

Brand 101



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 Tone

Our Personality



Brand Tone

RESILIENT

Our students, faculty and staff have grit, and can persevere any challenge that comes their way.

WELCOMING

Though we're at the top of our game, we believe that we can only get better by being inclusive and approachable.

MINDFUL

Everything we do is thought out meticulously. We want to ensure that we are cognizant of our context and maximize impact.

ENTERPRISING

We are energetic and resourceful when it comes to tackling the biggest challenges that face our world.

RIGOROUS

We are an academic force to be reckoned with - delivering on the highest level and seeking to attract like-minded individuals

UNDAUNTED

We are confident with our standing in American higher education. Barriers do not intimidate us.

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**

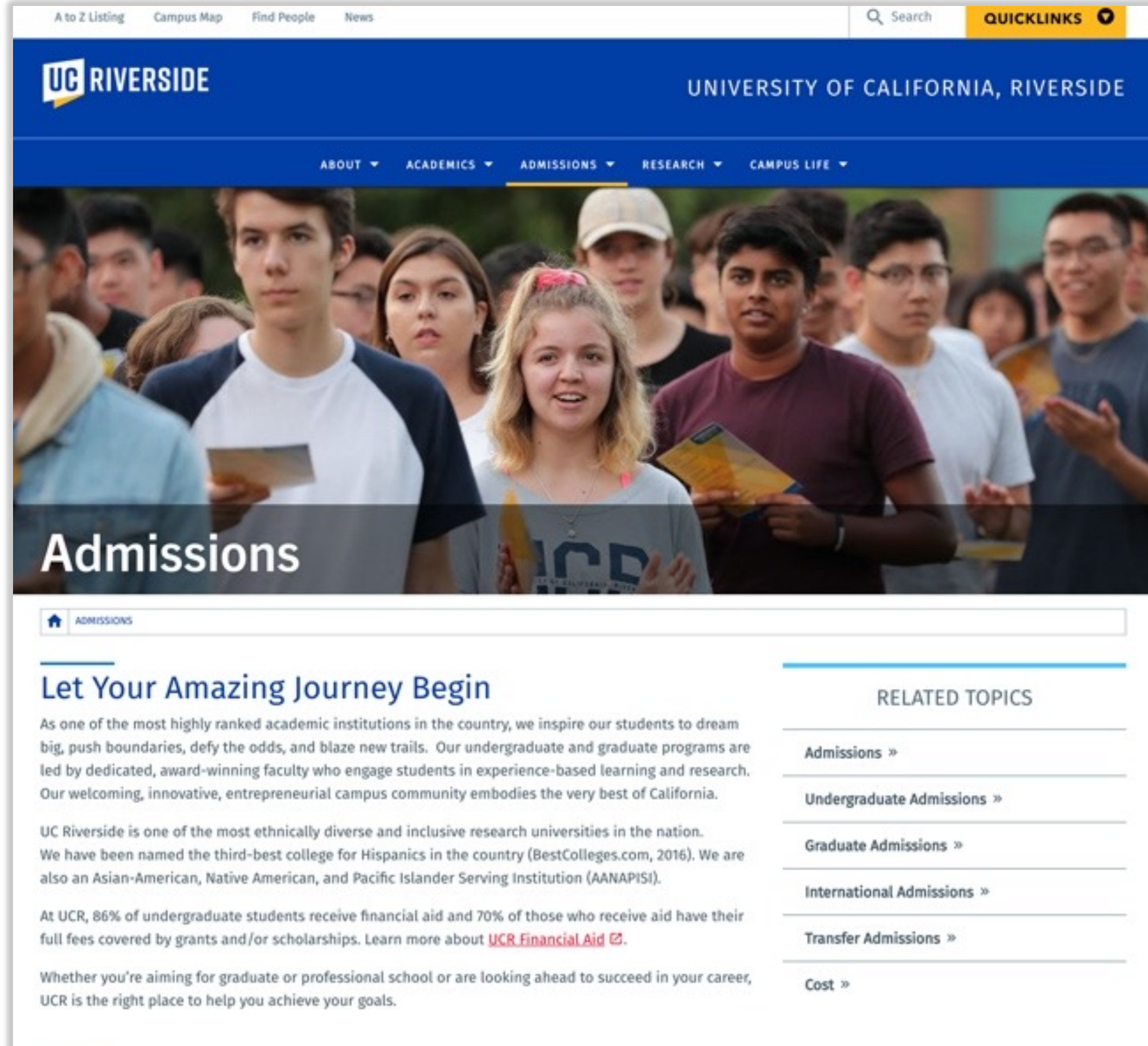
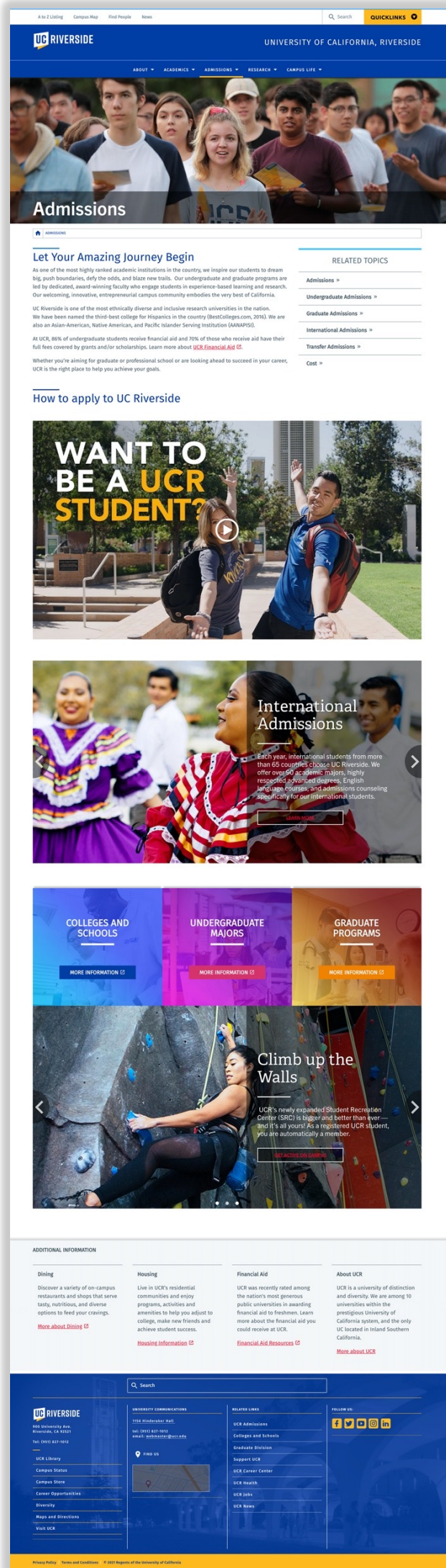
Top Tone Words: **WELCOMING, RIGOROUS**

* 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.

BRAND 101



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.

