEX#: 557575

**LIME GREEN (SECONDARY) PMS 390**

- CMYK: 30/0/100/0
- RGB: 182/189/0
- HEX#: B6BD00
4.10 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.
### 4.11 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>Example</th>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Only use colors as specified in this document.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not skew or distort the Signature. Only scale artwork proportionately.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not alter the Signature with a different typeface.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not enclose the Signature in a tight shape.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not create a Signature using more than one color.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not place the Signature on a background that may compromise legibility.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not alter the relationship of the Signature elements.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not outline the Signature.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not rotate or change the orientation of the Signature elements.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not place a light colored Signature on a white background.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not alter the configuration of the Signature.</td>
</tr>
<tr>
<td><img src="image" alt="UCI" /></td>
<td>Do not add design elements to the Signature.</td>
</tr>
</tbody>
</table>
4.12 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.

Download the Bright Mark.
4.12 Support Graphic: Application

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, 4.13, shows sample applications that demonstrate the various ways in which the Bright Mark can be applied.

FIG. 1
As a background.

FIG. 2
Highlight a Message.

FIG. 3
Create a Focal Point.
4.12 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.
4.13 Sample Print Applications
4.13 Sample Print Applications
4.13 Sample Digital Applications
4.14 Stationery System

**ONLINE ORDERING**
Order official UCI letterhead, envelopes and business cards through the online ordering system. Confirm with your department head if you are approved to order directly through the system or need to order through a pre-authorized member of your department, school, unit, etc.

Visit the online ordering system.

**DIGITAL LETTERHEAD TEMPLATES**
Digital letterhead is available for download.

Download the digital Letterhead file for Microsoft Office here:
https://communications.uci.edu/campus-resources/graphic-standards/templates.php
4.15 PowerPoint Presentations

**TEMPLATES**
Powerpoint templates are available for download here.

4.16 Email Signatures

Usage of signatures in email communications must adhere to the following format:

**Line 1:** Name
**Line 2:** Title(s)
**Line 3:** Department, School, Institute, Center, etc.
**Line 4:** Phone number
**Line 5:** Email address

*(The official UCI logo or UCI seal may optionally be placed here)*

**Line 6:** University of California, Irvine
**Line 7:** Street address
**Line 8:** Irvine, CA 92697-zot code

For example, Peter the Anteater’s email signature would appear as follows:

Peter the Anteater
Official Mascot
UCI Athletics
949-824-6189
panteater@uci.edu

University of California, Irvine
2105 Mesa Office Building
Irvine, CA 92697-4500

Acceptable fonts:
Arial, Calibri, Times, Verdana

Download the UCI logo:
[UCI logo](https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/UCI_email_Sig_logo_87x38.jpg)

Download the UCI simplified seal:
[UCI seal](https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/uci18_126x126_simpleseal_emailsig.jpg)

Right-click and save to download to your desktop

**Logo download:** [https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/UCI_email_Sig_logo_87x38.jpg](https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/UCI_email_Sig_logo_87x38.jpg)

**Seal download:** [https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/uci18_126x126_simpleseal_emailsig.jpg](https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/uci18_126x126_simpleseal_emailsig.jpg)
What is Our 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.

Example:

At UCI, we believe in the infinitely curious.
The tinkerers and the dreamers.
We believe in the innate and varied talents of people young and old
Regardless of their background.
And we believe in the courageous of thought.
The ones willing to fail. Again and again.
Until one day, they don’t.
Over 50 years ago, the university was founded on the belief that when you have the courage to see things differently,
To see opportunity where others see impossibility,
Amazing things will happen.
Barriers will be broken and life-enhancing discoveries will be unearthed.
Because at UCI, we believe that our individual differences
Are what ultimately make a world of difference.
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.
5.1 Guiding Principles: Examples

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.

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]

Different makes the difference.
5.1 Guiding Principles: Examples

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 solidified 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

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

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Find out what’s possible with UCI.

Visit www.uci.edu/innovation

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

Where you see an egg, we see a cure for cancer.

Where you see a squid, we see a medical device communicating with the human body.

Where you see a campus, we see a 50-year legacy of sustainability.

Where you see a drought, we see a policy for change.
5.1 Guiding Principles: Examples

Example Stories

**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.

**Figuring out how to easily and cheaply halt venom’s spread**
Chemists at UCI have developed a way to neutralize deadly snake venom more cheaply and effectively than with traditional anti-venom.

**Chasing Clean Air**
Led by Donald Blake, UCI scientists have been on a decades-long global quest to measure atmospheric pollution.

**University of California scientists create malaria-blocking mosquitoes**
Using a groundbreaking gene editing technique, scientists have created a strain of mosquitoes capable of rapidly introducing malaria-blocking genes into a mosquito population.

**A commitment to the success of first-generation Latino students**
Once an insecure first-generation student at UCI, Daniela Estrada is now a confident Fulbright and Truman scholar headed to law school.

