UNIVERSITY OF CALIFORNIA
UCRIVERSIDE

Identity Standards Manual

March 24, 2014

UC Riverside Identity Standards Manual

(Version 2.16.10)

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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UCRIVERSIDE
UNIVERSITY OF CALIFORNIA

UCR's Primary Logo: The Wordmark

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."

Primary Wordmark: UCR Gold/UCR Blue

UCR Gold   UCR Blue

Primary Wordmark: UCR Blue

UCR Blue

Primary Wordmark: Grayscale/Black

50% Black   Black

Primary Wordmark: Black

Black

**Primary Wordmark:
Approved Color**

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: 2-Color reversed

Primary Wordmark: 1-Color reversed
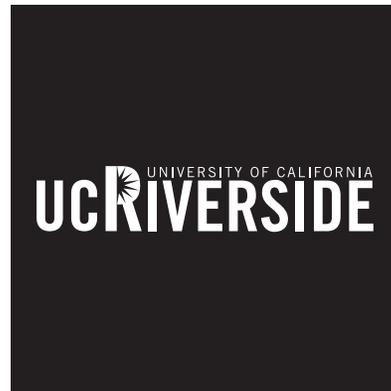
Primary Wordmark: 1-Color reversed on a background
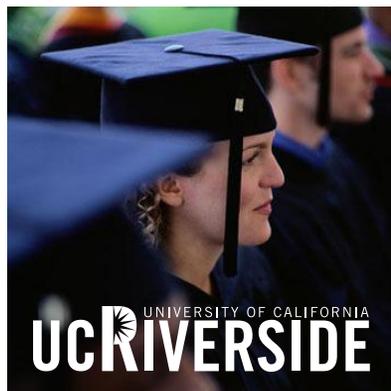
**Primary Wordmark:
Approved Reverse**

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.

Clear Space:

UNIVERSITY OF CALIFORNIA
UC RIVERSIDE

Minimum Size:

Large scale wordmark minimum size:

UNIVERSITY OF CALIFORNIA
UC RIVERSIDE
|———— 1.75" ————|

Small scale wordmark minimum size:

UNIVERSITY OF CALIFORNIA
UC RIVERSIDE
|——— 1.5" ———|

Primary Wordmark:
Clear Space

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:
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.

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

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.

Monogram: UCR Gold/UCR Blue

UCR Gold   UCR Blue

Monogram: UCR Blue

Monogram: Grayscale/Black

50% Black   Black
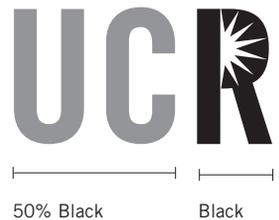
Monogram: Black

**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.

Monogram: 2-Color reversed

Monogram: 1-Color reversed


Monogram: 1-Color reversed on a background

UCR Monogram: Approved Reverse

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.
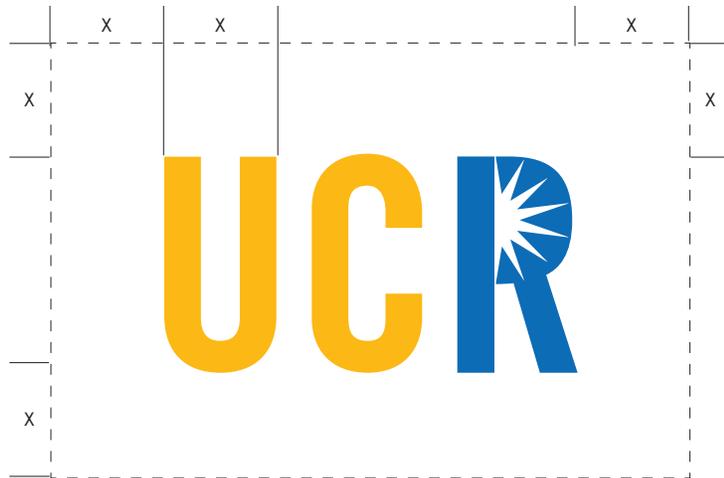
Clear Space:

Minimum Size:

Large scale monogram, minimum size:

1"

Small scale monogram, minimum size:

.375"

