The Brand Training Triple Shot

Workshop 1: Strategy & visual design
WHAT IS A BRAND?
A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.

– Seth Godin
WHAT DO BRANDS STAND FOR?
Coca-Cola
HAPPINESS
ENVIRONMENT
“This jacket comes with an environmental cost higher than its price. Don't buy what you don't need. Think twice before you buy anything.”

Join us in the Common Threads Partnership

I'd like to become a partner in the Common Threads Partnership to reduce excess consumption and give the planet's vital systems a rest from pollution, resource depletion and greenhouse gases.

- [ ] Patagonia agrees to build useful things that last, to repair what breaks and recycle what comes to the end of its useful life.

- [ ] I agree to buy only what I need (and will last), repair what breaks, reuse (share) what I no longer need and recycle everything else.

- [ ] I would like to receive the Common Threads Partnership e-newsletter on reducing our environmental footprint and living within the planet’s means.

- [ ] I would like to receive Patagonia's customer emails.

Privacy Policy

First Name

Last Name

Email Address

TAKE THE PLEDGE
FREEDOM
IS BERKELEY A BRAND?
Let me take you on UC Berkeley’s branding journey.
PERCEPTION
Protests…
(Free Speech Movement)
More protests…
(Civil Rights Movement)
Even more protests...
(Disability Rights Movement)
Tie-die...
Long-haired, guitar strumming hippies...
And that old classic: surfboard atop a VW beetle...
REALITY
A CURE FOR MALARIA
AT THE LAST SUMMER OLYMPICS, CAL WON ENOUGH GOLD MEDALS TO RANK US 6TH IF WE WERE A COUNTRY

Data: 2012 Olympics
WE DON’T BUILD TODAY’S TOP TECH COMPANIES, WE CREATE ENTIRE INDUSTRIES.
22
ELEMENTS ON THE
PERIODIC TABLE
Our challenge was to close the gap between PERCEPTION AND REALITY
OUR GOALS

To tell a compelling, forward-thinking story that resonates with existing perceptions and creates a rational and emotional connection with the people we care about.

To give multiple audiences a clear reason to believe in the future of Berkeley and an urgent motivation to support it.

To inspire internal audiences to take part in this story, and to collectively and individually benefit.
OUR PROCESS

1. PERCEPTION STUDY
   + INTERVIEWS/FOCUS GROUP/AUDITS

2. STRATEGY/POSITIONING/AUDIENCE MESSAGING

3. THE BIG IDEA

4. PACKAGING OF THE BIG IDEA
   + MANY SAMPLE TOUCHPOINTS

5. TOOLS/EXERCISES/WORKSHOPS FOR COMMUNICATORS
   + BRAND GUIDELINES
Our peers.
Freedom of Choice

Stanford University offers a wide range of programs, departments, and courses, allowing students to explore and pursue their academic interests. The university's diverse offerings cater to students with varied passions and aspirations. Whether you're interested in the arts, sciences, humanities, or professional fields, Stanford provides a rich academic environment to help you achieve your academic goals.

Stanford's undergraduate programs span multiple disciplines, including arts, humanities, social sciences, engineering, and more. The university encourages students to discover their passions and pursue their interests through a diverse range of courses and academic experiences.

As a student at Stanford, you'll have access to a comprehensive range of academic resources, including experienced faculty, state-of-the-art facilities, and opportunities for research, internships, and community service. Stanford's commitment to excellence in education is reflected in its rigorous academic standards and its dedication to preparing students for success in their future careers.

With a commitment to fostering a diverse and inclusive community, Stanford is dedicated to helping students from all backgrounds thrive and excel in their academic pursuits. Whether you're a new student looking to explore the possibilities at Stanford or an experienced scholar seeking to deepen your knowledge, Stanford's community welcomes you with open arms.

Explore the resources available to you at Stanford, and get involved in the many opportunities that the university offers. From academic programs and extracurricular activities to community engagement and professional development, Stanford is a place where you can truly be yourself and achieve your academic and personal goals.

Contact us today to learn more about what Stanford has to offer and how we can help you achieve your academic and professional aspirations.

