

IT Forum

UCSB Web

December 13, 2017



Office of the
Chief Information Officer

Agenda

1. **CIO Welcome/Introduction – Matt Hall**
2. SiteImprove – Aubrie Amstutz (on behalf of Kate Lucero)
3. UCSB Web Branding– Alex Parraga
4. Discussion

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3. UCSB Web Branding– Alex Parraga
4. Discussion

SiteImprove – Web Accessibility

Overview

As of Fall 2017, UCOP has signed a contract with SiteImprove to increase systemwide web accessibility and equal access.

SiteImprove is a third party SaaS provider that provides web site tools to help content authors identify broken links, misspellings, ADA compliance issues, Search Engine Optimization (SEO), website analytics, and application/server response.

Frequency of Reports

SiteImprove will crawl your entire website every 5 days and give the assigned user detailed information about pages that are in good standing and pages that need attention.

Report Details

The report will include lists of broken links, unsafe domains, misspellings and potential misspellings.



Office of the
Chief Information Officer

SiteImprove – Timeline

Timeline

There will be two phases of implementation – UCSB is in the second phase, which is expected to start in February 2018.

Campuses have been asked to provide an initial set of sites for testing by mid-December, and name their campus SiteImprove administrator.

Training

More information including training will be provided as it becomes available.



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Chief Information Officer**

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- 3. UCSB Web Branding– Alex Parraga**
4. Discussion

UCSB Web Branding

Alex Parraga

Chief Digital Officer News and Communications

UCSB Public Affairs

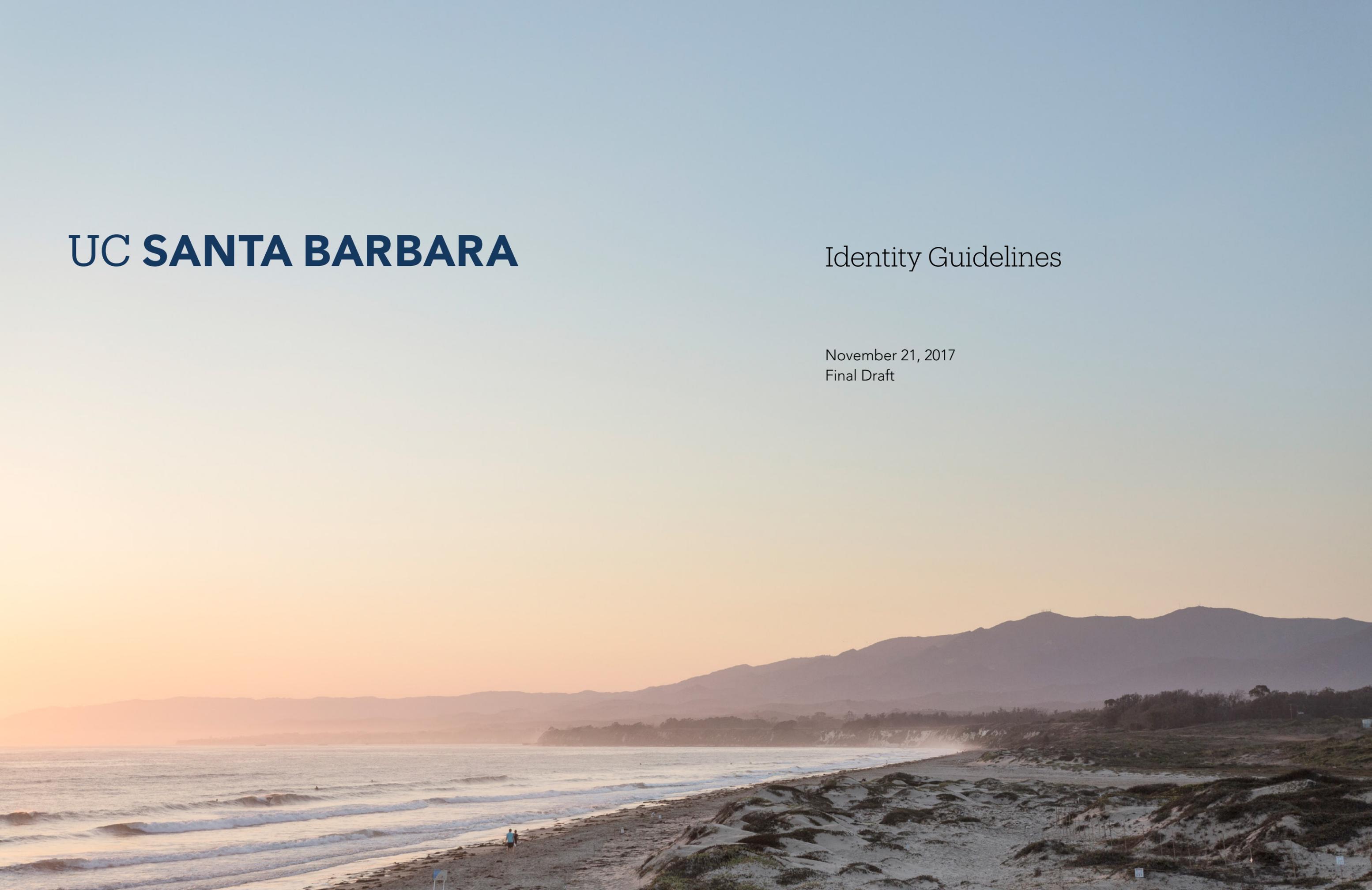


**Office of the
Chief Information Officer**

UC SANTA BARBARA

Identity Guidelines

November 21, 2017
Final Draft



UC Santa Barbara offers a dynamic environment that combines academic inquiry with social intelligence to inspire scholarly ambition, creativity, and discoveries with wide-ranging impact.

