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.
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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 Irvine community, we have made a lasting impact through the exceptional care and breakthrough advances of UCI Health. 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
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 Statement</td>
<td>Think of this as the unique space we own in the marketplace. It demonstrates our vision and our value.</td>
</tr>
<tr>
<td>How We Do It</td>
<td>This is the way we deliver on the promise of our brand. Think of it as our functional benefit.</td>
</tr>
<tr>
<td>Brand Pillars</td>
<td>These services and deliverables are the foundation for our 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, our success.</td>
</tr>
<tr>
<td>Personality Attributes</td>
<td>The character of our brand defined in human terms. These attributes guide the look, tone, and feel of the materials we 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.

<table>
<thead>
<tr>
<th>Illuminating</th>
<th>Differences</th>
<th>Make a Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Make brighter</td>
<td>&gt; New ways of thinking</td>
<td>&gt; Contribute</td>
</tr>
<tr>
<td>&gt; Advance to a higher intellectual level</td>
<td>&gt; Imagination and creativity</td>
<td>&gt; Impact public</td>
</tr>
<tr>
<td>&gt; Highlight, promote or exalt discoveries</td>
<td>&gt; Confident in pioneering</td>
<td>&gt; Provide innovative ideas that improve society</td>
</tr>
<tr>
<td></td>
<td>&gt; Breaking through traditional boundaries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&gt; Open to new ideas; not copying our way to the top</td>
<td></td>
</tr>
</tbody>
</table>

*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 started with unique contributions of intellect, imagination and creativity from those with the resolve and courage to pursue a new idea. Through UCI it was 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 its excellence in academics and research, it currently ranks as the no. 1 university amongst U.S. schools under 50 years old. 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.
3.3 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

- **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.
  - Full Story > https://uci.edu/powerofi/snakebite/index.php

- **Chasing Clean Air**: Led by Donald Blake, UCI scientists have been on a decades-long global quest to measure atmospheric pollution.
  - Full Story > https://uci.edu/powerofi/air/index.php

- **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.
  - Full Story > https://uci.edu/powerofi/mosquito/index.php

- **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/daniela/index.php
### 3.4 Brand Pillars

These are our credentials and capabilities. This is a comprehensive source for creating specific messages. These are the proof points for our brand. As the University is dynamic, so is this information. It must be managed and maintained to stay current and accurate.

<table>
<thead>
<tr>
<th>Brand Pillars</th>
<th>Breakthrough Research</th>
<th>19 Accredited Schools &amp; Programs</th>
<th>Hands-On Approach</th>
<th>Room for the Idiosyncratic</th>
<th>Accomplished Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is UCI</td>
<td>Culture of Excellence &amp; Innovation</td>
<td>Alumni Accomplishments</td>
<td>International Populace/Diversity</td>
<td>A World-Class Health System – UCI Health</td>
<td>Pioneering Spirit</td>
</tr>
</tbody>
</table>
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.

- **Pioneering**
  The first or among the earliest in any field of inquiry, enterprise or progress

- **Bold**
  Necessitating courage and daring; fearless; resolute

- **Accomplished**
  Highly skilled; expert; proficient

- **Ingenious**
  Imaginative; uncommon thinking; skillful; artistic; original
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.

Master Brand – Primary Identifier

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**
  - PMS 7685
- **UCI**
  - Black

**Brand Endorsement**

- **University of California, Irvine**
  - PMS 7685
- **University of California, Irvine**
  - Black

- **University of California, Irvine**
  - PMS 109
- **University of California, Irvine**
  - White