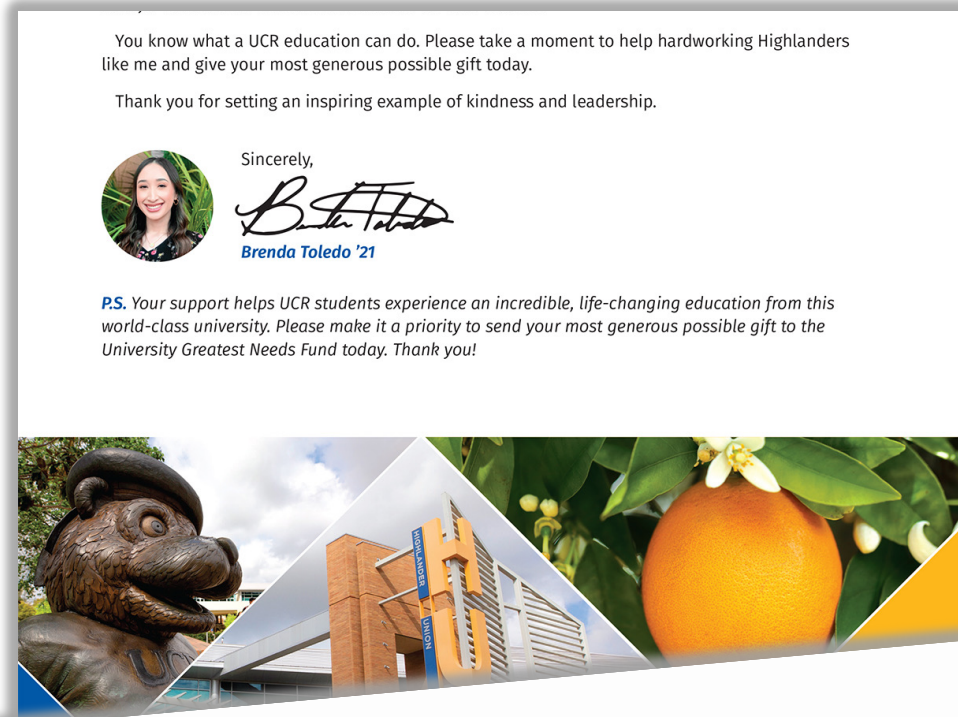


Donor Messages

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 in this gap. At the same time, my entire family contracted COVID. While most of my family recovered, my beloved grandmother did not. Although I still mourn deeply for her, I know she would want me to complete my education.

Fortunately, UCR not only teaches us academically. We also learn how to be resourceful and resilient. I applied for the Dr. Manuela and Mr. Randy Sosa Scholarship, and that has made all the 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

Alumni know that UCR is one of the finest public universities in the country with renowned researchers and faculty members. It's also a welcoming place that embraces its diversity, and that has made a huge difference for me as a first-generation college student.

This May, I will graduate from UCR as an education major with a minor in ethnic studies, ready to take the next step toward becoming a special needs educator and researcher.

UCR opened a world of possibilities for me. Yet this life-changing education would not have been possible without the support of loyal alumni like you.

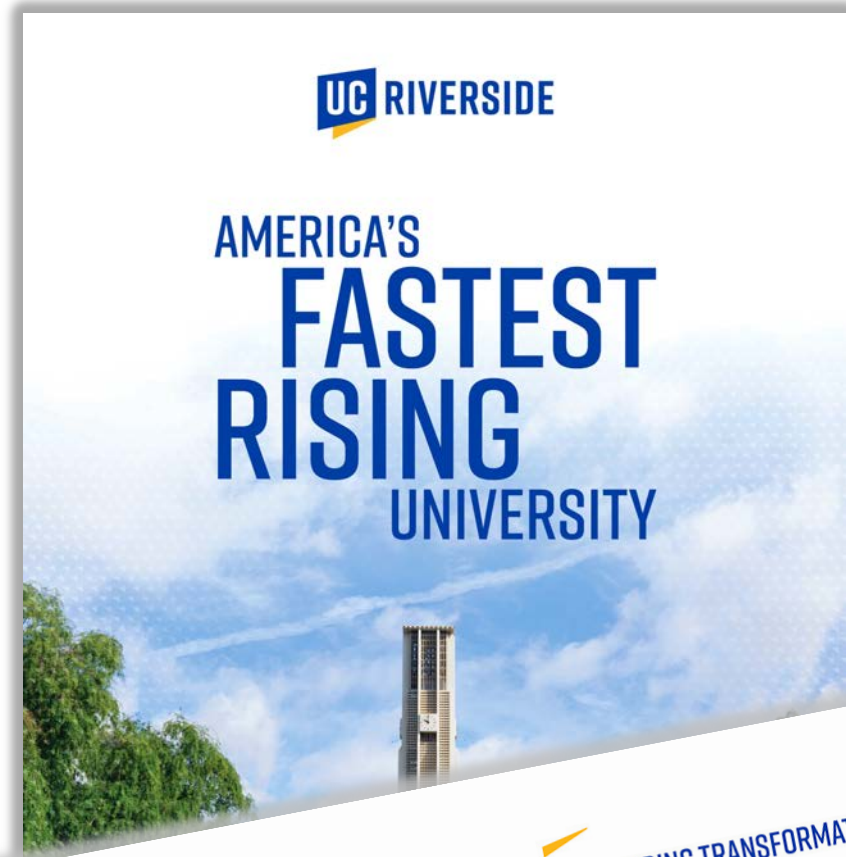


Higher Ed Community Messages

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



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Asian American, Native American, and Pacific Islander Serving Institution (AANAPISI).

Top-ranked research university in the country for student social mobility. COLLEGENET

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The country's most transformative public university. MONEY MAGAZINE 2020

A national leader for African American and Latino student outcomes. THE EDUCATION TRUST

UCR's distinguished faculty boasts 2 Nobel Prize winners and 13 members of the National Academies of Science and Medicine.



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.

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 fuels research.

UCR ARTS is home to the Barbara & Art Culver Center of the Arts and the California Museum of Photography, the largest photographic center in the Western United States.



ucr.edu



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.

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 by 2021.

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Brand 101

VISUAL IDENTITY



Are we a **Branded House**, or
a **House of Brands**?

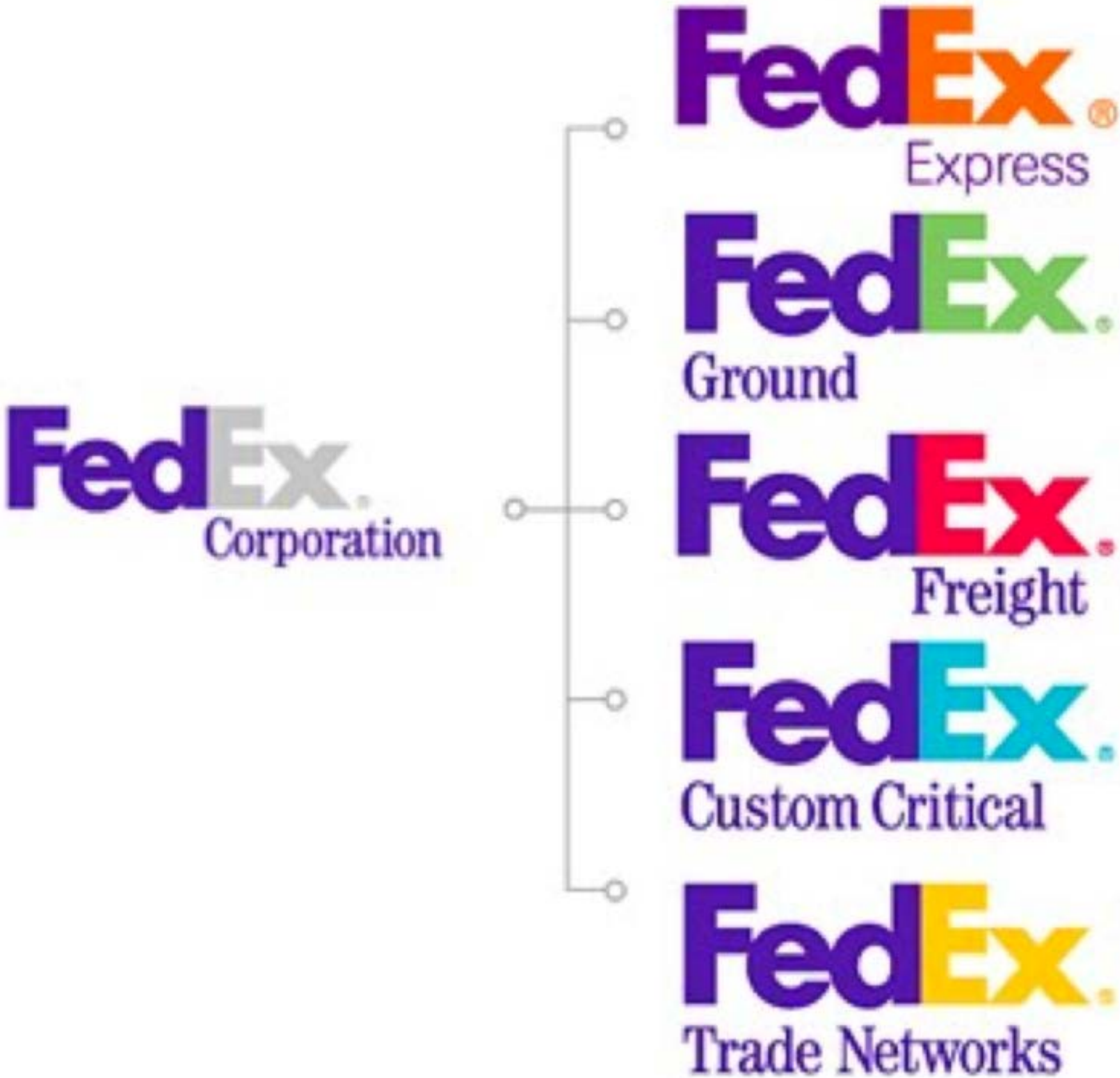


Branded House Model

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



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.

