Presenters

Johnny Cruz, Associate Vice Chancellor & Chief Communications and Marketing Officer

Luis Sanz, Creative Director
What is a brand and why it matters?
What We Will Cover

- Brand Positioning
- Brand Messaging
- Brand Visual Identity
- Brand Resources
Brand 101

BRAND POSITIONING
Brand Positioning

POSITIONING STATEMENT

Future Fluent

BRAND PILLARS

STEWARDS OF TRANSFORMATION  MEANINGFUL CLIMBS  DELIBERATE MOMENTUM

BRAND TONE

RESILIENT  |  WELCOMING  |  MINDFUL  |  ENTERPRISING  |  RIGOROUS  |  UNDAUNTED
How we got here? **Brand Messaging Initiative**
Brand Positioning Statement

Internal code
Must contain fundamental truth
Must have multiple proof points

Essence of a brand platform
Brand Positioning Statement

The University of California, Riverside is a place where everyone is fluent in the future.
Future Fluent

We have invested in a way others haven’t conceived. And through relentless focus on innovation and evolution, we are able to have an unimaginable impact.
Future Fluent

Our deep comprehension of our context – what’s now and what’s next, prepares us to tackle the world’s greatest challenges.
Brand Pillars

Who We Are
What We Do
How We Do It
Brand Pillars

**Who We Are:** Stewards of Transformation

We are in the pursuit of creating something better through a deep comprehension of the past, present, and future. It’s in our DNA to ensure that we create an environment and structure that fosters innovation to solve our community’s and world’s greatest challenges.
Brand Pillars

What We Do: Meaningful Climbs

Simply put, we believe that the journey we have chosen is worth it. But for us it’s an aim worth climbing after, chasing, and scraping. It’s not about the glory or the fame; but rather the impact that radiates.
Brand Pillars

How We Do It: Deliberate Momentum

Our goals are lofty. They’re high and they’re mighty; but they are the ones our community deserves. And they come with an intention and deliberateness that can only be found at an institution that has been dedicated to elevating everyone like UC Riverside.
BRAND 101

Brand Tone

Our Personality
<table>
<thead>
<tr>
<th>Brand Tone</th>
<th>Resilient</th>
<th>Welcoming</th>
<th>Mindful</th>
<th>Enterprising</th>
<th>Rigorous</th>
<th>Undaunted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our students, faculty and staff have grit, and can persevere any challenge that comes their way.</td>
<td>Though we’re at the top of our game, we believe that we can only get better by being inclusive and approachable.</td>
<td>Everything we do is thought out meticulously. We want to ensure that we are cognizant of our context and maximize impact.</td>
<td>We are energetic and resourceful when it comes to tackling the biggest challenges that face our world.</td>
<td>We are an academic force to be reckoned with - delivering on the highest level and seeking to attract like-minded individuals</td>
<td>We are confident with our standing in American higher education. Barriers do not intimidate us.</td>
<td></td>
</tr>
</tbody>
</table>
Brand 101

BRAND MESSAGING
Brand Messaging

Know Your Audience
Customize Your Message
UCR Brand Handbook

Core Message Platform

UC Riverside is a university on the rise, powered by an entrepreneurial spirit, a record of innovation and results, and a commitment to excellence and collaboration across disciplines. We are a diverse, inclusive, globally focused community that reflects California’s many cultures and perspectives. And we are creating a new model for what a great public research university can do in the world.
UCR Key Audience Segments

• Prospective Undergraduate Students
• Prospective Graduate Students
• Alumni
• Current and Prospective Donors
• Higher Education Community
Prospective Student Messages

Goal: CHANGING THE NARRATIVE

Top Tone Words: WELCOMING, RIGOROUS

* The University of California, Riverside is America’s Fastest Rising university. Washington Monthly (2020) ranked UCR 27 among all institutions, and No.15 among top public universities. We’re also proud to be ranked the nation’s leader for social mobility by U.S. News (2021).