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

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

School Signature Configuration 2 – Flush Left, Stacked

**UCI** Name of School

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

School Signature Configuration 3 – Centered, Stacked
4.4 Master Branding

Named School Signature

**UCI** Named School Descriptor

| Primary ID | Donor Name | School Descriptor |

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

**UCI** Claire Trevor School of the Arts

| Primary ID | Donor Name | School Descriptor |

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

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**

- **Primary ID**
- **Department Name**

**Department Only Signature**

**UCI School of Social Ecology**
Department of Urban Planning and Public Policy

- **School Signature**
- **Department Name**

**Department + School Name, stacked version**

**UCI School of Humanities**
Department of Philosophy

- **School Signature**
- **Department Name**

**Department + School Name, 1 line version**

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

- **School Signature**
- **Department Name**

**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

---
Primary ID | Center Name
---

Signature Configuration 1 – Flush Left, Stacked

---
Primary ID | Center Name
---

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. 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.

---

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**

![FIG. 1](image1.png)

**FIG. 1**

![FIG. 2](image2.png)

**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 this seal, please contact Strategic Communications at 949-824-6922.
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](http://www.fontshop.com)

---

**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!#$%^&*()?
```
4.8 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

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Helvetica Regular

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Helvetica Bold

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Arial Regular

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Arial Bold

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Cambria Regular

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()?

Cambria Bold

ABCDEFGHILMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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 refer 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>93/73/11</td>
<td>0/100/164</td>
<td>0064A4</td>
</tr>
<tr>
<td>UCI GOLD / PMS 109</td>
<td>0/16/100</td>
<td>255/210/0</td>
<td>FFD200</td>
</tr>
</tbody>
</table>

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

<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</td>
<td>106/162/184</td>
<td>6AA2B8</td>
</tr>
<tr>
<td>PMS 400</td>
<td>23/21/26</td>
<td>197/190/181</td>
<td>C6EBB5</td>
</tr>
<tr>
<td>PMS 654</td>
<td>100/84/31</td>
<td>27/61/109</td>
<td>1B3D6D</td>
</tr>
<tr>
<td>PMS 715</td>
<td>0/54/93</td>
<td>247/141/45</td>
<td>F78D2D</td>
</tr>
<tr>
<td>PMS 100</td>
<td>5/176/0</td>
<td>247/235/95</td>
<td>F7EB5F</td>
</tr>
<tr>
<td>PMS 425</td>
<td>65/66/53</td>
<td>85/87/89</td>
<td>555759</td>
</tr>
<tr>
<td>PMS 390</td>
<td>30/100/0</td>
<td>182/189/0</td>
<td>B6BD00</td>
</tr>
</tbody>
</table>
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><strong>UCI University of California, Irvine</strong></th>
<th><strong>UCI University of California, Irvine</strong></th>
<th><strong>UCI University of California, Irvine</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Only use colors as specified in this document.</td>
<td>Do not skew or distort the Signature. Only scale artwork proportionately.</td>
<td>Do not alter the Signature with a different typeface.</td>
</tr>
<tr>
<td>Do not enclose the Signature in a tight shape.</td>
<td>Do not create a Signature using more than one color.</td>
<td>Do not place the Signature on a background that may compromise legibility.</td>
</tr>
<tr>
<td>Do not alter the relationship of the Signature elements.</td>
<td>Do not outline the Signature.</td>
<td>Do not rotate or change the orientation of the Signature elements.</td>
</tr>
<tr>
<td>Do not place a light colored Signature on a white background.</td>
<td>Do not alter the configuration of the Signature.</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.
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.
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
4.13 Sample Retail 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

TEMPLATE
Powerpoint templates are available for download here.

https://communications.uci.edu/campus-resources/graphic-standards/templates.php

Headline Here (Arial Bold)
Subhead here if needed (Arial Italic)

