

Brand Architecture System

Berkeley
UNIVERSITY OF CALIFORNIA

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Objectives

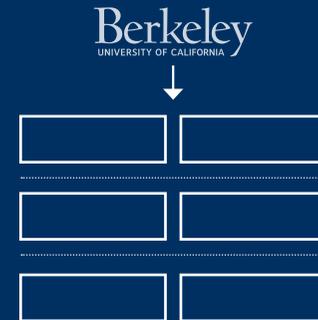
The primary objective of brand architecture is to provide clarity about the UC Berkeley brand and to help standardize its application.

We've strategically evolved the university's identity mark system for a more cohesive image and experience, and we've created functional guidelines for developing logo lockups and other visual applications.

We've created a system that:

- Looks uniform across all the institution's diverse entities.
- Helps schools, colleges, and units create lockups that clearly identify their relationship with the university.
- Works flexibly with various applications and size constraints.
- Allows for multiple layers of information.
- Shows how more independent entities relate to the university.

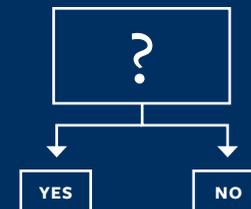
What you'll see:



**Recommended
Brand Architecture**



Lockup Construction



Decision Flow Chart

MASTER BRAND



PRIMARY SUB-BRANDS

Academic Colleges and Schools

**Administrative Offices,
Divisions, and Initiatives**
(non-academic programs and initiatives)

SECONDARY SUB-BRANDS

Academic Departments
(aligned with a single college or school)

**Non-academic Departments,
Programs, and Units**
(aligned with a single division)

COLLABORATIONS AND PARTNERSHIPS

**Centers, Institutes, Programs,
and Interdisciplinary Units**
(collaboration between multiple colleges, departments, or divisions)

Auxiliary Units
(external collaborations)

Our brand identity is organized based on a clear hierarchy. This decision tool helps determine where your unit sits in relation to the master brand.

I AM...

A CORE COLLEGE, SCHOOL, OFFICE, OR DIVISION

YOU ARE A PRIMARY SUB-BRAND

You directly support and further the university's mission and positioning.

WHAT LOCKUP DO I USE?

IS IT A DIGITAL APPLICATION, IS THERE LIMITED AVAILABLE SPACE, OR IS IT ANOTHER MORE INFORMAL APPLICATION?

YES

Informal

Berkeley Letters & Science

Berkeley Engineering

NO

Formal

Berkeley College of Letters & Science

Berkeley College of Engineering

AN ENTITY THAT IS CONNECTED TO A LARGER ENTITY

YOU ARE A SECONDARY SUB-BRAND

You support and reinforce the mission of the university and rely on the university's master brand to enhance your reputation.

WHAT LOCKUP DO I USE?

OPTION 1

Single-Line Lockup

Berkeley Integrative Biology
COLLEGE OF LETTERS & SCIENCES

Berkeley Undergraduate Education
OFFICE OF THE VICE CHANCELLOR FOR UNDERGRADUATE EDUCATION

OR

OPTION 2

Double-Line Lockup

Berkeley Department of Chemistry & Biomolecular Engineering
COLLEGE OF CHEMISTRY

Berkeley Department of Plant & Microbial Biology
COLLEGE OF NATURAL RESOURCES

IS IT A DIGITAL APPLICATION (E.G. WEB HEADER)?

YES

Berkeley Human Resources

Berkeley Architecture

I AM...

AN ENTITY WITH EQUITY AND REACH BEYOND THE UNIVERSITY

You are an entity that is cross-disciplinary, and you serve as a hub of collaboration between multiple sub-brands across the university. You have a strong link to the master brand to mutually elevate your reputation.

YOU ARE A CENTER, INSTITUTE, PROGRAM, OR INTERDISCIPLINARY UNIT

WHAT LOCKUP DO I USE?

ARE YOU CONNECTED TO A SINGLE ACADEMIC UNIT?

YES

NO



Note: Omit primary sub-brand endorser line for web header applications.

Your primary objective is to serve audiences outside of the university, typically in collaboration or partnership with other campuses or entities. Your connection to the master brand helps reinforce the university's role.

YOU ARE AN AUXILIARY UNIT

WHAT LOCKUP DO I USE?

Note: For print applications.



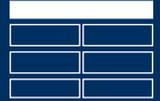
IS IT A DIGITAL APPLICATION (E.G. WEB HEADER)?

