Brand Partnership System
# Table of Contents

**Overview**  
Goals and Terminology 4  
Partnership Flow Chart 5  
Partnership Evaluation 6  
University Partners 8  
Partners 9  
Sub-brand Partners 10  
Sponsors 11  
Supporters 14  

**Lockup Construction** 15  
Partners 16  
Sponsors 17
To ensure that the standards of UC Berkeley are upheld, the institution will be very intentional and selective about whom it works with and how those organizations refer to those relationships.

Specific goals include:

- advance the university’s tripartite mission (teaching, research, and public service)
- enhance the student, community, and campus experience
- unlock new revenue streams

To mitigate potential risk for the Berkeley brand, the establishment of a specific type of collaboration must be:

- defined in and consistent with the terms of a valid and fully executed agreement
- managed and maintained throughout the life of the agreement.
- discontinued upon termination of the agreement or relationship

PARTNERSHIP TERMINOLOGY

UC Berkeley collaborates with a variety of campus and corporate entities with varying levels of engagement and campus presence. The following terms and definitions exist to provide UC Berkeley and its subsequent units and departments with clear and consistent language to use when referring to each individual collaboration.

University Partner

A corporation, organization, or entity that provides comprehensive, campus-wide brand alignment, priority campus services, and revenue generation. The relationship between the partner and university brands is mutually beneficial. University Partners have the potential to receive Official or Exclusive designation.

Partner

A corporation, organization, or entity that provides support across multiple units on campus, but does not serve the entire UC Berkeley community; or, one that provides support for a specific sub-brand, discipline, or entity at UC Berkeley, with a targeted financial commitment and/or the support of products or services.

Sponsor

A corporation, organization, or entity that provides funding for a specific event, program, or initiative.

Supporter

Entities that provide in-kind donations of goods, services, or funds in order to support the work of UC Berkeley. The relationship does not have an expectation of a return, but could result in benefits through the association with the university.
The way a partner or sponsor is handled varies based on the relationship or connection it has to the university:

### University-Wide Partnerships and Sponsors
(engaging at the university level)

<table>
<thead>
<tr>
<th>UNIVERSITY PARTNERS</th>
<th>PARTNERS</th>
<th>SPONSORS</th>
<th>SUPPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exist as true partnerships, sharing and promoting the values and vision of UC Berkeley.</td>
<td>Cross multiple departments and units on campus, but do not directly affect every unit of the UC Berkeley community. Berkeley should encourage these partner relationships to become University Partners, as they present the biggest opportunity to reach the entire campus.</td>
<td>Serve primarily for marketing and event purposes, typically tied to a singular event in order to leverage the UC Berkeley (or subsequent unit) brand equity.</td>
<td>Exist as collaborators on a shared cause, event, or initiative. Do not share resources or brand assets.</td>
</tr>
<tr>
<td>Serve as a valued resource to the campus community, and generating a vital revenue stream.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Sub-brand Colleges, Units, and Departments
(engaging with external partners on specific initiatives or programs)

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>SPONSORS</th>
<th>SUPPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Possess a strong investment in the education or experience of students or groups within that unit. Financially support academic programs, recruit talent from that specific pool of students, or invest in research in that area.</td>
<td>Serve and financially support a singular event, cause, or initiative.</td>
<td>Collaborate on shared programs, but do not visually appear together or benefit one another.</td>
</tr>
</tbody>
</table>

### Athletics, Cal Brand
(engaging in specific and exclusive athletic partnerships)

<table>
<thead>
<tr>
<th>PARTNERS</th>
<th>SPONSORS</th>
<th>SUPPORTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exist on a smaller scale than official partnerships and serve the specific vision of the Cal brand.</td>
<td>Serve and financially support a singular event, cause, or initiative.</td>
<td>Collaborate on shared programs, but do not visually appear together or benefit one another.</td>
</tr>
</tbody>
</table>
Official partners will be evaluated and selected on a range of criteria that may include that entity’s mission, values, vision, brand reputation, global position, and historic performance, as well as its reasoning for forging a true partnership with UC Berkeley.

Official partners will share critical themes that speak to who UC Berkeley is as a leading educational institution. These themes include, but are not limited to:

**Real World:** possessing a diverse and complex culture that engages with the world

**Potential:** celebrating the minds and passions of individuals and what they can accomplish together

**Dynamism:** sharing a forward momentum, thriving in a constantly changing world

**Optimism:** possessing confidence without arrogance and a “half full” mentality

**Leadership:** leading their industry in a way that others admire as a valuable resource

**Public Value:** believing in and creating public engagement, value, and prestige

**NOTE**
UC Berkeley reserves the right to select or reject official partners based on their alignment with the university’s mission and core values.
Evaluation Considerations:

VALUES-BASED CRITERIA
We seek partners who proactively establish and achieve high social responsibility standards, including support for educational or research-related programs and public service activities. Their reputations and business practices must align with the values and guiding principles of UC Berkeley.