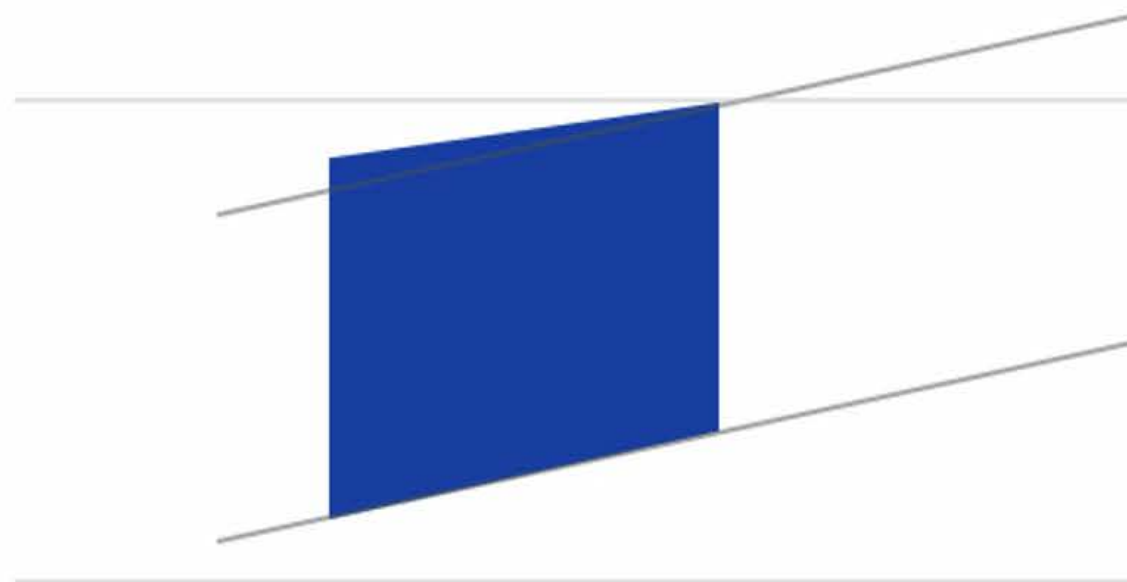


Brand Identity

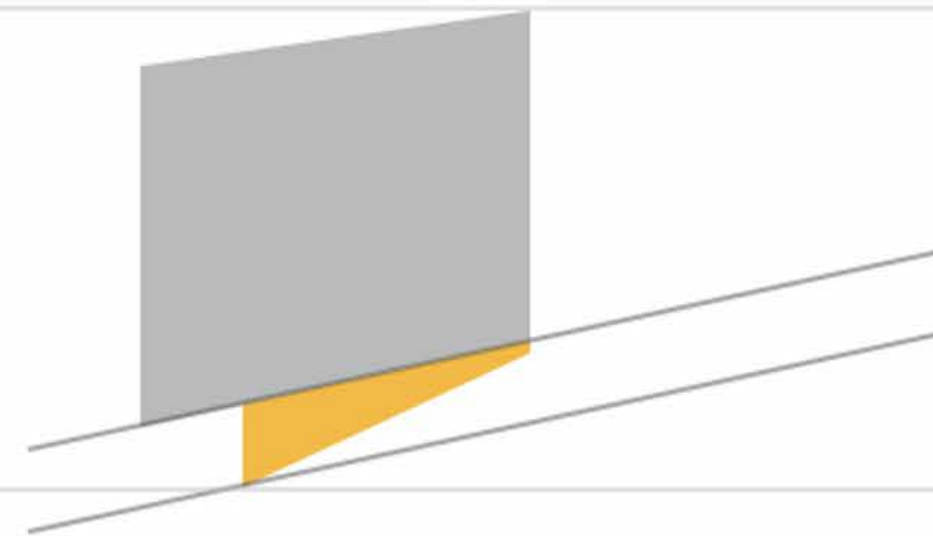
brand.ucr.edu



**Rising Institution
Forward Momentum
Meaningful Climbs
Present to Future**



Forward Momentum



Rising Ray of Light



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 background



One color on gold background



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 background



One color on gold background

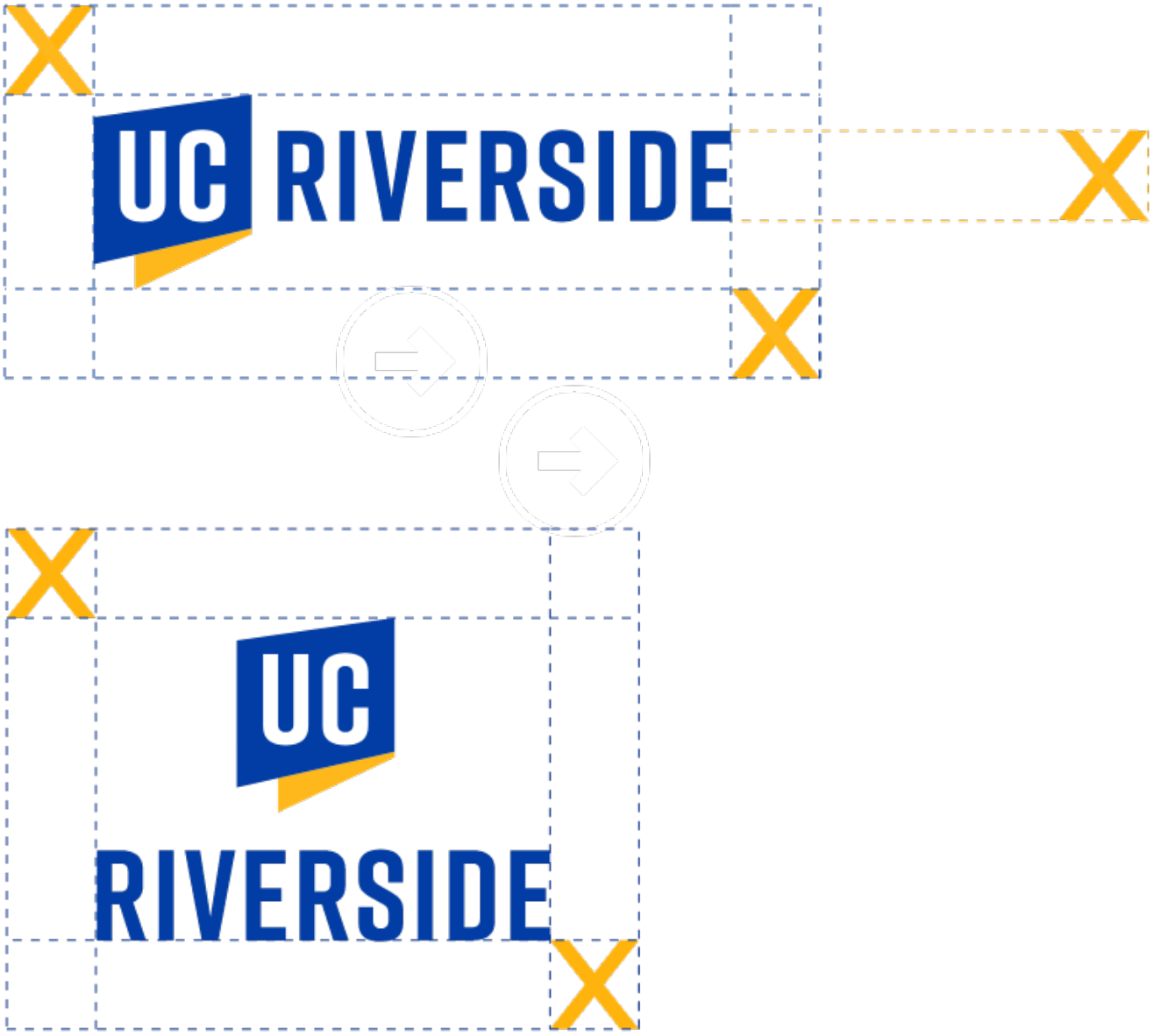




WRONG



RIGHT



WRONG



RIGHT

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 background



One color on gold background



WRONG



RIGHT

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 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

