

# CREATIVE CAMPAIGN GUIDELINES

*Last updated: August 10, 2022*



# CAMPAIGN VOICE

## Bold Hearts. Brilliant Minds.

The world is waiting. Waiting for new thinking. For bold ideas that embrace a globally connected community, working together to create a better future for all. And that future can be found among the students, researchers, and staff at UC Riverside—where tomorrow's leaders are coming together today.

This campaign amplifies the core of what makes UCR great—vibrancy of culture, upward mobility, and world-changing research. Using imagery that authentically represents our people and language that is impactful and clever, **our goal is to tell the UCR story in a way that is inspiring, unique, and unavoidable.**



# BRAND POSITIONING

POSITIONING STATEMENT

## FUTURE FLUENT

BRAND PILLARS

THE HOW →

COMMUNITY

MOBILITY

TRANSFORMATION

BRAND TONE

RESILIENT

PASSIONATE

WELCOMING

EMPOWERING

AMBITIOUS

RIGOROUS

### COMMUNITY

**UC Riverside is the most empowering academic community there is.**

A vibrant sense of community lives and thrives here, driving a sense of belonging, motivation, and sustainable progress for students, the region, and for the world.

### MOBILITY

**UCR is a rocket ship, designed to accelerate bold ideas and launch a new generation of innovative thinkers.**

We are a thriving engine of transformation, fueled by a community that is fluent in culture and context. Our rigorous combination of fluency and empowerment drives impact for students, community, and society.

### TRANSFORMATION

**UCR inspires and enables new ways of thinking, doing, and achieving for an increasingly multicultural and interconnected global society.**

We invest our energy and passion in new ideas and in powering new possibilities. Not only do we transform lives every day, are we actively redefining how education and discovery transform society.

## LOGO & TAGLINE

The primary campaign logo is the horizontal UCR wordmark, locked up with the “**Bold Hearts. Brilliant Minds.**” tagline. The secondary campaign logo is the vertical UCR wordmark locked up with the tagline. Both logos can be on white or blue backgrounds. Placing the logo over imagery is discouraged. Exceptions to this rule can include simple, uncluttered background images like skies. The logo and tagline can be used in one-color format (blue, gold, or white) but this is discouraged and should only be done when printing restrictions are in place.



*Maintain a minimum clear zone equal to the height of the letter U around the logo and the width of the letter U between the wordmark and the tagline.*



## DEPARTMENT/UNIT LOGO WITH THE TAGLINE

When a department/unit logo must be included, the tagline can no longer be locked up with the logo. In such cases, the tagline may be placed separately in a similar size to the logo. It may be placed before or after headline copy, or in the footer of the design, adjacent to the department/unit logo.



*When placing the tagline adjacent to the department/unit logo, be sure to maintain a minimum clear zone equal to the height of the "U" in "UC".*



# COLOR & TYPOGRAPHY

The colors for the campaign match the primary colors of UCR brand. No accent colors should be included in any campaign communications.

The fonts for the UCR campaign are consistent with UCR brand standards.

**Headlines should use Rift Bold.**

**URLs and calls-to-action should use Rift Medium.**

**Body copy should use Fira Sans Regular.**

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		

## HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

DUIS AUTE IRURE DOLOR IN REPREHENDERIT.



# PHOTOGRAPHY STYLE

**Photo imagery should embody the spirit of UCR—genuine, bold, diverse, and spirited.** We should always avoid overly contrived situations that feel false or staged. Our campaign imagery can be sorted into three categories: Portrait, Candid, and Environmental.

## PORTRAIT

Portraits are a great way to showcase the diversity that makes up the UCR community. People can be looking to camera or off into the distance. Expressions should convey confidence and warmth. Subjects can be holding items relevant to their UCR experience.



## CANDID

All candid shots should feel natural and unposed. The viewer should feel like they are witnessing an authentic UCR experience.

### Wide shots

*Images that capture the entirety of a scene. These can range from classroom settings, on-campus concerts, and general lifestyle.*



### Medium shots

*Images that capture group collaboration, single moments of accomplishment or students enjoying life on campus.*



### Tight shots

*Images that focus on the details of people performing tasks like research or study.*

## ENVIRONMENTAL

Wide views of campus that showcase important landmarks are less important in the campaign, but can still be featured when telling longer stories. Both images captured from the ground and air are acceptable. All images should make the campus feel epic and beautiful.



