The University of California, Riverside (UCR) is one of 10 universities within the prestigious University of California system, and the only UC located in Inland Southern California. To convey an image consistent with who we are and to communicate effectively with many diverse constituents and key stakeholders, UCR has established a unified institutional brand and marketing program.

Why a Unified Identity?

The goal of unified branding, as described in this manual and instituted through the integrated marketing program, is to represent our shared identity through an easily-remembered positive public image. A consistent, unified brand significantly enhances the coordination of our campus communications efforts, conveying a professional and positive image to our valued constituencies. A unified brand that is attractive and well represents our institution is more effective at competing in a crowded marketplace for new students, faculty and funding resources.

You Benefit from a Single Reference

The UC Riverside Identity Standards Manual, sometimes referred to as the "style guide", was developed by the UCR Office of Strategic Communications in conjunction with stakeholders and senior management across campus. This manual is the official reference and provides guidelines for all campus colleges, departments and units, and is intended to help anyone who writes, edits or designs printed, electronic, or other publications and materials for and about UCR. Easy and economical to implement, the manual is useful for a variety of formats and applications, with a flexibility that allows campus units to retain their individuality and capitalize on the benefits of a unified UCR brand. Consistent use of this manual will ensure that UC and UCR policies and guidelines are being properly applied to official stationery, business cards, signage, university web sites, the seal, products, publications and collateral materials.

Where to Go for More Help

Downloadable files of the most updated version of this manual and downloadable logos, seals and templates are available online at http://www.styleguide.ucr.edu/.

For more information about the UCR Integrated Marketing Program and the campus’s new institutional brand please visit: http://www.pr.ucr.edu/im/

If you have questions or need assistance, please contact the following:

UCR Office of Strategic Communications

Creative Design Services: (951) 827-2630
Logos and Best Practices

Logos are visual manifestations of a brand. Branding, when properly done, is grounded in research to uncover the important features of an institution from the perspective of its stakeholders. Logos can come to represent powerful meanings that are instantly recalled along with the logo, such as the recycle logo of bent arrows and the Nike “swoosh.”

Logos often stand alone as the sole symbol of an institution. This means that logos should not be altered by changes in size, proportions, colors, relative relationship of design elements (the approved logo “lock up”) or by special effects. Logos must not be altered or locked up with new taglines or other design elements, which in effect would create an unofficial new logo.

UCR Logos

The UCR brand is represented by the two word-based graphic logos shown here. The UCR “primary wordmark” locks up the name of the university in a customized design. The UCR “monogram” is a customized design based on the initials of the university. Graphic standards for UCR’s logos specify approved identity colors. As shown here and throughout this manual, university logos optimally display in UCR Blue and UCR Gold.

All UCR branded logos are the property of the institution and are governed by specific guidelines for their use based on best practices for using logos. UCR logos are to be used in official UCR publications and UCR web sites. Unofficial logos (any UCR logo that has not been approved by the Office of Strategic Communications) may not be used on any official representation of UCR. That is, unofficial web sites and publications (including faculty and student web pages; student organization fliers, stationery or web sites; and professional organization sites) are not allowed to use UCR logos without express written permission of the Office of Strategic Communications.

If you have any questions about the use of UCR logos, please call 951-827-2630.

Primary Wordmark: UCR Gold/UCR Blue

Monogram: UCR Gold/UCR Blue
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The primary logo of UCR and its many parts is the customized wordmark shown on this page. It replaces all other logos representing the university on all print and electronic materials.

The UCR wordmark is one complete digital artwork file. This customized logo is NOT a font and should not be recreated using standard fonts. Approved wordmark artwork files can be obtained via website download or requested from Creative Design Services (951-827-2630).