- Body Copy (Arial)
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum
- Lorem Ipsum

*Duplicate slide for ease of use.
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

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  
Seal download: https://communications.uci.edu/campus-resources/graphic-standards/downloads/templates/uc18_126x126_simpleseal_emailsig.jpg
Voice 5.0

5.1 Guiding Principles
5.2 Key Messaging
5.3 General Rules
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.
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

Diversity Ad

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

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 unfolded 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.

**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.

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.

We're not just part of the conversation, we're leading it. Our faculty travel the world to assess climate change. Their findings and proposed solutions are being shared at the highest levels of government. Find out what's possible with UCI. Visit uci.edu/innovation

Where you see a drought, we see a policy for change.

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.

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.

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

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.

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

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.
## 5.2 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 | • Forge your own path to real-world impact  
• Global preeminence (not a regional school) | • Proud to be an Anteater  
• I’m a better me because of my time at UCI |
| • 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. | • 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. | • 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 plus 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. |
## 5.2 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
Photography

6.1 Photo Style

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 University Signatures
7.2 School Signatures
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 use the contact information at the end of this document, section 9.

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</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO VERSION</td>
<td></td>
</tr>
<tr>
<td>fl</td>
<td>Flush Left (preferred)</td>
</tr>
<tr>
<td>c</td>
<td>Centered</td>
</tr>
<tr>
<td>cs</td>
<td>Centered – Stacked</td>
</tr>
<tr>
<td>COLOR VERSION</td>
<td></td>
</tr>
<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>

### Logo Matrix

<table>
<thead>
<tr>
<th>IDENTIFIER</th>
<th>University of California, Irvine</th>
</tr>
</thead>
<tbody>
<tr>
<td>fl_p7685</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>fl_k</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>fl_p109</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>fl_w</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>c_p7685</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>c_k</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>c_p109</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>c_w</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>cs_p7685</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>cs_k</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>cs_p109</td>
<td>UCI University of California, Irvine</td>
</tr>
<tr>
<td>cs_w</td>
<td>UCI University of California, Irvine</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>FILE NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. UCI Claire Trevor School of the Arts</td>
<td>uci_Art_2line.eps</td>
</tr>
<tr>
<td>2. UCI School of Biological Sciences</td>
<td>uci_Bio_2line.eps</td>
</tr>
<tr>
<td>3. UCI Paul Merage School of Business</td>
<td>uci_Bus_2line.eps</td>
</tr>
<tr>
<td>4. UCI School of Education</td>
<td>uci_Edu_1line.eps</td>
</tr>
<tr>
<td>5. UCI Samueli School of Engineering</td>
<td>uci_Eng_2line.eps</td>
</tr>
<tr>
<td>6. UCI Continuing Education</td>
<td>uci_Ext_1line.eps</td>
</tr>
<tr>
<td>7. UCI Graduate Division</td>
<td>uci_Grd_1line.eps</td>
</tr>
<tr>
<td>8. UCI School of Humanities</td>
<td>uci_Hum_1line.eps</td>
</tr>
<tr>
<td>9. UCI Donald Bren School of Information &amp; Computer Sciences</td>
<td>uci_lcs_2line.eps</td>
</tr>
<tr>
<td>10. UCI Interdisciplinary Studies</td>
<td>uci_Int_1line.eps</td>
</tr>
<tr>
<td>11. UCI School of Law</td>
<td>uci_Law_1line.eps</td>
</tr>
<tr>
<td>12. UCI School of Medicine</td>
<td>uci_Med_1line.eps</td>
</tr>
<tr>
<td>13. UCI Sue and Bill Gross School of Nursing</td>
<td>uci_Nur_2line.eps</td>
</tr>
<tr>
<td>14. UCI Pharmaceutical Sciences</td>
<td>uci_Pha_1line.eps</td>
</tr>
<tr>