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

UC**RIVERSIDE**
UNIVERSITY OF CALIFORNIA

**Bourns College
of Engineering**

Horizontal

UC**RIVERSIDE** | **Bourns College
of Engineering**
UNIVERSITY OF CALIFORNIA

Monogram Department Lock-ups

Vertical

UC**R**

**Bourns College
of Engineering**

Horizontal

UC**R** | **Bourns College
of Engineering**

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
UCR Gray

Sample reverse with screened percentage seal.
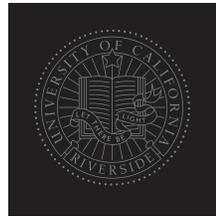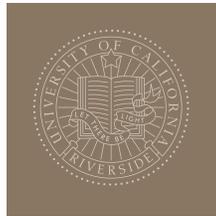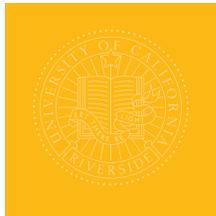
Sample with reversed to white seal.
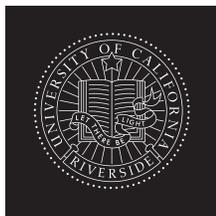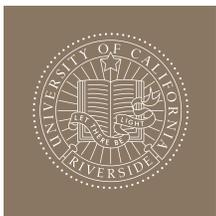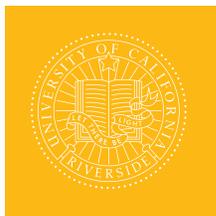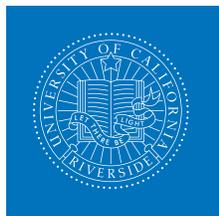
UCR Seal: Colors

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.

Clear Space

Minimum Size

.875"
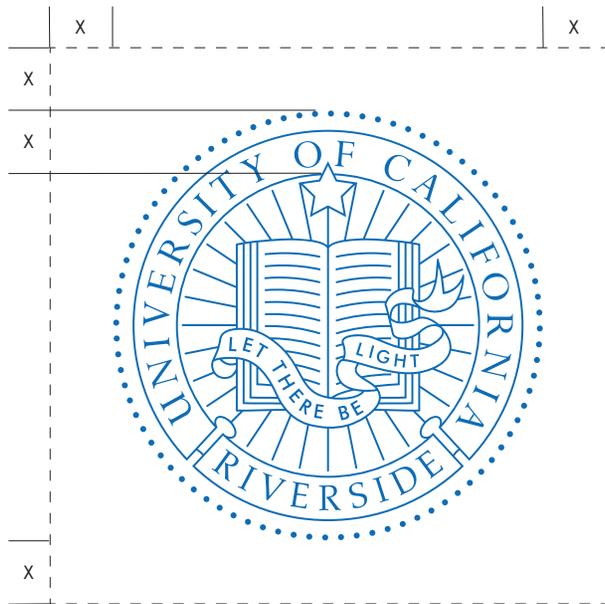
UCR Seal:
Clear Space

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.
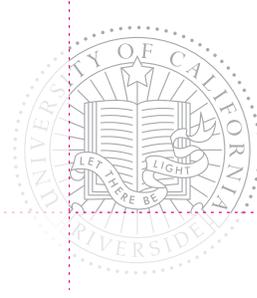
Appropriate Cropping Bottom/Left

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.

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Do Not alter the proportions of the seal in any way.
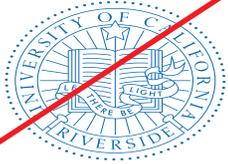
Do Not add a drop shadow to the seal or apply effects simulating dimension.
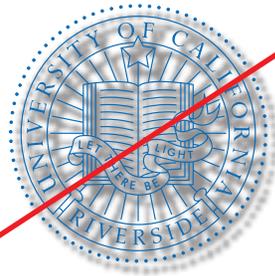
Do Not crop the seal in a way not outlined on page 15. (For special needs, please contact the Office of Strategic Communications for approval.)

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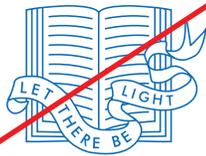
Do Not lock up the seal with other design elements to create a different logo for your department or other university unit.

Do Not create borders or additional art for the seal.
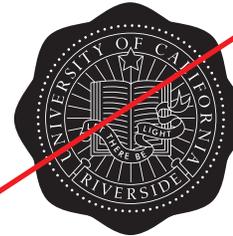
Do Not reproduce the seal on any complex or patterned background.
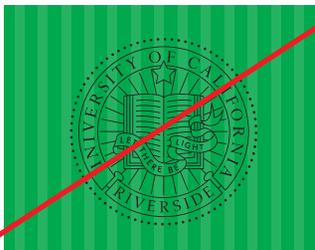
Do Not print the seal in more than one color or fill in parts of the seal. All transparent areas should show background.

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

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.

