UC RIVERSIDE

BEYOND BRILLIANT

Supporting UCR Students

Student Support Initiative Style Guide

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OBJECTIVE

This platform is meant to guide and advise all creators developing written content as well as print, digital, and environmental communication pieces for the Beyond Brilliant fundraising initiative for student support. The suggestions within this guide can be adapted as appropriate to align with audience and channel. All internal and external communications will be measured against this document for thematic alignment.

USE

For use by all internal and external development and creative teams. Access the UC Riverside brand guidelines and download fonts, icons, and Beyond Brilliant initiative assets at brand.ucr.edu.

ABOUT BEYOND BRILLIANT

Beyond Brilliant is UC Riverside's first fundraising initiative dedicated to student-focused priorities across the university. With your help, UC Riverside will raise $50 million over the next five years to build resources that support every aspect of the student experience at UCR, including expanding need- and merit-based scholarships and fellowships, experiential learning, and health and well-being. And we'll create additional opportunities and programs for Highlanders to shine brightly in their academic pursuits, personal lives, and professional ambitions — all with the care of a community committed to their lifelong success. Together with your philanthropic support of Beyond Brilliant, we can propel tomorrow's artists, engineers, entrepreneurs, educators, physicians, policymakers, scientists, and leaders into their bright futures.

Note:

- Do not use "campaign" to describe Beyond Brilliant. Instead, use "student support initiative," "fundraising initiative," or "fundraising effort."
- Avoid the term "comprehensive" to describe the initiative. "Campus wide" is an alternative that will avoid confusion and further distinguish Beyond Brilliant from Living the Promise, UCR's first comprehensive fundraising campaign that concluded in December 2020.
- Beyond Brilliant is the first campus-wide student support fundraising initiative (or effort).

HOW IT FITS WITH THE UCR BRAND

The theme integrates the concept of light, core to the Fiat Lux ("Let there be light") UC motto, and was preferred during market testing with California audiences prior to the 2019 holiday promotion. "Beyond" implies the many ways UCR goes above and beyond to comprehensively support students in their academic, personal, and professional experiences, preparing them for lifelong success. "Brilliant" speaks to the ways UCR students excel in all that they do: they are the best and brightest in California, their grit and perseverance shine as a leading example that radiates to positively impact their friends, families, and communities.

SECONDARY LINES

Where appropriate, the following phrases can be paired with "Beyond Brilliant" as a subheading.

- Supporting UCR Students
- Supporting UCR ____ Students [Art, Business, Education, Engineering, Graduate, Medical, Public Policy, etc.]
- Shining Together for UCR Students

PRIMARY MESSAGE

At UC Riverside, we actively create a campus culture that achieves excellence and champions inclusion. For three consecutive years, U.S. News and World Report ranked UCR the number one university in the country for social mobility, and our six-year graduation rates far exceed the national standard. More than 133,000 Highlander alumni, along with thousands of donors and advocates, have helped us get where we are today. But at UCR, our attention lies beyond where we are now and what's been done before. Our focus is a brighter tomorrow.

Our students know that a UC Riverside education is just the beginning – UCR is a beacon to the life they've dreamed of for themselves and their families. Through top-quality education, research, healthcare, arts, and public service, UCR is a light that emanates to positively impact students and those around us as well. Highlanders have opportunities, experiences, and the care of a community invested in their success and well-being, and the culture, resources, and programs to light their way.

The people of UC Riverside — students, faculty, staff, alumni, and supporters — truly are beyond brilliant.

THEMES AND FUNDING PRIORITIES

1. Expand Access and Opportunity

Your support makes a UC Riverside education attainable for California's best and brightest, helping students overcome financial obstacles as they seek admission and work toward degree completion.

Funding Priorities:

- ***Increasing Undergraduate Student Scholarships*** (merit- and need-based)
- ***Increasing Graduate Student Fellowships*** (central- and unit-based)
- Mentoring and advising, high school pipeline programs, and summer bridge programs

Message:

UC Riverside enables students of every background and ambition — from K-12 students to first-generation college-goers and dedicated graduate researchers — to dream big and to achieve their dreams.