YES



Unit names must be set using text, not images, in web headers. An auxiliary unit's existing logo may be used in a website's content area or footer, but not in the header, for accessibility reasons.

Master Brand



The UC Berkeley logo is our main identifying element: the singular expression of the university's mission, brand positioning, and personality. It represents our brand at the highest level. For more information about using our logo, see the Berkeley Brand Guidelines.

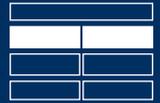
◎ **NOTE** ◎

The Berkeley logo should never be recreated or typeset. Only official logo files should be used in communications. Official logo files can be downloaded from brand.berkeley.edu.

Berkeley

Berkeley
UNIVERSITY OF CALIFORNIA

Primary Sub-brands



These core entities directly support and further the university's mission and positioning. They must always be deliberately and consistently tied to the Berkeley wordmark to reinforce the master brand.

There are two categories of primary sub-brands: academic and administrative. Both categories use the same lockup structure with the Berkeley logos, and both have formal and informal versions.

For legibility and simplicity, the University of California endorser line does not appear in our sub-brand lockups.

Academic Colleges and Schools

Examples include:

College of Letters & Science
School of Social Welfare
College of Environmental Design
College of Chemistry
College of Engineering
School of Optometry
College of Natural Resources
School of Information
Graduate School of Education
School of Law
Haas School of Business
School of Journalism
School of Public Health
Goldman School of Public Policy

Administrative Offices, Divisions, and Initiatives

Examples include:

Office of the Chancellor
Executive Vice Chancellor & Provost
Graduate Division
UC Berkeley Extension
Vice Chancellor of Administration and Finance
Equity & Inclusion
Real Estate
Research
Student Affairs
Undergraduate Education
University Development and Alumni Relations
Berkeley Library
Arts + Design

Note: These entities make up a representative sample, not a comprehensive list.

FORMAL LOCKUPS

Our formal lockups always use the full name of our primary sub-brand entities, including the descriptor “College of” or “Office of.” These lockups are always set on two lines for consistency. Line breaks should occur after the descriptor, except in cases of names longer than five words. The names should break in the most appropriate spot to balance the length of the two lines. Note that some entities, such as Research, will not have a formal version.

Use formal lockups:

- On formal invitations
- On diplomas and official documents

Berkeley College of
Letters & Science

Berkeley College of
Engineering

Berkeley Office of the Executive
Vice Chancellor and Provost

INFORMAL LOCKUPS

Informal lockups pair the more commonly used name of the primary sub-brand with the Berkeley logo. These lockups represent how most entities are referred to in conversation. These lockups are usually one line, but may break to two lines when the name exceeds twenty characters. Note that some entities, such as the Office of the Chancellor, will not have an informal version.

Use informal lockups:

- On web headers
- On promotional collateral and advertising
- On informal event flyers and invitations

Berkeley Letters & Science

Berkeley Engineering

Berkeley Research

Secondary Sub-brands



These entities directly align with a single academic college or school, or with a non-academic division or office, to further the university's mission. They exist to expand on the work of the primary sub-brand they're affiliated with.

There are two categories of primary sub-brands: academic and non-academic. Both categories use the same lockup structure.

For legibility and simplicity, the University of California endorser line does not appear in our sub-brand lockups.

Academic Departments

Examples include:

Architecture
Urban Design
Department of Chemistry
Department of Chemistry & Biomolecular Engineering
English
Rhetoric
Astronomy
Molecular & Cell Biology
Theatre, Dance, and Performance Studies
Charles & Louise Travers Department of Political Studies
Forestry & Natural Resources
Information and Data Science

Non-academic Departments, Programs, and Units

Examples include:

Human Resources
Information Technology
Office of Sustainability
Gender Equity Resource Center
Multicultural Education Program
American Cultures
Ombuds for Students and Postdoctoral Candidates
Berkeley Study Abroad
Center for Teaching & Learning
Intercollegiate Athletics
Budget & Finance
Campus Shared Services
Supply Chain Management
Communications & Public Affairs
Undergraduate Admissions
Office of the Registrar
University Partnership Program
Bioscience and Natural Resources Library

Note: These entities make up a representative sample, not a comprehensive list.

ACADEMIC DEPARTMENTS

Academic departments are aligned with a single college or school. They exist to support both the university's mission and the work of the college or school that contains them. Except in the case of digital applications, academic departments never appear without an endorsing line for their parent sub-brand. These lockups may be set on one or two lines.

