UNIVERSITY OF CALIFORNIA, RIVERSIDE

Visual Identity Guidelines

June 15, 2020

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INTRODUCTION

WHY A UNIFIED IDENTITY?

To convey an image consistent with who we are and to communicate effectively with many diverse constituents and key stakeholders, UC Riverside has established a unified institutional brand and marketing program.

The goal of unified branding is to represent UCR's 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

Developed by University Communications, the UC Riverside Visual Identity Guidelines Manual serves as the official reference for application of all institutional logos, wordmarks, monograms, seals, artwork, and design elements on print and digital materials. These guidelines are intended for use by all UC Riverside schools, colleges, academic and administrative departments, campus affiliated units, and authorized vendors. They are designed to support campus-based writers, designers, and digital communications specialists in the consistent application of the UCR brand identity. (NOTE: Contact University Communications Creative Director Luis Sanz at luis.sanz@ucr.edu for access to a comprehensive set of web design guidelines, and refer to brand.ucr.edu for official UCR social/digital assets.)

All UCR branded logos are the property of the institution and are governed by specific usability guidelines. UCR logos are to be used only on official UCR publications, print and digital materials, communications channels, and on merchandise authorized by UCR-affiliated units.

Unauthorized logos (i.e. logos or wordmarks that differ from official institutional marks, or that have not been explicitly approved by University Communications) may not be used to convey official representation of UCR. Unauthorized, unaffiliated, or personal websites, publications, channels, print and/or digital materials are not allowed to use/feature UCR institutional logos without the express written permission of University Communications.

Use of UCR institutional logos on print, digital, web, and social channels managed by UCR student organizations requires approval by University Communications. Those student organizations affiliated with the Division of Student Affairs should contact Student Affairs Marketing & Communications for permission and guidance on applications of all institutional logos.

UCR STATIONERY SYSTEM

Stationery acts as an important official expression of our institutional identity. It signifies and identifies the many parts of the university as well as the individuals and roles within it. A flexible stationery system has been designed to meet the needs of the campus community. It includes several formats and options to accommodate a wide range of applications, and it supersedes all previously approved stationery designs. This stationery system includes letterhead, envelopes, electronic letterhead, and business cards.

Faculty, staff, and Ph.D. candidates can choose from approved UCR business cards, envelopes, and letterhead templates. Unauthorized variations of the stationery system (including design or format changes) are not allowed. To review design options and/or to place an order, please contact UCR Auxiliary Design Services, auxiliarydesign@ucr.edu, or go to http://cbs.ucr.edu/digital-print-services.

TOOLS, TEMPLATES, SOCIAL ICONS, AND MORE

For additional information, templates, tools, and tutorials, visit brand.ucr.edu, or contact University Communications at universitycomm@ucr.edu.

PRIMARY COLOR PALETTE

The primary colors of the UC Riverside visual identity are shown here. The dominant color should always be Pantone 293c complimented by Pantone 1235c.

For contrast or visual depth, Pantone 660c and 130c may be used. These colors may not be used alone or substituted for the primary colors.

Proportional color use recommendation:
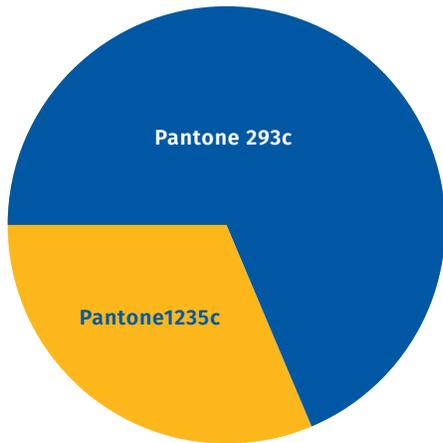
Pantone 293c

C: 100	R: 0	HTML: 003DA5
M: 69	G: 61	
Y: 0	B: 165	
K: 4		

Pantone 1235c

C: 0	R: 255	HTML: FFB81C
M: 31	G: 184	
Y: 98	B: 28	
K: 0		

Pantone 293c

Pantone1235c

EXTENDED COLOR PALETTE

The extended color palette is intended to add a range of diverse colors for use in collateral and various other university communications. These colors are intended only to be used with, and in complement to, the primary color palette shown on page 4.