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

Primary Palette

UCR Blue
PANTONE® 660 C
90C 50M 0Y 0K
45R 108G 192B
HEX: #2D6CC0

UCR Gold
PANTONE® 130 C
0C 30M 100Y 0K
241R 171G 0B
HEX: #F1AB00
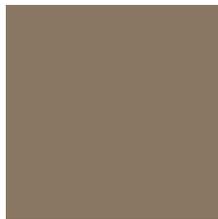
UCR Gray
PANTONE® Warm Gray 10
0C 15M 30Y 55K
122R 110G 103B
HEX: #7A6E67

Black
0C 0M 0Y 100K
0R 0G 0B
HEX: #000000

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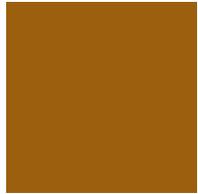
UCR Brown
PANTONE® 4635 C
0C 50M 100Y 45K
144R 90G 51B
HEX: #905A33

UCR Orange
PANTONE® 159 C
0C 65M 100Y 10K
205R 88G 5B
HEX: #CD5806

UCR Mustard
PANTONE® 125 C
0C 25M 100Y 25K
187R 137G 0B
HEX: #BB8900

UCR Green
PANTONE® 7491 C
30C 0M 100Y 40K
111R 129G 53B
HEX: #6F8135
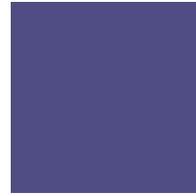
UCR Purple
PANTONE® 668 C
65C 65M 0Y 30K
98R 74G 126B
HEX: #624A7E

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: #C1BBAB
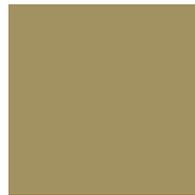
PANTONE® 871 C
20C 25M 60Y 25K
132R 114G 72B
HEX: #847248

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.

Sans Serif Typeface Family

Trade Gothic Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Bold No. 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Serif Typeface Family

Sabon Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sabon Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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.
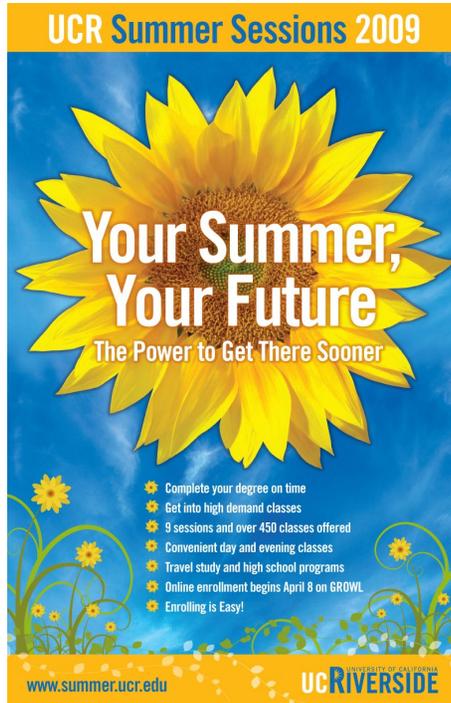
Posters
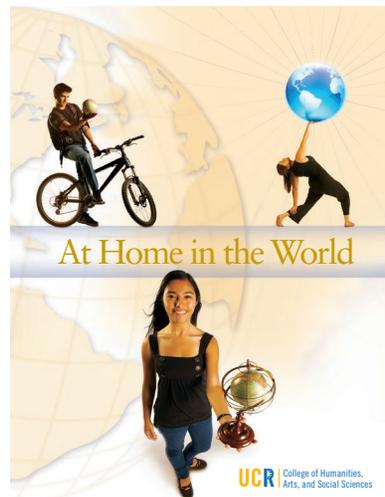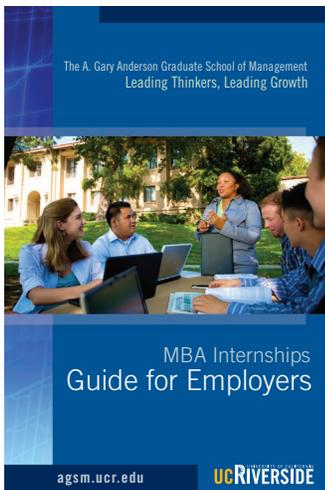
Banners

Advertisements

Brochures

Magazine Covers
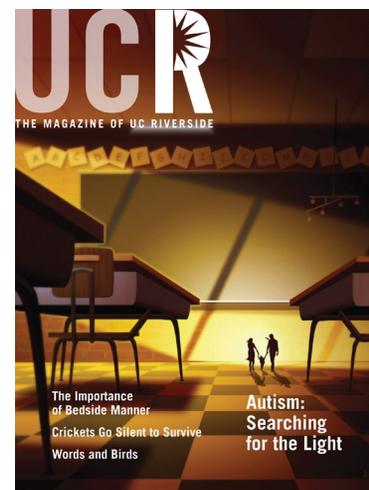
Examples and Applications

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.