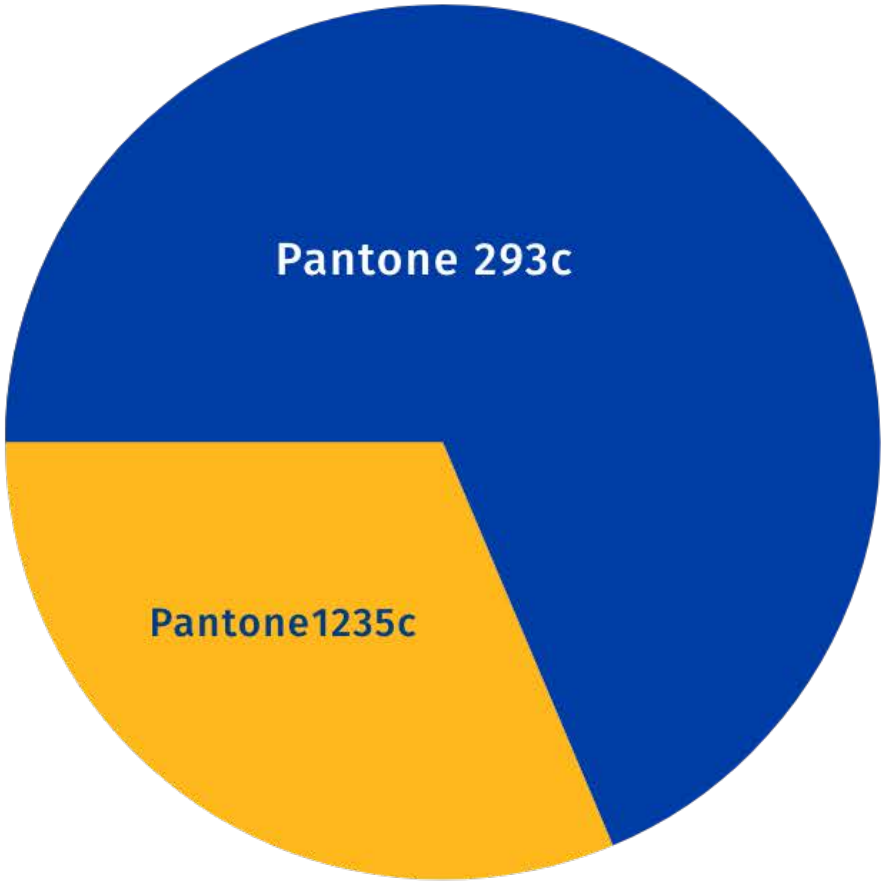
Pantone 443c

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

Proportional color use recommendation:



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

UC RIVERSIDE

THE NATION'S LEADER for SOCIAL MOBILITY

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THE NATION'S LEADER FOR SOCIAL MOBILITY

— U.S. NEWS 2021

UC RIVERSIDE

UC RIVERSIDE | Graduate School of Education

MASTER'S PROGRAMS VIRTUAL OPEN HOUSE

TUESDAY, APRIL 20
5:30 PM

Application discount for all attendees

UC RIVERSIDE

THE NATION'S LEADER for SOCIAL MOBILITY

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THE NATION'S LEADER FOR SOCIAL MOBILITY

— U.S. NEWS 2021

UC RIVERSIDE

UC RIVERSIDE | Graduate School of Education

MASTER'S PROGRAMS VIRTUAL OPEN HOUSE

TUESDAY, APRIL 20
5:30 PM

THE NATION'S LEADER FOR SOCIAL MOBILITY

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UC RIVERSIDE

UNIVERSITY OF CALIFORNIA, RIVERSIDE

DIVISION OF STUDENT AFFAIRS

2025 Strategic Plan

UC RIVERSIDE
 Vice Chancellor
 Student Affairs Office

THE NATION'S LEADER FOR SOCIAL MOBILITY

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UC RIVERSIDE

UNIVERSITY OF CALIFORNIA, RIVERSIDE

DIVISION OF STUDENT AFFAIRS

2025 Strategic Plan

UC RIVERSIDE
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PRINT

Pantone

Standardized color inks. Used for offset printing only. Used in one or two color jobs. Ideal for Stationery.

PRINT

CMYK

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

DIGITAL/ONSCREEN

RGB

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

WEB/ONSCREEN

HEX

Hexadecimal color. Used for web. #003da5 UCR Blue.



HEADERS

RIFT

LIGHT, REGULAR, MEDIUM, **DEMI, BOLD**
(ONLY ALL CAPS AVAILABLE)