BRAND ALIGNMENT
We seek partners who support and further the good and valuable reputation of the university and the brand. They must align with consumer expectations of the brand and must not have the potential to damage UC Berkeley’s image or reputation.

SHARED VISION
We seek partners who also support UC Berkeley’s drive to lead positive change and support the educational, research, and public service mission of the university. They must have the principles, policies, products, or services that further our core mission.

REVENUE GENERATION
We seek partners who are financially viable, prepared to support UC Berkeley with revenue that will positively impact the work that the university is able to do. Every partner must be considered a smart and significant financial decision.

POTENTIAL RISK
We seek partners who are free of associations that are offensive or harmful to the academic reputation of UC Berkeley. There must be no potential for high-liability exposure that would be degrading or demeaning, or would reflect negatively on the Berkeley image.
For university partners who have a campuswide reach, a logo may be locked up either below or to the right of the Berkeley logo. They may use the endorser line “University Partner.” University partner logos may be full color, and should be placed within the structure outlined on page 14.
For partners who cross multiple units and departments on campus, a logo may be locked up either below or to the right of the Berkeley logo. They may use the endorser line “Partner.” Partner logos may be full color, and should be placed within the structure outlined on page 14.
SUB-BRAND PARTNERS

For partners who align with a specific sub-brand, a logo may be locked up either below or to the right of the Berkeley sub-brand logo. They may use the endorser line “Partner.” Sub-brand partner logos may be full color, and should be placed within the structure outlined on page 14.

HORIZONTAL LOCKUP

VERTICAL LOCKUP
For university-wide and sub-brand sponsors, a logo may be locked up with the logo of the event or logo they sponsor. Single-sponsor logos may be full color, while multiple sponsors locked up with a single event must be set in Berkeley Blue (see pages 12 and 13). If the event or program doesn’t have a logo, the name may be typeset above the sponsor logo. Sponsor lockups may use the endorser line “Sponsored by,” and should be placed within the structure outlined on pages 16 and 17.

SPONSORED EVENT WITH LOGO

CalDay

SPONSORED BY

SPONSORED EVENT WITHOUT LOGO

Jacobs Spring Design Showcase

SPONSORED BY
Use these alternative horizontal lockups when there are multiple sponsors of an event or program. Sponsor logos must be set in Berkeley Blue, and should be placed within the structure outlined on pages 20 and 21. If more than five sponsors exist, consider breaking the sponsors into a tiered structure. When multiple sponsors are present, sponsors may also be listed by name only.

MULTIPLE SPONSORS

CalDay

SPONSORED BY

PARTNERS INC.

SPONSOR LOGO

SPONSOR LOGO

SPONSOR LOGO

TIERED SPONSORS

CalDay

GOLD SPONSORS

PARTNERS INC.

SPONSOR LOGO

SPONSOR LOGO

SPONSOR LOGO

SILVER SPONSORS

SPONSOR LOGO

SPONSOR LOGO

SPONSOR LOGO

LISTED BY NAME

CalDay

SPONSORED BY

SPONSOR NAME

SPONSOR NAME

SPONSOR NAME

SPONSOR NAME

SPONSOR NAME

SPONSOR NAME
Use these alternative vertical lockups when there are multiple sponsors of an event or program. Sponsor logos must be set in Berkeley Blue, and should be placed within the structure outlined on pages 18 and 19. If more than five sponsors exist, consider breaking the sponsors into a tiered structure. When multiple sponsors are present, sponsors may also be listed by name only.
Supporters

Supporters should not be visually represented alongside the UC Berkeley logo or a subsequent unit logo; instead, they should be attributed as collaborators and given recognition via copy and dialogue.
Use this horizontal lockup structure for university partners, partners, and sub-brand partners. Always use the provided templates when creating new lockups.

The dividing space between the Berkeley logo and the partner logo is equal to two full B widths. The dividing line is centered in this space.

The endorser line is equal to one grid unit in height, set in all caps, using Freight Sans Bold. It sits centered one grid unit below the dividing line.

Partner Logo Grid

The partner logo grid is a 26-by-8-unit grid based on the proportions of the Berkeley logo. Partner 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. Partner logos should snap to the grid as much as possible and should be optically centered with the Berkeley logo. University partner and partner logos may be set in full color whenever possible.
Use this vertical lockup structure for university partners, partners, and sub-brand partners. Always use the provided templates when creating new lockups.

The dividing space between the Berkeley logo and the partner logo is equal to four grid units. The dividing line is centered within this space.

The endorser line type is equal to one grid unit in height, set in all caps, using Freight Sans Bold. Use two lines for university partners and one line for partners. The first line sits centered one grid unit below the partner logo grid.