Berkeley English
COLLEGE OF LETTERS & SCIENCE

Berkeley Department of Chemistry
& Biomolecular Engineering
COLLEGE OF CHEMISTRY

Berkeley English

Note: Omit primary sub-brand endorser line for web header applications.

Berkeley Department of Chemistry
& Biomolecular Engineering

Note: Omit primary sub-brand endorser line for web header applications.

NON-ACADEMIC DEPARTMENTS, PROGRAMS, AND UNITS

Non-academic departments, programs, and units are aligned with a single division or office. They exist as a further extension of the division or office that contains them. Except in the case of web header applications, academic departments never appear without an endorsing line for their parent sub-brand. These lockups may be set on one or two lines.

Berkeley Connect
UNDERGRADUATE EDUCATION

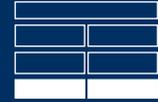
Berkeley Communications
and Public Affairs
OFFICE OF THE CHANCELLOR

Berkeley Connect

Note: Omit primary sub-brand endorser line for web header applications.

Berkeley Communications
and Public Affairs

Collaborations and Partnerships



Collaborations and partnerships enhance the university's reputation while elevating its reach. They're not tied to one specific primary sub-brand or secondary unit. Instead, they have their own equity and distinct missions, and can focus on a slightly different audience.

Collaborations and partnerships can exist between internal entities, between campuses, or with external partners. Internal partnerships use the Berkeley logo lockup system; external partnerships are permitted to use their own logos with certain requirements.

For legibility and simplicity, the University of California endorser line does not appear in internal interdisciplinary lockups. External partners and multi-campus collaborations must use the full Berkeley logo, including the endorser line.

Centers, Institutes, Programs, and Interdisciplinary Units

Examples include:

Berkeley Food Institute
UC Berkeley Cancer Research Laboratory
Center for Race and Gender
Center for the Study of Sexual Culture
The Center for Child and Youth Policy
Center for Environmental Design
Fung Institute for Engineering Leadership
Center for Responsible Business
Jacobs Institute for Design Innovation
Center for Long-Term Cybersecurity
Center on Civility & Democratic Engagement
Blum Center for Developing Economies
Bakar Fellows Program
Institute of International Studies
Robert D. Burch Center for Tax Policy and Public Finance
Center for Science, Technology, Medicine & Society

Auxiliary Units

Examples include:

California Institute for Quantitative Biosciences
Joint BioEnergy Institute
Berkeley Population Center
Chief Justice Earl Warren Institute on Law and Social Policy
Institute of Personality & Social Research
Sky Deck
The Lawrence Hall of Science
The Magnes Collection of Jewish Art and Life
Phoebe A. Hearst Museum of Anthropology
Berkeley Art Museum and Pacific Film Archive

Note: These entities make up a representative sample, not a comprehensive list.

CENTERS, INSTITUTES, PROGRAMS, AND INTERDISCIPLINARY UNITS

Cross-disciplinary entities serve as hubs of collaboration between multiple sub-brands across the university. These collaborations have distinct missions, supported by multiple partners. To reinforce their relationships with the university, they must always be locked up with the Berkeley logo. In print, partnerships with connected with two or more Berkeley sub-brands should lock up their name on one or two lines, with no primary sub-brand endorser line.



Berkeley Blum Center for
Developing Economies

Berkeley Cancer Research
Laboratory

Berkeley Fung Institute for
Engineering Leadership
COLLEGE OF ENGINEERING

Berkeley Fung Institute for
Engineering Leadership

If an institute, center, or program has clear relationship with only one sub-brand, the endorser line must be used in print applications.

Note: Omit primary sub-brand endorser line for web header applications.

AUXILIARY UNITS

Auxiliary units are external and multi-campus affiliations that promote the world-class reputation of the university with a broader reach. These affiliations may have their own equity and unique audiences outside the university. They must always be paired with the Berkeley logo, but they may retain their own logos within the structure outlined on page 23.

Berkeley SKYDECK
UNIVERSITY OF CALIFORNIA

Berkeley qb3
UNIVERSITY OF CALIFORNIA
ucb-ucsc-ucsf

Berkeley 
UNIVERSITY OF CALIFORNIA
MAGNES

Unit names must be set using text, not images, in web headers. An auxiliary unit's existing logo may be used in a website's content area or footer, but not in the header, for accessibility reasons.

Berkeley SkyDeck

Berkeley QB3

Berkeley Magnes

Note: These entities make up a representative sample, not a comprehensive list.

