

BIRCH AQUARIUM AT SCRIPPS UC SAN DIEGO **STYLE GUIDE**

June 2023



TABLE OF CONTENTS

Logo	2
Logo Colors	2
Co-Branding	2
Brand Colors	3
Brand Typefaces	3
Mission Statement	4
Target Audience	4
Brand Values	4
Brand Voice	5
Referencing Birch Aquarium	5
Referencing Members	5
General Writing Style	5
Depiction of Animals	5
Design Examples	6-8
Sub-brands	9
Custom Illustrations	10
Photography	11
Embroidered Logo Usage	11
Trademark Usage	12
Retail Usage	12
Promotional Items	13
Limited Space Usage	13



UC San Diego

SCRIPPS INSTITUTION OF OCEANOGRAPHY

BIRCH AQUARIUM AT SCRIPPS UC SAN DIEGO

June 2023



Birch Aquarium at Scripps is the public outreach center for Scripps Institution of Oceanography at UC San Diego. The aquarium's mission is to connect understanding to protecting our ocean planet, which it achieves through hands-on learning opportunities for more than 500,000 guests as well as 40,000-plus pre-K-12 students each year.

Primary colors



Pantone 307
C100 M16 Y0 K27
R3 G121 B173
#0078AE



Pantone 382
C29 M0 Y100 K0
R131 G213 G49
#C1D82F



Cyan
C100 M0 Y0 K0
R35 G169 B225
#23A9E1

Logo

The Birch Aquarium logo is the primary graphic identifier of the aquarium.

- The logo is intended for use in print, web, video and all other mediums for both internal and external audiences.
- In most cases, this mark should be accompanied by the UC San Diego Scripps Institution of Oceanography sub-brand logo.
- The UC San Diego logo does not need to be the most prominent element, but it should be visible enough to communicate the connection to campus. Examples of usage and placement can be found on the following pages.

Logo Color

The official colors of the Birch Aquarium logo are **PMS 307, PMS 382 and Cyan**. The logo may also appear in one color black or white.

Co-branding

When space is limited, the Birch Aquarium logo may be used as a unit together with the UC San Diego/Scripps Institution of Oceanography sub-brand logo. Space between the elements should be equal to two cap heights (the height of the U).

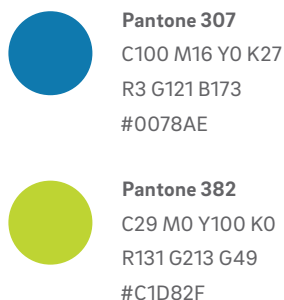


UC San Diego
SCRIPPS INSTITUTION OF OCEANOGRAPHY

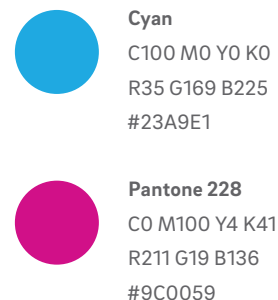
Brand Colors

The aquarium brand uses a subset of ocean themed colors. Yellow and PMS 136 are used only as accent colors or in animal illustrations. *They are never meant to be used as a main color.*

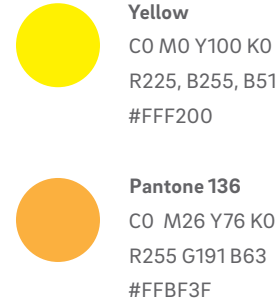
Primary colors



Secondary colors



Accent colors



Main Brand Typefaces

Header

- **COCOGOOSE PRO** is the main header typeface for the aquarium. Varied weights may be used, but the primary weight is Semi-Light
 - Only be used in **uppercase**
 - Tracking: 50 tracking.
 - **Never lowercase.**

Body Copy

Brix Sans Medium (90% Black) is the main typeface for UC San Diego and the secondary typeface for body copy on all Birch Aquarium marketing materials, regardless of sub-brand.