Shirts

Pennants

Coffee Mugs

Pens

Vehicles

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

Alternate UCR Letterhead

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.

Primary UCR Letterhead

UCRIVERSIDE — UNIVERSITY OF CALIFORNIA

A. Gary Anderson Graduate
School of Management
900 University Avenue
Riverside, CA, 92521

1.875"

1.25"

1.25"

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. With the initial states of design, 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. 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.

Complimentary,

Margene Mastin-Schepps

Name of Writer
Title Line 1
Title Line 2

.375"

Tel 951.827.5187 • Fax 951.827.5008 • www.ucr.edu

1.25"

Alternate UCR Letterhead

UCRIVERSIDE — UNIVERSITY OF CALIFORNIA

A. Gary Anderson Graduate
School of Management

1.5"

1.75"

1"

Date

Name
Company
Street Address
City, State, Zip Code

Salutation:

900 University Avenue
Riverside, CA, 92521
Tel 951.827.1012
Fax 951.000.0000
www.ucr.edu

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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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 is 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.

Complimentary,

Margene Mastin-Schepps

Name of Writer
Title Line 1
Title Line 2

1.25"

UCR Stationery:
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 1.75" and the right margin at 1".

23

UCR Letterhead: Second Page

1" to 1.5"

1"
to
1.25"

1"
to
1.25"

Page 2

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. With the initial states of design, 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. It is placed here in lieu of the type to be used, so that is 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.

Complimentary,

Margene Mastin-Schepps

Name of Writer
Title Line 1
Title Line 2

1.25"

UC System Letterhead

UNIVERSITY OF CALIFORNIA, RIVERSIDE

BERKELEY · DAVIS · IRVINE · LOS ANGELES · MERCED · RIVERSIDE · SAN DIEGO · SAN FRANCISCO   SANTA BARBARA · SANTA CRUZ

RIVERSIDE, CALIFORNIA 92521-0127

UCR Stationery:
Letterhead, Second Page

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 Web site, **www.universityofcalifornia.edu/graphicresources/guidelines.php.**
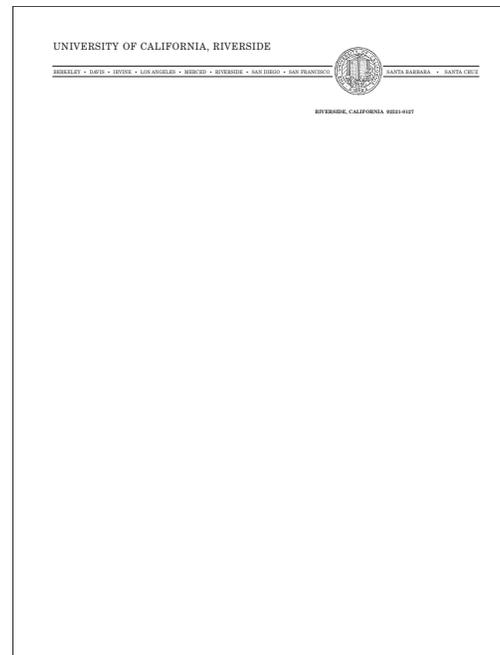
UCR Stationery:
#10 Envelope

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

UNIVERSITY OF CALIFORNIA
UC RIVERSIDE

A. Gary Anderson Graduate
School of Management
900 University Avenue
Riverside, CA, 92521

2"

4.125"

First Name Last Name
Company
Street Address
City, State, Zip Code

One-sided card (white on back)

Front

UCRIVERSIDE
UNIVERSITY OF CALIFORNIA

**Office of
Strategic Communications**

Margene Mastin-Schepps
*Director of Campaign Operations
& Development Communications*

900 University Avenue
204B University Village
Riverside, CA 92521
Tel 951.827.2646
Fax 951.827.5248
margene.mastin@ucr.edu
www.agsm.ucr.edu

One-sided card (gold on back)

Front

UCRIVERSIDE
UNIVERSITY OF CALIFORNIA

**Office of
Strategic Communications**

Margene Mastin-Schepps
*Director of Campaign Operations
& Development Communications*

900 University Avenue
204B University Village
Riverside, CA 92521
Tel 951.827.2646
Fax 951.827.5248
margene.mastin@ucr.edu
www.agsm.ucr.edu