# PHOTOGRAPHY STYLE

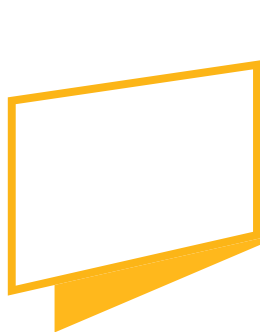
## (CONTINUED)

### THE ICON BORDER

One of the signature elements of the campaign is the “icon border.” Made from the shape of the UCR logo, this element can be used to frame people or important subject matter. This element should be used in all hero graphics within the campaign.

This element is important to keep in mind when capturing imagery. When shooting, always consider how the “icon border” might interact with your subject matter. It’s important to capture a few takes of a set up that leave the edges of the subject matter “clean.” For example, capture some images without foreground elements intruding on the subject matter. Avoid capturing only tight crops that restrict using the “icon border” as an option.

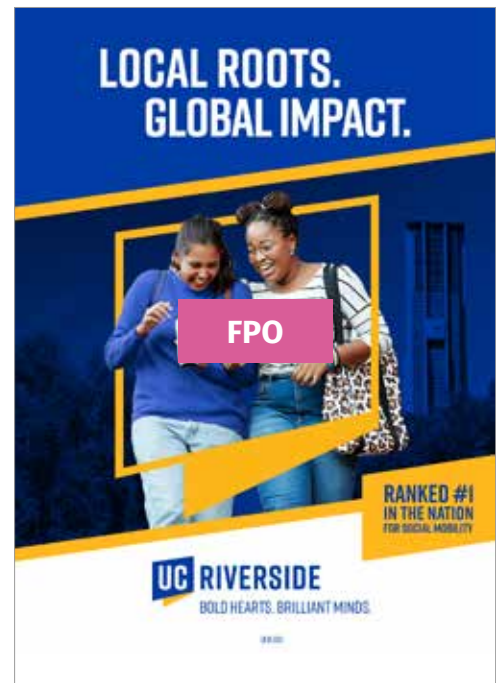
**The “icon border” can be used on one person or more.** To the right are two examples of how it can be used. As you’ll see, parts of the subject can break the plane of the border. This is intended to make the subject feel more integrated into the border element.



icon border 1  
(use when vertical  
space is limited)



icon border 2  
(use when horizontal  
space is limited)





# PHOTOGRAPHY STYLE

## (CONTINUED)

The following are things to consider when capturing imagery.

### LIGHTING

The lighting should always feel natural without heavy strobes. Ideally in outdoor settings, natural light would be used with possibly a reflector to add some fill/warmth to the subject. We should avoid unnatural light set ups like blue or gold gels.



### CAMERA ANGLES

We should always frame subjects from the POV of the viewer. In most cases, unnatural angles should be avoided. Also, wide angle lenses that make settings feel unnaturally large should be avoided as well.



### SET UPS

As previously stated, we should avoid contrived set ups that feature students in settings that don't feel authentic. Propping should always feel natural and not overly art directed. Always avoid distracting patterns or non-UCR branding.



# VIDEO STYLE

Video is a core component of the campaign. From a content standpoint, the same principles and rules from photography should be applied here.

**All footage should feel authentic in subject matter and lighting.**

## FOOTAGE STYLE AND SPECS

Shots should feel dynamic—moving around or slowly zooming into subject matter. Footage should be shot at a high frame rate to give the editor the option to speed up or slow down shots.

## EDIT AND MUSIC

Edits should feel high energy, with a mix of quick cuts and longer establishing shots. Portraits mixed in with action shots can be used to tell personal stories. In cases where music is used, it is encouraged to use epic, contemporary orchestral tracks.

Please see a UCR representative in the communications department for more information.



## VIDEO STYLE (CONTINUED)

### LOWER THIRDS AND UCR BUG

Lower thirds can be placed on the left or right side. An example of our lower thirds layout is featured below.

The UCR bug should be 122x130 pixels at 90% opacity. It should only be placed in the lower right of the video frame at Y: 1030 and X: 1850.

Please see a UCR representative in the communications department for more information.



## VIDEO STYLE (CONTINUED)

### FULL SCREEN TEXT GRAPHICS

To highlight key messages in videos we often use text graphics. The statements are set in Rift Bold with the UCR “rising ray” above them. The arrow should be 135 pixels wide and the font size should be set at approximately 100 points.

Please see a UCR representative in the communications department for more information.



## VIDEO STYLE (CONTINUED)

### END CARD—ANIMATION OF UCR LOGO AND TAGLINE

When closing out campaign videos, we end with a dynamic animation of the UCR logo and tagline.

Please see a UCR representative in the communications department for more information.