- Brix is available for purchase from myfonts.com
- Substitutions: 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.
- **Accent:** *Painted Paradise* or *Handelson Three*

Sub-Brand Typefaces: Education

Header

- **Sketch Bold** is used for headers.
- Sketch Light is used as a secondary header
Sketch is used within our education department, summer camps and education programming. Can be used in both in all caps and upper/lowercase.
 - **Body Copy:** Brix Sans Medium (90% Black)
 - **Accent:** *Adobe Handwriting Ennie*
 - **Accent:** *Painted Paradise*

Sub-Brand Typefaces: Special Events

- **Header:** Chronicle Display Roman
- **Subheader:** BRIX SANS (All Caps, Bold)
- **Body Copy:** Brix Sans Regular (90% Black)
 - **Accent:** *Just Lovely*
 - Use in quotes or to accent one word of a header.

MISSION STATEMENT

At Birch Aquarium at Scripps, we connect understanding to protecting our ocean planet.

Target Audience

Women ages 25 to 44 with young children have long been our main target audience, starting with San Diego residents and expanding out to key drive/travel markets. There are many secondary target audiences with a recent focus on “Near Urban Diverse Families,” the local Hispanic community and the UC San Diego community.



BRAND VALUES

Engage, Inspire, Empower

We engage people in active exploration, inspiring awe, curiosity, wonder, love for nature and diversity of life, and hope for the future. We inspire people of all ages and backgrounds to ask questions and explore with Scripps Oceanography scientists at the forefront of discovery. We empower action for a healthy planet.

Community and Collaboration

We celebrate our unique place, our history, our present and future within the world-class Scripps Institution of Oceanography and UC San Diego, and our dynamic and diverse region. We work with colleagues, partners and communities with integrity and a spirit of inclusiveness, striving for mission impact.

Innovation and Play

We push beyond current practices to achieve greater impact. We commit to excellence, creative exploration, research, and continuous learning. We explore and play with phenomena, nature, science, art, and technology. We embrace play, social learning, the wow of reality and the power of imagination.

Sustainability

Birch Aquarium strives to be an environmentally sustainable organization. Reducing waste, recycling, chasing locally sourced products or vendors, and selecting Forest Stewardship Council (FSC) paper are just a few examples. Visit sustainability.ucsd.edu to learn more about campus wide initiatives.

BRAND VOICE

Our brand voice welcomes you in and gets you excited to learn more about the natural world. It is engaging, positive and showcases both scientific understanding and an accessible way of speaking. The goal is to welcome readers or guests, invite them to ask more questions and inspire them to learn more or take action on their own. If speaking about scientific topics, they should be discussed so that a 10-year-old would understand them. By engaging with people's curiosity, excitement and sense of wonder, we are able to *connect understanding to protecting our ocean planet*.

Tone: Check this out, it's really cool!

Referencing Birch Aquarium

- **First Reference:** Birch Aquarium at Scripps Institution of Oceanography at UC San Diego
- **Second and follow up mentions:** Birch Aquarium at Scripps, then Birch Aquarium
- In **casual conversation** "Birch" is allowed, but should not be used in print.
- **Do not use:** BAS, The Aquarium, The Birch
- There is no "the" before Birch Aquarium at Scripps
- The "a" in aquarium is **not** capitalized when referencing Birch Aquarium as an aquarium

Members

- "Members" is not capitalized within body text
- Members should be referenced first whenever possible
- **Example:** We are excited to welcome members and guests!

For more information about how to reference Scripps Institution of Oceanography and/or UC San Diego check out the Scripps Oceanography style guide at scripps.ucsd.edu/news/guide.

General Writing Style

- **Referencing species names:** specific animals, like Leopard Shark, Loggerhead Sea Turtle, etc. are capitalized, but when referencing general groups like sharks or sea turtles, no capitalization is necessary.
- **Times:** Written without :00 use a.m. and p.m.
 - **Correct:** 9 a.m. to 1 p.m.
 - **Incorrect:** 9:00 AM to 1:00 PM
- **Prices:** All prices should be written without .00. Member prices should be listed first whenever possible
 - **Correct:** Members: \$5; Public: \$10
 - **Incorrect:** Public \$10.00; Members \$5.00
- **Phone Numbers:** Should be written in the traditional way
 - **Correct:** (858) 534-3474
 - **Incorrect:** 858.535.4774, 858-534-3474

Depiction of Animals

We present science in a playful, educational, and accessible way. **We do not anthropomorphize animals.** Please do not perpetuate any negative shark stereotypes: anything that is excessively toothy, references "Jaws" or "attack," or something that would display sharks in a negative light.