[Full Story >](https://uci.edu/powerofi/snakebite/index.php)
[Full Story >](https://uci.edu/powerofi/air/index.php)
[Full Story >](https://uci.edu/powerofi/mosquito/index.php)
[Full Story >](https://uci.edu/powerofi/daniela/index.php)
## Key Messaging

<table>
<thead>
<tr>
<th>Students</th>
<th>Faculty</th>
<th>Alumni</th>
</tr>
</thead>
</table>
| • 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. | • Proud to be an Anteater  
• I’m a better me because of my time at UCI |
### Key Messaging

| **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” 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 “UCI” and “University of California, 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.
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!
Photography 6.0
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.

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
Idiosyncratic

*Please review the UCI Personality Attributes on page 11.

Access UCI’s image archive here.
7.1 University Signatures

Our logos are provided in formats for use across all media.

Here are the specifications for requesting files for logo reproduction.

To request artwork please call 949-824-6922 or email graphicservices@uci.edu

All versions were created using Adobe Illustrator® and are categorized using the nomenclature listed below.

File Naming Key

<table>
<thead>
<tr>
<th>IDENTIFIER</th>
<th>LOGO VERSION</th>
<th>COLOR VERSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>uci</td>
<td>fl</td>
<td>p</td>
</tr>
<tr>
<td></td>
<td>c</td>
<td>k</td>
</tr>
<tr>
<td></td>
<td>cs</td>
<td>w</td>
</tr>
</tbody>
</table>

Flush Left
uci_fl_p7685.eps
uci_fl_k.eps

Centered
uci_c_p7685.eps
uci_c_k.eps

Centered – Stacked
uci_cs_p7685.eps
uci_cs_k.eps

uci_fl_p109.eps
uci_fl_w.eps

uci_c_p109.eps
uci_c_w.eps

uci_cs_p109.eps
uci_cs_w.eps
7.2 School Signatures

Our logos are provided in a variety of formats for use across all media.

Here are the specifications for requesting files for logo reproduction.

To request artwork, please call 949-824-6922 or email graphicservices@uci.edu

**Note:** 4-color and PMS versions will accompany your request for Signature artwork in vector-based .eps and hi-res .png file formats. If another file format is needed, please specify it in your request.

If a suite of logo art is needed for your website, please specify this information as well.
UCI Health Brand Identity System

Under the umbrella of the UCI brand, we also have the UCI Health brand, which while it shares an academic audience also broadly touches our local community and the world at large. As a result, UCI Health has its own brand guidelines that reflect the unique position of this sub-brand at the intersection of research, academia, and quality caregiving.
8.2 Signature

UCI Health must differentiate itself within the healthcare market, which means the brand must connect with patient communities somewhat independently of the UCI brand. As a result, UCI Health has a standalone brand platform that specifically addresses the needs of its unique audiences.

**Minimum Size**

The UCI Health signature should not appear smaller than the minimum size (3/16” high) so that it is always recognizable and readable.

**Maximum Size**

In all cases, the UCI Health signature should be treated tastefully and with integrity. It should never be scaled disproportionately large in relation to the piece in which it appears.

The UCI Health signature is a stand-alone signature and not to be locked-up directly with department, center, institute, location or any additional copy. Any additional copy or information added must be placed at a minimum “U” distance away from the UCI Health logo, this includes department, center, institute, clinic, etc.

**The UCI Health signature is to be used:**

- To identify and market any single or multi-specialty health care offering
- On any clinical office, building or facility signage
- This serves to unite providers in the community and to communicate that UCI Health is in your neighborhood
  - In any direct-to-consumer sponsorships
  - In any UCI Health-directed fundraising
  - When sending any communication materials on behalf of UCI Health, such as business cards, letterhead, invoices, emails, etc.

As a practical matter, service lines, centers, departments, programs and events may apply the UCI Health signature with their respective service line, center, department, program or event name listed underneath the UCI Health logo, with a “U” space distance in between lines.
8.3 Color Variations

The UCI Health signature is a stand-alone signature and not to be locked-up with department, center or institute names.

Any additional information i.e. department, center and institute names must be a “U” distance from the UCI Health signature.

Yellow and White logos to appear on PMS 7685 or dark colored background to insure contrast.
8.4 Clear Zone

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.
8.5

Logo Matrix

Our logos are provided in formats for use across all media.

Here are the specifications for requesting files for logo reproduction. To request artwork for UCI Health or academic properties, please call 949-824-6922 or email graphicservices@uci.edu

Note: 4-color and PMS versions will accompany your request for Signature artwork in vector-based .eps and hi-res .png file formats. If another file format is needed, please specify it in your request.

All versions were created using Adobe Illustrator® and are categorized using the nomenclature listed below.

File Naming Key

<table>
<thead>
<tr>
<th>IDENTIFIER</th>
<th>UNIVERSITY OF CALIFORNIA, IRVINE, HEALTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>uci_health</td>
<td>University of California, Irvine, Health</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLOR VERSION</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>p</td>
<td>Pantone Color (PMS)</td>
</tr>
<tr>
<td>k</td>
<td>Black</td>
</tr>
<tr>
<td>w</td>
<td>White</td>
</tr>
</tbody>
</table>
8.6 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.

