

THE PREUSS SCHOOL UC SAN DIEGO
STYLE GUIDE
August 2, 2019

UNIVERSITY
OF
CALIFORNIA
SAN DIEGO

UC San Diego

THE PREUSS SCHOOL UC SAN DIEGO **AN INTRODUCTION**

The Preuss School UC San Diego is a unique charter middle and high school for low income students who strive to become the first in their families to graduate from college. Located on the UC San Diego campus, our students come from throughout San Diego County to take advantage of an environment that encourages intellectual risk-taking while offering an array of academic resources and support.

The following guidelines are intended to provide a framework for messaging, editorial style, logo use, and visual design.

THE PREUSS PROMISE

At The Preuss School UC San Diego, this is our promise: to transform society—starting with the next generation of changemakers.

At The Preuss School UC San Diego, we develop thinkers and problem-solvers, confident colleagues and citizens—changemakers committed to making a difference. And to do this, we have made a promise to immerse low-income, first-generation students from across San Diego in a college-bound culture that provides opportunities for success and creates leaders who will change our world.

Here, we are dedicated to empowering our students with the resources, skills, and experiences they need to achieve their goals at Preuss, in college, and beyond. Providing an equitable environment not only enables our students to succeed academically and pursue higher education, it also introduces an avenue for social mobility that elevates families. And when our students and families succeed, they have the potential to transform communities.

Empowering Students

The Preuss School enrolls students who are the first generation in their families to go to college, representing more than forty diverse San Diego communities. Here, we provide these students with an environment that enables their success in the classroom and beyond: from a state-of-the-art curriculum to innovative academic enrichment programs, our students have access to unique resources that ensure their long-term success. Immersed in a culture of learning and discovery alongside UC San Diego students, faculty, and staff, our sixth through twelfth graders emerge from The Preuss School prepared to succeed in college, their careers, and their communities.

Elevating Families

We know that our students' success doesn't occur in a vacuum: all our students face obstacles that define their academic experiences. But we also know that by giving our students and their families the resources they need to thrive—academically, personally, and socially—we can become an engine for social mobility. Our comprehensive support services and programs, including guaranteed transportation to and from school, nutrition assistance, and parenting classes, ensure our students' success and drive social change.

Transforming Communities

Education and access have the potential to transform the lives of Preuss students and their families, but these successes have an impact far beyond the individual. Our students become community leaders—advocates for learning and change that can revolutionize neighborhoods and change our world. And they aren't doing it alone: The Preuss School is committed to providing ongoing professional development opportunities for our faculty, enrolling more students, and sharing our unique academic model with schools across San Diego, across the country, and around the world.

EDITORIAL STYLE

THE PREUSS SCHOOL NAME

These editorial guidelines are intended to promote clarity and consistency in The Preuss School's publications and communications. The Preuss School adheres to *The Associated Press Stylebook* and *Merriam-Webster's Collegiate Dictionary* as authorities for issues not covered here.

The Preuss School UC San Diego (*not* The Preuss School UCSD)

As we continue to align our brand with UC San Diego, we will no longer be using the UCSD acronym in the school's name. The full official name is now The Preuss School UC San Diego; please note the capitalization of "The," which is a part of the name.

The Preuss School (*not* Preuss)

This is the official abbreviated name of the school. The goal is to avoid multiple variations of the school name in order to ensure consistency across all of our communication channels.

Citing The Preuss School

In all communications efforts, please follow this protocol whenever possible:

- First reference, spell out the full name: The Preuss School UC San Diego.
- Subsequent references and in headlines, use the abbreviated name: The Preuss School.
- You may also use "school" to refer to The Preuss School in various communications efforts.

EDITORIAL STYLE

THE UNIVERSITY NAME

University of California San Diego (no comma)

As we move forward to strengthen the brand, we will no longer use a comma when referencing the University of California San Diego. Our goals are to avoid the multiple variations currently used for naming the campus—University of California [“at” or “in,” or with the comma] San Diego—and to foster consistency, so use this name in all print and online applications.

UC San Diego (*not* UCSD)

Using UC San Diego in place of the UCSD acronym better identifies our campus both locally and nationally. There’s confusion among San Diego higher education institutions because of similar acronyms—UCSD, USD, and SDSU—which we eliminate by using UC San Diego. Additionally, this naming convention is consistent with other campuses in the University of California system, such as UC Irvine, UC Riverside, UC Santa Barbara, UC Davis, and so on.