[Contact Information]

[Stanford University Website]

[Stanford University Social Media]

[Stanford University Events]

[Stanford University News]

[Stanford University Scholarships]

[Stanford University Athletics]

[Stanford University Alumni]

[Stanford University Campus Map]
A quest for healthy, productive aging motivates giving

In 1965, Paul Glenn launched the Glenn Foundation for Medical Research in his quest to extend the healthy productive years of life through research on the mechanisms of biological aging. In 2005, his mission led him to Harvard Medical School, where the first of two generous gifts of $5 million established the Paul Glenn Laboratories for the Biological Mechanisms of Aging. Glenn made his second gift in 2009.

“We're not aiming to fill nursing homes,” says Glenn, whose foundation also funds aging research labs at MIT and the Salk Institute for Biological Studies.

The average American today lives 79 years, says Bruce Yanker, MD, HMS professor of pathology and co-director with David Sinclair, MD, of the Paul Glenn Laboratories for Biological Mechanisms of Aging. Yanker is leading research focused on the downside of this longevity: an increase in neurodegenerative diseases, including Alzheimer's.

The Glenn Laboratories at HMS are dedicated to understanding the mechanisms of normal aging and the development of interventions to delay its onset and progression, thereby extending the healthy years of human life. Since 2006, an annual symposium, sponsored by the Glenn Labs, brings together some of the country's most preeminent researchers in aging to exchange ideas.

Many leaders in the aging field predict that significant strides will be made in understanding how human health and lifespan are regulated and how healthy lifespan is extended. The goal is to translate these discoveries into therapies that could postpone and treat diseases of aging.

“Training the first generation of autism specialists

Although autism affects 1 out of 150 children in some form, according to the U.S. Centers for Disease Control and Prevention, little is known about the neurological disorder, which affects a person’s ability to communicate, engage in social interactions, and respond appropriately to his or her environment. The cause is not clear, there is no cure—and no test can detect it.

Much of the reason little is known about the disorder is that there are so few physicians who understand autism and the needs of patients affected by it.

To help address the demand for more physicians who work with both pediatric and adult autism patients, the Nancy Lurie Marks Family Foundation has provided $5 million to the Harvard Medical School to establish the Nancy Lurie Marks Clinical and Research Fellowship Program in Autism.

The multifaceted program furnishes funding for HMS students and junior faculty members interested in pursuing a deeper understanding of autism and neurological disorders, and supports the Medical School’s focus on neuroscience. Half of the faculty members’ time will be spent seeing patients in the clinic.

Lurie Marks, who has as an adult family member with autism, says the new program is a leap forward in autism research. “I've spent a lifetime looking for answers and searching the best treatments for people with autism. Now that Harvard has joined in this quest, it is my hope that this new partnership will result in new treatments for people with autism, and hope for their families.”

“I've spent a lifetime looking for answers and searching the best treatments for people with autism. Now that Harvard has joined in this quest, it is my hope that this new partnership will result in new treatments for people with autism, and hope for their families.” —Nancy Lurie Marks
Our look.
Our voice.
“Berkeley is consistently rated among the top institutions in the world for the quality and breadth of its research enterprise, for the scholarly distinction of its faculty, for the excellence of its Ph.D. programs, and for the amount of funding received in support of its research programs.”
“Berkeley’s core research community is made up of some 1,800 full-time faculty, 10,000 graduate students, and approximately 1,400 post-doctoral fellows from throughout the world. In addition, many undergraduate students participate in cutting-edge research projects as part of their coursework.”
“Top-ranked graduate programs, world-class faculty, and a richly diverse community of students in one of the world’s most innovative regions.”
We can do better.
What is positioning?
Positioning is how you want to be thought of in the minds of your most important audiences. It is not what you are or how you express it, it’s about what you want people to remember when they walk away.
FINDINGS | CURRENT MESSAGE PLATFORM