LOGO USAGE AND PLACEMENT

Below are examples of the Birch Aquarium visual style applied to collateral. For printed materials, the UC San Diego logo should be placed on the lower portion of the ad. For digital materials the logo may be omitted if the size of the ad is too small.

Digital examples



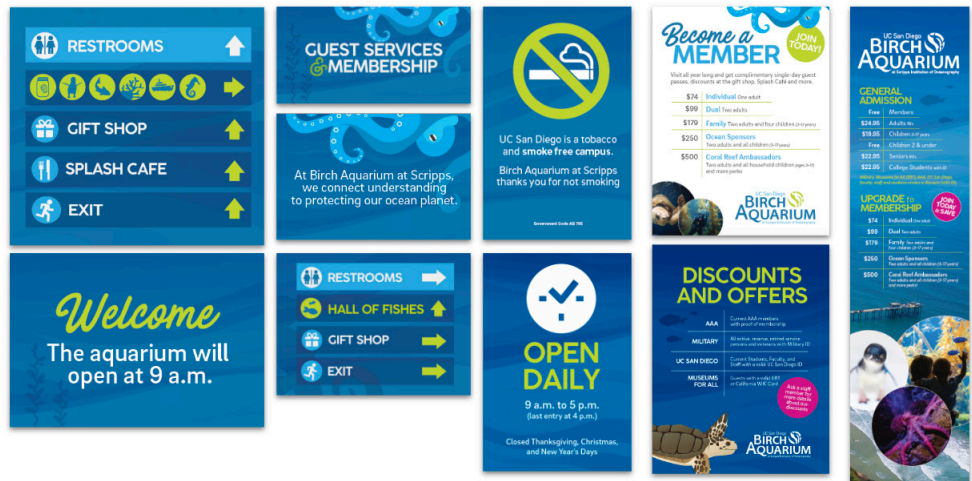
Print examples



On-Site Promotions



On-site Sigange



Onsite Banners



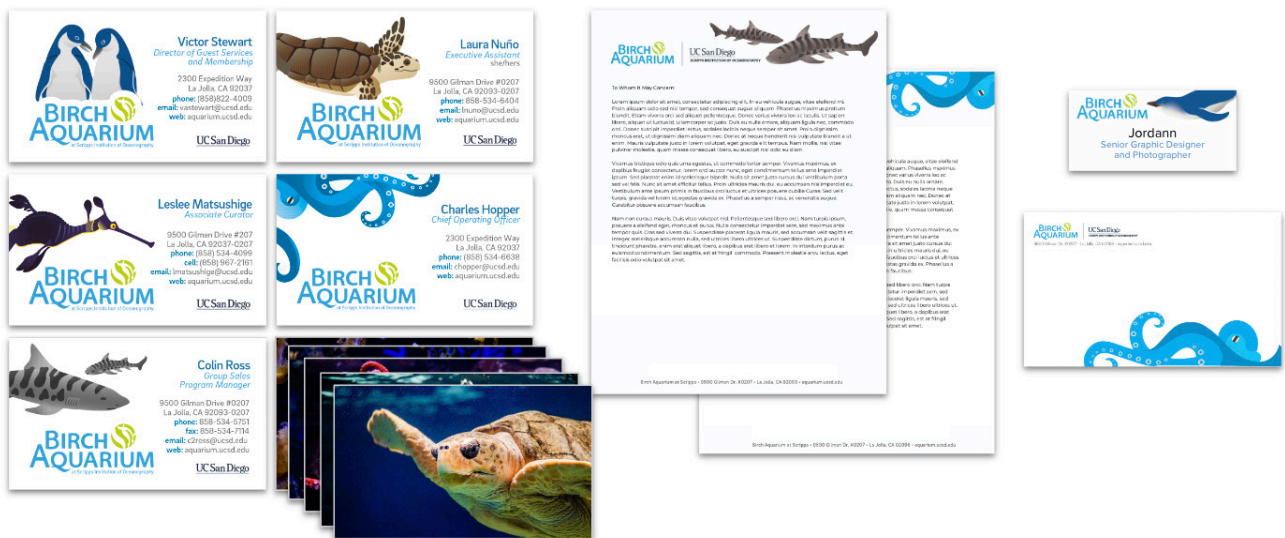
Offsite Banners



Social Media Support



Branding Suite



Giveaways



SUB BRAND: EDUCATION

Emotive Style

- Engage, Inspire, and Empower
- Fun and approachable
- Climate Conservation
- Ocean Science
- Hands-on

Design Goals

- Showcase what the kids can touch and feel
- Make it fun and make it easy to understand (digestible)
- Make it easy to read



SUB BRAND: SPECIAL EVENTS

Tagline

Where science meets sophistication.