Two-sided card (text on back)

Front

UCRIVERSIDE
UNIVERSITY OF CALIFORNIA

Bourns College of Engineering

Ashok Mulchandani
*Professor
Department of Chemical and
Environmental Engineering*

900 University Avenue
Bourns Hall B317
Riverside, CA 92521
Tel 951.827.6419
Fax 951.827.5696
adani@engr.ucr.edu
www.engr.ucr.edu/~adani

Back

Ashok Mulchandani
*Editor-in-Chief
Applied Biochemistry and Biotechnology*

abab@engr.ucr.edu
www.springer.com/humana+press/biotechnology/journal/12010

Predetermined type area   3/16"

3/16"

Two-sided bilingual card (foreign language
version on back with wordmark reproduced
on both sides)

Front

UCRIVERSIDE
UNIVERSITY OF CALIFORNIA

**College of Humanities, Arts
and Social Sciences**

Dr. Victoria Bomberry
*Professor of Indigenous Studies
Ethnic Studies*

900 University Ave
INTS Building 4017
Riverside, CA, 92521
Tel 951.827.2531
Fax 951.827.4341
Cell 73006391 (Bolivia)
victoria.bomberry@ucr.edu

Back

UCRIVERSIDE
UNIVERSITY OF CALIFORNIA

**Facultad de Humanidades,
Artes y Ciencias Sociales**

Dra. Victoria Bomberry
*Catedrática de Estudios Indígenas
Estudios Etnias*

900 Avenida Universidad
Edificio INTS 4017
Riverside, CA, 92521
Tel 951.827.2531
Fax 951.827.4341
Cell 73006391 (Bolivia)
victoria.bomberry@ucr.edu

UCR Business Cards

Four approved business card formats for general use are shown here. All four cards print in the UCR identity colors, UCR Gold, UCR Blue and UCR Gray. Approved fonts for business cards 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. The cardholder's 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 business 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.

Administrative unit card

Front

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

School of Business
Administration

Kazi Mamun
Director
Undergraduate Business
Programs

900 University Avenue
2340 Olmsted Hall
Riverside, CA 92521
Tel 951.827.2517
kazi.mamun@ucr.edu
www.soba.ucr.edu

Academic card for a graduate student

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

College of Humanities, Arts and
Social Sciences

John Doe Student
Ph. D. Candidate
Department of Sociology

900 University Avenue
1206 Watkins Hall
Riverside, CA 92521
Tel 951.827.5444
Cell 000.000.0000
johndoestudent@email.ucr.edu
socilolgy.ucr.edu

Academic card with multiple affiliations

Front

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

Bourns College of Engineering

Matthew J. Barth, Ph.D.
Professor of
Electrical Engineering

1084 Columbia Ave.
Riverside, CA 92507
Tel 951.781.5782
Fax 951.781.5790
barth@ee.ucr.edu

Back: Printed Text only

Matthew J. Barth, Ph.D.
Director
Center for Environmental Research and Technology

3/16"
3/16"

Foreign language translation card

Front

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

UC Institute for Mexico and the
United States (UC MEXUS)

Susana Hidalgo, M.A.
International Academic
Programs Coordinator

900 University Avenue
3324 Olmsted Hall
Riverside, CA 92521-0147
Tel 951.827.4744
Fax 951.827.385
susana.hidalgo@ucr.edu
ucmexus.ucr.edu

Back

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA

El Instituto de UC para México y
Estados Unidos (UC MEXUS)

Susana Hidalgo, M.A.
Coordinador Académico
Internacional de Programas

900 Avenida de la Universidad
3324 Ribera del Vestíbulo de Olmsted
Riverside, CA 92521-0147
Tel 951.827.4744
Fax 951.827.385
susana.hidalgo@ucr.edu
ucmexus.ucr.edu

UCR Business Cards
(continued)

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.