Pantone 428c

C:	10	R:	193	HTML:	C1C6C8
M:	4	G:	198		
Y:	4	B:	200		
K:	14				

Pantone 577c

C:	34	R:	0	HTML:	A5C47F
M:	3	G:	61		
Y:	55	B:	165		
K:	1				

Pantone 443c

C:	33	R:	145	HTML:	A2ACAB
M:	12	G:	157		
Y:	18	B:	157		
K:	30				

Pantone 368c

C:	65	R:	120	HTML:	78BE20
M:	0	G:	190		
Y:	100	B:	32		
K:	0				

Pantone 2925c

C:	85	R:	0	HTML:	009CDE
M:	21	G:	156		
Y:	0	B:	222		
K:	0				

Pantone 165c

C:	0	R:	255	HTML:	FF671F
M:	70	G:	103		
Y:	100	B:	31		
K:	0				

Pantone 120c

C:	0	R:	251	HTML:	FBDB65
M:	5	G:	219		
Y:	64	B:	101		
K:	0				

Pantone 185c

C:	0	R:	228	HTML:	E4002B
M:	93	G:	0		
Y:	79	B:	43		
K:	0				

Section 1:

INSTITUTIONAL IDENTITY

UCR PRIMARY LOGO - HORIZONTAL

The UCR primary logo should be featured on official campus print and digital collateral and communications channels. It is available in both horizontal and vertical applications. As one complete digital artwork file, this customized logo is NOT a font and should not be recreated using standard fonts.

For all applications, the primary logo (horizontal) must be displayed in colors specified on these pages.

Whenever possible, it 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 two one-color versions that can be used: UCR blue, and UCR yellow. The logo can also be reversed to white over a background.

For special cases, the logo can be used as grayscale/black, and black. See page 13 for the correct usage.

For specialized applications, a text-only UCR wordmark may be substituted for the UCR primary logo. Contact University Communications for details.

Full color on light or white backgrounds

One color on light or white backgrounds

Full color on blue or dark backgrounds

One color on blue or dark backgrounds

Full color on gold backgrounds

One color on gold backgrounds

UCR PRIMARY LOGO - VERTICAL

For all applications, the primary logo (vertical) must be displayed in colors specified on these pages. Whenever possible, the primary logo 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 two one-color versions that can be used: UCR blue, and UCR yellow.

The logo can also be reversed to white over a background.

For special cases, the logo can be used as grayscale/black, and black. See page 13 for the correct usage.

Full color on light or white backgrounds

One color on light or white backgrounds

Full color on dark or blue backgrounds

One color on dark or blue backgrounds

Full color on gold backgrounds

One color on gold backgrounds

UCR MONOGRAM

The UCR monogram is a shortened version of the primary logo. It should be used on materials and merchandise primarily intended for (targeted to) audiences already familiar with UC Riverside (ex: alumni, current students, campus community, etc.).

Do not display both the UCR monogram and the UCR primary logo together. However, when featuring the monogram as a stand-alone element, it is best practice to also include a text reference to UC Riverside.

For all applications, the monogram must be displayed in 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 two one-color versions that can be used: UCR blue, and UCR yellow. The logo can also be reversed to white over a background.

For special cases, the logo can be used as grayscale/black, and black. See page 13 for the correct usage.

Full color on light or white backgrounds

One color on light or white backgrounds

Full color on dark or blue backgrounds

One color on dark or blue backgrounds

Full color on gold backgrounds

One color on gold backgrounds

UCR PRIMARY LOGOS - MINIMUM SIZE REQUIREMENTS

To ensure the institutional logos are clearly legible,
it is recommended that they not appear smaller than
the minimum size requirement shown here.