CO-BRANDED INTERDISCIPLINARY COLLABORATIONS (FOR PRINT ONLY)

Rather than having two or more lockups next to each other, partnerships of two or more internal departments or units may use this hybrid lockup structure. This reduces redundant lockups and simplifies the visual representation. See page 20 for more information about creating these lockups.

THREE OR LESS ENTITIES

Berkeley English
Rhetoric
Creative Writing

THREE OR MORE ENTITIES

Berkeley English
Rhetoric
Creative Writing
Line Four

American Literature
Comparative Literature
Literature in English
Line Eight

Lockup Construction and Use

Key terms used for lockup construction are detailed on this spread. Use these terms to help navigate the various lockups outlined on the following pages.

Berkeley English
COLLEGE OF LETTERS & SCIENCE

Berkeley Department of Chemistry
& Biomolecular Engineering
COLLEGE OF CHEMISTRY

Leading Line

The leading line contains the main entity being locked up with the Berkeley logo. In the case of primary sub-brands, for example, the leading line would contain the name of the school, college, or office.

Berkeley English
COLLEGE OF LETTERS & SCIENCE

Berkeley Department of Chemistry
& Biomolecular Engineering
COLLEGE OF CHEMISTRY

Endorsing Line

Use the endorsing line to show the relationship of a secondary sub-brand to a primary sub-brand. In the case of an academic department, the leading line would be the name of the department, and the endorsing line would be the college or school in which it falls.

Freight
Sans
Book

Typography and Color

The font we use in our lockup system is called Freight Sans Book. No other typography should be used, except in cases of existing brand wordmarks. Lockup text should be set in Medalist. For exceptions, refer to the color guidelines outlined on page 22.

Typeface: A set of letters, numbers, and characters that are all in the same style.

Serif: A small line attached to the end of a stroke in a letter or symbol. A typeface with serifs is called a serif typeface.

Sans-Serif: A typeface without serifs is called sans-serif.

Ligature: Two or more characters that are joined together to form one character. For example: “ffi”.

Title Case: A common convention of using capital letters only to start principal words.

Small Caps: A set of uppercase characters set at the same height and weight as surrounding lowercase letters.

Descender: The portion of a letter that extends below the baseline of a font.

X-height: The distance between the baseline and the top of the lower case “x” of a typeface, at any given size (excluding ascenders or descenders).

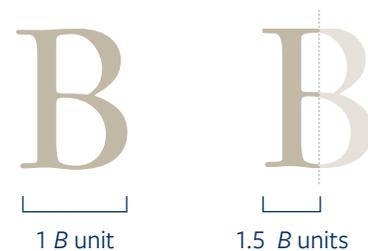
Zones: Used to identify the leading lines and endorsing lines within a lockup.

UNITS OF MEASUREMENT

Lowercase r: A basic unit derived from the Berkeley logo, and used to determine height in the lockup system.



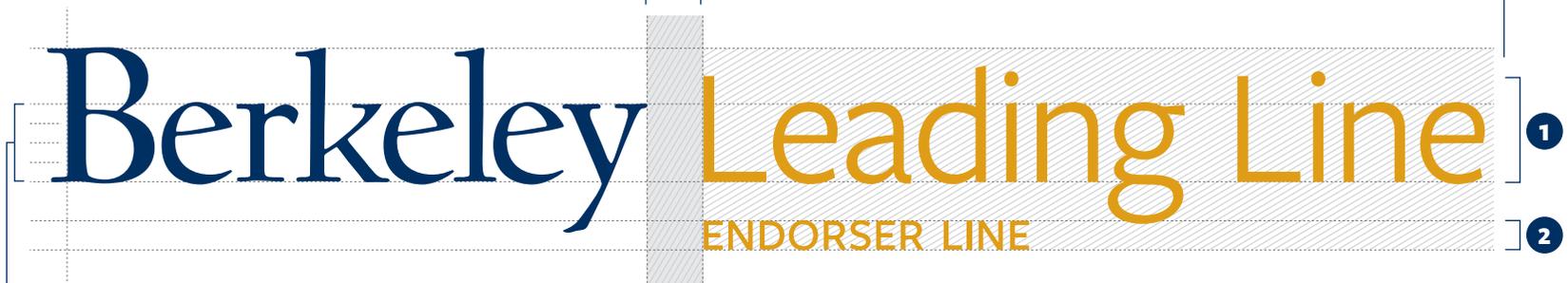
Capital B: A basic unit derived from the Berkeley logo, and used to determine width in the lockup system.



Most lockups in our identity system will use the elements detailed on this page.