<td>15. UCI School of Physical Sciences</td>
<td>uci_Phy_2line.eps</td>
</tr>
<tr>
<td>16. UCI Public Health</td>
<td>uci_Pub_2line.eps</td>
</tr>
<tr>
<td>17. UCI School of Social Ecology</td>
<td>uci_Soe_2line.eps</td>
</tr>
<tr>
<td>18. UCI School of Social Sciences</td>
<td>uci_Sos_2line.eps</td>
</tr>
<tr>
<td>19. UCI Division of Undergraduate Education</td>
<td>uci_Due_2line.eps</td>
</tr>
</tbody>
</table>

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.
8.1 Understanding the UCI Health brand
8.2 Signature
8.3 Color Variations
8.4 Clear Zone
8.5 Logo Matrix
8.6 Restrictions
8.7 Master Branding, Endorsement Lines
8.8 Master Branding, Endorsement Lines
8.9 Master Branding
UCI College of Health Sciences
8.10 Color Variations
UCI Susan and Henry Samuei
College of Health Sciences
8.11 Master Branding, Endorsement Lines
UCI Susan and Henry Samuei
College of Health Sciences
8.12 Additional Examples
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. 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.
8.1 Understanding the UCI Health Brand

UCI is illuminating the differences that make a difference, and UCI Health plays a key part in expressing that uniqueness to our local communities. As a caregiving organization, UCI Health must differentiate itself within the healthcare market, which means this 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.

In addition to a distinctive brand definition, UCI Health also has its own brand style. The full UCI Health style guidelines can be found here [LINK]
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 with department, center, institute, location or any additional copy.

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 signature with or without the UCI Health endorser.
- These instances should be used sparingly and not in materials that primarily target patients or represent the clinical enterprise.
- In those cases, the UCI Health signature is preferred.
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.

**UCI Health**
PMS 7685

**UCI Health**
Black

**UCI Health**
PMS 109

**UCI Health**
White

White Background

Color Background

PMS 7685 or dark colored background
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.
The 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, please call 714-456-5188 or email kequitz@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**

**IDENTIFIER**

- ucih  University of California, Irvine, Health

**COLOR VERSION**

- p  Pantone Color (PMS)
- k  Black
- w  White

---

**File Names**

- ucih_p7685.eps
- ucih_k.eps

---

**File Names**

- ucih_p109.eps
- ucih_w.eps
### 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><strong>UCI Health</strong></th>
<th><strong>UCI Health</strong></th>
<th><strong>UCI Health</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Only use colors as specified in this document.</td>
<td>Do not skew or distort the Signature. Only scale artwork proportionately.</td>
<td>Do not alter the Signature with a different typeface.</td>
</tr>
<tr>
<td>Do not enclose the Signature in a tight shape.</td>
<td>Do not create a Signature using more than one color.</td>
<td>Do not place the Signature on a background that may compromise legibility.</td>
</tr>
<tr>
<td>Do not alter the relationship of the Signature elements.</td>
<td>Do not outline the Signature.</td>
<td>Do not rotate or change the orientation of the Signature elements.</td>
</tr>
<tr>
<td>Do not place a light colored Signature on a white background.</td>
<td>Do not alter the configuration of the Signature.</td>
<td>Do not add design elements to the Signature.</td>
</tr>
</tbody>
</table>
8.7 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, please call 714-456-5188 or email kequitz@uci.edu

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

---

<table>
<thead>
<tr>
<th>Configuration Option 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary ID</strong></td>
</tr>
<tr>
<td><strong>UCI Emergency Medicine</strong></td>
</tr>
</tbody>
</table>

Configuration option 1 is used when referencing a department within UCI Health. See UCI School of Medicine logo configurations on page 64.

<table>
<thead>
<tr>
<th>Configuration Option 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary ID</strong></td>
</tr>
<tr>
<td><strong>UCI Emergency Medicine</strong></td>
</tr>
</tbody>
</table>

Configuration option 2 is used for a direct link back to the UCI Health system. See UCI School of Medicine logo configurations on page 64.

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

UCI School of Medicine

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

To request artwork for UCI Health, please call 714-456-5188 or email kequitz@uci.edu

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

Primary Configuration for UCI School of Medicine departments and programs