Citing UC San Diego

In all communications efforts, please follow this protocol whenever possible:

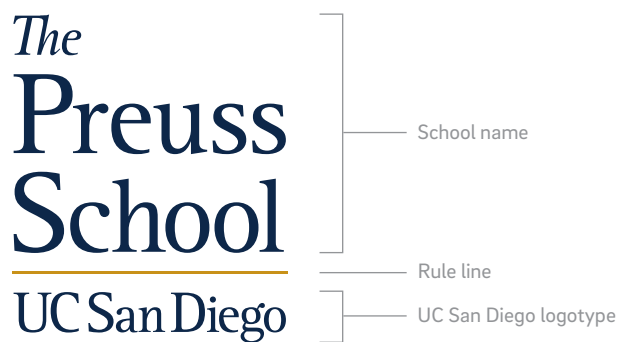
- First reference, spell out the name: University of California San Diego.
- Subsequent references and in headlines, use the abbreviated version of the name: UC San Diego (*not* UCSD).
- You may also use other words such as “campus” or “institution” to refer to UC San Diego in various communications efforts.

THE PREUSS SCHOOL LOGO

OVERVIEW

The Preuss School logo is the primary graphic identifier of the school. This logo leverages the equity of the UC San Diego logo while creating a distinct mark for The Preuss School.

The logo is intended for use in print, web, video, and all other mediums for both internal and external audiences.



Logo Components

The Preuss School logo has three components: the school name, the UC San Diego logotype, and the rule line between the two.

- **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.
- **Do not** tilt or rotate the logos.
- **Do not** stylize the logos with drop shadows or other effects.

Logo Color

The official colors of The Preuss School logo are **PMS 2767** (blue) for the type and **PMS 1245** (gold) for the rule line. 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.



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



Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

PMS 2767
and 1245

The
**Preuss
School**

UC San Diego

PMS 2767

The
**Preuss
School**

UC San Diego

Black

The
**Preuss
School**

UC San Diego

White

The
**Preuss
School**

UC San Diego

THE PREUSS SCHOOL LOGO

USAGE

Logo Size

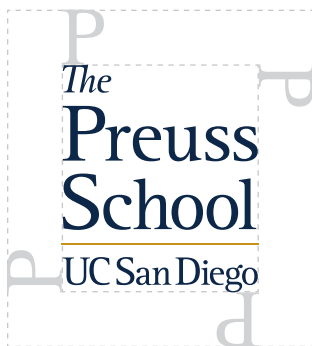
The school name, UC San Diego logotype, and rule line must always maintain the same size ratio. The minimum size for the logo in print is .625 inches high. The preferred logo size for use on the front of the typical printed piece is 1.25 inches high, but it will vary when used on especially small or large formats. The logo may appear smaller in secondary applications, as on the back of the piece.

The minimum logo size for all web and digital applications is 90 pixels high.



Clear Space

The logo requires an appropriate amount of space around it. The clear space around the logo should be a minimum of one cap height (the height of the "P"). No text, graphics, or other elements should appear in this space.



Logo Placement

For printed materials, place The Preuss School logo in any of the four corners of the piece. For the front of a piece, the preferred location is either the upper-left or lower-right.

Print
examples
(front)



Print
example
(back)



SECONDARY MARKS

TRITON MASCOT

The Triton mascot is a spirit symbol for athletics at The Preuss School UC San Diego. It is intended for limited use on apparel and other spirit products. In instances where the Triton mascot is used, The Preuss School must be identified in some way on the item.



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



Pantone 116
C0 M14 Y100 K0
R255 G205 B0
#FFCD00

TWO COLOR



ONE COLOR



Pocket
folder



Polo shirt



SECONDARY MARKS

THE PREUSS SCHOOL SEAL

The Preuss School UC San Diego seal is intended for use on official documents or for formal occasions, such as diplomas, certificates, official reports, and special event collateral.

In most cases, the seal should appear as one color in blue (PMS 2767), but it may appear in gold (PMS 1245), black, or white as needed.