Use your best judgment to determine line lengths within the zones. Consideration should be given to legibility and visual aesthetics. Typically, line breaks should occur for leading lines longer than 20 characters. In digital applications where vertical space is limited, text widths may extend beyond 20 characters.

The dividing space between the Berkeley logo and sub-brand name is equal to one half the width of the capital *B* in the Berkeley logo.



The basic unit of measurement for our lockup system is the height of the lowercase *r* divided by 4.

● **NOTES** ●

Always use the provided templates when creating new logo lockups. Never create a lockup from scratch.

Spacing for leading lines with descenders is slightly different than without. Please use the appropriate lockup template.

Be sure to use the “ffi” ligature when typesetting the word “office.” Additionally, the “ff” “f” and “fff” ligatures should be used when using those series of letters.



1 Zone 1: Leading Line

The leading line is set in title case using Freight Sans Book, and the x-height of the leading line matches the full height of the lowercase *r* in the Berkeley logo.

2 Zone 2: Endorsing Line (for print only)

The endorsing line is set in Freight Sans Medium Small Caps, and the cap height of the endorsing line is equal to 1.5 *r* units. The endorsing line is not necessary in primary sub-brand lockups.

Use the double-line lockup construction when two leading lines are needed. This lockup builds on all the principles established in the main lockup construction.



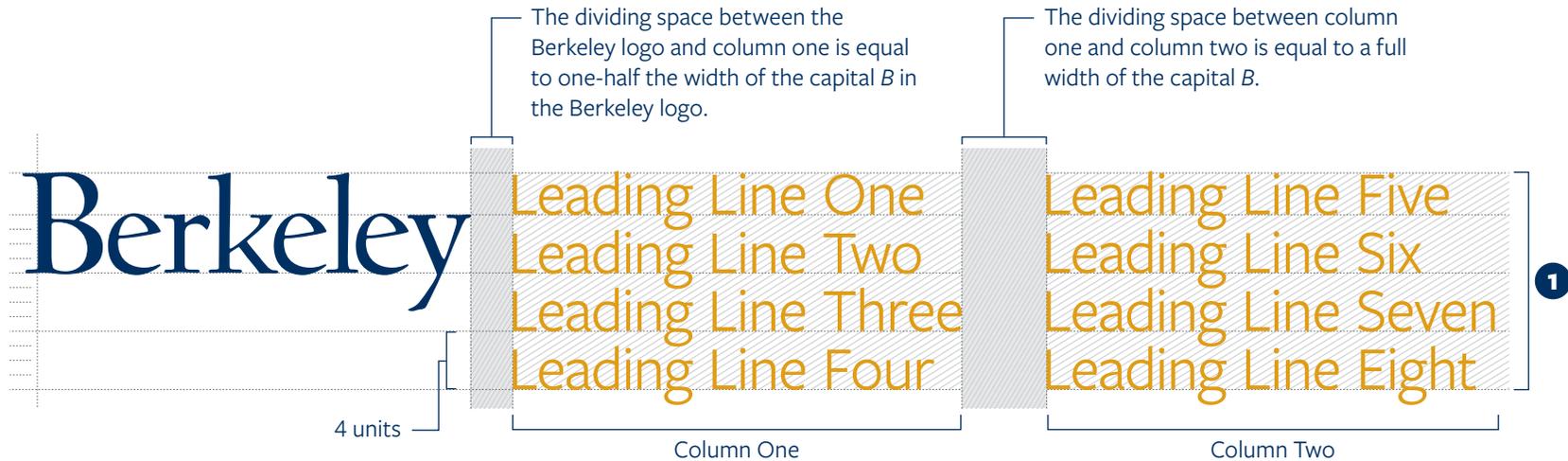
1 Zone 1: Leading Lines

The leading lines contain the main entity being locked up with the Berkeley logo. The most common uses of two leading lines are primary sub-brand formal lockups and leading lines with more than 20 characters. The leading lines are set in title case using Freight Sans Book at 50% the size of the main lockup construction, with four *r* units between their baselines.

2 Zone 2: Endorsing Line (for print only)

The endorsing line in double-line lockups is identical to the main lockup construction.