HEADERS AND BODY COPY

Fira Sans

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



SERIF ALTERNATE TO FIRA

EB Garamond

Regular, Medium, **SemiBold, Bold, Extra Bold**



HEADERS

Oswald

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

COMPARISON BETWEEN RIFT AND OSWALD
COMPARISON BETWEEN RIFT AND OSWALD

BRAND 101 | STATIONERY LETTERHEAD

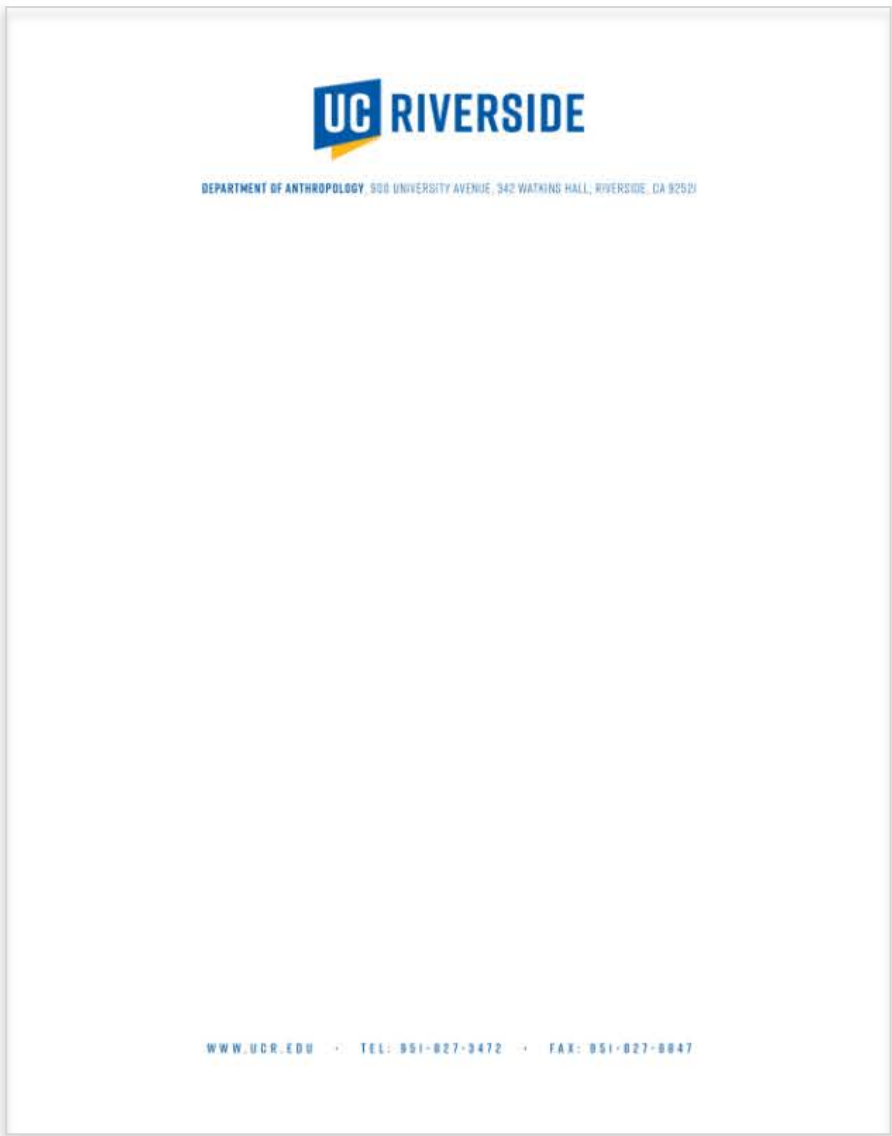
Primary Version



Primary Version with Seal



Alternate Version



Alternate Version with Seal

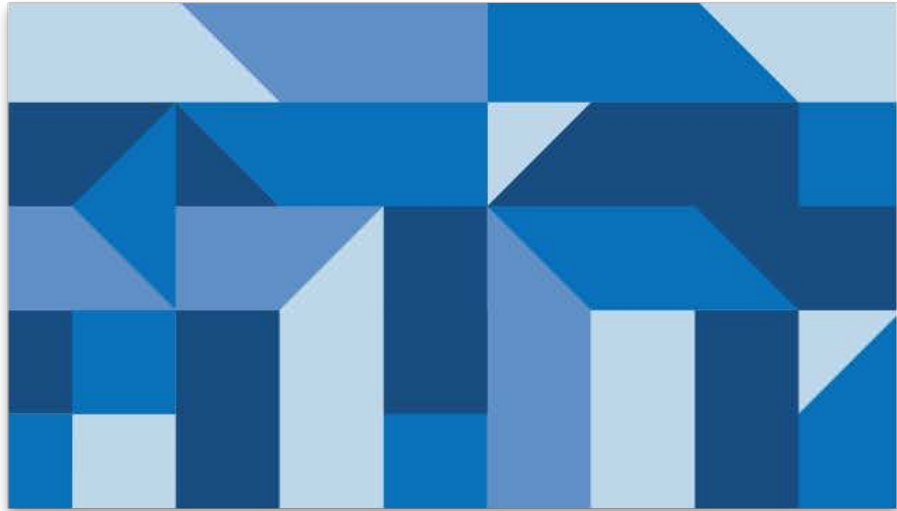


BRAND 101 | STATIONERY BUSINESS CARDS | HORIZONTAL OPTION

Horizontal Standard Version



Front



Back Option 1



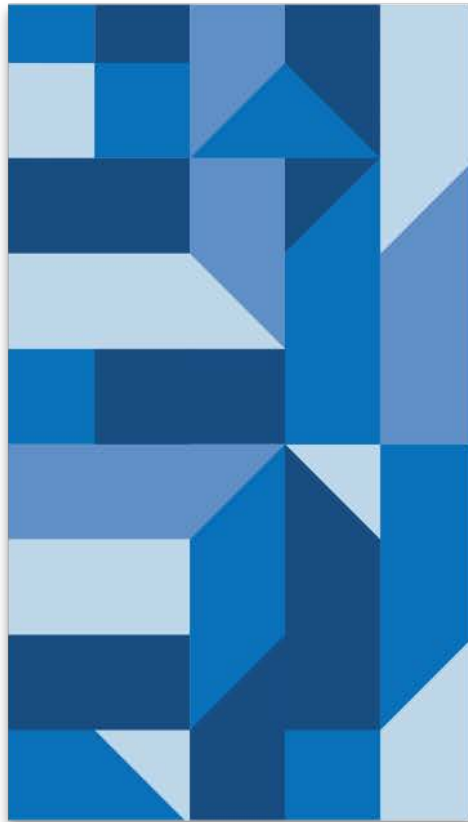
Back Option 2

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



Front



Back

Horizontal Standard Two Languages

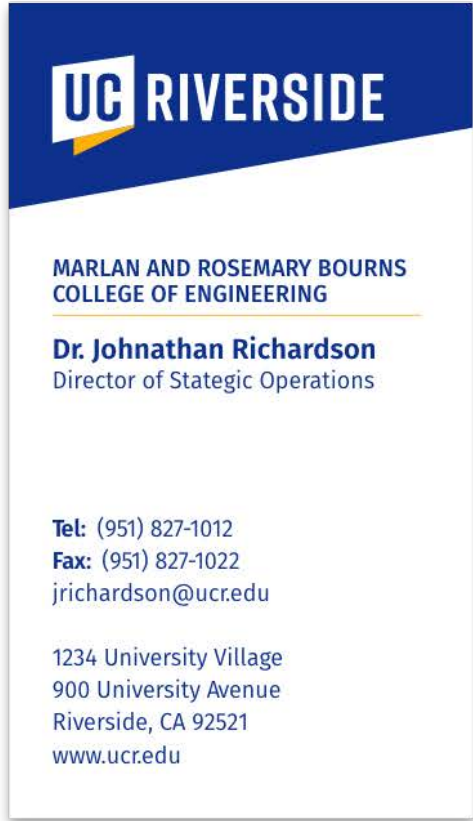


Front

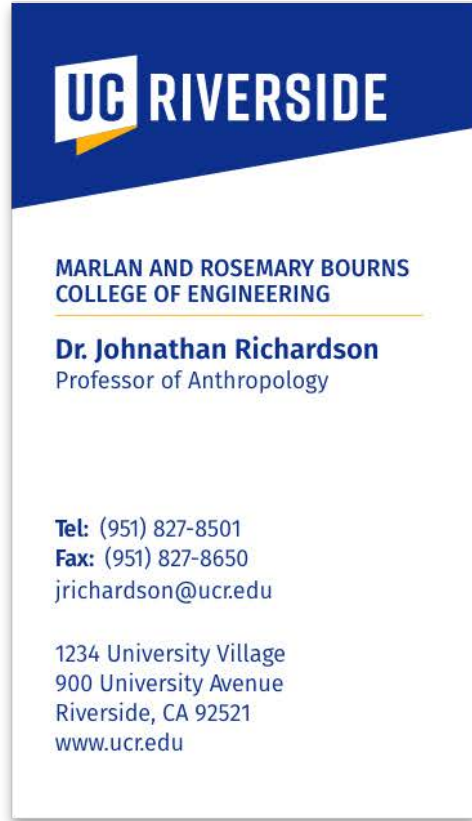


Back

Vertical Standard Multiple Affiliations, and Second Language



Front



Back



Second Language

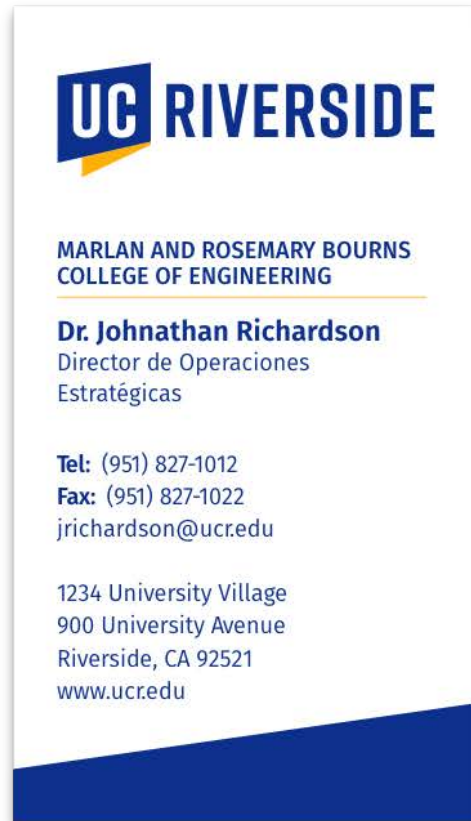
Vertical Alternate Multiple Affiliations, and Second Language