## VIDEO STYLE (CONTINUED)

### END CARD—USING “ICON BORDER” INTO THE UCR LOGO AND TAGLINE

One option for ending videos is to showcase a series of portrait shots. In this case, using the “icon border” is a powerful way to tie this footage into the campaign, dynamically featuring the diversity found at UCR. And it makes for a dynamic transition into the logo and tagline. To the right is an example of what this animation looks like.

Please see a UCR representative in the communications department for more information.



# CAMPAIGN ELEMENTS



# ART DIRECTION ELEMENTS



Headlines are set in Rift Bold and can be left-aligned or “staggered” depending on the layout

Yellow bars frame content. Bars should be set at 8.15°

Backgrounds should be duo-toned images, made of black and Pantone 293C. Images should be visually sparse and include a UCR landmark when possible

“Icon border” usage can be found on pg. 7

“Flags” to highlight important information can be used

Logo should have ample clear space and be centered in the canvas whenever possible

## POSTER SIGNAGE

Poster signage has multiple use cases. It can be used on-campus or used as advertising both in-market (Inland Empire) or out-of-market. The messaging on these pieces can range from internal audience messaging to recruitment.

Please see a UCR representative in the communications department for more information.



## ON-CAMPUS VERTICAL SIGNAGE

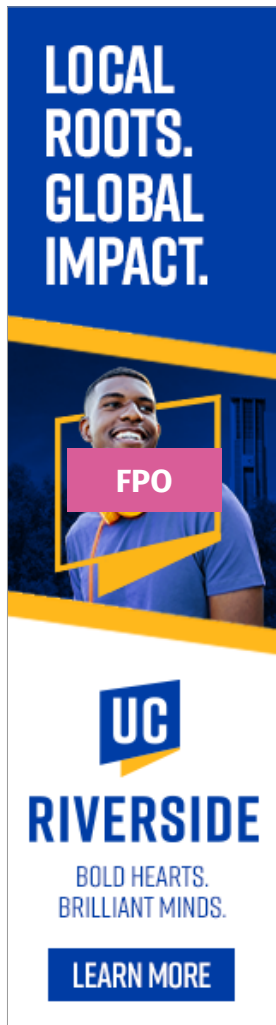
On campus signage is intended primarily for a UCR audience, with visitors and prospective students as a secondary audience. Messaging here should instill pride within the UCR community. It can promote our collective accomplishments, display feel-good messaging, or reference our culture and values.

Please see a UCR representative in the communications department for more information.





# DIGITAL DISPLAY BANNERS



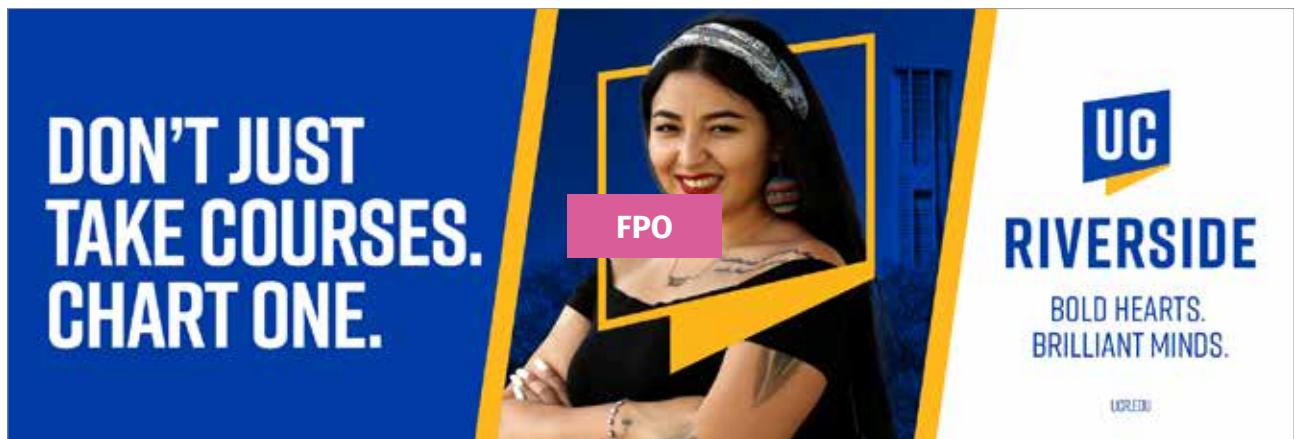
Digital banners are an effective way of communicating UCR messaging to prospective students, alumni, and to the general public. These banners are a great way to entice someone to “click through” and learn more about UCR offerings and happenings. Display banners can be both animated and static and are built into standard media sizes (728 x 90, 160 x 600, 300 x 250, 970 x 250, 300 x 600). Each banner should have a clear call to action.