1.5"

1"

.75"

UCR PRIMARY LOGOS - AREA OF ISOLATION

It is recommended that the institutional logos have a minimum amount of clear space isolating them from other elements. This area of isolation, or minimum recommended clear space is identified here.
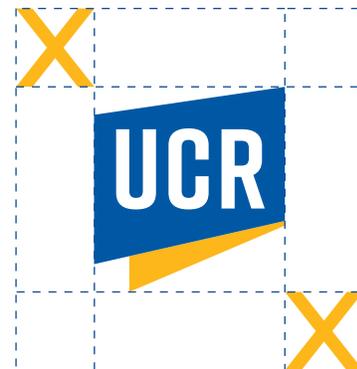
UCR PRIMARY LOGOS - COMMON MISUSE

The primary logo 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 requested by contacting University Communications.

Do not distort the logo

Do not change color placement

Do not rotate the logo

Do not alter the typography

Do not reconfigure the logo

Do not use unapproved colors

Do not flip horizontally
or vertically the logo

Never add graphic devices
(i.e. drop-shadow)

Do not place
over confusing backgrounds

UCR PRIMARY LOGOS - BLACK AND GRAYSCALE

When only one color is available or the background
does not lend itself to the two-color rendition, there are
two one-color versions that can be used: grayscale or
black.

Black

Black

50% Black
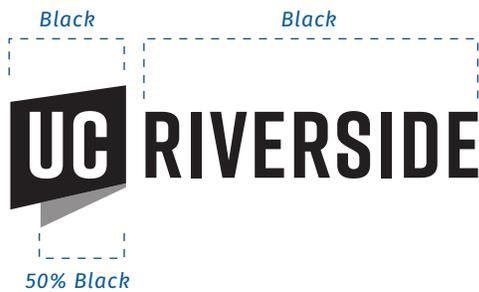
Grayscale

Black

Grayscale

Black

Grayscale

Black

TYPOGRAPHY - HEADLINE/SUB-HEADLINE

For top-line communications (headline, sub-headline) RIFT is the preferred font:

RIFT LIGHT - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT REGULAR - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT MEDIUM - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT DEMI - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT BOLD - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT LIGHT ITALIC - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT REGULAR ITALIC - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT MEDIUM ITALIC - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

RIFT BOLD ITALIC - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

In instances where RIFT is not available, OSWALD, a free-to-use Google font may be substituted:

OSWALD EXTRA LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OSWALD LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OSWALD REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OSWALD MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OSWALD SEMIBOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OSWALD BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

OSWALD is available for download here: ***https://fonts.google.com/specimen/Oswald***

TYPOGRAPHY - BODY COPY

For body copy (letters, editorial, etc.) a sans-serif, FIRA SANS, and serif option EB GARAMOND are available.

Both are free-to-use Google fonts.

Fira Sans Book - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Medium - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans SemiBold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Extra Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Book Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Medium Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans SemiBold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Fira Sans Extra Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

FIRA SANS is available for download here: ***https://fonts.google.com/specimen/Fira+Sans***

EB Garamond Regular - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Medium - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond SemiBold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Extra Bold - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Regular Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Medium Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond SemiBold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB Garamond Extra Bold Italic - ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

EB GARAMOND is available for download here: ***https://fonts.google.com/specimen/EB+Garamond***

COLLEGE LOGO LOCKUPS - HORIZONTAL

It is acceptable to customize the institutional logo for academic departments and administrative units. These sub-branded marks may appear in full color or one color, and may contain the department name.

Metrics for sub-brands are detailed here.

Individual colleges are discouraged from creating their own customized logo files. Requests for customized art files should be made to University Communications.