Front

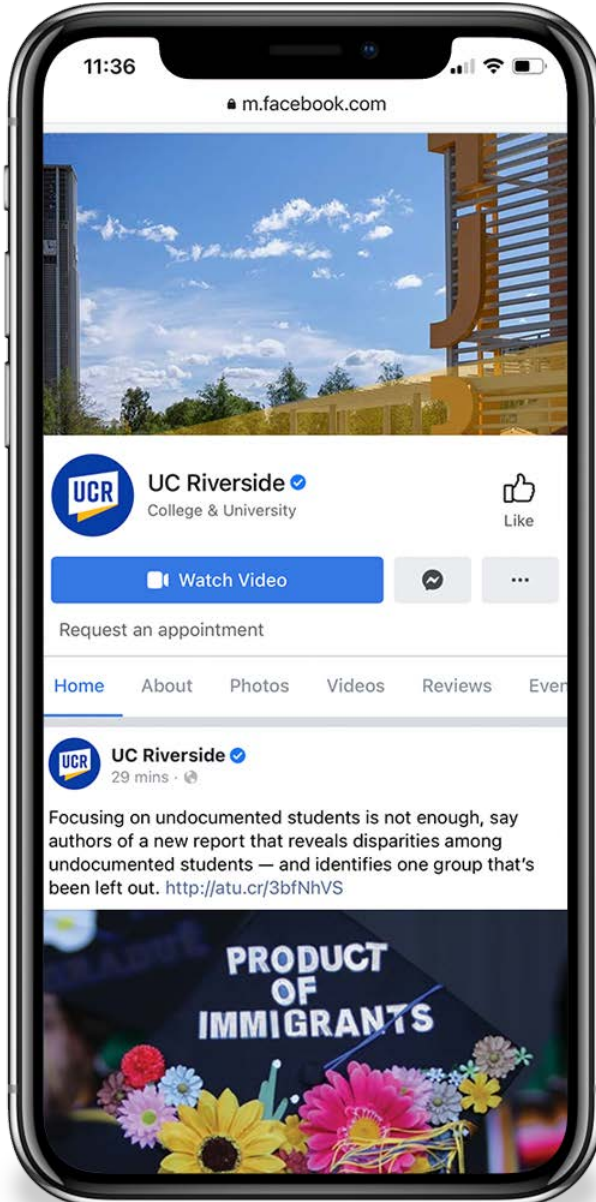
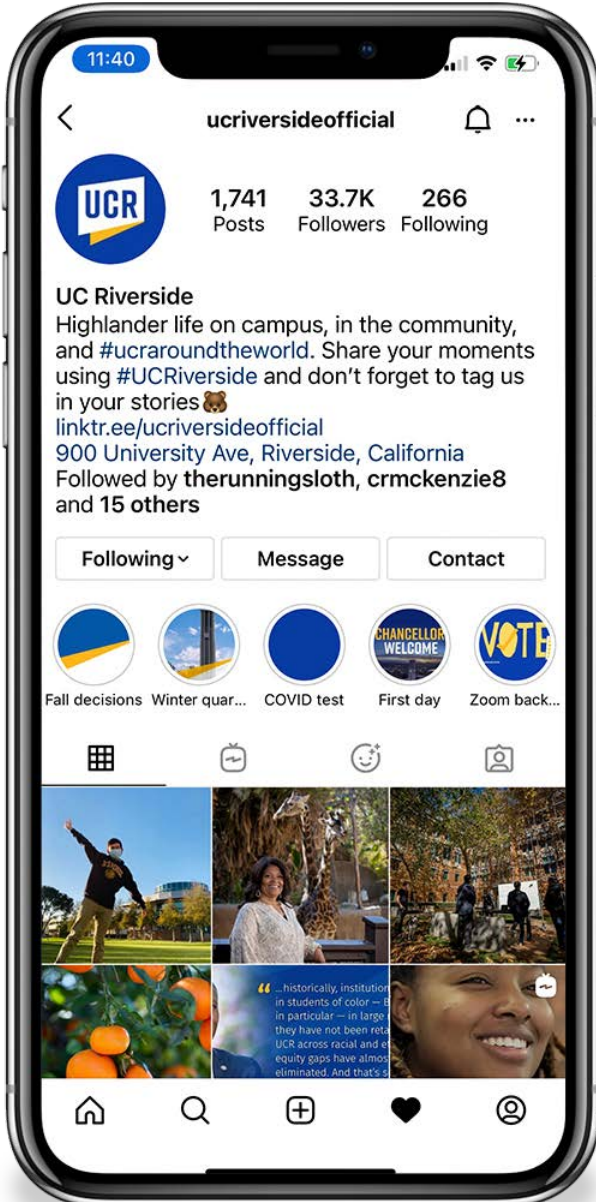


