UC SAN DIEGO ALUMNI
INTRODUCTION

UC San Diego Alumni works to create a proud, loyal, and grateful Triton Family by supporting professional success, delivering profound experiences and building meaningful and lasting relationships among students, alumni and community partners at home and worldwide.

The following guidelines provide an overview of the visual style for UC San Diego Alumni.

These guidelines are intended to provide UC San Diego staff, as well as partners and vendors, with the necessary tools to effectively and consistently represent the visual identity of UC San Diego Alumni in various communications and brand applications.
ALUMNI LOGO
OVERVIEW

The UC San Diego Alumni sub-brand logo is the official graphic identifier of the Alumni enterprise. Sub-brand logos are designed to highlight individual departments or units while visually connecting the unit with the university brand. This logo is intended for use in all mediums produced by and for UC San Diego Alumni.

Alumni Logo Components

The alumni logo has three components: the UC San Diego logotype, the rule line below the logotype, and the Alumni name.

- Do not change the typeface.
- Do not attach other graphic elements to the logo.
- Do not stretch or change the proportions of the logo.
- Do not rearrange or overlap components of the logo.
- Do not alter the weight of the logo.

Logo Color

The official colors of the alumni logo are PMS 2767 (blue) for the logotype, and PMS 1245 (gold) for the rule. The logo can also appear as one color in either PMS 2767 or black. When using the logo over an image or dark background, the logo should be reversed to white.

- Use only specified colors.
- Do not reproduce the logo in solid gold or yellow.
- Do not tint the logo.
- Do not outline the logo.
UC San Diego Alumni uses a simplified palette of our campus brand colors. Gradients of these colors can be used as backgrounds or in the trident graphic. Please be sure to use enough contrast for proper legibility, as web accessibility is a top priority when choosing colored backgrounds for typography.

**CORE COLORS**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Pantone Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2767</td>
<td>C100 M86 Y42 K42</td>
<td>2767</td>
</tr>
<tr>
<td>PMS 3015</td>
<td>C100 M35 Y3 K21</td>
<td>3015</td>
</tr>
<tr>
<td>PMS 3115</td>
<td>C30 M22 Y17 K57</td>
<td>3115</td>
</tr>
<tr>
<td>PMS 116</td>
<td>C0 M14 Y100 K0</td>
<td>116</td>
</tr>
</tbody>
</table>

**GRADIENTS**

<table>
<thead>
<tr>
<th>Gradient Code</th>
<th>Color Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 2767+3015</td>
<td>Pantone 2767+3015</td>
<td>Gradient</td>
</tr>
<tr>
<td>PMS 3015+3115</td>
<td>Pantone 3015+3115</td>
<td>Gradient</td>
</tr>
<tr>
<td>PMS 3115+White</td>
<td>Pantone 3115+White</td>
<td>Gradient</td>
</tr>
<tr>
<td>PMS 116+White</td>
<td>Pantone 116+White</td>
<td>Gradient</td>
</tr>
</tbody>
</table>

**NEUTRALS**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Pantone Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Cool Gray 9</td>
<td>C30 M22 Y17 K57</td>
<td>PMS Cool Gray 9</td>
</tr>
<tr>
<td>White</td>
<td>C6 M35 Y99 K18</td>
<td>White</td>
</tr>
</tbody>
</table>

**SPECIAL/FORMAL OCCASION**

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Pantone Code</th>
<th>Color Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 1245</td>
<td>C6 M35 Y99 K18</td>
<td>PMS 1245</td>
</tr>
<tr>
<td>PMS 871</td>
<td>C6 M35 Y99 K18</td>
<td>PMS 871</td>
</tr>
</tbody>
</table>

Your choice of colors should always include blue. Yellow should be your first choice for a secondary color, or another blue. Other colors are meant to be accents and should not be the dominant color. Below are some examples.

### EVERYDAY

- Pantone 2767: C100 M86 Y42 K42
- Pantone 3015: C100 M35 Y3 K21
- Pantone 3115: C30 M22 Y17 K57
- Pantone 116: C0 M14 Y100 K0

### FORMAL OCCASION

- Pantone 2767: C100 M86 Y42 K42
- Pantone 3015: C100 M35 Y3 K21
- Pantone 3115: C30 M22 Y17 K57
- Pantone 116: C0 M14 Y100 K0

While combinations of these colors are acceptable in print designs and other collateral, the alumni logo must **always** appear in PMS 2767 or PMS 2767 and PMS 1245 when reproduced in color (see the "Logo Overview" section of this book).