The wordmark should not be inserted into text. When the school name appears in copy, it should be spelled out as “University of California, Riverside” or “UC Riverside” or “UCR.”
For all applications, the primary wordmark must be displayed in colors specified on these pages. Whenever possible, the wordmark should be used in the approved UCR Gold and UCR Blue colors. When only one color is available or the background does not lend itself to the two-color rendition, there are three one-color versions that can be used: UCR Blue, Grayscale/Black and Black.
Primary Wordmark: Approved Reverse

When displaying the primary wordmark on a background color, it is best to place it on one of the primary identity colors, UCR Blue or UCR Gold. This reinforces the strength of the identity. When the wordmark must be placed on a busy background, it should be reversed out to white.
To keep the integrity of the logo, the wordmark must be surrounded by clear space at least equal to the width of the letter “U.” Other design elements, such as type, photography and illustrations, must not be positioned within the “X” clear space. As a general rule, the more clear space around the wordmark the better. For example, the wordmark would be the only logo on a page.

**Primary Wordmark:**

**Clear Space**

Minimum Size
The primary wordmark can be scaled down to a minimum size of 1.75 inches.

For applications between 1.5 and 1.75 inches, like printing the wordmark on a pen, a different “small scale wordmark” has been created. Use this version of the logo to maintain fine detail and readability at this scale. The wordmark should not be used in applications smaller than 1.5 inches.

For questions about wordmark clear space, small applications or exceptions please contact Creative Design Services at 951-827-2630.
Do Not tilt or transform the wordmark in any way.

Do Not reproduce the wordmark in colors other than those specified on page 2.

Do Not reorganize or extract any elements of the wordmark.

Do Not apply a drop shadow.

Do Not lock up the wordmark with other design elements to create a different logo for your department or other university unit.

Do Not enclose the identity within boxes or shapes defined by white or any other background color, in effect creating a new lock-up and logo.

Do Not add any modifiers to the wordmark except the approved school lock-ups.

Do Not alter the composition of the wordmark.

Do Not set the wordmark on a competitive background that will detract from its readability.

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Primary Wordmark: Incorrect Use

The primary wordmark exclusively establishes UCR’s distinct identity. To clearly communicate the goals and vision of the university, the identity must be displayed consistently according to the guidelines in this manual.

Some applications may require deviation from the identity guidelines. In these cases, such as imprinting the logo on clothing, an exception or waiver may be granted by contacting the Office of Strategic Communications, 951-827-2630.
UCR Monogram

The UCR monogram is a shortened version of the primary wordmark. Incorporating the style and colors of the wordmark, the monogram reinforces brand recognition using the university’s abbreviated name. The monogram’s shortened size has advantages over the primary wordmark. It is more quickly interpreted and fits better for certain applications, such as promotional items like T-shirts, cups, mugs, key chains and button pins.

The UCR monogram is redundant when displayed on the same page with the primary wordmark. However, when using the monogram, please be sure to locate the complete university name somewhere on the same page, document or other application, if at all possible. This helps to clearly identify that the letters “UCR” mean the University of California, Riverside.

The monogram is an approved institutional logo of the university and the pages that follow outline specifications and correct use.
UCR Monogram: Approved Colors

Whenever possible, the monogram should be used in the approved UCR Gold and UCR Blue colors. When only one color is available or the background does not lend itself to the two-color rendition, there are three one-color versions that can be used: UCR Blue, Grayscale/Black and Black.
When displaying the UCR monogram on a background color, it is best to place it on one of the primary identity colors, UCR Blue or UCR Gold. This reinforces the strength of the identity. When the monogram must be placed on a busy background, it should be reversed out to white.
UCR Monogram: Clear Space

To keep the integrity of the logo, the monogram must be surrounded by clear space at least equal to the width of the letter “U.” Other design elements, such as type, photography and illustrations, must not be positioned within the “X” clear space. As a general rule, the more clear space around the monogram the better. For example, the monogram would be the only logo on a page.

UCR Monogram: Minimum Size

The monogram can be scaled down to a minimum size of 1 inch.

For applications between 0.375 and 1 inch, like printing on a lapel pin, a different “small scale monogram” has been created. Use this version of the logo to maintain fine detail and readability at this scale. The monogram should not be used in applications smaller than 0.375 inch.

