# **SEVENTH COLLEGE BRAND GUIDELINES**

November 2021

# UC San Diego



# SEVENTH COLLEGE LOGOS

Seventh College has three marks to represent the college's efforts: the custom Seventh College logo, the Seventh College co-brand logo and the Seventh College sub-brand logo. The logos on the following pages are intended for use in print and digital mediums. For guidance on when to use which marks, see the chart on Page 5.

# Seventh College Logo

Each college has a unique logo to reflect its values and personality. These logos are best used on materials for and by students.

When featuring the college logo on collateral, the UC San Diego logo must also be included on the piece. Exceptions may be granted when imprint space is limited.

PMS 7550



BLACK





**Need logo files?** Email University Communications at **brand@ucsd.edu** or use the contact form at **brand.ucsd.edu/contacts**.

# Seventh College Co-brand Logo

This mark pairs the UC San Diego logo side-by-side with the Seventh College logo, separated by a vertical rule line. In most cases this is the preferred mark to use, especially when addressing prospective students.

**TWO COLOR** 

UC San Diego



BLACK

UC San Diego



WHITE





# Seventh College Sub-brand Logo

Each college has official campus sub-brand logos for the college and its administrative units. These are ideal when space is especially limited and there is room for only one identifying mark.

For guidance on sub-brand logo use (color, clear space, etc.), refer to the Campus Logo section of the UC San Diego Brand Guidelines.

PMS 2767 AND 1245

PMS 2767

UC San Diego SEVENTH COLLEGE

UC San Diego SEVENTH COLLEGE

BLACK

UC San Diego **SEVENTH COLLEGE** 

WHITE





JC San Diego





\*When using the Seventh College logo, the UC San Diego logo must also appear somewhere on the piece.



	<b>CO-BRAND</b> (Preferred)	SUB-BRAND	COLLEGE LOGO*
Audience			
Current students/alumni			
Faculty/staff			
Community/ prospective students			
Art size			
Small			
Medium			
Large			

Updated 11/22/21

Seventh College Logos

# SEVENTH COLLEGE COLLEGE COLLEGE COLLEGE COLORS

Each college has its own unique college color. For Seventh College, the primary color is Seventh Gold (PMS 7550).

In most cases, college colors are applied to the college logo. While the college colors may be included as an accent in collateral, the dominant color scheme should be campus brand colors. Some exceptions may be granted for apparel.

## CORE CAMPUS BRAND COLORS



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



**Pantone 3015** C100 M35 Y3 K21 R0 G98 B155 #00629B



**Pantone 1245** C6 M35 Y99 K18 R198 G146 B20 #C69214



**Pantone 116** CO M14 Y100 KO R255 G205 BO #FFCD00

## **COLLEGE COLOR**

Seventh Gold Pantone 7550

C0 M36 Y100 K10 R209 G144 B0 #D19000

#### Color resources:

To view the full palette of available campus brand colors, visit **brand.ucsd.edu/logos-and-brand-elements/color-palette**.

For recommended digital color combinations, check out the web color accessibility chart at **brand.ucsd.edu/using-the-brand/web**.

# SEVENTH COLLEGE **DESIGN EXAMPLES**

Below are examples of how to apply the campus brand to Seventh College marketing materials. For more detailed information on brand typefaces, photography and logo use, vist the UC San Diego Brand Guidelines.

#### Printed flyer

UC San Diego

SEVENTH COLLEGE

Student Organizations and Leadership Opportunities

#### Pole banner



Marketing material review: Materials for external audiences are subject to review. Learn more at brand.ucsd.edu/using-the-brand/ marketing-material-review.

Pole banners: For more information about the campus pole banner program, visit brand.ucsd.edu/ using-the-brand/pole-banners.

#### Welcome to the Seventh Family

Ovit, es assed evelenda peria simaiorem rendit eos exerfero te invenda voluptatia peditas el is maximoles cum es eturit, sum cullestio te est, solorecea nihiciat aut invel il inctas et quist essitiur? Itaeped modignat. Incturio. Itatie exceari orehenda doloriatem hit, ius ad et aut maio. Nat aut aut et volupta vendam a nimint anim invel molenis ipide culparciur? On et eatur reptatia dolor arum lam accumqu.