2 inches max. width

UC RIVERSIDE
Marlan and Rosemary Bourns
College of Engineering

Width X

Width X

X

1/1 | 1/2 | 1/3 | 1/4 | 1/5 | 1/6

UC RIVERSIDE
Marlan and Rosemary Bourns
College of Engineering

When name goes over 1/6, text wraps to second line
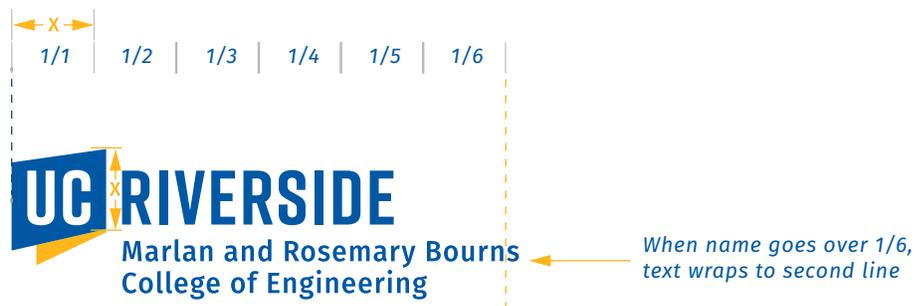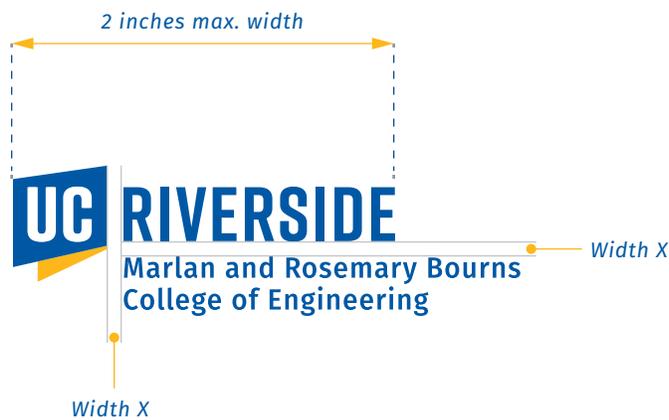
COLLEGE LOGO LOCKUPS - VERTICAL

It is acceptable to customize the institutional logo for academic departments and administrative units. These sub-branded marks may appear in full color or one color, and may contain the department name.

Metrics for sub-brands are detailed here.

Individual colleges are discouraged from creating their own customized logo files. Requests for customized art files should be made to of University Communications.

1.5 inches max. width

UC RIVERSIDE
Marlan and Rosemary Bourns
College of Engineering

Width X, same as horizontal logo

| X | 1/1 | 1/2 | 1/3 | 1/4 | 1/5 |

UC RIVERSIDE
Marlan and Rosemary Bourns
College of Engineering

When name goes over 1/5, text wraps to second line
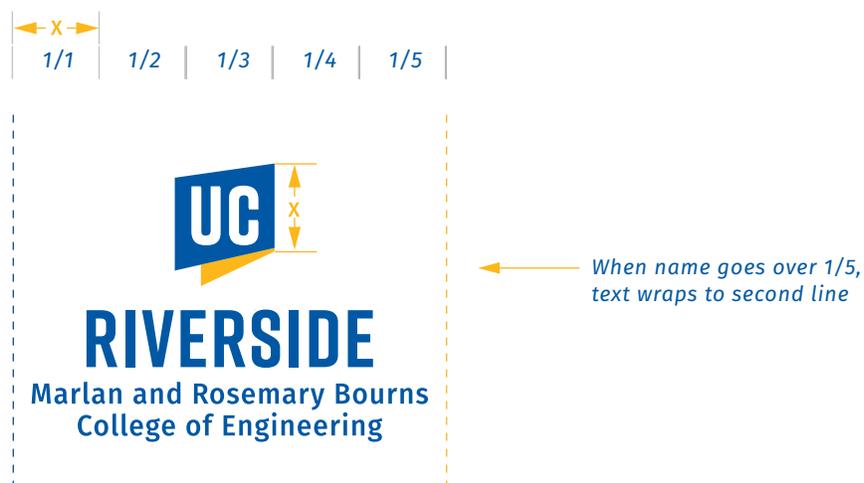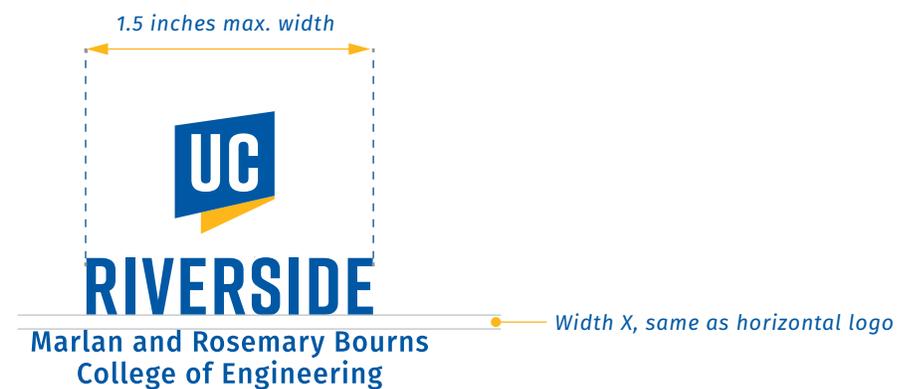
COLLEGE LOGO LOCKUPS - SUPER HORIZONTAL