For questions about monogram clear space, small applications or exceptions, please contact Creative Design Services at 951-827-2630.
Primary Wordmark Department Lock-ups

Vertical

Horizontal

Monogram Department Lock-ups

Vertical

Horizontal

Department Logos

The UCR identity program has the challenge of integrating hundreds of academic and administrative entities ("departments") and their hierarchies within a unified brand. A system of customized logos extending and reinforcing the university’s two main logos has been created for all such entities within the university. Approved vertical and horizontal department logos use either the UCR wordmark or UCR monogram. Department names must lock up in approved font and correct size. Creative Design Services will provide up to four variations of your logo free of charge.

When using a department monogram, it is recommended that the words “University of California, Riverside” always be present within the document or, at the very least, on the cover.

Identity "taglines" (e.g., branding phrases, like “Just do it”) can be used by departments to reinforce their marketing position. A tagline should be part of the overall design of a page rather than a locked-in logo element. Positioning a tagline as an integral part of a department-branded logo is not allowed.

If you need assistance with your department-branded logo, please contact Creative Design Services (951-827-2630). Up to four logo variations will be provided to you free of charge.
Primary Wordmark Department-within-department Lock-ups

Vertical

Horizontal

Monogram Department-within-department Lock-ups

Vertical

Horizontal

Department-within-department Logos

Shown on this page are examples of the tiered logo system, which allows up to two additional levels of hierarchy.

If you need assistance with your department branded logo, please contact Creative Design Services (951-827-2630). Up to four logo variations will be provided to you free of charge.
UCR Seal

UCR has a unique approved seal that has been adapted from the UC system seal. The UCR seal must be used exclusively in all communications from our campus, and must not be altered or modified in any way.

The UCR seal can be used in conjunction with the UCR wordmark (as shown in the letterhead on page 23), but the two must not be locked up together.

Use of the UC system seal is not permitted on UCR communications unless authorized by the Office of Strategic Communications. For proper use of the UC seal or other system-wide identity elements, see www.universityofcalifornia.edu/graphicresources/guidelines.php.
Sample Positive Reproduction

UCR Blue  UCR Gold  UCR Gray  Black  Simulated Watermark

Sample reverse with screened percentage seal.

Sample with reversed to white seal.

UCR Seal:

Colors

The UCR seal must be displayed in one, and only one, approved UCR primary color: UCR Blue, UCR Gold, UCR Gray or Black. The seal can also be displayed in a “screened” (lightened) color or reversed to white. The seal is drawn as line art and colors and textures should NEVER be used in the blank areas.

The seal may also be reproduced in a very light screen to simulate a watermark. An example of this appears under this paragraph. The seal here is lightly tinted UCR Gray so it is visible, but allows readability of the black text.
UCR Seal:

Clear Space

The seal should be surrounded by clear space at least equal to the distance between the top dot and inside circle, or “X.” No other competitive design elements should be positioned within this space, including type.

When being used as a graphic element, such as a watermark, text may be written over the seal. The UCR letterhead is an example of this application.

UCR Seal:

Minimum Size

The seal may be scaled down to a minimum size of 0.875 inches in diameter. Smaller than this size is not recommended, since the type and thin lines may begin to fill in and compromise readability. When printing or reproduction quality is necessarily a lower resolution (such as casting the seal in metal), it is advisable to work with the printer or other vendor to get the best possible reproduction in the substrate being used.

For other unusual applications, please contact Creative Design Services at 951-827-2630.
Appropriate Cropping Left
From the left, crop along the outer edges of the “T” in University and the first “R” in Riverside.

Appropriate Cropping Right
From the right, crop along the outer edges of the first “A” in California and the second “E” in Riverside.

Appropriate Cropping Bottom
From the bottom, crop between the words University and California, below the edge of the ribbon.

Appropriate Cropping Top
From the top, crop from the bottom points of the star.

Appropriate Cropping Bottom/Right
From the right, crop from the outer edges of the first “A” in California and between the words University and California, below the edge of the ribbon.