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



Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

PMS 2767



PMS 1245



Black



White



COLOR PALETTE

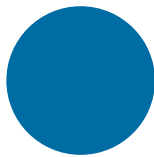
The Preuss School UC San Diego uses a simplified palette of our campus brand colors. Tints of these colors can be used as background colors or for icons and other graphic elements.

While combinations of these colors are acceptable in print designs and other collateral, The Preuss School logo must **always** appear in PMS 2767 and 1245 when reproduced in color (see “The Preuss School Logo Overview” section of this guide).

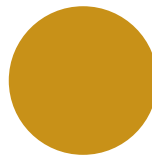
CORE COLORS



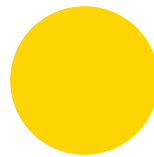
Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49



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



Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214



Pantone 116
C0 M14 Y100 K0
R255 G205 B0
#FFCD00



Pantone 2767
75%, 35%, and 10%



Pantone 3015
75%, 35%, and 10%



Pantone 1245
75%, 35%, and 10%



Pantone 116
75%, 35%, and 15%

TYPOGRAPHY

BRIX SANS

Brix Sans is our primary typeface for UC San Diego and The Preuss School. It is a highly readable sans serif typeface with lots of character, and is suitable for all kinds of text, from headlines to body copy. Brix should be your first choice for most uses.

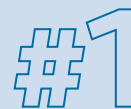
Brix is available for purchase from myfonts.com. If you cannot obtain a license for Brix, Myriad Pro (preferred) and Calibri are acceptable substitutes. Myriad is included with a license for Adobe Creative Cloud. Calibri is included with Microsoft Office.

Sample

The **PREUSS PROMISE**

*To **TRANSFORM SOCIETY**—starting
with the next generation of changemakers*

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**Best high school in
San Diego County**

U.S. News & World Report, 2018

Here, we are dedicated to empowering our students with the resources, skills, and experiences they need to achieve their goals at Preuss, in college, and beyond.

TYPOGRAPHY

CHRONICLE

Chronicle is a great choice for extended passages of text, such as in a book or lengthy manual. It is a transitional serif typeface that was designed to be energetic and adaptable.

Chronicle is available in both text and display versions. In most cases, use the text version when setting body copy. Use Chronicle sparingly in headlines—a sans serif such as Brix is usually more reflective of the school.

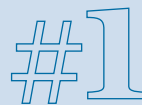
Chronicle is available from typography.com. If you cannot obtain a license for Chronicle, Minion Pro (preferred) and Cambria are acceptable substitutes. Minion is included with a license for Adobe Creative Cloud. Cambria is included with Microsoft Office.

Sample

The PREUSS PROMISE

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PHOTOGRAPHY

IMAGE STYLE

Our photography captures the vibrancy, diversity, courage, and spirit of The Preuss School students, faculty, and staff in the classroom and beyond. Through directional angles and emphasis on action, we present ourselves as a school full of changemakers committed to academic success.



PHOTOGRAPHY

COLOR TREATMENT

For some photos, we recommend adding a blue tint to the background. Adding this photo treatment can enhance the focus on people as well as give disparate images a cohesive look.

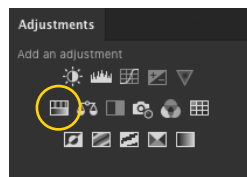


Original

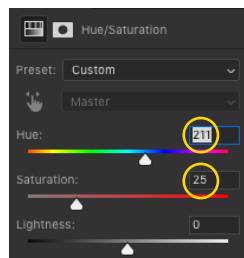
Photo treatment

Photoshop Filter

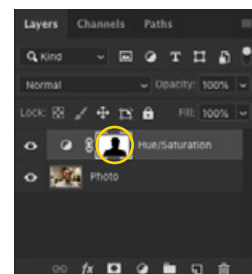
1. After opening up an image in Photoshop, select *Hue Saturation* in the adjustments panel.



2. In the properties box that appears, enter in "211" for *Hue* and "25" for *Saturation*.



3. Select the white box next to this effect in the *Layers* panel, and erase or select and delete areas on your image to mask out the effect.



BRAND APPLICATIONS

Below are examples of how The Preuss School brand can be applied in print, web, and apparel.

Print newsletter



Polo shirt



Web graphic



CONTACTS

For questions about The Preuss School UC San Diego branding not answered in this guide, contact the following:

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THE PREUSS SCHOOL UC SAN DIEGO

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