It is acceptable to customize the institutional logo for academic departments and administrative units. These sub-branded marks may appear in full color or one color, and may contain the department name.

Metrics for sub-brands are detailed here.

Individual colleges are discouraged from creating their own customized logo files. Requests for customized art files should be made to University Communications.

Width A

Width A

COLLEGE LOGO LOCKUPS - MONOGRAM HORIZONTAL

It is acceptable to customize the institutional logo for academic departments and administrative units. These sub-branded marks may appear in full color or one color, and may contain the department name.

Metrics for sub-brands are detailed here.

Individual colleges are discouraged from creating their own customized logo files. Requests for customized art files should be made to University Communications.

Width A

UCR Marlan and Rosemary Bourns College of Engineering

Width A
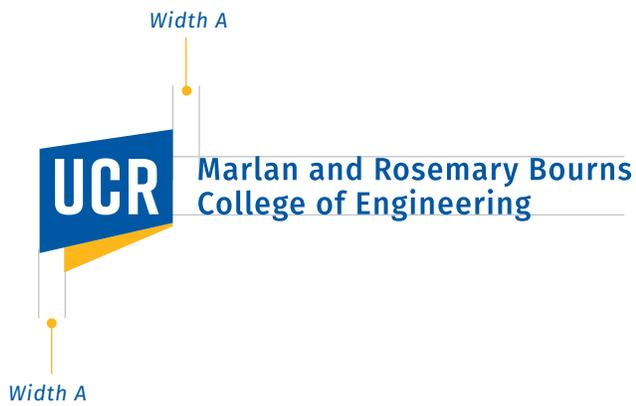
COLLEGE LOGO LOCKUPS - MONOGRAM STACKED

It is acceptable to customize the institutional logo for academic departments and administrative units. These sub-branded marks may appear in full color or one color, and may contain the department name.

Metrics for sub-brands are detailed here.

Individual colleges are discouraged from creating their own customized logo files. Requests for customized art files should be made to University Communications.

0.75 inches max. width

UCR

Width B

**Marlan and Rosemary Bourns
College of Engineering**

Width B

X

| 1/1 | 1/2 | 1/3 | 1/4 |

UCR

X

**Marlan and Rosemary Bourns
College of Engineering**

When name goes over 1/4, text wraps to second line
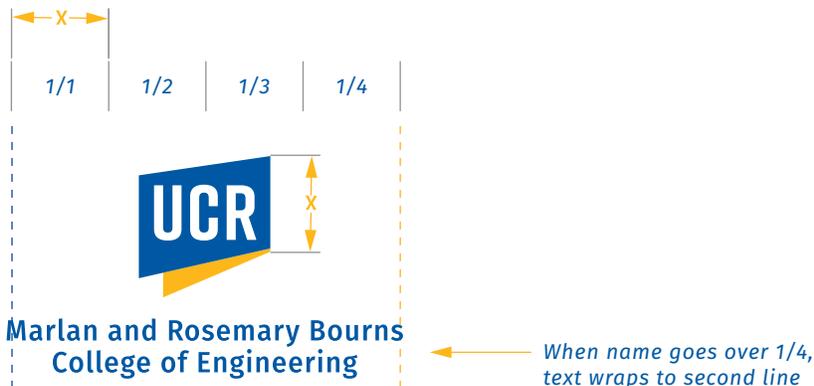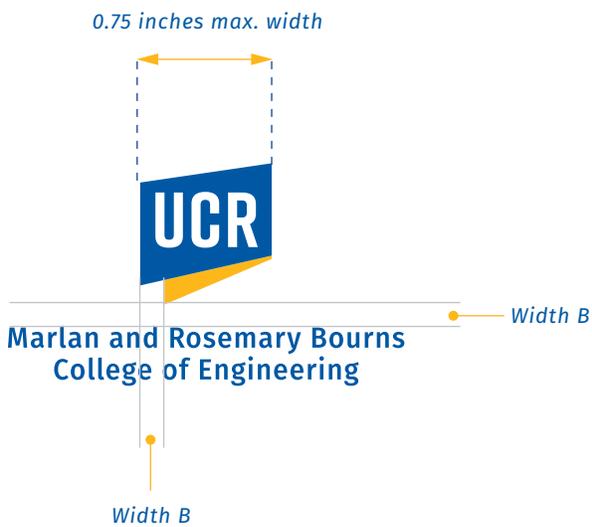
Section 2:

UNIVERSITY SEAL

UC RIVERSIDE SEAL

UCR has a unique official seal that has been adapted from the University of California system seal.
The official UCR seal may only be featured on print materials and digital communications representing UC Riverside. It must not be altered or modified in any way.

The UCR seal may be used in conjunction with the UCR primary logo (as shown in the letterhead on page 30), but the two must not be locked up together. It is reserved for official documents and academic university functions, and should never be used as a casual logo or as a design element. The seal may also be embossed, foil-stamped, or used as a watermark.

Use of the University of California system seal is not permitted on UCR communications unless authorized by University Communications.

There are two one-color versions that can be used: UCR blue, and UCR yellow. The logo can also be reversed to white over a background.

Acceptable uses for the UCR seal include:

Official legal documents

Transcripts

Convocation and Commencement materials

Honor society documents

Diplomas

UCR Foundation Board of Trustees Communications

Select signage and invitations

All other uses of the seal must be approved by University Communications.

On light or white backgrounds

On blue or dark backgrounds

On gold backgrounds

UC RIVERSIDE SEAL - AREA OF ISOLATION

The UC Riverside seal should be surrounded by empty space at least equal to the distance between the outer dotted circle and the inner solid circle (see the "X" distances to the right for more guidance). No other graphics or typography should be placed within this space.

When the seal is being used as a background element, such as a watermark, it is acceptable to run text over it. The UCR letterhead shows an example of this application.
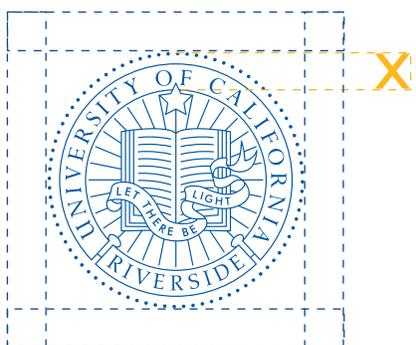
UC RIVERSIDE SEAL - MINIMUM SIZE REQUIREMENTS

To ensure the university seal is clearly legible, it is recommended that it not appear smaller than the minimum size requirement shown here.

1.25"

UC RIVERSIDE SEAL - CORRECT CROPPING

The guidelines below provide approved ways the seal may be cropped in display. Deviations beyond these are unauthorized. Please contact University Communications if you have any questions.

Appropriate Cropping Left

From the left, crop along the outer edge of the "T" in University, and the "R" in Riverside.

Appropriate Cropping Right

From the right, crop along the outer edges of the "A" in California, and the "E" in Riverside.

Appropriate Cropping Bottom

From the bottom, crop between the words University of California, below the edge of the ribbon.

Appropriate Cropping Top

From the top, crop from the bottom points of the star.

Appropriate Cropping Top/Left

From the left, crop along the outer edge of the "T" in University, and the "R" in Riverside. From the top, crop from bottom edge of star.

Appropriate Cropping Bottom/Right

From the right, crop along the outer edges of the "A" in California, and between the words University and California, below the edge of the ribbon.
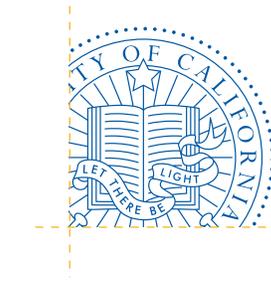
Appropriate Cropping Bottom/Left

From the left, crop from the outer edges of the "T" in University, and the "R" in Riverside. From the bottom, crop between the words University of 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 "A" in California, and the second "E" from Riverside.