Emotive Style

- Engage, Inspire, and Empower
- Ocean Conservation
- Classic styling with a twist
- Sustainability

Goals

- Showcase the stunning view
- Feature all locations
- Inspire awe and imagination

Target Audience

- People that want to rent out the aquarium
- People that want an elegant ocean experience
- Budgets of 3k-6k+



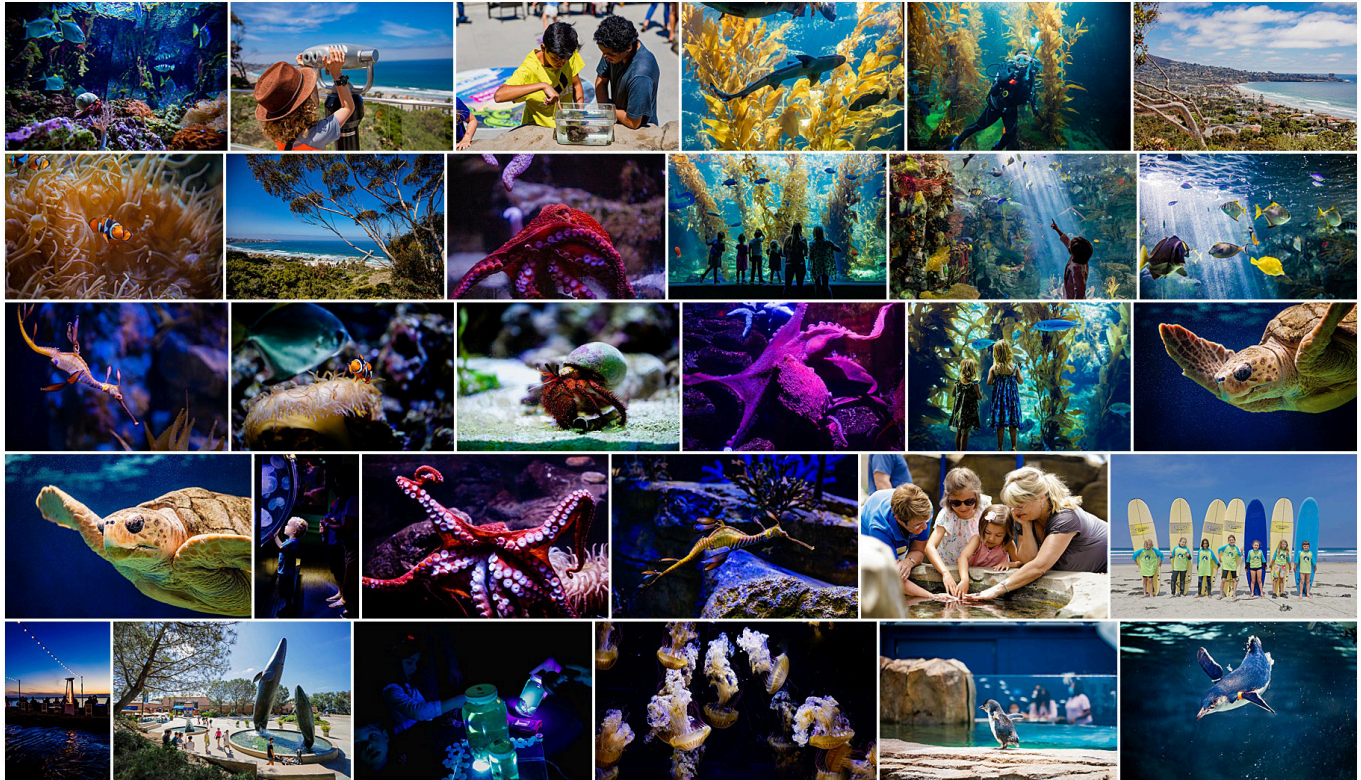
ILLUSTRATIONS

We have a series of custom illustrations to help with onsite wayfinding, branding and create a streamlined unique look. They are subtly used to orient the guests to our brand and were created for cohesion and where photography may not be relevant.