International Card

Front

UC **RIVERSIDE**
UNIVERSITY OF CALIFORNIA

Graduate Division

Joseph W. Childers
Dean

100 University Office Building
900 University Avenue
Riverside, CA 92521
Tel 951.827.4302
Fax 951.827.2238
graddean@ucr.edu
www.graduate.ucr.edu
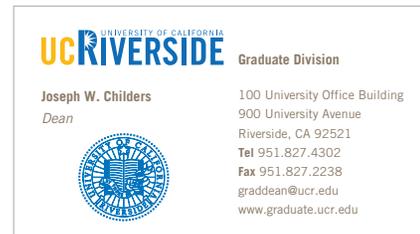
Back for foreign language translation

UC **RIVERSIDE**
UNIVERSITY OF CALIFORNIA

大学院課

Joseph W. Childers
ディーン

100大学のオフィスビル
900ユニバーシティアベニュー
リバーサイド、カリフォルニア92521
電話951.827.4302
ファクス951.827.2238
graddean@ucr.edu
www.graduate.ucr.edu
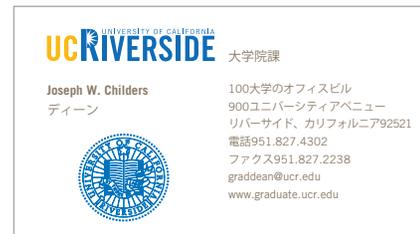
UCR Business Cards: International Card

International with blue foil stamp

For UCR positions in which international relations are key, a special business card format has been approved that includes a blue foil UCR seal to enhance the more recognized University of California affiliation for the international audience. The international card prints in the UCR identity colors UCR Gold, UCR Blue and UCR Gray and uses approved fonts—Trade Gothic Bold, Trade Gothic Medium and Trade Gothic Oblique. The back should be white. Printed text in UCR Gray and the UCR wordmark may be added to a white back, as for a foreign-language translation. Changes to design layout, font sizes and font cases (upper & lower) are not permitted.

For one-sided cards, the blue foil seal is embossed and the card has a glossy finish. For two-sided cards, such as those for a translation shown on this page, the blue foil on both sides must not be embossed, but both sides have a glossy finish.

International business cards are only approved for use on a case-by-case basis. For approval to use the general international card, contact the Office of Strategic Communications (951-827-2630). For approval to use the UNEX international card, contact the UNEX dean's office, (951-827-4102).

When ordering cards for international applications, please consult Creative Design Services regarding card material specifications. For all identity guideline questions, please contact Creative Design Services, 951-827-2630.

UCR Palm Desert Center Sub-brands

UCR Gold   UCR Blue   UCR Gray

UCR Extension Sub-brands

UCR ARTSblock Sub-brands

UCR Health Sub-brands

UCR Sub-brands

UCR ARTSblock, UCR Palm Desert, UCR HEALTH and University Extension have been given sub-brand status due to their unique relationship with the university and the community. The UCR logo guidelines detailed in this manual apply equally to sub-brands.

Sub-brands may have their own unique designs for letterhead, business cards and envelopes. If you need assistance with your sub-brand logo, please contact Creative Design Services (951-827-2630). Up to four logo variations will be provided to you free of charge.

Sub-brand: UCR Gold/UCR Blue/UCR Gray

UCR | PALM DESERT
GRADUATE CENTER

UCR Gold   UCR Blue   UCR Gray

Sub-brand: UCR Gold/UCR Blue

UCR | PALM DESERT
GRADUATE CENTER

UCR Gold   UCR Blue

Sub-brand: UCR Blue

UCR | PALM DESERT
GRADUATE CENTER

UCR Blue

Sub-brand: Grayscale/Black

UCR | PALM DESERT
GRADUATE CENTER

Grayscale   Black

Sub-brand: Black

UCR | PALM DESERT
GRADUATE CENTER

Black

Sub-brand: 2-Color Reversed

UCR | PALM DESERT
GRADUATE CENTER

UCR | PALM DESERT
GRADUATE CENTER

Sub-brand: 1-Color Reversed

UCR | PALM DESERT
GRADUATE CENTER

UCR | PALM DESERT
GRADUATE CENTER

UCR Sub-brands: Color Options

Approved Color

For all applications, sub-brands must use the identity colors specified on this page. There are two multi-color versions that have been approved: a three-color version in UCR Gold, UCR Blue and UCR Gray, and a two-color version in UCR Gold and UCR Blue.

When only one color is available or the background does not lend itself to the two-color version, there are three one-color versions that can be used in UCR Blue, Grayscale/Black and Black.

Approved Reverse

When reproducing a UCR sub-brand logo on a background color, it is best to place it on one of the identity colors, UCR Gold or UCR Blue. This reinforces the strength of the identity.

When the logo is placed on a complicated background, it should be reversed out to white.

ARTSblock Stationery
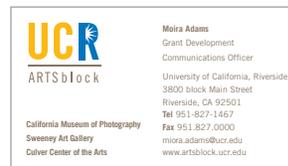
UCR Sub-brands: Stationery

Sub-brands may use the general UCR stationery or their own sub-brand versions of letterhead, envelopes and/or business cards. Sub-brand stationery incorporates the same colors and many of the design elements found on the UCR stationery system.

