

**UC SAN DIEGO ALUMNI
BRAND GUIDELINES**
2021

UNIVERSITY
OF
CALIFORNIA
SAN DIEGO

UC San Diego
ALUMNI

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.

PMS 2767
and 1245



Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49

PMS 2767



Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

Black



White



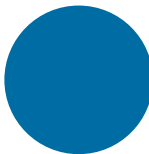
COLOR PALETTE

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.

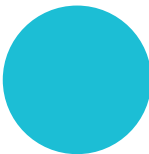
CORE COLORS



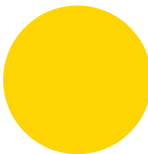
Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49



Pantone 3015
C100 M35 Y3 K21
R0 G106 B150
#006A96



Pantone 3115
C30 M22 Y17 K57
R116 G118 B120
#747678



Pantone 116
C0 M14 Y100 K0
R255 G205 B0
#FFCD00

GRADIENTS



Pantone 2767+3015
Gradient



Pantone 3015+3115
Gradient



Pantone 3115+White
Gradient



Pantone 116+White
Gradient

NEUTRALS



Pantone Cool Gray 9
C30 M22 Y17 K57
R116 G118 B120
#747678



White

SPECIAL/FORMAL OCCASION



Pantone 1245
C6 M35 Y99 K18
R198 G146 B20
#C69214



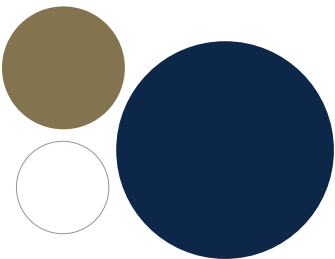
Pantone 871
Metallic

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



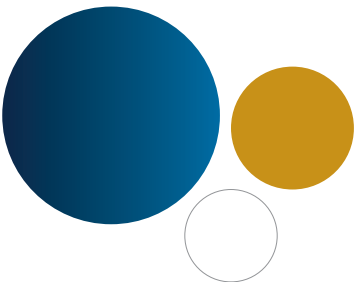
FORMAL OCCASION



FUTURE ALUMNI



AWARDS CELEBRATION



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 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.

Sample

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

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

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!@#%&()-=_+*

TYPOGRAPHY

CHRONICLE DISPLAY CONDENSED

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.

Sample

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.

Chronicle Display Condensed font family

Chronicle Display Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()-=_+

Chronicle Display Condensed Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()-=_+

Chronicle Display Condensed Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()-=_+

Chronicle Display Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()-=_+

Chronicle Display Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&*()-=_+

Chronicle Display Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&()-=_+*

Chronicle Display Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&()-=_+*

Chronicle Display Condensed Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&()-=_+*

Chronicle Display Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&()-=_+*

Chronicle Display Condensed Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$\$%^&()-=_+*

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.

PHOTOGRAPHY

EXAMPLES



BRAND APPLICATIONS

EVENTS AND PROGRAMS

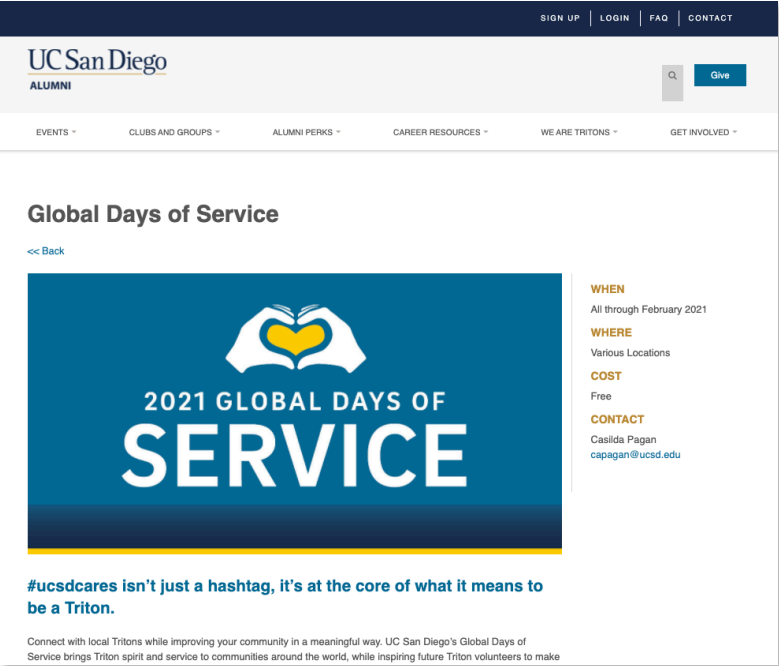
The following pages feature examples of print and digital collateral produced in support of UC San Diego Alumni events and annual programming.

GLOBAL DAYS OF SERVICE 2021

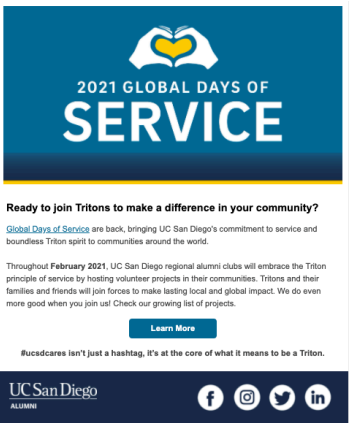
Key art



Website



Email



Instagram Stories slides



Event calendar image



TRITON LEADERS CONFERENCE 2021

Key art



Retargeting ads



Six-panel direct mailer



Instagram Stories slides