PHOTOGRAPHY

Below are examples of the Birch Aquarium photography style. Photos are vibrant, not overly saturated, showing engagement and color. All photos are naturally lit (no flash photography). Our top photos can be found [here](#).



Embroidered Logos

The following section covers licensing for embroidered logo usage. Due to “at Scripps Institution of Oceanography” being small for embroidered options and to limit additional setup costs with a split logo, the use of the embroidered logo below is allowed for any embroidered projects. **Do NOT use this layout for anything other than embroidery.**

- White logo may appear on any color with our color palette range.
- Color preference is to place on blues.
- Color logo is may only appear on white or light gray backdrops.

Download the approved embroidered logos [here](#).



White Embroidered Birch Aquarium Logo with TM



Color Embroidered Birch Aquarium Logo with TM

TRADEMARKS AND LICENSING FOR IMPRINTED PRODUCTS

- The following sections cover the licensing and branding requirements for imprinted products, apparel, and merchandise (T-shirts, water bottles, pens, tote bags, stickers, etc.).
- When UC San Diego trademarks are used on imprinted products, they must be accompanied by the appropriate trademark symbol (TM or ®). This includes the campus logo, the Birch Aquarium logo, and the name of the university set in type. Please reference [this](#) folder for trademarked logo files.
- All imprinted products, apparel and merch bearing the university name or marks must be ordered through a licensed vendor. You can view a list of approved licensed vendors [here](#) (select UC San Diego in the dropdown menu). Licensing protects our brand and minimizes the risk of using a vendor who employs business practices counter to the UC code of conduct.
- If you have vendors you would like to work with who are not yet licensed to use our trademarks, learn more about becoming a licensed vendor on CLC's website. For questions related to this process, please contact the campus licensing office, UCSDLicensing@ad.ucsd.edu.
- More information on UC San Diego trademarks can be found [here](#).



Full Birch Aquarium Logo with TM

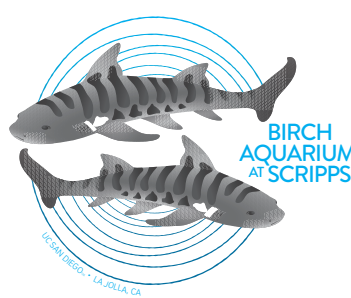


UC San Diego Co Brand with TM



ITEMS FOR RETAIL

- For retail merchandise (bags, water bottles, etc.), the full Birch Aquarium logo should always be used (with some exceptions allowed for especially small imprint areas).
- For apparel intended for sale, the full Birch Aquarium logo is always preferred.
- The addition of the UC San Diego Scripps sub-brand logo is encouraged on all retail items when space allows.
- For fashion apparel or cases where the art or imprint area cannot accommodate the full Birch Aquarium logo, then including "Birch Aquarium at Scripps" and "UC San Diego" in type is sufficient. "Birch Aquarium" would be allowed on a case-by-case basis. See examples of type-only applications below.
- The TM is best applied at the time of design which allows us to keep the TM as small as appropriate for each piece.



ITEMS FOR GIVEAWAY OR PROMOTIONAL PURPOSES

- For items used as giveaways or gifts from the aquarium or university, the Birch Aquarium logo should be accompanied by the UC San Diego Scripps sub-brand logo in most cases.
- When space allows, the Scripps Institution of Oceanography logo may be included alongside the UC San Diego logo. For information on usage, please refer to the Scripps Institution of Oceanography style guide.
- When space is especially limited, the full Birch Aquarium logo may be used on its own.



T-shirt with custom art on the front and the Birch Aquarium/UC San Diego co-brand lockup on the back.



T-shirt with full Birch Aquarium mark on front.

Birch Aquarium logo mug with the UC San Diego Scripps Institution of Oceanography sub-brand on the reverse.



Birch Aquarium canvas tote with UC San Diego and Scripps Institution of Oceanography lockup below.



Limited Space Examples