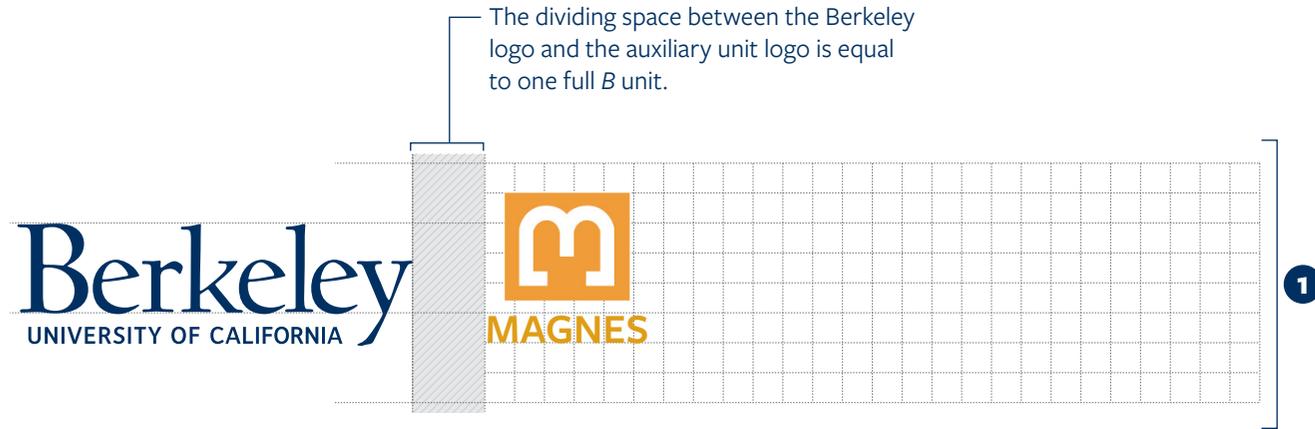
Use this lockup structure for partnerships of two or more internal departments or units. This lockup builds on all the principles established in the main lockup construction.



1 Zone 1: Leading Lines

The leading lines contain the partners within the interdisciplinary collaboration. For four or fewer partners, use one column. For five or more, use two columns. Always divide columns as equally as possible (for five partners, use three in column one and two in column two, instead of four and one, for example). The leading lines are set in title case using Freight Sans Book, at 50% the size of the main lockup construction, with four *r* units between each baseline. In this lockup construction, leading lines should not break. Put the longest lines in column two to avoid awkward spacing.

Use this lockup structure for auxiliary units. This lockup uses a unique grid structure and has unique spacing.

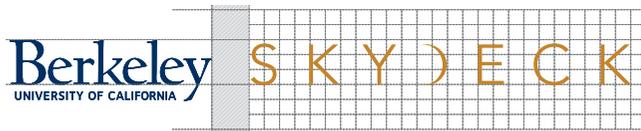


● NOTE ●

This lockup uses the full Berkeley logo, including the University of California endorsing line. Always use the correct template when creating auxiliary unit logos.

1 Auxiliary Logo Grid

The auxiliary logo grid is a 26-by-8-unit grid based on the proportions of the Berkeley logo. Auxiliary logos may be any size within this grid, as long as their widest measurement is not wider than 26 units and their tallest measurement is not taller than 8 units. Auxiliary logos should snap to the grid as much as possible and should be optically centered with the Berkeley logo. Auxiliary logos must be either set in Medalist or match the color of the Berkeley logo.



Auxiliary logos should not be wider than 26 grid units.



Auxiliary logos should not be taller than 8 grid units.

COLOR (FOR PRINT ONLY)

Full-color lockups are set in Berkeley Blue (the logo) and Medalist (the sub-brand). Use the full-color versions wherever possible. Digital applications of our lockups should always be set in full color against a white background.



Berkeley Architecture
COLLEGE OF ENVIRONMENTAL DESIGN

For dark backgrounds, lockups may use California Gold or be reversed to white.



Berkeley Architecture
COLLEGE OF ENVIRONMENTAL DESIGN

Berkeley Architecture
COLLEGE OF ENVIRONMENTAL DESIGN

Berkeley Blue may be used on light backgrounds and images.



Berkeley Architecture
COLLEGE OF ENVIRONMENTAL DESIGN

For black-and-white and grayscale applications, lockups may appear in 100% black.



Berkeley Architecture
COLLEGE OF ENVIRONMENTAL DESIGN

SIZE

The logo lockup must maintain a minimum size in which the width of the Berkeley wordmark is at least 1 inch.

Berkeley Architecture
COLLEGE OF ENVIRONMENTAL DESIGN

at least 1 inch
or 175 pixels

CLEAR SPACE (FOR PRINT ONLY)

To ensure that clear space is maintained around the lockup for legibility and prominence, photos, text, and graphic elements must maintain a clear space equal to the height of the Berkeley B around the entire lockup construction.