**UCI Health**

- Only use colors as specified in this document.
- Do not skew or distort the Signature. Only scale artwork proportionately.
- Do not create a Signature using more than one color.
- Do not outline the Signature.
- Do not alter the configuration of the Signature.
- Do not alter the Signature with a different typeface.
- Do not place the Signature on a background that may compromise legibility.
- Do not rotate or change the orientation of the Signature elements.
- Do not add design elements to the Signature.

**UCI Health**

- Do not enclose the Signature in a tight shape.
- Do not alter the relationship of the Signature elements.
- Do not place a light colored Signature on a white background.
Master Branding

UCI Health

Master branding helps to make clear the offerings that are within the UCI Health system.

To request artwork for UCI Health or academic properties, please call 949-824-6922 or email graphicservices@uci.edu

Configuration of UCI Health when a Department, Center, Institute or Clinic is being referenced in patient-facing or clinical settings.

The below is not a lock-up to the UCI Health logo but, rather additional identifying information under the logo. Any additional copy or information added must be placed at a minimum “U” distance away from the UCI Health logo, this includes department, center, institute, clinic, etc.

8.7

UCI Health

Configuration option is used when referencing a department, center, institute, clinic or hospital within UCI Health. See UCI School of Medicine logo configurations on page 64.

Configuration option is used when referencing a department, center, institute, clinic or hospital within UCI Health. “Department of” can be eliminated in situations when space is a premium. See UCI School of Medicine logo configurations on page 64.
8.8 Master Branding

UCI School of Medicine

Master branding helps to make clear the options for wordmarks within the UCI School of Medicine.

The UCI School of Medicine wordmark is used in the academic setting and may never be locked up with the UCI Health logo. For any patient-facing material, please use UCI Health.

To request artwork for UCI Health, or academic properties, please call 949-824-6922 or email graphicservices@uci.edu
Master Branding

UCI Susan and Henry Samueli College of Health Sciences

Master branding helps to make clear the options for wordmarks within the UCI Susan and Henry Samueli College of Health Sciences.

To request artwork for UCI Health or academic properties, please call 949-824-6922 or email graphicservices@uci.edu
Color Variations

8.10

Color Variations for UCI Susan and Henry Samueli primary identifier

UCI Susan and Henry Samueli
College of Health Sciences
PMS 7685
Black

UCI Susan and Henry Samueli
College of Health Sciences
White

Color Variations for UCI Susan and Henry Samueli optional identifier

UCI Susan and Henry Samueli
College of Health Sciences
PMS 109
Black

UCI Susan and Henry Samueli
College of Health Sciences
White

UCI Susan and Henry Samueli
College of Health Sciences
PMS 7685
8.11

Additional Examples

Additional examples of logo alternates:

**UCI** Gavin Herbert Eye Institute

**UCI Health**
Gavin Herbert Eye Institute

**UCI School of Medicine**
Gavin Herbert Eye Institute

* When length is an issue, the two-line, flush left, stacked logo is also an option.

When Gavin Herbert Eye Institute is used for academic facing material. *

When Gavin Herbert Eye Institute needs to be associated with the UCI Health System for clinical, patient facing material.

When Gavin Herbert Eye Institute needs to be associated with the UCI School of Medicine for academic facing material.
Additional Examples

Additional examples of logo alternates:

**UCI Beckman Laser Institute & Medical Clinic**

**UCI Health Beckman Laser Institute & Medical Clinic**

**UCI School of Medicine Beckman Laser Institute & Medical Clinic**

When Beckman Laser Institute and Medical Clinic is used for academic facing material.*

When BLIMC needs to be associated with the UCI Health System for clinical, patient facing material.

When BLIMC needs to be associated with the UCI School of Medicine for academic facing material.

* When length is an issue, the two-line, flush left, stacked logo is also an option.
8.12
UCI Health
Stationery System

**ONLINE ORDERING**
Order official UCI Health letterhead, envelopes and business cards through the online ordering system. Confirm with your department head if you are approved to order directly through the system or need to order through a pre-authorized member of your department, school, unit, etc.

Visit the online ordering system.

**DIGITAL LETTERHEAD TEMPLATES**
Digital letterhead is available for download.

Download the digital Letterhead file for Microsoft Office here.
https://communications.uci.edu/campus-resources/graphic-standards/templates.php
8.13 Communication Examples

At times there is a need for UCI Health and schools, clinics, centers, etc. within the Susan and Henry Samueli College of Health Sciences to send communications which impact both UCI Health and academic schools. In this case multiple logos or call-outs may be used.
For questions or assistance please contact:

Strategic Communications
University of California, Irvine
120 Theory, Suite 200
Irvine, CA 92697-5615

Telephone: 949-824-6922
Email: graphicservices@uci.edu