The World’s Greatest Public University
FINDINGS | CURRENT MESSAGE PLATFORM

The World’s Greatest Public University

Established and well known
Based on breadth and depth, excellence and access

-
Established and well known

Based on breadth and depth, Excellence and access

Excellence and access now less differentiating from the privates

Concerns over funding and viability

Prestige should be earned, not communicated
Established and well known

Based on breadth and depth, excellence and access

Excellence and access now less differentiating from the privates

Concerns over funding and viability

Prestige should be earned, not communicated

Public mission is recognized and appreciated

Real-world engagement is a valuable differentiator

The World’s Greatest

Public University

FINDINGS | CURRENT MESSAGE PLATFORM
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Public mission is recognized and appreciated
Real-world engagement is a valuable differentiator
“Public” feels like a qualification, or an apology to some
Creates misleading perceptions about funding sources
Enables everyone to criticize the university’s decisions and future

The World’s Greatest

Public University
LOOKING BEYOND THE WORLD’S GREATEST PUBLIC UNIVERSITY
LOOKING BEYOND THE WORLD’S GREATEST PUBLIC UNIVERSITY

INTANGIBLE ATTRIBUTES
- Socially conscious
- Free-thinking
- Open and tolerant
- Down-to-earth
- Independent
- Chaotic
- Self-reliant
- Quirky

COMMON THEMES
- Real World
- Potential
- Dynamism
- Optimism
- Leadership
- Public Value

POSITIONING CONCEPT
UC Berkeley reimagines the world by challenging convention to shape the future.
WHAT: UC Berkeley reimagines the world
HOW: by challenging convention
WHY: to shape the future.
CREATIVE PLATFORM

Bringing the positioning to life
CREATIVE PLATFORM

REACH FURTHER
Walking across the graduation stage when you were told you’d never walk again.
Spending months observing telescopic data from the South Pole to DISCOVER that a new time period existed 13 billion years ago.
The game is over when we say it is.
Preserving the past is often the best path toward the future.
Sending more graduates to Teach for America than any other school in the country.
Giving Darfur refugees hope and a warm meal with a single invention.
BRAND ELEMENTS

VERBAL
You can reach further with **CONVICTION**.

Connect your message to an unwavering belief, cause, or higher calling.
You can reach further with **EXCELLENCE**.

Share stories about individual or collective achievements that outshine anything attempted before.
You can reach further with **SCALE**.

Demonstrate the impact of Berkeley's efforts to improve the world around us or change an individual’s life in an extraordinary way.
You can reach further with **DIVERSITY**.

Show the unique ways in which Berkeley connects disciplines, projects and people to create new paradigms that can transform the world.
BRAND ELEMENTS | VERBAL

CONVICTION, EXCELLENCE, SCALE AND DIVERSITY.

These are four key strengths that differentiate Berkeley from other universities. If each communication message we develop leverages one or more of these strengths, our creative platform will come to life with depth, breadth and longevity.

Remember, “Reach Further” is not a tagline; it’s the theme to build your stories on.
Our Tone

CURIOUS / INTENSE / OPTIMISTIC / INFLUENTIAL / SOCIAL CONSCIOUS / INDEPENDENT / REAL / OPEN
Creative Brief

A strategic tool to help you create the most effective communications.

For brochures, advertisements, film scripts, websites, magazine articles and other stories.
Creative Brief

Download the template and use it daily.

Medium of communication
Key audience
Key message
Proof points
Call to action
Additional considerations
Strength
Tone
Visual spectrum
Applying the Creative Brief
Strength:

Tone:

BEFORE
BROCHURE

Strength:

Tone:

BEFORE ——
TODAY’S EXERCISE
TODAY’S EXERCISE: WRITE A CREATIVE BRIEF & A HEADLINE

CRAFTING YOUR OWN REACH FURTHER STORY

Reimagine the story given to you in the new “reach further” voice.

Exercise One: Fill out the creative brief

Exercise Two: Write a new headline
Make sure that clear space is maintained around the logo for legibility and prominence.
The Berkeley seal is reserved for use on our most official communications.

It may also be used on other communications to formally designate that the document or digital message is an official UC Berkeley communication.
There are two Berkeley color palettes, the primary and the secondary. Each palette has its own subgroupings of colors.