Back

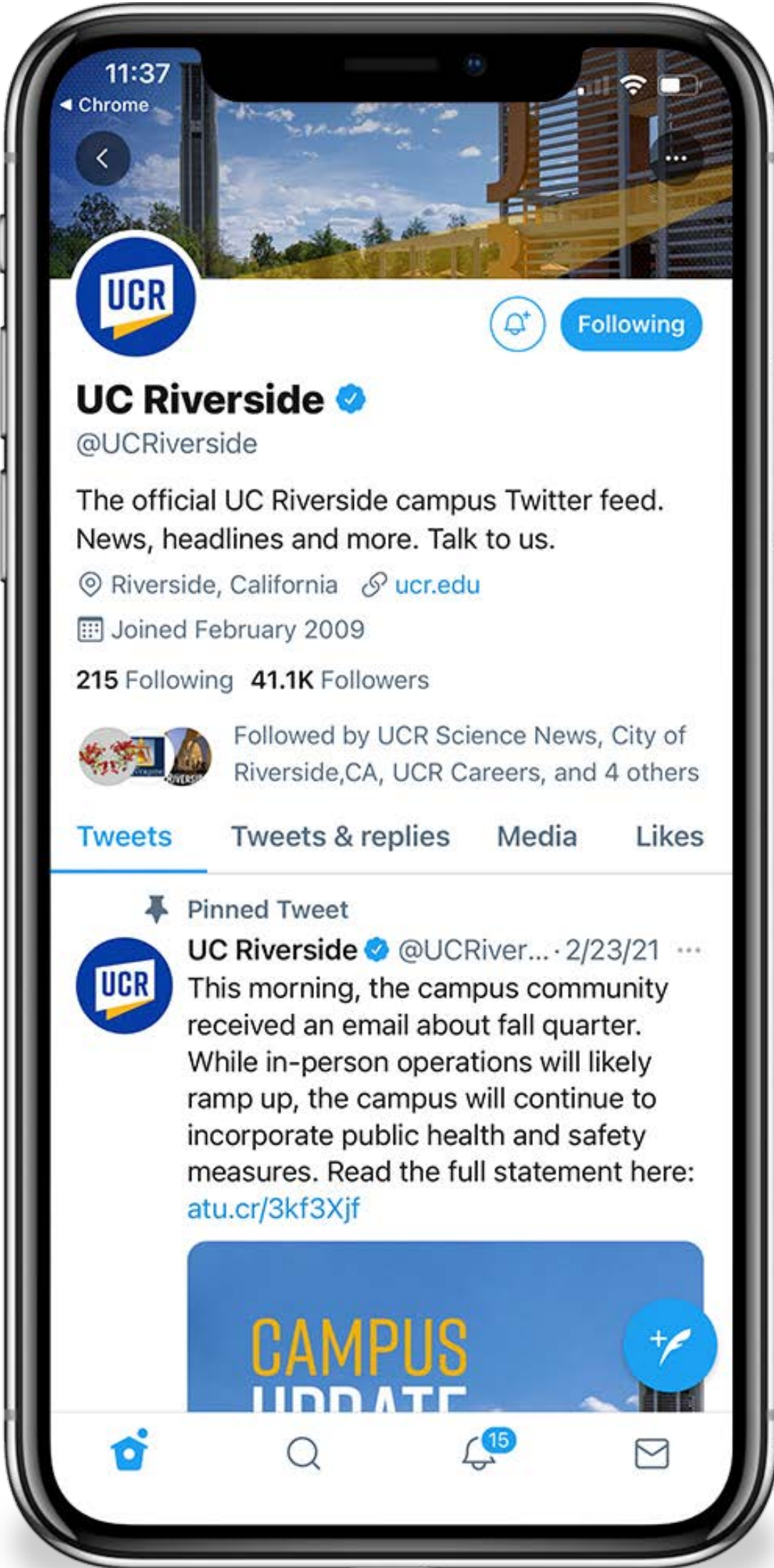


Second Language

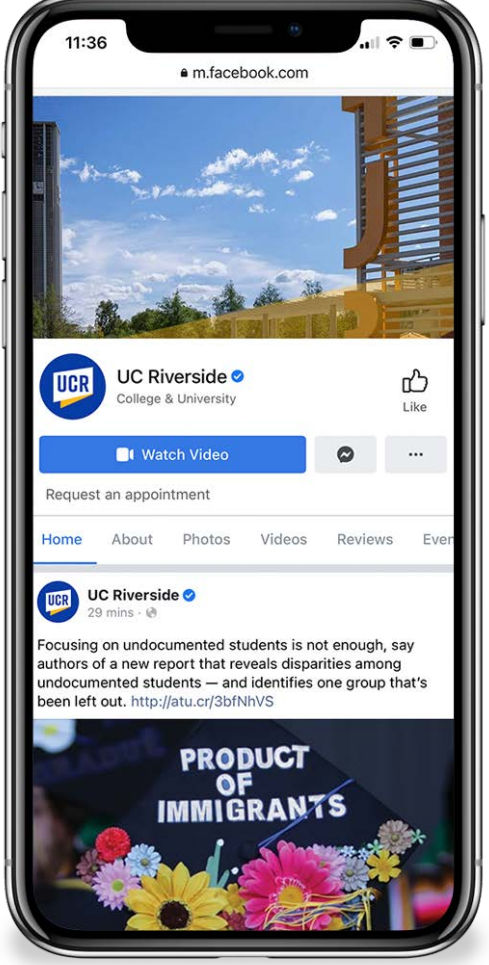
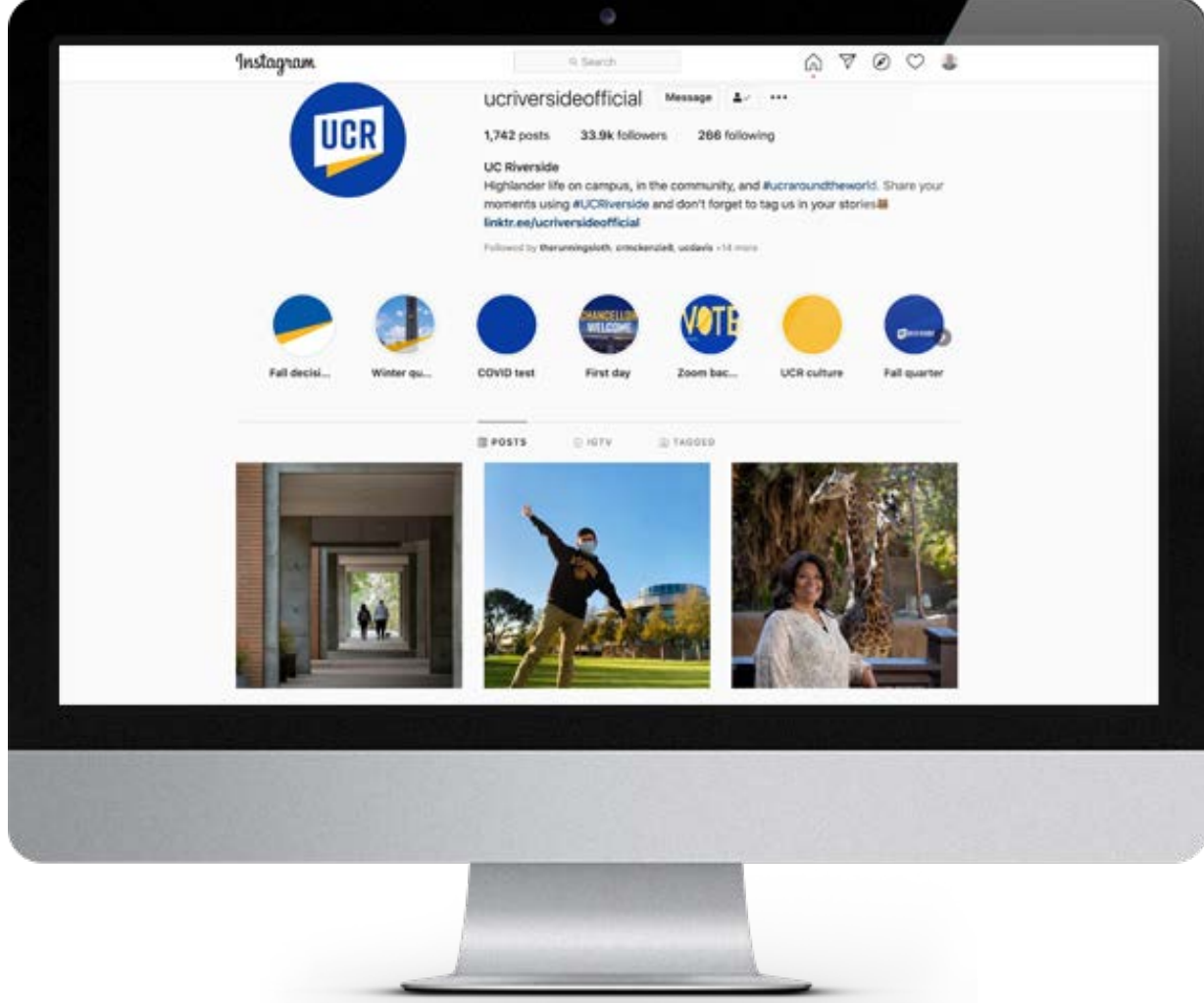
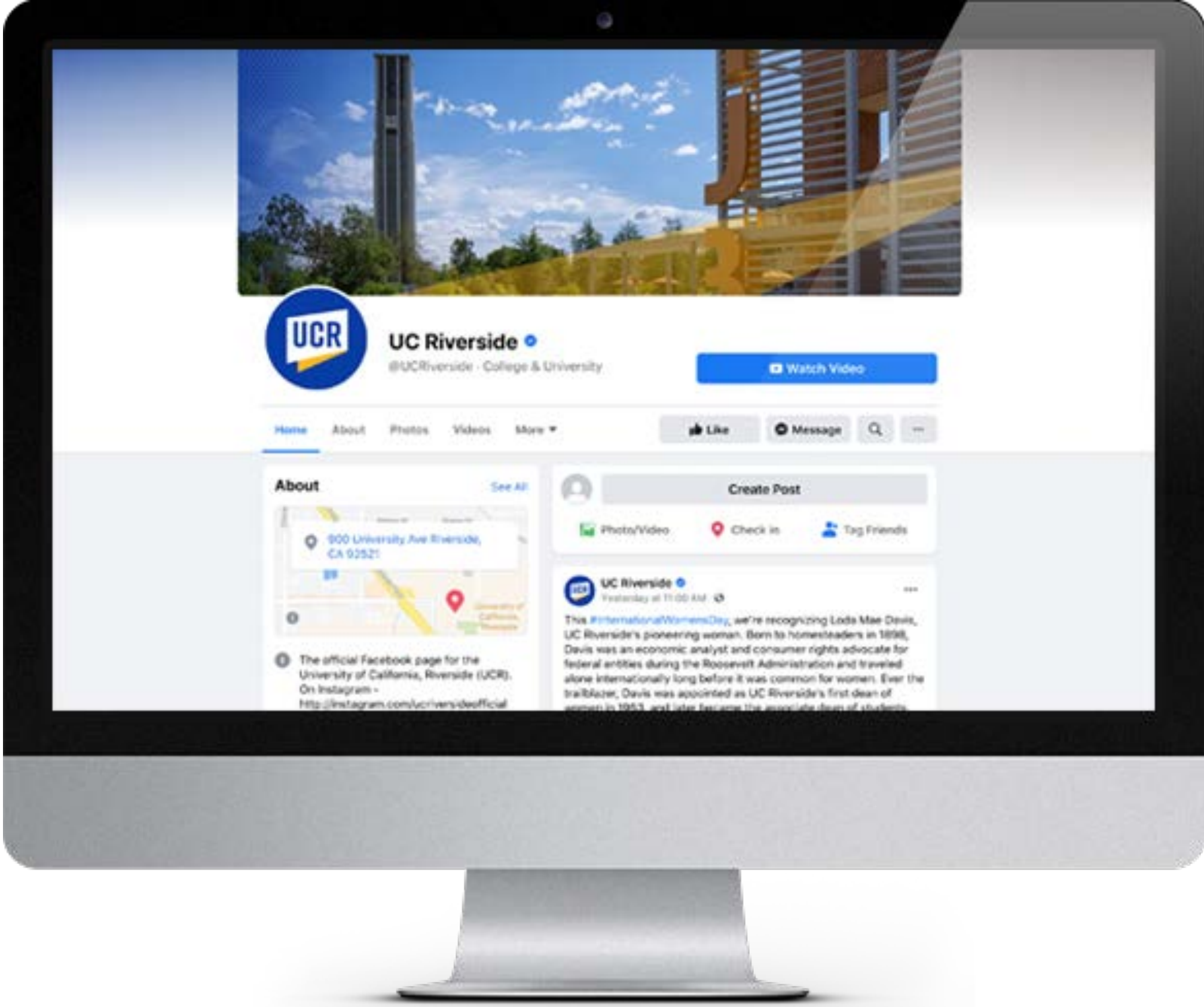
BRAND 101 | VISUAL IDENTITY FOR SOCIAL MEDIA