Please see a UCR representative in the communications department for more information.

# OUT OF HOME ADVERTISING

Out of home advertising can include billboards, bus sides, transit posters, and more. Media placements can range from in-market to out-of-market, with various messaging including UCR accomplishments and student recruitment.

Please see a UCR representative in the communications department for more information.



# COPY LINES

The following are copy lines that can be used in all tactics, tailored to specific audiences. Any new lines created for the “Bold Hearts. Brilliant Minds.” campaign should match the tone of voice found within these copy lines—passionate, empowering, and rigorous. When writing new lines, avoid cliches or language that can be claimed by any University. Referencing the UCR Brand Book for guidance on values and mission is always a good idea.

## **PROSPECTIVE IN-MARKET STUDENTS**

An education at UC Riverside is more than attending class. It’s joining a community where diversity equals vitality. Where support and empowerment lifts spirits and propels ideas forward. Here, you won’t just answer problems. You’ll be part of global solutions. Ranked in the top 15 for best Universities in the nation—and first for social mobility—UC Riverside has created a new model for what a great public research university can help you achieve.

**COME TOGETHER. STAND APART.**

**DON’T JUST ATTEND COLLEGE. BELONG.**

**WHERE OPEN HEARTS MEET OPEN MINDS.**

**LOCAL ROOTS. GLOBAL IMPACT.**

## **PROSPECTIVE OUT-OF-MARKET STUDENTS**

At UC Riverside, you won’t just take classes—you’ll take action. Powered by a great education, world leading research, and knowledge-driven impact, our students are transforming the nation—and the world. Because at UC Riverside, we are a tapestry of trailblazers—from 1st generation students to globally recognized researchers—bringing together fluency of thinking that accelerates bold solutions and transforms lives.

**DON’T JUST TAKE COURSES. CHART ONE.**

**IF YOU WANT TO GO FAR, COME HERE.**

**OUT-OF-STATE COLLEGE. OUT OF THIS WORLD EDUCATION.**

**WHAT HAPPENS HERE, BLAZES TRAILS EVERYWHERE.**

# COPY LINES (CONTINUED)

## **CURRENT STUDENTS (ON-CAMPUS)**

At UC Riverside, we are a community that lifts each other up to knock barriers down. Fostering a sense of belonging and cultivating true fluency in thinking, we inspire new ways of problem-solving, doing, and achieving for an increasingly multicultural and interconnected global society. Ranked in the top 15 for best Universities in the nation—and first for social mobility—UC Riverside is where tomorrow’s leaders come together to forge the future.

**UNITED WE’RE OUTSTANDING.**

**EVERY SHADE OF GREAT.**

**THE FUTURE IS SWEET.** (*Citrus picking image*)

## **FACULTY**

Every day, our diverse faculty bring an entrepreneurial spirit to education that fosters a community of support and empowerment, cultivates fluency of thinking that accelerates bold ideas, and creates transformative change that builds a better future for all. Educating and elevating future leaders, our faculty is the pillar of what a great a public research university can achieve.

**ELEVATING HIGHER EDUCATION.**

**WORLD. CLASS.**

**GO TO GREAT LENGTHS. REACH NEW HEIGHTS.**

**FOR ALL KINDS OF GREAT MINDS.**

## COPY LINES (CONTINUED)

### ALUMNI

As a graduate of UCR, you are a part of the vibrant culture, social mobility, and inspiration that is transforming California and the world in extraordinary ways. Once a Highlander, you are always a member of our community rooted in interconnectedness, diversity, and academic excellence. With your support, we can continue to foster inspiration, innovation, and inclusiveness for the next generation of Highlanders.

**GO TO GREAT LENGTHS. REACH NEW HEIGHTS.**

**WHEN YOU LEAVE, IT WILL NEVER LEAVE YOU.**

**LESS CALIFORNIA DREAMING. MORE CALIFORNIA DOING.**

### DONORS

Ranked in the top 15 for best Universities in the nation—and first for social mobility—UC Riverside has created a new model for what a great public research university can achieve. We are a tapestry of trailblazers—from 1st generation students to globally recognized researchers—bringing together a fluency of thinking that accelerates bold solutions and transforms lives. With your involvement and support, we can continue to be at the forefront of the research, innovation, and inclusion that is transforming California and beyond.

**IN THE MOMENT. AND THE FUTURE.**

**WHERE ALL WALKS OF LIFE MAKE GREAT STRIDES.**

**FOR ALL KINDS OF GREAT MINDS.**





CAMPAIGN GUIDELINES