We know there are many students who would choose to study at UCR but face financial restraints in doing so. More than half of UCR's students are the first in their families to attend college, and many work multiple jobs to support their families. With your support to significantly increase scholarship and fellowship resources, UCR can fulfill its mission to put a superb education within reach for California's top students, no matter their circumstances.

Facts/Stats:

- UCR admitted a record number of freshmen for fall 2021 with a total of 34,671 admits
- UCR admitted the most California residents — 29,004 — to its freshman class among the nine UC undergraduate campuses
- At UCR, the number of freshman students admitted from underrepresented communities set a new record — 44% of total admissions

Power Claims:

- For the third consecutive year, UC Riverside is the top university in the United States for social mobility. – U.S. News 2022
- UC Riverside enrolls more students who receive Pell Grants than nearly every university in the country, and more than the entire Ivy League combined.
- UCR is a member of the University Innovation Alliance, the leading national coalition of public research universities committed to improving student success for low-income, first-generation, and students of color.
- Hispanic-Serving Institution (HSI), Asian American, Native American, and Pacific Islander Serving Institution (AANAPISI)

THEMES AND FUNDING PRIORITIES (continued)

2. Energize Learning and Discovery

Your support empowers innovative teaching and learning strategies and funds the creation of inspiring spaces such as state-of-the-art labs and classrooms equipped with experiential technologies.

Funding Priorities:

- ***Expanding Undergraduate and Graduate Student Internships and Experiential Learning***
  conferences, research presentations, testing fees, participation in professional associations and clubs, subscriptions for online learning opportunities, leadership and mentorship programs, undergraduate research programs, education abroad program, opportunities abroad program, faculty led research abroad program
- ***Inspiring Spaces and Capital Projects to Enhance the Student Experience***
  student labs, studios, makerspaces, machine shops, simulation labs, classrooms, learning technologies, student club space, resource centers, and athletic facilities

Message:

What's better than rubbing shoulders with Nobel Prize winners? Sharing ideas with them. And at UCR, that's exactly what students are able to do. After all, we have two of them on our faculty along with 13 members of the National Academies of Science and Medicine. With a proud history of more than 60 years of high-impact research, UCR provides a rigorous and future-focused environment that prepares students to take on the world through real-life applications. Our top programs span from undergraduate hands-on research in state-of-the-art labs to the nation's first Ph.D. in dance to a department of Entomology ranked No. 2 in the world. At UCR, students are exposed to a wide variety of viewpoints and methods, all within a tremendously collaborative community. Our setting, renowned faculty, and rigorous courses produce leading professionals who are prepared to tackle the dynamic challenges that face not only California's fastest-growing region, but the world at large.

Power Claims:

- UCR's distinguished faculty boasts 2 Nobel Laureates, and 13 members of the National Academies of Science and Medicine.
- UCR's Creat'R Lab provides tools, technologies, and equipment for student-led innovations and collaborations. In its first year of operation the makerspace hosted nearly 1,300 creators, 187 workshops led by student organizations, and entrepreneurs-in-residence to mentor students.
- $1 billion in construction will be completed or underway by 2021.
- Home to the largest indoor atmospheric test chamber, UCR is a national leader in air pollution and alternative fuels research.
- Ranked No. 2 in the world, UCR's Department of Entomology maintains one of the nation's largest collections of insect specimens. – Center for World University Rankings.
- UCR ARTS in downtown Riverside is home to the Barbara and Art Culver Center of the Arts and the California Museum of Photography, the largest photographic center in the Western U.S.
- The new Multidisciplinary Research Building supports cutting-edge research at the intersection of life and chemical sciences, medicine, engineering, and computation to advance health and science.

THEMES AND FUNDING PRIORITIES (continued)

3. Enhance Health, Well-being, and Sense of Belonging

When students feel healthy and safe and know they belong to a community that cares about them, they are able to focus on their academic pursuits and live boldly. Your philanthropic support funds the resources, centers, and programs that provide for students' basic needs, nurture mental and physical wellness, and foster a culturally diverse and inclusive campus community.