Appropriate Cropping Top/Left
From the left, crop from the outer edges of “T” in University and the first “R” in Riverside. From the top, crop from the bottom edge of the star.

Appropriate Cropping Bottom/Left
From the left, crop from the outer edges of the “T” in University and the first “R” in Riverside. From the bottom, crop between the words University and California, below the edge of the ribbon.

Appropriate Cropping Top/Right
From the top, crop at the bottom points of the star. From the right, crop from the first “A” in California and the second “E” in Riverside.

UCR Seal: Cropping

For use as a watermark or graphic element, the UCR seal may bleed off the page or be cropped. Acceptable cropping examples are shown at left.

The seal can be used in conjunction with the UCR wordmark, as shown on the official letterhead on page 23.

Locking up the UC Riverside Seal with the wordmark or monogram is not allowed.
Do Not alter the proportions of the seal in any way.

Do Not add a drop shadow to the seal or apply effects simulating dimension.

Do Not crop the seal in a way not outlined on page 15. (For special needs, please contact the Office of Strategic Communications for approval.)

Do Not delete elements within the seal or extract parts of the seal.

Do Not lock up the seal with other design elements to create a different logo for your department or other university unit.

Do Not create borders or additional art for the seal.

Do Not reproduce the seal on any complex or patterned background.

Do Not print the seal in more than one color or fill in parts of the seal. All transparent areas should show background.

Do Not use the seal and logo as a lock-up.

Do not use the UC System Seal. The UC Riverside Seal—NOT the UC System Seal—is the approved seal of the university.

UCR Seal: Incorrect Use

The UC Riverside seal is a single unit of art and should always be displayed using approved artwork. It must not be compromised or manipulated in a manner that alters approved artwork.
UCR Colors: Primary Palette

The UC Riverside colors are based on the PANTONE® Color Standard specified at left. For color matching, refer printers and other suppliers to the current editions of PANTONE Color Formula Guide. Note that the PANTONE Color Standard is specified as “C,” meaning coated. The UCR Identity assigns a “C” specification to UCR Blue and UCR Gold. This means that PANTONE™ 660C and PANTONE™ 130C are UCR identity ink colors based on the PANTONE COATED PAPER swatch book. UCR Blue and UCR Gold colors must print to match PANTONE COATED PAPER ink swatches. When printing on uncoated paper, match to coated paper ink swatches.

Since differences in substrates and processes can affect color, the CMYK equivalents at left are guidelines only and should not be considered exact matches. To ensure consistent results, always proof carefully against the PANTONE Color Standard.

NOTE: Colors shown throughout this manual are for demonstration purposes only. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide.

*PANTONE is Pantone, Inc.'s check-standard for color reproduction and color-reproduction materials.
Secondary Palette

UCR Brown
PANTONE® 4635 C
0C 50M 100Y 45K
144R 90G 51B
HEX: #905A33

UCR Orange
PANTONE® 159 C
0C 65M 100Y 10K
205R 88G 5B
HEX: #CD5000

UCR Mustard
PANTONE® 125 C
0C 25M 100Y 25K
187R 137G 0B
HEX: #B68900

UCR Green
PANTONE® 7491 C
30C 0M 100Y 40K
111R 129G 53B
HEX: #6F8135

UCR Purple
PANTONE® 668 C
65C 65M 0Y 30K
98R 74G 126B
HEX: #624A7E

UCR Navy
PANTONE® 654 C
100C 65M 0Y 40K
0R 48G 102B
HEX: #003066

Accent Colors

PANTONE® 7401 C
0C 4M 18Y 0K
242R 228G 195B
HEX: #F2E4C3

PANTONE® 7535 C
0C 3M 15Y 20K
193R 187G 171B
HEX: #C1B88B

PANTONE® 871 C
20C 25M 60Y 25K
132R 114G 72B
HEX: #84724B

UCR Colors:
Secondary Palette

These secondary colors have been carefully chosen to complement the UCR primary colors.

The accent palette can be used for typography and solid areas, where appropriate. No matter what the application, the accent palette should always be used sparingly and purposefully.