UC RIVERSIDE SEAL - COMMON MISUSE
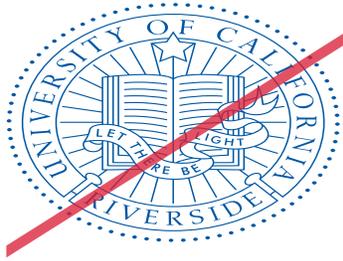
Do not alter the proportions of the seal in any way.
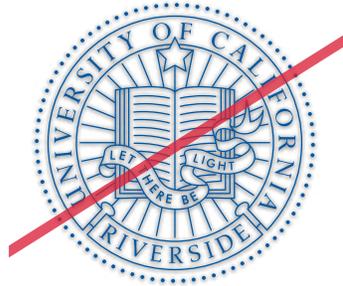
Do not add a drop-shadow to the seal or apply effects simulating dimension.
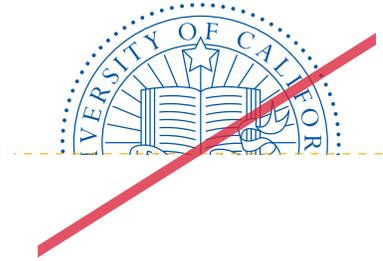
Do not crop the seal in a way not approved.

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

University Communications

Do not lock the seal with other design elements to create a different logo.
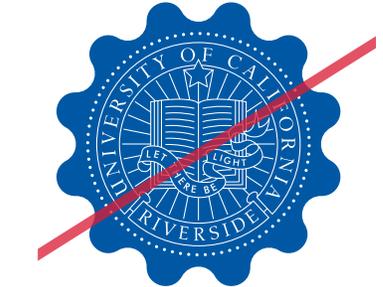
Do not create borders or additional art for the seal.
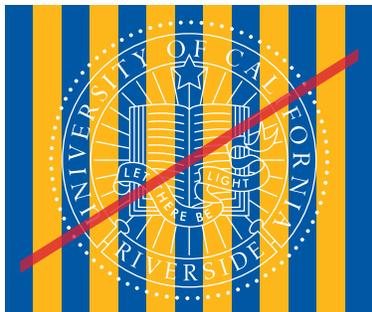
Do not reproduce the seal on any complex patterned background.

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 lock-up.

Section 3:

PATTERNS

PATTERN - RISING RAY OF LIGHT

A set of custom patterns have been created as part of the UC Riverside brand identity. The patterns may be used as an accent, texture, overlay, or background in collateral materials or selectively used in retail items.

PATTERN 1

How to use the Patterns

These patterns have been designed based on the rising ray of light that is part of the UCR logo.

In order to keep the message of rising institution and forward momentum, the pattern should never be rotated in any way that the rays would not go from bottom left up to top right.

PATTERN - OVERLAPPING SHAPES

A set of custom patterns have been created as part of the UC Riverside brand identity. The patterns may be used as an accent, texture, overlay, or background in collateral materials or selectively used in retail items.

PATTERN 2

How to use the Patterns

These patterns have been designed based on the parallelogram shapes that are part of the UCR logo.

The pattern can be flipped vertically to place the shapes top or bottom.

UNIVERSITY STATIONERY SYSTEM

LETTERHEADS - PRIMARY VERSION

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, with or without a screened-back image of the UCR seal.

To maintain identity integrity and quality, professionally produced printing press versions of the letterhead printed with official UCR blue and UCR gold colors are recommended. (NOTE: Go to brand.ucr.edu for electronic stationery templates.)