1 Partner Logo Grid
The partner logo grid is a 13-by-4 unit grid based on the proportions of the Berkeley logo. Partner logos may be any size within this grid as long as their widest measurement is not wider than 13 units and their tallest measurement is not taller than 4 units. Partner logos should snap to the grid as much as possible and should be optically centered with the Berkeley logo. University partner and partner logos may be set in full color whenever possible.
Use this vertical lockup structure for sponsored events or programs that have a logo. Always use the provided templates when creating new lockups.

The dividing space between the event or logo and the sponsor logo is equal to four grid units.

The event or program logo grid is a 13-by-6-unit grid. Logos may be any size within this grid as long as their widest measurement is not wider than 13 units and their tallest measurement is not taller than 6 units. Event or program logos should snap to the bottom of the grid at all times and should be optically centered with the sponsor logo. Event logos should be set in full color whenever possible.

The endorser line type is equal to one-half grid unit in height, set in all caps, using Freight Sans Bold. It must always be one line, centered between the event or program name and the sponsor logo.

**Sponsor Logo Grid**

The partner logo grid is a 11-by-4-unit grid based on the proportions of the Berkeley logo. Sponsor logos may be any size within this grid as long as their widest measurement is not wider than 11 units and their tallest measurement is not taller than 4 units. Sponsor logos should snap to the grid as much as possible and should be optically centered with the event or program name. Sponsor logos must be set in Berkeley Blue, white, or black.
Use this vertical lockup structure for sponsored events or programs without a logo. Always use the provided templates when creating new lockups.

The dividing space between the event or program name and the sponsor logo is equal to four grid units.

The event or program name is set in title case using Freight Sans Medium. The x-height of the name is one grid unit, and the leading is one grid unit. Names may be set on one or two lines.

The endorser line type is equal to one half grid unit in height, set in all caps, using Freight Sans Bold. It must always be one line, centered between the event or program name and the sponsor logo.

**Sponsor Logo Grid**

The partner logo grid is a 11-by-4-unit grid based on the proportions of the Berkeley logo. Sponsor logos may be any size within this grid as long as their widest measurement is not wider than 11 units and their tallest measurement is not taller than 4 units. Sponsor logos should snap to the grid as much as possible and should be optically centered with the event or program name. Sponsor logos must be set in Berkeley Blue, white, or black.
Use this alternative vertical lockup structure for sponsored events or programs with more than one sponsor. Always use the provided templates when creating new lockups.

Additional Sponsors
Additional sponsor logos follow to the bottom of the first sponsor. They may be no bigger than the 11-by-4-unit grid shown on page 16. Use two grid units between each sponsor logo. Like the first sponsor, these logos must be set in Berkeley Blue, black, or white.

Tiered Sponsors
Tiered sponsors use the same structure. Additional tiers are added below each row, with two grid units between the previous row and the dividing line.
Use this alternative vertical lockup structure when listing sponsor names rather than using logos. Always use the provided templates when creating new lockups.

Use the guidelines on the previous pages to place the event or program name or logo.

**Sponsor Names**

Sponsor names are set in all caps, using Freight Sans Medium. The height of the names is equal to one grid unit, and additional lines sit one and a half grid units below the previous line. Sponsor names may be set on one or two lines, and the leading is a half grid unit. Sponsor names must be set in Berkeley Blue, white, or black.
Use this alternative horizontal lockup structure for sponsored events or programs with more than one sponsor. Always use the provided templates when creating new lockups.

**Sponsor One**
The first sponsor logo should follow the previous guidelines for creating a sponsor lockup, with the exception of being left aligned to the edge of the event or program logo. If the program or event has no logo, follow the guidelines on page 17.

**Additional Sponsors**
Additional sponsor logos follow to the right of the first sponsor. They may be no bigger than the 11-by-4-unit-grid shown on page 16. Use two grid units between each sponsor logo. Like the first sponsor, these logos must be set in Berkeley Blue, black, or white. Extend the dividing line to align with the right edge of the last logo.

**Tiered Sponsors**
Tiered sponsors use the same structure. Additional tiers are added below each row, with one grid unit between the previous row and the dividing line.

The dividing space between the event or logo and the sponsor logo is equal to two grid units for alternative horizontal lockups.
Use this alternative horizontal lockup structure when listing sponsor names rather than using logos. Always use the provided templates when creating new lockups.

**Sponsor Names**
Sponsor names are set in all caps, using Freight Sans Medium. The height of the names is equal to one grid unit, and the first line sits two grid units below the sponsor name. Additional lines sit one and half grid units below the previous line, and sponsor names should be spaced two grid units apart. Do not break sponsor names to two lines. Sponsor names must be set in Berkeley blue, white, or black.
To download a copy of these guidelines or other digital brand assets, visit brand.berkeley.edu.