Funding Priorities:

- ***Caring for Students' Basic Needs and Improving Health and Well-being***
  food, housing, transportation, counseling, childcare, financial literacy programs, physical and mental health education services, health programming, sports medicine, refueling stations
- ***Enriching Student Groups and Programs***
  honors programs and societies, ethnic and gender student programs, student clubs, transfer student programs, pipeline programs, and resource centers

Message:

At UCR we bring together high academic standards with a highly supportive, inclusive environment; one in which we embolden exceptional students who go on to prosper individually and positively impact their communities. We take pride in cultivating individuals who are personally fulfilled and socially connected.

UCR is committed to enriching the economic, social, and cultural future of our students. Our student population mirrors the state of California, creating one of the most diverse and inclusive research institutions within the prestigious University of California system..

Power Claims:

- With over 450 options, UCR has a vibrant community of student organizations, including cultural clubs, student government, as well as recreational, political, and service-based groups.
- The Well, a stand-alone, non-clinical health promotion center for students, opened more than a decade ago. Annually it provides nearly 12,000 students with resources for promoting wellness, including sexual health products and peer-to-peer support programs.
- The campus food pantry, R'Pantry, provides emergency food, personal hygiene, household care and childcare items for students experiencing food insecurity. During the first six weeks of the campus closure due to the COVID-19 pandemic, R'Pantry served more than 1,200 students.
- A leader in diversity and inclusion, UC Riverside was the first campus in the nation to offer a gender-neutral housing option (2005), as well as the first campus in California to open a professionally-staffed LGBT resource office (1993) and offer an LGBT studies minor (1996). Named one of the 11 Best Colleges for Queer Women by PRIDE.COM (2019).

WHAT WE WANT THE DONOR TO BELIEVE

I believe a UC Riverside education has the power to transform lives and create bright futures. This initiative is a wonderful way to show my support for public higher education in California and to personally make a difference in the lives of students, many of whom come from low-income families or are the first in their families to go to college. I'm inspired by the stories I've seen and read about UCR students who are overcoming obstacles in pursuit of their degrees and using their talents to shine brightly. I'm motivated to be part of the Highlander family as someone who helps broaden access, ensure affordability, and fund programs and resources for students to experience and enjoy a world-class education at UCR. When I give to UCR, I feel I belong to a community of people who care about each other and are invested in shaping a bright future for our world.

CALLS TO ACTION

- Help fund scholarships/fellowships
- Support UCR students / Support UCR _____ students [art, business, education, engineering, medical, public policy, etc.]
- Give the gift of a scholarship/fellowship
- Help Highlanders in need
- Donate now / Give today / Make a gift
- Invest in the _____ of tomorrow [artists/business leaders/educators/engineers/physicians/policymakers/scientists]

All CTAs will include links to ucr.edu giving websites (**beyondbrilliant.ucr.edu**, **dayofgiving.ucr.edu**, **givenow.ucr.edu**, etc.)

GIFT MATCH MESSAGING

(find FAQs at **giving.ucr.edu/beyond-brilliant**)

- The Trustee Student Support Challenge Match provides a dollar-for-dollar match for eligible gifts to undergraduate scholarships, graduate fellowships, and student support programs and funds. This means every dollar given will go even further to maximize all students' potential for academic and lifelong success.
- Through the generosity of a lead donor and the UCR Foundation board of trustees, all eligible gifts up to $500,000 to student support funds will be matched dollar-for-dollar. Make a gift of $5 or more and your donation will have double the impact for Highlanders.
- Your Beyond Brilliant gifts go twice as far thanks to a generous dollar-for-dollar match from the UCR Foundation board of trustees. All gifts $5-$500,000 to support students will be doubled! Give today to make the most impact in the lives of UCR students.
- Creating a new endowed scholarship at UCR is easier to do than it ever has been before. Your $12,500 gift (or $2,500 per year for 5 years) will be matched dollar-for-dollar by the Trustee Student Support Challenge Match to create a new scholarship that will be endowed in perpetuity!

Note: The match should be referred to as the Trustee Student Support Challenge Match. Please do not refer to the match as the Anderson match.

MESSAGING BY AUDIENCE

Young Alumni:
Giving back is beyond brilliant. Being part of the Highlander family means helping out however you can — and today's UCR students need your help more than ever. From R'Pantry and Guardian Scholars to study abroad and scholarships, you can make a difference at your alma mater! Gifts of any amount have great impact and now they'll go even further thanks to a generous dollar-for-dollar match from the UCR Foundation board of trustees.