When gold foiling the UCR logo, there are specific manufacturer foil numbers that have been authorized for reproduction: Crown 370 and Crown 424. Other foil manufacturers are allowed, if they closely match the Crown foils. For technical assistance, please contact the Creative Design Services, 951-827-2630.

*PANTONE is Pantone, Inc.’s check-standard for color reproduction and color-reproduction materials.
UCR Typeface: Sabon and Trade Gothic

Typography is key to consistent communications at UCR. The two recommended typefaces for university communications are a serif and sans serif font: Sabon and Trade Gothic, respectively. These two typefaces are designed to format well on both PC and Macintosh platforms.

Sabon is a traditional serif typeface that displays well in text and body copy. Trade Gothic is a compact sans serif typeface that is recommended for headlines and titles.

For all correspondence, system fonts should be used. Times New Roman is recommended for body copy and Arial is recommended for headlines.
An identity system is commonly used in letterhead and other stationery, on Web sites, and in brochures and other marketing materials. There are many other useful and acceptable applications of an identity system, including street and booth banners, promotional giveaways and logo wear. These applications are official representations of the university and must use an approved identity of the university or the unit represented, and may not use any other logo. This is particularly important in applications that will be used off campus, such as booth or other traveling banners, promotional items distributed at fairs, or those sent for displaying in K-12 classrooms.

This page and the following page show examples of UCR identity system applications.
Examples and Applications

This page shows some examples of how the UCR wordmark and monogram might be applied to promotional or specialty items.
Primary UCR Letterhead

Graduate School of Education
900 University Avenue
Riverside, CA, 92521

Date
Name
Company
Street Address
City, State, Zip Code

Salutation:
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is.

By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important. One can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the running around of graphics is done with the dummy copy. The copy you are now reading is not the actual text to be typeset. Will resemble a complete job in every respect. For now, its purpose is for size and color only.

Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important. One can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the running around of graphics is done with the dummy copy. The copy you are now reading is not the actual text to be typeset. Will resemble a complete job in every respect. For now, its purpose is for size and color only.

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Complimentary,
Margene Mastin-Schepps
Name of Writer
Title Line 1
Title Line 2

Alternate UCR Letterhead

Graduate School of Education
900 University Avenue
Riverside, CA, 92521

Date
Name
Company
Street Address
City, State, Zip Code

Salutation:
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is.

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Complimentary,
Margene Mastin-Schepps
Name of Writer
Title Line 1
Title Line 2

UCR Stationery

The university’s letterhead, envelopes and business cards were designed to maintain the integrity of the campus identity and establish a professional quality stationery system to represent the institution.

Two versions of approved letterhead are available, one following a more traditional style. To maintain identity integrity and quality, only professionally produced printing press versions of the letterhead printed with official UCR Blue and UCR Gold colors are currently permitted. Content other than that shown here (UCR wordmark and return address information) may not be included on the preprinted letterhead without approval by the Office of Strategic Communications. Approved letterhead is readily available by order through UCR Printing & Reprographics. Digital letterhead file templates of UCR stationery are not available or permitted.

For any questions about the use of university stationery or exceptions, please contact Creative Design Services at 951-827-2630.
UC RIVERSIDE
Graduate School of Education
900 University Avenue
Riverside, CA, 92521

1.875” 1.25” .375”

UC RIVERSIDE
Graduate School of Education
900 University Avenue
Riverside, CA, 92521
Tel 951.827.5187 • Fax 951.827.5008 • www.ucr.edu

1.75” 1.5” 1”

UC RIVERSIDE
Graduate School of Education
900 University Avenue
Riverside, CA, 92521
Tel 951.827.1012
Fax 951.000.0000
www.ucr.edu

Primary UCR Letterhead
Alternate UCR Letterhead

Primary UCR Letterhead

Alternate UCR Letterhead

The letterhead examples at left illustrate approved formatting of standard two-color business letters.