BRAND 101 | VISUAL IDENTITY FOR SOCIAL MEDIA | ICONS CONSISTENCY



BRAND 101 | VISUAL IDENTITY FOR SOCIAL MEDIA | BEST PRACTICES





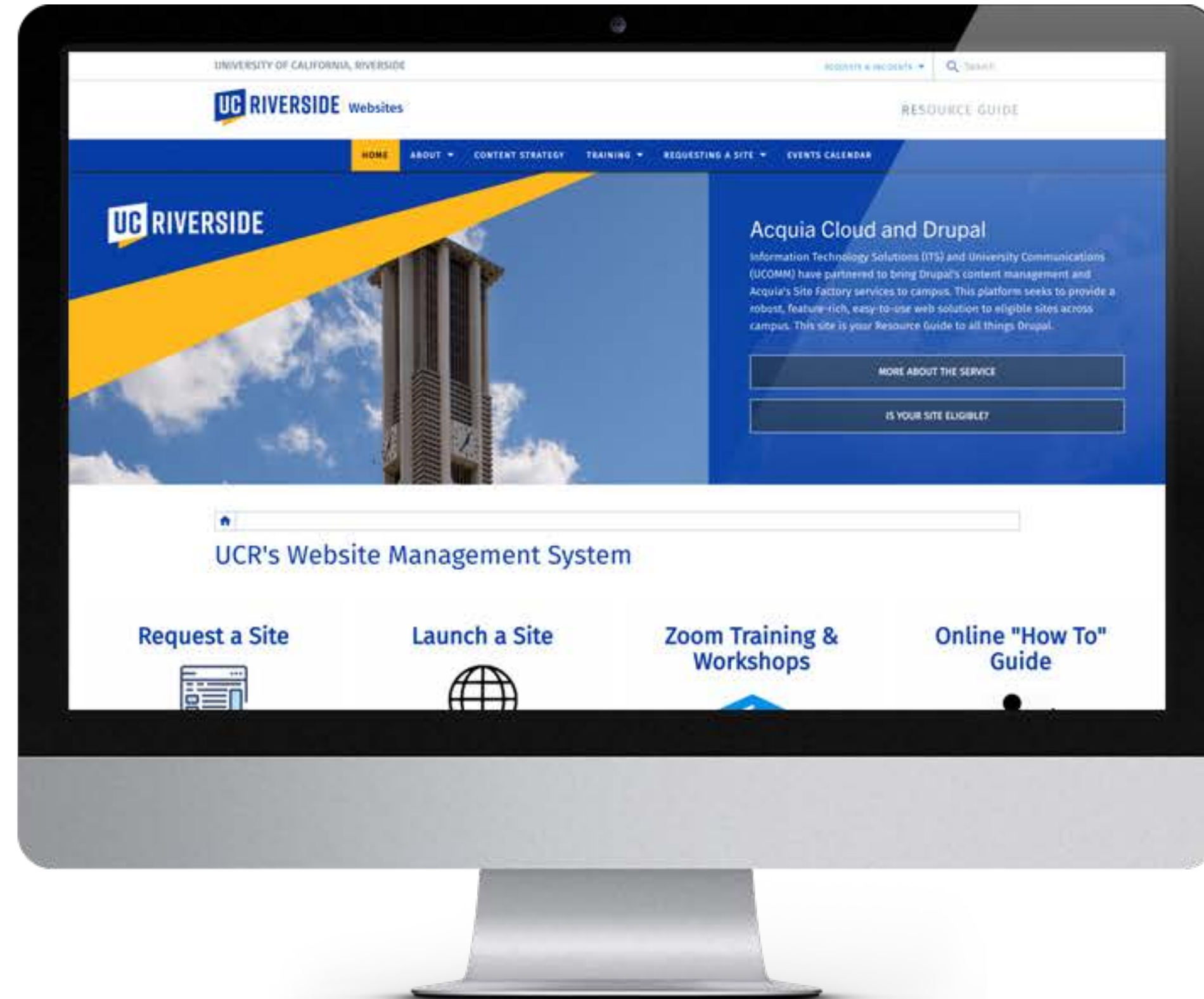
WRONG



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 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](https://websites.ucr.edu)

BRAND 101 | ATHLETICS BRAND

Full color on light or white backgrounds



One color on light or white backgrounds



Full color on light or white backgrounds



One color on light or white backgrounds



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 blue or dark backgrounds



One color on blue or dark backgrounds



Full color on blue or dark backgrounds



One color on blue or dark backgrounds



Full color on gold background



One color on gold background



Full color on gold background



One color on gold background



Full color on gold background



One color on gold background



Full color on light or white backgrounds



One color on light or white backgrounds





WRONG



WRONG



WORST

BRAND.UCR.EDU



UNIVERSITY OF CALIFORNIA, RIVERSIDE

UC RIVERSIDE Brand Identity

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The UCR Brand

WHY OUR BRAND MATTERS

As a member of America's most prestigious public university system, UC Riverside is one of the most dynamic campuses in the nation.

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.

A brand is much more than a name or logo. A strong brand defines our strengths, captures the essence of our shared identity, and tells our unique story. It significantly enhances the collective impact of our campus communications efforts, enabling UCR to more effectively compete in a crowded marketplace for new students, faculty, and funding resources. It elevates our institutional reputation by reinforcing our most distinctive qualities, assets, and accomplishments.

This brand site is designed as a resource for anyone who writes, edits, or designs content for or speaks publicly about UCR. Consistent use of these resources helps ensure that UC and UCR policies and guidelines are being properly applied to official stationery, business cards, signage, university websites, seals, products, publications, and other official collateral. Explore the [UCR Brand Book](#) for message guidance and institutional power claims customized for select audiences.

Would your campus unit like to request a logo updated with UCR's new brand identity? To request college, school, and center logos, contact the appropriate [marketing communication manager](#). All other campus departments and organizations may request logo files or contact University Communications at universitycomm@ucr.edu or (951) 827-9101.

UC RIVERSIDE VISUAL ID MANUAL

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BROCHURE POWER CLAIMS

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



Brand 101

Thank You