Accessibility is also critical to color selection for web. Please see [ucpa.ucsd.edu/brand/applications/web](http://ucpa.ucsd.edu/brand/applications/web) for a user-friendly guide to creating accessible designs for web.
**TYPOGRAPHY**

**BRIX SANS**

Brix Sans is our primary typeface for alumni headlines and body copy. The most common weights are Brix Sans Light and Brix Sans Bold, but a variety of weights and combinations are acceptable.

Brix is available for purchase from myfonts.com. If you cannot obtain a license for Brix, Myriad Pro (preferred) and Calibri are acceptable substitutes. Myriad is included with a license for Adobe Creative Cloud. Calibri is included with Microsoft Office.

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It’s Homecoming, virtual-style, so get amped-up for a super innovative, immersive online experience that will kick it up a notch, the Triton way. With 20+ diverse and engaging virtual experiences, now is the time to give a few new things a shot. It’s all digital and it’s all fun.

**REGISTER NOW!**

[homecoming.ucsd.edu](http://homecoming.ucsd.edu)

Questions: alumni@ucsd.edu or (858) 534-3900

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### Brix Sans font family

**Brix Sans Extra Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Extra Light Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Light Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Regular Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Medium Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Bold Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```

**Brix Sans Black Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
```
Chronicle Display Condensed Semibold Italic is our recommended font for headlines and subheads when there is a need to create more variety and emphasis.

Chronicle is available in both text and display versions. Use the display version when setting headlines and subheads. Chronicle text may be used sparingly as body copy, and works particularly well when a more formal tone is desired.

Chronicle is available from typography.com. If you cannot obtain a license for Chronicle, Minion Pro (preferred) and Cambria are acceptable substitutes. Minion is included with a license for Adobe Creative Cloud. Cambria is included with Microsoft Office.

Your Network
Tritons Connect is your exclusive spot to connect. Search the directory for alumni mentors, post and apply for job opportunities, join special interest groups, and so much more! To get started, visit tritonsconnect.com

Your Success
In your first year, take full advantage of unlimited career coaching and access to career fairs. Plus enjoy lifelong access to professional development programs, job opportunities on Handshake, Tritons Connect and more.

Your Resource
Tap into your global Triton network of 200,000+ fellow alumni. Find your regional club, join an affinity council or participate in a signature event. Turn to your UC San Diego family for lifelong support and connection.
PHOTOGRAPHY
CONSIDERATIONS

The following are some pointers to keep in mind when choosing photography to best portray UC San Diego Alumni.

Diversity

Use photos that demonstrate gender and racial diversity whenever possible. Also strive to show a wide range of ages, abilities, and audiences.

Connection

When the subject is looking directly at the camera, or at another person in the photo, there is an emotional quality inherent in that photo. Not all photos will capture the spirit of connection, but we should strive to include at least one photo that does.

Consistency

High quality photos of alumni or event speakers are occasionally hard to secure, so when showing a series of photos, be sure to treat them all consistently, at the same size and with the subject at relatively the same scale.

Energy

Showing photos that capture the vibrant, exciting mood of our nontraditional alumni is essential. We are a light, uplifting, and not overly serious bunch.
Advancing Equity

Conference to be held exclusively online // REGISTER TODAY // alumni.ucsd.edu/tritonleaders

An invigorating movement is underway, as we reimagine an inclusive community where everyone can thrive. Join us for a weekend of advocacy and empowerment, as we learn how to harness our diverse perspectives, talents and commitment in a collective effort to shape a more equitable future.

Session Topics Include:
- Addressing Disparities in P-16 Education
- Athletics: Movement for Change
- Breaking Boundaries at NASA
- Millennials & Gen Z: Changing the Course of the Future

MORE WAYS TO CONNECT IN 2021
Whether your heart’s in volunteerism or you’re up for a virtual party to celebrate your fellow Tritons, mark your calendar for these fun alumni events in the coming year.

IMAGINE WHAT WE CAN ACHIEVE TOGETHER
Delve into an exclusive online experience, featuring dynamic speakers and illuminating workshops. Hear from conference keynotes, gain new insights from unique sessions and participate in lively breakout discussions. Together, let’s empower our community to take action in advancing equity, diversity and inclusion.

REGISTER TODAY // alumni.ucsd.edu/tritonleaders

Global Days of Service | February 6–28, 2021
Virtual and in-person. Connect with local Tritons while improving your community in a meaningful way. UC San Diego’s Global Days of Service brings Triton spirit and service to communities around the world, while empowering local Triton volunteers to make lasting local and global impact. Get involved here: alumni.ucsd.edu/daysofservice

Alumni Celebration Weekend | May 14–16, 2021
Virtual experience. It may look a bit different in 2021, but let’s party (digitally) as only Tritons can! Get ready for a signature weekend of Triton fun, inspiration and celebration, as we mark a historic campus milestone and UC San Diego’s 60th anniversary year. Registration is coming soon.