Alumni:
Give back. Pay it forward. Light the way. We need more alumni like you to help UCR students shine. Beyond Brilliant is UCR's first campus-wide initiative to raise funds for scholarships and graduate fellowships, experiential learning, and health and well-being. With a goal to raise $50 million over the next 5 years, your participation will be critical. Every gift — no matter the size — makes a difference in the lives of students at your alma mater.

Donors:
You're someone who cares deeply about education, and we need more people like you to step up to support UCR students. Your donations make a difference at UCR, lighting the way for Highlanders to become the future leaders, innovators, educators, and researchers our world needs. Join us and support Beyond Brilliant to create opportunities for students to shine.

Non-Donors:
Never made a charitable donation to UC Riverside? Now is the perfect time. UCR students need your help more than ever and thanks to a generous gift by a donor, your donations will be matched dollar-for-dollar to double your impact. This is your best chance to make the biggest difference for UCR students. We need more people like you showing the world the power of generosity and community as we come together to improve lives through support for education. Gifts of all sizes create opportunities for students to shine — you can make a difference!

Parents:
Parents, we know you care about quality education for students. Now more than ever, Highlanders need help from you to ensure they have the tools, programs, resources, and opportunities they need to shine in the classroom, in labs, in greenhouses, on stage, in competition, and beyond to wherever their UCR education takes them. Beyond Brilliant is UCR's first student support focused campus-wide initiative to raise funds for scholarships and graduate fellowships, experiential learning, and health and well-being. With a goal to raise $50 million over the next 5 years, your participation will be critical. Every gift — no matter the size — makes a difference.

Chancellor's Associates/Leadership Annual Giving Donors:
Have you ever wanted to create a lasting legacy through your support of UCR? For the first time ever, you can create a new endowed scholarship through a pledge of $2,500 per year over 5 years or with an outright gift of $12,500. As part of Beyond Brilliant, your gift will be matched dollar-for-dollar by the Trustee Student Support Challenge Match to create a $25,000 endowment that will support students for years to come!

SAMPLE: THANK YOU MESSAGE

Thank you for your gift of [Gift Amount] to support UC Riverside students.

At UCR, we're passionate about students and their success. Through a relentless focus on innovation and a fierce dedication to access and opportunity for California's brightest scholars, we've become America's fastest rising university and number one in the nation for social mobility for three consecutive years.

Today, you've joined in our ascent as we go beyond what's been done before — improving lives beyond graduation day, changing the world for generations beyond ours, and expanding our impact in California and beyond.

Thank you for your support. It's beyond brilliant.

SAMPLE: AD COPY

At UC Riverside, gifts of all sizes combine to make a lasting impact in the lives of our students. And thanks to the UCR Foundation trustees, there's a match doubling every dollar given to student support funds.

Right now $50 = $100 to help provide for:

- Students' basic needs
- Scholarships and fellowships
- Experiential learning activities
- Mental health resources

Small gifts have great impact at UCR, and now they go twice as far to support students in need.

Make your gift today at [giving form url].

MESSAGING SOUNDBITES & SUPPORTING POINTS

1. ***America's fastest-rising university, UC Riverside is a place where everyone shines.***
   - World-class faculty, including 2 Nobel Prize winners
   - High-impact research by enterprising scholars
   - No. 1 in the country for social mobility
   - The country's most transformative public university
2. ***UCR is a university creating brighter tomorrows***
   - An institution that is both what's now and what's next, UC Riverside faculty, students, staff, and supporters reflect and shape the future.
   - At UC Riverside, we don't strive to "level a playing field" for our students because together we are creating a brand-new one.
   - Not a place to blindly follow tradition, UC Riverside is illuminating new and better ways, lighting the path for generations to come, and changing the national conversation about higher education.
3. ***A community of innovators and luminary scholars***
   - Brilliant institutions don't follow outdated traditions, they light the way to new and better ones. UC Riverside doesn't mirror old standards of elitism and exclusion, but rather a new, more welcoming model — one that allows everyone to shine.

- A diverse community of faculty, which include two Nobel Prize winners, is helping to solve grand challenges, expand access to healthcare, discover the universe, and contribute to the cultural and artistic fabric of our region.