Primary Version
For the more traditional version of the letterhead, it is suggested that Times New Roman be used as the typeface for body text with type size at 10 point and line spacing set at 16 point (Format > Paragraph > Line Spacing). Set the top margin at 1.875”, the bottom margin at 1.25”, the left margin at 1.25”, and the right margin at 1.25”. Begin with the date on the first line. Leave two empty line spaces between the date and address and three line spaces between the closing and signatory name. Leave one empty line space between all other paragraphs.

Alternate Version
For the alternate version of the letterhead, set the top margin at 1.5”, the bottom margin at 1.25”, the left margin at 1.25”, and the right margin at 1”. Begin with the date on the first line. Leave two empty line spaces between the date and address and three line spaces between the closing and signatory name. Leave one empty line space between all other paragraphs.
General guidelines for formatting second and multiple pages are shown here. Flexibility is allowed, depending on content and length of the letter.

**UC System Letterhead**

In addition to official UCR letterhead, UC system stationery may be approved for use on a case-by-case basis for those departments and units involved in system-wide business and communication activities.

For specialized applications that require the use of system-wide UC stationery, please refer to the UC Office of the President or their website, [www.universityofcalifornia.edu/graphicresources/guidelines.php](http://www.universityofcalifornia.edu/graphicresources/guidelines.php).
UCR Stationery: 
#10 Envelope

The example at left illustrates the formatting to be used on #10 envelopes. The recommended typeface for body text is Times New Roman 10 point with line spacing set at 16 point (Format > Paragraph > Line Spacing). Set the top margin at 2” and the left margin at 4.125”.

UC Riverside #10 Envelope
UCRs approved business cards are designed to promote UC Riverside’s identity. Four business card formats are shown here, all of which print in the UCR identity colors: UCR Gold, UCR Blue, and UCR Gray. The approved fonts are Trade Gothic Bold, Trade Gothic Medium, and Trade Gothic Oblique.

All cards have been designed to exact specifications. Changes to design layout, font sizes, and font cases (upper & lower) are not permitted. Personal information belongs below the UCR wordmark, with the key departmental affiliation (e.g., college or school for academic affiliations; office name for non-academic administrative units) to the right of the logo.

For multiple affiliations, the cardholder must list the primary (e.g., college) affiliation at the card upper right, with the option of listing another affiliation with the personal information. For example, the card for a professor of social sciences would include College of Humanities, Arts and Social Sciences on the upper right, with her name and title and departmental affiliation under the UCR logo.

Additional affiliation information can be printed on the card back. For example, a professor with a college and department affiliation can list his position as journal editor or center director on the card back.
If printing is requested on the back of the card, only text is allowed and it must print in a predetermined area in approved font size and color. The predetermined area allows a border of at least 3/16” clear space on all sides of the text. In the case of a translation of the card in a foreign language, the UCR wordmark may be represented on the back in addition to text. Other logos or images are not permitted on the back of the card. Translated cards have fonts that require printing on specific materials, so please consult Creative Design Services for ordering information.

Shown here are several examples of correct business card applications, including an approved format for a UCR graduate student business card. Note that deans must approve the issuance of and format for all graduate student cards.

When ordering business cards, please contact UCR Printing & Reprographics, 951-827-4444. For all identity guideline questions, please contact Creative Design Services, 951-827-2630.
UCR ARTSblock, UCR Palm Desert Graduate Center and University Extension have been given sub-brand status due to their unique relationship with the university and the community. The UCR logo guidelines apply equally to sub-brands. In addition, sub-brands may have their own coordinated designs for letterhead, business cards and envelopes. If you have questions about, or need assistance with, your sub-brand logo, please contact Creative Design Services (951-827-2630).

UCR Sub-brands and Highlander Logos

UCR identity standards and logo guidelines also apply to UCR Athletics. There are five approved Highlander logos dedicated to promoting UCR’s 17 sports teams. These specialty logos are not to be used as a substitute for the official UCR logo. Questions about the appropriate use of Highlander logos can be answered by Creative Design Services. Requests for the UCR Highlander logos should be directed to UCR Athletics (951-827-5438).