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#### Rum Eius Sitio

seventh.ucsd.edu

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Email graphic



# SEVENTH COLLEGE TRADEMARKS AND LICENSING

The guidance on the following pages applies to imprinted products, apparel and merchandise (T-shirts, water bottles, pens, tote bags, stickers, etc.).

# **Design Expectations**

All campus brand guidelines regarding logo use, color, clear space, etc. should be followed when designing imprinted products.

- The UC San Diego logo should be included on all imprinted products.
- The UC San Diego logo does not need to be the most dominant element, but it should be prominent enough to clearly communicate a connection to campus.
- Where the campus name appears in text, use "UC San Diego," not "UCSD."
- When the campus name or marks are used on imprinted products, they must be accompanied by the appropriate trademark symbol (TM or ®).
- Since the UC San Diego logo is printed in a range of sizes, the TM is best applied during the design process. The designer of the piece is responsible for adding these marks (in many cases, the vendor is the designer).



Ordering giveaways? More detailed information on campus licensing policy and the ordering process can be found at brand.ucsd.edu/using-the-brand/ trademarks-licensing.

# **College Merchandise and Giveaways**

- For imprinted giveaway items (pens, water bottles, mugs, etc.), campus brand colors must be dominant.
- College colors may be applied to the Seventh logo or as accents if printing and space allows.
- Keep sustainability in mind when ordering giveaway items.

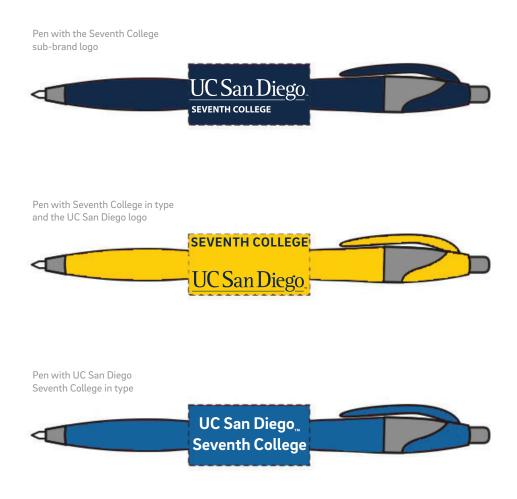


A note on clear space: The clear space around the campus logo should be a minimum of one cap height (the height of the "U"). No text, graphics or other elements should appear in this space.

## **Small Imprint Areas**

The college sub-brand logo is the preferred mark to use when space is limited. In cases where the sub-brand logo would be too small to reproduce, one of the following options is recommended.

- Set the name of the college in type at a legible size and include the UC San Diego logo, ensuring there is enough clear space between the logo and the type.
- Set the campus and college names in type only.



# **College Apparel**

Additional design flexibility may be given to apparel (such as shirts with custom designs or dominant college colors) as long as the campus brand is represented through inclusion of the UC San Diego logo or Seventh College sub-brand logo. Examples of appropriate logo applications are include below.



- Custom Seventh shirt with the Seventh College co-brand logo on the back.
- Seventh logo shirt in Seventh Gold with the UC San Diego logo on the sleeve.
- Custom student event shirt with the Seventh College sub-brand logo on the sleeve.



# UC SAN DIEGO BRAND CONTACTS AND RESOURCES

For questions about UC San Diego Seventh College branding not covered in this guide, contact the following:

#### **CAMPUS BRAND GUIDELINES**

brand.ucsd.edu

#### **BRAND QUESTIONS**

University Communications brand@ucsd.edu

## MARKETING REVIEW AND QUESTIONS

University Communications – Marketing mktsubmissions@ucsd.edu

## TRADEMARK AND LICENSING MERCHANDISE, PROMOTIONAL ITEMS

UC San Diego Bookstore, Office of Trademark and Licensing UCSDLicensing@ad.ucsd.edu