**Primary Palettes**

- Berkeley Blue
- Founder’s Rock
- California Gold
- Medalist
The secondary palette is broken into four groups.

**BRAND ELEMENTS | COLOR**

- **NEUTRALS**: Wellman Tile, Bay Fog, Sather Gate
- **VIBRANTS**: Rose Garden, Lawrence, Ion
- **BRIGHTS**: Golden Gate, Lap Lane, Soybean
- **DARKS**: South Hall, Pacific, Stone Pine
We have also introduced two new greys to improve web accessibility and provide more design options online.

**Brand Elements | Color**

- **Grey**
  - Hex: EEEEE

- **Web Grey**
  - Hex: 888888
BRAND ELEMENTS | COLOR
The Visual Spectrum selector is a useful guide for selecting colors based on whether you want a piece that is subtle or bold, and formal or casual.
The Freight family is the recommended typeface to be used on all campus communication pieces. (Exception: Microsoft Office programs)

It was selected because it is warm, open and legible at all sizes.

<table>
<thead>
<tr>
<th>Freight Sans</th>
<th>Freight Text</th>
<th>Freight Micro</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aa Aa</td>
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<td>Aa Aa</td>
</tr>
</tbody>
</table>

To get a font license for your department, register with your CalNet ID on gallery.berkeley.edu and then send an email request to gallery@berkeley.edu.
The Visual Spectrum selector is a useful guide for selecting fonts based on whether you want a piece that is subtle or bold, and formal or casual.
Topical photography is the best way to capture the impact and passion unique to Berkeley. These photos are specific—directly related to the content being communicated.
Cultural photography captures our “Berkeleyness.” Whether the subject is architectural, such as the Campanile, or more human, like the Big Game Rally, these photos show the people and places that make Berkeley the place that it is.
Historical photography is used to show our legacy. These images should be used in a supporting role and should rarely be used as primary photography.
Light leaks are created when light seeps in through the cracks in a camera body or lens.

Use this Photoshop layer technique to refresh existing photographs and give them a bright, warm feeling.

Downloads and directions for use at brand.berkeley.edu
Structural elements are used to maintain consistency within complex page hierarchies.

Use these geometric shapes to contain labeling, contextual information and logos within documents.
Apertures are graphic shapes that add visual interest to an image. Use them to emphasize a specific part of an image or to add color to an image that may not be completely engaging on its own.

Downloads at brand.berkeley.edu
The **tessellation** pattern adds texture and depth when overlaid onto photography. The tessellation pattern should always be white, set to between 50 and 80 percent opacity in Adobe Creative Suite.

Downloads at brand.berkeley.edu
Prisms can be used in a variety of ways—as a solid-colored ribbon, an outlined pattern or an image magnifier—to add visual interest to a piece.
COMMUNICATIONS SUPPORT
From visual design to social media, this site provides tools and guidelines for campus communicators, designers and social media butterflies. Our collective work is what builds the Berkeley brand, and our team is always available to help you do just that. If you have questions or feedback, our inboxes are open.
UC Berkeley is recognized and ranked as the greatest public university in the world. We have been opening minds since 1868, and our core values of tolerance, diversity, respect and access to all have never wavered. No other university—public or private—offers the combination of academic excellence, access, commitment to public service and athletic prowess like Berkeley. So in the face of state budget cuts and general malaise over public education, how do we get our message across? What makes Berkeley truly stand out are our intangibles: the openness, freedom and acceptance—academically and artistically, politically and culturally—that are impossible to communicate with just statistics and facts. We all need to communicate in a way that engenders excitement, confidence and a desire to participate in our mission.

This is an exciting time for Berkeley. While some see reduced funding as an obstacle, we recognize it as an opportunity to develop a stronger Berkeley voice. Our reputation extends far beyond the Bay Area, making a transformative impact on everything from education and the environment to local and global economies. This document is a guide to identifying and communicating our unique future-oriented stance, as a way that we collectively contribute to Berkeley's success.
BRAND TEAM SUPPORT

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Ram Kapoor

DESIGN
Hulda Nelson

WEB
Sara Leavitt

DIGITAL GALLERY
Melani King

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THANK YOU