ARTSblock stationery references all three units that comprise the ARTSblock—California Museum of Photography, Sweeney Art Gallery, and the Culver Center of the Arts—on their stationery.

Any variations to approved sub-brands stationery, such as alternate fonts, imagery or ink color are not permitted. For more information, please contact Creative Design Services, 951-827-2630.

Business Card: Sub-brands

UCR Health

Front

UCR HEALTH

Riverside Community Hospital
Hospitalist Service

900 University Ave.
SOM Education Building
Riverside, CA, 92521
Tel 951.827.4333
Fax 951.7688
Cel 951.236.4568
charlessandoval@ucr.edu

Charles Thomas Sandoval, MD, PhD
Clinical Pediatric Neurology,
Neurosurgeon

University Extension

Front

UCR EXTENSION

University of California, Riverside
University Extension

1200 University Avenue
Riverside, CA, 92507
Tel 951.827.1639
Fax 951.827.2456
sharon.duffy@ucr.edu
www.extension.ucr.edu

Sharon Duffy, Ph.D.
Dean

UCR Palm Desert

UCR PALM DESERT

University of California, Riverside
Palm Desert Campus
75-080 Frank Sinatra Drive
Palm Desert, CA, 92211
Tel 714.501.0993
Fax 760.834.0796
tosintl@prodigy.net
www.palmdesert.ucr.edu

Hal Spielberg
Executive in Residence

ARTSblock

Front: General

UCR ARTSblock

California Museum of Photography
Sweeney Art Gallery
Culver Center of the Arts
University of California, Riverside
3800 block Main Street
Riverside, CA, 92501
Tel 951.827.1467
Fax 951.827.0000
miora.adams@ucr.edu
www.artsblock.ucr.edu

Moira Adams
Grant Development
Communications Office

Front: Umbrella

UCR ARTSblock

California Museum of Photography
Sweeney Art Gallery
Culver Center of the Arts
University of California, Riverside
3800 block Main Street
Riverside, CA, 92501
Tel 951.827.1467
Fax 951.827.0000
miora.adams@ucr.edu
www.artsblock.ucr.edu

California Museum of Photography
Sweeney Art Gallery
Culver Center of the Arts

UCR Sub-brands: Business Cards

There are four approved sub-brand business cards shown on this page, representing UCR HEALTH, UCR ARTSblock, University Extension and UCR Palm Desert. All four cards print in the UCR identity colors: UCR Gold, UCR Blue and UCR Gray. Approved fonts are Trade Gothic Bold, Trade Gothic Medium and Trade Gothic Oblique.

Sub-brand cards are optimally defined by the use of the UCR monogram in the upper left corner. All three cards have been designed to exact specifications. Changes to design layout, font sizes and font cases (upper & lower) are not permitted.

When ordering a sub-brand card, please contact UCR Printing & Reprographics, 951-827-4444. For all identity guideline questions, please contact Creative Design Services, 951-827-2630.

**One-sided UNEX International Card
(embossed blue foil seal)**

Front

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA
University Extension

Sharon Duffy, Ph.D.
Dean

1200 University Avenue
Riverside, CA 92507
Tel: 951.827.1639
Fax: 951.827.2456
sharon.duffy@ucr.edu
www.extension.ucr.edu

**Two-sided UNEX International Card with
gold back
(embossed blue foil seal)**

Front

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA
University Extension

Sharon Duffy, Ph.D.
Dean

1200 University Avenue
Riverside, CA 92507
Tel: 951.827.1639
Fax: 951.827.2456
sharon.duffy@ucr.edu
www.extension.ucr.edu

Back

**Two-sided UNEX International Card with
foreign language translation
(no embossing; flat blue foil seal)**

Front

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA
University Extension
International Education Programs

Bronwyn Jenkins-Deas
Associate Dean

1200 University Avenue
Riverside, CA 92507
Tel: 951.827.1702
Fax: 951.827.1074
bjenkins@ucr.edu
www.extension.ucr.edu

Back

UC RIVERSIDE
UNIVERSITY OF CALIFORNIA
Hochschulverlängerung
Internationale Erziehungsprogramme

Bronwyn Jenkins-Deas
Teilnehmer-Dekan

Hochschulallee 1200
Flussufer, CA 92507
Telefon: 951.827.1702
Telefax: 951.827.1074
bjenkins@ucr.edu
www.extension.ucr.edu

**UCR Sub-brands:
UNEX International Business Cards**

Because international relations are of primary importance to University Extension, a special business card format has been approved that includes a blue foil UCR seal to enhance the more recognized University of California affiliation for the international audience. The international UNEX card prints in the UCR identity colors UCR Gold, UCR Blue and UCR Gray, and uses approved fonts—Trade Gothic Bold, Trade Gothic Medium and Trade Gothic Oblique. The back should be white. Only printed text in UCR Gray may be added to a white back, as for a foreign-language translation. Changes to design layout, font sizes and font cases (upper and lower) are not permitted.