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>School Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI</td>
<td>School of Medicine</td>
</tr>
<tr>
<td></td>
<td>Department of Family Medicine</td>
</tr>
</tbody>
</table>

Department, Division, Program or Office Name

Optional one-line configuration(s) for UCI School of Medicine departments and programs

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Department, Division, Program or Office Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI</td>
<td>Family Medicine</td>
</tr>
</tbody>
</table>

Optional two-line, stacked configuration(s) for UCI School of Medicine departments and programs

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Department, Division, Program or Office Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI</td>
<td>Department of Family Medicine</td>
</tr>
<tr>
<td></td>
<td>UCI HEALTH SYSTEM</td>
</tr>
</tbody>
</table>

This is the preferred use and to be used in the majority of academic, non-clinical situations.

For use when space is a premium in academic, non-clinical settings.

This secondary configuration is used when the UCI School of Medicine’s clinical program will be seen by patients and there needs to be a clear link to UCI Health.

This two-line stacked configuration is used when space is limited but the complete name of the department, division, etc. must be used as part of the wordmark.
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, please call 949-824-6922 or email graphicservices@uci.edu
8.10
Color Variations

Color Variations for UCI Susan and Henry Samueli

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

**UCI Susan and Henry Samueli**
College of Health Sciences
Black

**UCI Susan and Henry Samueli**
College of Health Sciences
White

Color Variations for UCI Susan and Henry Samueli

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

**UCI Susan and Henry Samueli**
College of Health Sciences
Black

**UCI Susan and Henry Samueli**
College of Health Sciences
White
8.11 Master Branding

Master branding helps to make clear the endorsement line offerings that are within the UCI Susan and Henry Samueli College of Health Sciences for schools, departments, centers, programs, institutes, etc.

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

Configurations the for schools, departments, centers, programs, institutes and etc., in the UCI Susan and Henry Samueli College of Health Sciences, when an endorsement needs to be added.

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>School, Center, Department, Program or Institute Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI</td>
<td>School of Medicine</td>
</tr>
<tr>
<td>UCI SUSAN AND HENRY SAMUELI COLLEGE OF HEALTH SCIENCES</td>
<td></td>
</tr>
<tr>
<td>Network Identifier/Endorser</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary ID</th>
<th>Named School, Center, Program, Department or Institute</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI</td>
<td>Sue &amp; Bill Gross School of Nursing</td>
</tr>
<tr>
<td>UCI SUSAN AND HENRY SAMUELI COLLEGE OF HEALTH SCIENCES</td>
<td></td>
</tr>
<tr>
<td>Network Identifier/Endorser</td>
<td></td>
</tr>
</tbody>
</table>

UNACCEPTABLE USAGE

<table>
<thead>
<tr>
<th>UCI School, Center, Program Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>UCI SUSAN AND HENRY SAMUELI COLLEGE OF HEALTH SCIENCES</td>
</tr>
<tr>
<td>UCI HEALTH SYSTEM</td>
</tr>
</tbody>
</table>

Do not use both the UCI Health System and the UCI Susan and Henry Samueli College of Health Sciences endorsement lines on logos. If there is need for both endorsements, this can be done in copy of the material.
Additional examples of logo alternates:

**UCI** Gavin Herbert Eye Institute

**UCI** Gavin Herbert Eye Institute  
*UCI Health System*

**UCI** Gavin Herbert Eye Institute  
*UCI Susan and Henry Samueli College of Health Sciences*

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

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

**UCI Beckman Laser Institute & Medical Clinic**

When Beckman Laser Institute and Medical Clinic is used for academic facing material. This can be used with or without the health sciences endorsement line (academic facing) or the UCI Health System endorsement line when material is patient facing.

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 Susan and Henry Samueli College of Health Sciences for academic facing material.

When BLIMC needs to be associated with the UCI School of Medicine for academic facing material. This can be used with or without the health sciences endorsement line.

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

9.1 Contact Information

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: graphicsservices@uci.edu