*Join us, and you’ll be part of the most prestigious public university system in the nation.
At UCR, we'll challenge you with our world-class faculty, including two Nobel laureates, a Pulitzer Prize winner, countless social activists, and world influencers. You'll find a kaleidoscope of faces, narratives, and cultures that celebrate the differences that define and the journey that unites us. We're glad you're here — now let's see what special experiences we can add to your story.
Donor Messages

Goal: DEMONSTRATING IMPACT

Top Tone Words: WELCOMING, ENTERPRISING

We’re passionate stewards of student success and are devoted to ensuring their collective futures continue to be bright both here in our community and out in the world. Giving to UCR — at any level — means supporting a number of worthy causes, such as the research of an undergraduate student who couldn’t even fathom contributing to [specific] work this important before attending UCR, scholarships for first generation students, and so much more. Join us.
Throughout my time at UCR, I needed to work and had a good job substitute teaching. Once public schools went virtual, there was no need for subs like me. I began looking for every opportunity to fill this gap. At the same time, my entire family recovered from COVID-19, and my beloved grandmother did not. Although I still mourn deeply for her, I know she would want me to continue my education.

Fortunately, UCR not only teaches us academically. We also learn how to be resourceful and resilient. I applied for the Dr. Mariaela and Mr. Randy Sosa Scholarship, and that has made a difference. Their thoughtfulness inspires me every day, because I know there are people who believe in me and will go the extra mile to help me succeed.

While I wasn’t going to let anything derail my education, a scholarship can make or break a student’s decision to stay in school. First-generation college students have big dreams and big hopes, but they also face many obstacles as they try to complete their degrees. Your thoughtfulness relieves a major burden and allows them to focus on their studies.

You know what a UCR education can do. Please take a moment to help hardworking Highlanders like me and give your most generous possible gift today.

Thank you for setting an inspiring example of kindness and leadership.

Sincerely,

Brenda Toledo ’21
Higher Ed Community Messages

Goal: SETTING THE STANDARD
Top Tone Words: ENTERPRISING, UNDAUNTED

The No. 35 ranked public university in the U.S., 13th best university in the West and in the Top 30 of public institutions contributing to the public good, UC Riverside has been delivering 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 public institutions in California and the world.
A NATIONAL LEADER IN STUDENT SUCCESS.

UC Riverside is one of the most diverse research universities in the nation. First generation scholars comprise more than half of our 25,000+ student population. UCR also enrolls more Pell Grant recipients than nearly every university in the country — and more than the entire Ivy League combined.

Founding member of the University Innovation Alliance student success coalition.

Ranked No. 3 in Hispanic STEM graduates in the nation. NATIONAL SCIENCE FOUNDATION 2019

Hispanic-Serving Institution (HSI), named third-best college for Hispanics in U.S. BESTCOLLEGES.COM 2016

EMPOWERING TRANSFORMATIVE CHANGE.

As a proud member of the world’s most prestigious public university system, UC Riverside both embodies and empowers the California Dream. With more than 60 years of real-world, high-impact research conducted by award-winning faculty — including two Nobel Prize winners — UCR is redefining the role of a great 21st century public research university.

Ranks among the top 1% of universities worldwide.
CENTER FOR WORLD UNIVERSITY RANKINGS 2019-20

The nation’s leader for social mobility. U.S. NEWS 2020

The country’s most transformative public university.
MONEY MAGAZINE 2020
**INCLUSIVE INTELLIGENCE. INGENIOUS INNOVATION.**

UC Riverside is a living laboratory for the exploration of issues critical to growing communities at home and abroad — air, water, energy, transportation, agriculture and more. Our award-winning authors, artists, and scholars engage and inspire global thought leaders and cultural influencers alike.

**AN ECONOMIC CATALYST.**

Located in the 10th most populous county in the U.S. and in California’s fastest-growing region, UC Riverside contributes $2.7 billion to the U.S. economy. UCR School of Medicine students train in hospitals across Inland Southern California, while UCR Health rapidly expands access to healthcare across the region.

**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**

As California’s top resource for citrus research, UCR partners with growers to protect California’s $7 billion+ citrus industry. **CITRUS RESEARCH BOARD 2018**

Home to the largest indoor atmospheric test chamber, UCR is a national leader in air pollution and alternative energy.