4. Alumni and supporters fuel our brilliance

- The more than 133,000 UC Riverside alumni, along with thousands of donors and supporters, are the university's spark, in California and throughout the world. Through education, research, healthcare, the arts, and public service, UC Riverside is elevating the well-being of our community and our world.
- Charitable donations to UC Riverside support scholarships, research, and programs that help students succeed at UC Riverside and beyond.
- The people of UC Riverside — students, faculty, staff, alumni, and supporters – are beyond brilliant.

ABOUT UCR STUDENTS

Acclaimed as America's fastest rising and most transformative university, and a proud member of the world's most prestigious public university system, UC Riverside both embodies and empowers the California Dream. But we don't stop there. The students we attract are ambitious, bold thinkers. Most came of age in an era of revolutionary change: rising seas, mass migrations, political unrest, the gig economy, a global pandemic. Yet their ideas, identities, and sense of what's possible were forged within a dynamic digital and cultural space: social, mobile, virtual, instant. To thrive in an increasingly fast-paced multicultural marketplace, this undaunted generation seeks new forms of technical, cognitive, and cultural fluency. Here at UCR, students test and hone their gifts as members of an extraordinary community defined by authenticity, radical connectivity, and academic rigor. Here they learn to respect differences, embrace new perspectives, and value collective insight. Here they find their voice and empower their rise as artists, activists, scientists, entrepreneurs, and leaders. For these brilliant students, your philanthropic partnership has the power to positively impact their lives at UCR and beyond.

ABOUT UC RIVERSIDE

The University of California, Riverside is dedicated to the impactful cultivation and dissemination of knowledge, as well as transforming trajectories for students — all with an eye towards creating better tomorrows. The nation's leader for social mobility three years in a row, No. 1 in Pell Grant performance, a top 12 best value college, and in the top 30 of public institutions contributing to the public good, UC Riverside delivers on its mission to develop a meaningful student experience. With more than 60 years of real-world, high-impact research conducted by award-winning faculty — including two Nobel Prize winners — UCR not only enriches the environmental, economic, social, and cultural future of its students; but serves as a benchmark for the future of higher education. Our student population mirrors the state of California, creating one of the most diverse and inclusive research institutions within the prestigious University of California system.

UCR enables students of every background and ambition, from first-generation college-goers to dedicated graduate researchers, to dream big and to achieve their dreams. We pioneer research with economic, scientific, and social impact on the real-world challenges we face in California and beyond. We put a superb education within every student's reach through strong core programs and new and emerging disciplines. And we catalyze the positive growth of our region by attracting great minds in the sciences and the arts, incubating new ideas, contributing to local quality of life, and educating future citizens and leaders.

INSTITUTIONAL POWER CLAIMS

(find more at brand.ucr.edu/power-claims)

Format below is the claim, followed by the source, if appropriate.

- The nation's leader in social mobility three years in a row – U.S. News
- No. 1 in Pell grant performance – Washington Monthly
- Top 12 public university that pays off the most – CNBC
- America's most transformative public university – Money Magazine • Enrolls more students who receive Pell Grants than the entire Ivy League...combined.
- Top 1% of the world's universities – Center for World University Rankings
- America's fastest rising university
- The numbers say it all: 2 Nobel Prize winners; No. 1 in Social Mobility.

TITLE TREATMENT AS AN INITIATIVE MARK

The Beyond Brilliant mark can be used alone or locked up with the UC Riverside logo / monogram (respecting the areas of isolation for the official UC Riverside logo, see brand.ucr.edu for guidelines). Optionally it can be used reversed out in yellow/orange motif when used over a blue background.