Primary Version

Specs

Primary Version with Seal

Specs

LETTERHEADS - SECONDARY VERSION

Secondary Version

Specs

Secondary Version with Seal

Specs

LETTERHEADS - SECOND PAGE

Primary Version - Second Page Specs

Secondary Version - Second Page Specs

#10 ENVELOPE

The envelope displayed below includes formatting to be used on #10 envelopes. The recommended typeface for body text is 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".
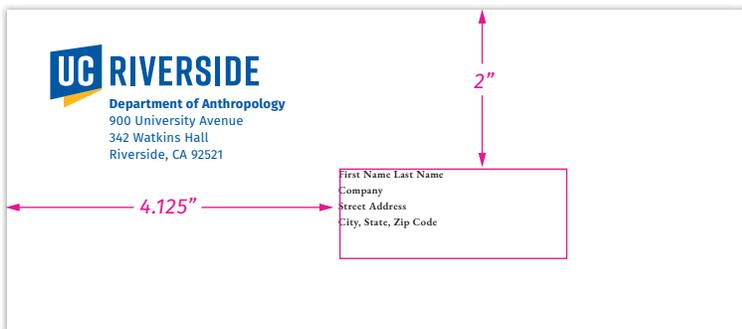
STANDARD BUSINESS CARDS - HORIZONTAL OPTIONS

Approved business card formats for general use are shown here. All cards have been designed to exact specifications. Changes to design layout, font sizes, and font cases (upper & lower) are not permitted.

Standard business cards are available in a horizontal format, along with a selection of reverse side patterns from which to choose. The options for the reverse sides of the cards are as follows.

Horizontal Standard Version

Front

Back Option 1

Back Option 2

STANDARD BUSINESS CARDS - VERTICAL OPTIONS

Standard business cards are available in a vertical format, along with a selection of reverse side patterns from which to choose. The options for the reverse sides of the cards are as follows.

Vertical Standard Version

MARLAN AND ROSEMARY BOURNS COLLEGE OF ENGINEERING

Dr. Johnathan Richardson
Director of Stategic Operations

Tel: (951) 827-1012
Fax: (951) 827-1022
jrichardson@ucr.edu

1234 University Village
900 University Avenue
Riverside, CA 92521
www.ucr.edu
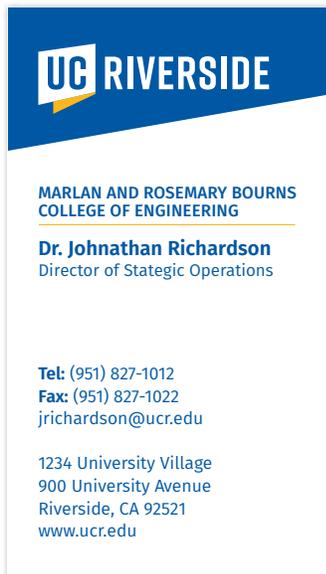
Front

Back Option 1

Back Option 2

Vertical Alternate Version

MARLAN AND ROSEMARY BOURNS COLLEGE OF ENGINEERING

Dr. Johnathan Richardson
Director of Stategic Operations

Tel: (951) 827-1012
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Front

Back Option 1

Back Option 2

DOUBLE-SIDED BUSINESS CARDS - HORIZONTAL OPTIONS

Double-sided business cards are available in a horizontal format. These cards are specifically designed to accommodate individuals with multiple campus-unit affiliations and/or to meet the need for dual language copy.

Logos, text, or images from organizations/entities not officially affiliated with UC Riverside are not permitted on the card.

Standard Professional Position

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# DOUBLE-SIDED BUSINESS CARDS - VERTICAL OPTIONS

Double-sided business cards are available in a vertical format. These cards are specifically designed to accommodate individuals with multiple campus-unit affiliations and/or to meet the need for dual language copy.

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Alternate Professional Position

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Alternate Dual Language

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UCR SUB-BRANDS & BRAND EXTENSIONS

Due to their unique business models and affiliations with the UCR core campus, custom design guidelines are available for use by UCR ARTS, UCR Botanic Gardens, UCR University Extension, and UCR Athletics. Contact University Communications for support and assistance.

UCR ANNIVERSARY LOGOS

A set of specialized UCR logos has been developed to denote major milestone anniversaries for UCR schools, colleges, and campus-wide initiatives. Such anniversary marks must be authorized for use by University Communications, and may only be displayed on print communications, signage, and digital channels during the fiscal year in which the anniversary takes place. Such marks may not be appropriated, duplicated, or used on behalf of unauthorized projects or units. These marks are not allowed for use on official UCR stationery or business cards. Contact University Communications for more details.