**Contributes $1.9 billion in statewide annual economic activity, $1.4 billion of which occurs in the Inland Empire.**

**More NSF CAREER program awards than any other public university in California.**

**UCR’s research funding increased more than 39% in the past 5 years.**

**$1 billion in construction will be completed or underway**
Brand 101

VISUAL IDENTITY
Are we a Branded House, or a House of Brands?
Branded House Model

Expresses its value proposition in a single, unified voice, presented under the main umbrella, turning the sub-brands into variants of the main brand.
Branded House Model

FedEx Corporation

FedEx Ground
FedEx Freight
FedEx Custom Critical
FedEx Trade Networks
FedEx Express
BRANDED HOUSE MODEL

PROS:

• It increases brand awareness. All sub-brands share same goals, values and messages.

• As the main brand grows, the sub-brands automatically receive recognition.

• Each individual part participates on building and growing the brand.

• Focusing brand marketing (and marketing spending) on a single brand strategy and brand image is a financial advantage.

CONS:

• A one-size-fits-all strategy might not work for some sub-brands that require an individual brand uniqueness.

• They all share a reputation. If one brand suffers a backlash all brands suffer.
House of Brands Model

There are many varied value propositions and services, and they are marketed under separate brands, which have their own identities.
House of Brands Model
House of Brands Model

**PROS:**

- If a free-standing brand goes through a crisis, it doesn’t affect the other brands
- Full liberty for each sub-brand to creating their own identity
- Presence in different market/services niches, targeting different audiences

**CONS:**

- The strength of the parent brand won’t be attributed to the sub-brands.
- Every brand needs its own strategy, identity and marketing activities making it a financial disadvantage.
- Some people may be unaware that some of the brands are connected.
We are a Branded House

Brand strength is more easily attainable under the guise of a branded house.

Our goal is to enhance both visibility and reputation.

The institution channels its financial and labor resources toward strengthening a single brand, rather than diluting resources that compete in the building of multiple brands.
BRAND 101

Rising Institution
Forward Momentum
Meaningful Climbs
Present to Future

Forward Momentum
Rising Ray of Light
BRAND 101 | UCR INSTITUTIONAL LOGO

Full color on light or white backgrounds
Full color on blue or dark backgrounds
Full color on gold background
One color on light or white backgrounds
One color on blue or dark backgrounds
One color on gold background
BRAND 101 | UCR MONOGRAM

**Full color on light or white backgrounds**

![UCR Monogram on light background](image1)

**One color on light or white backgrounds**

![UCR Monogram on white background](image2)

**Full color on blue or dark backgrounds**

![UCR Monogram on blue background](image3)

**One color on blue or dark backgrounds**

![UCR Monogram on dark background](image4)

**Full color on gold background**

![UCR Monogram on gold background](image5)

**One color on gold background**

![UCR Monogram on gold background](image6)

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**AREA OF ISOLATION**

![Diagram of area of isolation](image7)

**WRONG**

![UCR shirt with wrong design](image8)

**RIGHT**

![UCR shirt with right design](image9)
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

Proportional color use recommendation:

Pantone 428c
C: 10  R: 193  HTML: #C16CB
M: 4  G: 198
Y: 4  B: 200
K: 14

Pantone 577c
C: 34  R: 0  HTML: #A5C4F
M: 3  G: 61
Y: 55  B: 165
K: 1

Pantone 442c
C: 33  R: 145  HTML: #A2ACAB
M: 12  G: 157
Y: 18  B: 157
K: 30

Pantone 366c
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: #FFD71F
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
**Pantone**
Standardized color inks. Used for offset printing only. Used in one or two color jobs. Ideal for Stationery.