For one-sided cards, the blue foil seal is embossed and the card has a glossy finish. For two-sided cards, such as those for a translation shown on this page, the blue foil on both sides must not be embossed, but both sides have a glossy finish.

The UNEX international business card is only approved for use on a case-by-case basis. For approval to use this card format, contact the UNEX dean's office (951-827-4102).

Prior to ordering the UNEX international card, please consult Creative Design Services regarding material specifications or other questions (951 827-2630).

R

R'Space

R'Web

Iconic "R" used over a background

R'Space

R'Space

R'Space
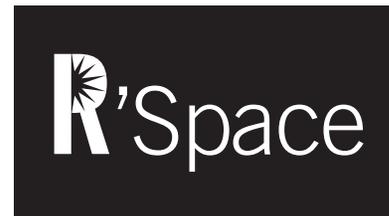
Iconic "R" and Branding

The UCR logo "R" can be used for the branding of things directed toward the campus community. This isn't to be used for department or college branding. The "R" should be followed by an apostrophy and one word only.

Usage over a background is directed by the same rules as given on page 8. The color similar to the background should be reversed to white. When used over a color other than UCR Blue and UCR Gold the mark should be reversed to white.

Primary Athletics Logo

Secondary UCR Intercollegiate Athletics Logo

Alternate Horizontal UCR Intercollegiate Athletics Logo
(available for limited use by approval from UCR Intercollegiate Athetics)

UCR Intercollegiate Athletics Logos

The primary logo of UCR Intercollegiate Athletics and its many parts is the customized wordmark shown on this page. It replaces all other logos representing UCR Intercollegiate Athletics, for both print and electronic materials. Elements of the logo should not be used separately without the prior consent of UCR Intercollegiate Athletics.

This logo should only be used to represent UCR Intercollegiate Athletics, and may only be used by or with permission from UCR Intercollegiate Athletics. It should never replace the official UC Riverside logo for the purpose of representing the University of California, Riverside as a whole. When the Primary Athletics logo is used outside the context of a sporting event, such as on team uniforms or promotional graphics, it should always include the word Athletics, or other athletics identification.

The UCR Intercollegiate Athletics Logo is one complete digital artwork file. Please do not try to recreate this image using standard fonts. Contact UCR Intercollegiate Athletics to obtain the original digital files and approval for usage, 951-827-5030.

Athletics Highlander Bear Mark

**Primary UCR Intercollegiate Athletics Logo
with the Highlander Bear Mark**

Approved Usage of the Highlander Bear

The Highlander Bear mascot is a secondary mark for UC Riverside Athletics. It can be used on promotional items which generate team and university spirit. It is not a substitute for the Primary Athletics Logo, but rather an addition used to celebrate university culture and tradition in regards to campus athletics. It should never be integrated into non-athletics logos or marks.

The Highlander Bear Mark can be added to the center of the Primary Athletics Logo as represented here.

When using the Bear Mark alone the printed piece must somewhere include the Primary Athletics Logo or the official UCR logo. Intercollegiate Athletics reserves the right to grant exceptions to this.

For clarity purposes, the Highlander Bear head should not be used smaller than .5 inches wide.

For all applications, the Highlander Bear Mark must be displayed in the colors specified on this page. When only one color is available or the background does not lend itself to the multiple-color rendition, the Highlander Bear can be used in either grayscale or black and white.

To obtain graphic files of the Highlander Bear, the Primary Athletics Logo or the UCR Logo contact UCR Athletics, 951-827-5030.

UCR Blue	**UCR Gold**	**UCR Navy**	**UCR Brown**	**UCR Bear Light Brown**
PANTONE® 660 C	PANTONE® 130 C	PANTONE® 654 C	PANTONE® 4635 C	PANTONE® 723 C
90C 50M 0Y 0K	0C 30M 100Y 0K	100C 65M 0Y 40K	0C 50M 100Y 45K	0C 43M 97Y 20K
45R 108G 192B	241R 171G 0B	0R 48G 102B	144R 90G 51B	193R 126G 40B
HEX: #2D6CC0	HEX: #F1AB00	HEX: #003066	HEX: #905A33	HEX: #c17e28