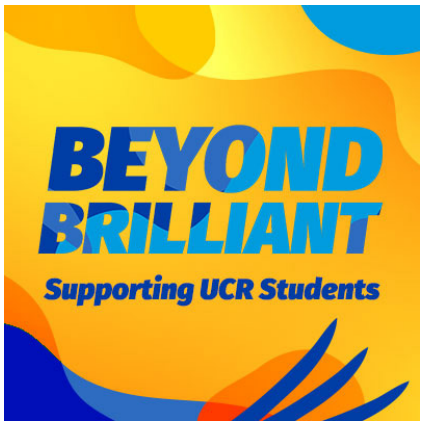
Download initiative assets at brand.ucr.edu/downloadable-assets

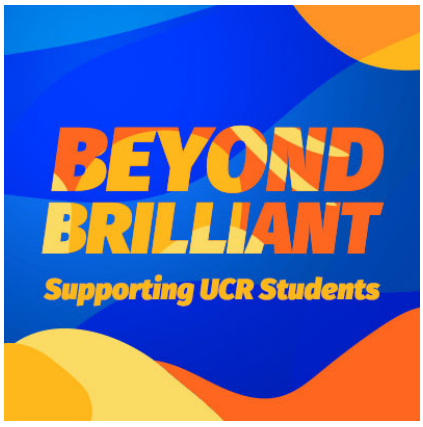
EXAMPLE 1

EXAMPLE 2

The Beyond Brilliant mark represents the bright, energetic, diverse student body that makes up UCR. This feeling of movement and energy is key to use of the mark. The mark is a combination of **Fira Ultra Italic** and a layering of organic shapes colored in the UCR color palette. When using the pattern behind the letterforms, keep within the same color family, so that the mark will be more legible when placed on different color backgrounds. See examples above. Example 1 is reversed over an entirely blue pattern and example 2 is reserved over an entirely warm (orange and yellow) pattern.

The pattern behind the Beyond Brilliant mark does not need to be consistent from mark to mark. Slight variations in the way the shapes are expressed behind the letterforms will reinforce the movement and energy the mark is meant to convey.





When combining the mark and tagline, choose one of the colors from the pattern being used for the mark that will be most legible over the background image.

When using a multi-colored pattern as the background image, reverse both the BEYOND BRILLIANT mark and tagline out in white.

COLOR PALETTE

The Beyond Brilliant color palette is entirely built with the official UCR primary and secondary palettes.

Find complete color value details and proper usage guidelines at brand.ucr.edu/ucr-colors

UCR Blue
#003da5

UCR Gold
#ffb81c

#2d6cc0

#009cde

#ff671f

#fbdb65

COLOR LAYERING

To build the background patterns, a variety of translucent settings (such as overlay, multiply or linear burn) can be used to add depth to the composition. When layering colors with such effects, be sure the resulting colors are still shades of blue, yellow, or orange.

Avoid using any translucent effects that result in the creation of other colors, such as green, brown or black.

PRIMARY TYPEFACE

The Beyond Brilliant primary typeface is Fira Ultra Italic. The heavy weight reveals a bold, fun, and approachable version of our brand, while the italics represents our future-fluent movement.

For more details and download instructions visit brand.ucr.edu/ucr-typefaces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

The Beyond Brilliant secondary typeface is Shockwave. The secondary typeface should not be used extensively. It is meant to add a sense of humanity and personalization.

Use the secondary typeface for quotes, inspirational messages, or to add personal story details about the subject of an image. Do not use the secondary typeface for any vital or informational text.

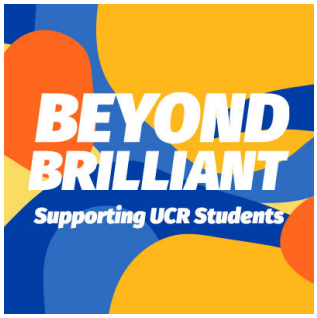
For more details and download instructions visit www.dafont.com/shockwave-2.font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PHOTOGRAPHY GUIDELINES

The Beyond Brilliant initiative uses a very distinct photo style.

- ***Student focused*** — subject should have a natural and engaging demeanor. Subject can be interacting with personal items that represent themselves, but in a natural way.
- ***Studio shots*** — images must be taken on a yellow or blue backdrop, and include subtle yellow or blue (opposite the backdrop color) spot lights.
- ***Shapes*** — Images must include an organic layering of shapes interacting behind the subject. These shapes must feel animate and have slight variations from image to image, representing the layering of diversity that our student population provides.

LAYOUTS AND APPLICATIONS

These sample layouts offer ideas for applying the initiative title and design elements across various executions in a way that is visually aligned and consistent with the overall initiative.