**CMYK**
Cyan, Magenta, Yellow, and Black. Ideal for full-color pieces.

**RGB**
Specific to digital applications only. Mobile devices, computer monitors and TV screens.

**HEX**
Hexadecimal color. Used for web. #003da5 UCR Blue.
BRAND 101  |  UCR TYPOGRAPHY

**_HEADERS**

**RIFT**
Light, Regular, Medium, **Demi, Bold**
(ONLY ALL CAPS AVAILABLE)

**Fira Sans**
Light, Book, Regular, **Medium, SemiBold, Bold, Extra Bold**

**OSWALD**
Extra Light, Light, **Regular, Medium, SemiBold, Bold**

**COMPARISON BETWEEN RIFT AND OSWALD**
COMPARISON BETWEEN RIFT AND OSWALD

**SERIF ALTERNATE TO FIRA**

**EB Garamond**
Regular, Medium, **SemiBold, Bold, Extra Bold**
BRAND 101 | STATIONERY LETTERHEAD

Primary Version

Primary Version with Seal

Alternate Version

Alternate Version with Seal
Horizontal Standard Version

Front

Back Option 1

Back Option 2

Vertical Standard Version

Both vertical standard and alternate version offer two options for the back of the card.

Front

Back Option 1

Back Option 2

Vertical Alternate Version

Both vertical standard and alternate version offer two options for the back of the card.

Front

Back Option 1

Back Option 2
BRAND 101 | STATIONERY BUSINESS CARDS | VERTICAL OPTION

**Horizontal Standard Multiple Affiliations**

**BRAND 101 | STATIONERY BUSINESS CARDS | VERTICAL OPTION**

**Vertical Alternate Multiple Affiliations, and Second Language**

**Vertical Alternate Multiple Affiliations, and Second Language**

**Vertical Standard Multiple Affiliations, and Second Language**

**Horizontal Standard Two Languages**

**BRAND 101 | STATIONERY BUSINESS CARDS | VERTICAL OPTION**

**Vertical Alternate Multiple Affiliations, and Second Language**

**Vertical Alternate Multiple Affiliations, and Second Language**

**Vertical Standard Multiple Affiliations, and Second Language**

**Horizontal Standard Two Languages**
BRAND 101 | VISUAL IDENTITY FOR SOCIAL MEDIA | ICONS CONSISTENCY

UC Riverside
@UCRriverside
The official UC Riverside campus Twitter feed. News, headlines and more. Talk to us.
Riverside, California ucru.edu
Joined February 2009
215 Following 41.1K Followers
Followed by UC Science News, City of Riverside/CA, UCR Careers, and 4 others
Pinned Tweet
UC Riverside @UCRriverside...2/23/21...This morning, the campus community received an email about fall quarter. While in-person operations will likely ramp up, the campus will continue to incorporate public health and safety measures. Read the full statement here: ucr.edu/5k33k

UCR CHASS
@ucrchass
College of Humanities, Arts, and Social Sciences (CHASS) at University of California, Riverside. Tweets are by CHASS Marketing & Communications. #UCRCHASS
University of California, Riverside
chass.uc.edu
Joined April 2013
2,651 Following 1,194 Followers
Followed by UCR Careers, UC Riverside, and UCR Science News
Pinned Tweet
UCR CHASS @ucrchass-2d...All #UCRriverside employees are now eligible to obtain a COVID-19 vaccine.

How to verify employment and find a vaccine clinic: ow.ly/kfhnK00DPYr

UCR Alumni
@UCRAum
Tweeting UC Riverside alumni stories, news, and events. @ us your Alumni story!
Riverside, CA alumni.ucr.edu
Joined April 2008
266 Following 1,712 Followers
Followed by UCR Careers, UCR Science News, Jennifer A. Merret, and 2 others
Pinned Tweet
UCR Alumni @UCRAum-22h...The Office of Technology Partnerships and the Blackstone LaunchPad and Techstars invite you to attend "Empowering Women Entrepreneurs on Their Journey" hosted by successful entrepreneurs, community leaders, and faculty members, March 8-11. Register at...
WRONG

WRONG

WORST
ACQUIA CLOUD AND DRUPAL

- All templates contain already the visual look and feel; including available colors, fonts, and general page structure.

- Two themes to choose from and multiple regions to organize and design the content.

- Templates and components give enough flexibility to create sites with a differentiated personality but still keep a clear identification with the institutional brand.

WEBSITES.UCR.EDU
BRAND.UCR.EDU

- Brand Handbook
- Power Claims
- Digital Publications
- UCR Style Guide
- Social Media Resources
- Visual Identity Guidelines & Design Resources
- Templates
Brand 101

Thank You