Our campus identity carries this message, allowing us to channel the academically rich and socially rewarding experience of UC Santa Barbara. The guidelines that follow introduce a set of elements that capture the way to visually express everything we represent. Used consistently, it is a platform to engage and inspire.



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Introduction

Purpose of this Guide

Strengthening the visibility of UC Santa Barbara is vital to our future.

When we pair a strong logo system with a rich palette of color, type, and imagery, we form the basis of the UC Santa Barbara identity system. They are tools for storytelling that build strong emotional connections to UCSB and invite immediate associations to our school and everything we collectively represent.

This guide was designed to help tell the UC Santa Barbara story in a consistent, compelling way. Every encounter with UCSB – whether in person, online, or through our services – is an opportunity to share our story. Adhering to these guidelines is essential for presenting the face of our institution with a unified and distinctly UCSB voice.

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03 Applications

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UC Santa Barbara is much more than a beautiful campus in a stunning location. We are a dynamic environment where the land meets the sea, where brilliant minds meet each other, and where academic excellence pairs with social intelligence to spark creativity and discovery.

We thrive on the vital exchange of ideas and experiences across our campus. It is only fitting that we have the tools to capture the spirit of our dynamic environment with consistency and character wherever we can. To that end, we have developed a visual system to better reflect the real UC Santa Barbara across everything we do.

The purpose of this identity system is to help us tell our unique story. Please use these guidelines to inform how you communicate to important audiences on behalf of our university.

The identity system within these guidelines is based on characteristics of our campus story that not only set us apart, but contribute to rewarding experiences for our students, faculty, staff, and alumni:

Inspirational environment.

There is a vibrancy and energy on campus that comes from our natural, cultural, and intellectual environment. It inspires great thinking and collaboration.

Academically rich and socially rewarding experience.

The abundance of opportunities to work together, learn together, and play together result in high quality scholarship and a thriving and inclusive community.

Excellence across broad fields of study.

Our dynamic environment has enabled us to achieve our status as a highly ranked, well respected university, and we continue to excel.

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Section 02

Visual System

Campus Logos

Overview

There are two logos that represent UC Santa Barbara: Our primary wordmark and secondary tab. They are an expression of our personality and a distillation of all the experiences that make UCSB unique.

The included variations of the UC Santa Barbara logos share many common elements and each one is designed with specific applications in mind. Treat them with respect and use them in accordance with these guidelines.

PRIMARY WORDMARK

UC SANTA BARBARA

SECONDARY TAB

UCSB

UC SANTA BARBARA

UCSB

UC SANTA BARBARA

UCSB

Campus Logos
Primary Wordmark
UC Santa Barbara

The UC Santa Barbara wordmark is the primary logo and should be used on applications intended for broader external or internal audiences when formally communicating the full name and

destination "Santa Barbara" is important. A similar consideration should be taken in written text: At first mention, always use UC Santa Barbara followed by UCSB.

Navy Wordmark



UC SANTA BARBARA

Reverse Wordmark



UC SANTA BARBARA

Campus Logos

Primary Wordmark

Color Versions, Backgrounds

Navy is the preferred color for the primary wordmark. When using the navy wordmark, white is the preferred background color. As a general rule, avoid placing the navy wordmark on colored backgrounds. Where applicable, the navy wordmark may be placed on our core gold color (as specified in our color palette on pg 47).

The black version of the wordmark is available for black and white or grayscale designs. When using the black version, white is the preferred background color. Avoid placing this version on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed (white) version when placing the wordmark over navy, dark, or image backgrounds. Be sure there is adequate contrast between the wordmark and the background to ensure legibility.

Navy Wordmark



UC SANTA BARBARA

Black Wordmark



UC SANTA BARBARA

Reverse Wordmark Color Background



UC SANTA BARBARA

Reverse Wordmark Image Background



UC SANTA BARBARA

Campus Logos

Primary Wordmark

Clear Space, Minimum Size, Relative Size and Placement

Clear Space

Providing the right amount of clear space around the primary wordmark makes it easier to distinguish and reinforces the importance of the UC Santa Barbara identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the "U" in UC.

Minimum Size

The primary wordmark is optimized for all applications. It is designed to scale and function at small sizes for print and digital and large sizes for outdoor environments. To ensure legibility and reproduction, adhere to the minimum sizing requirements outlined below.

Relative Size and Placement

The size and location of the primary wordmark in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to logo placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement.

CLEAR SPACE



X = WIDTH OF "U"

RELATIVE SIZE AND PLACEMENT



X = APPLICATION WIDTH



MINIMUM SIZE

UC SANTA BARBARA



MINIMUM PRINT SIZE: 1.25" WIDE (31.75 MM)

MINIMUM SCREEN SIZE: 120 PIXELS WIDE

UC SANTA BARBARA

Energy efficiency is the world's best hope for beating climate change.

It starts with being smarter about how we use energy.

Stimulating + Pioneering

UC SANTA BARBARA

Recognized for Excellence

UC SANTA BARBARA

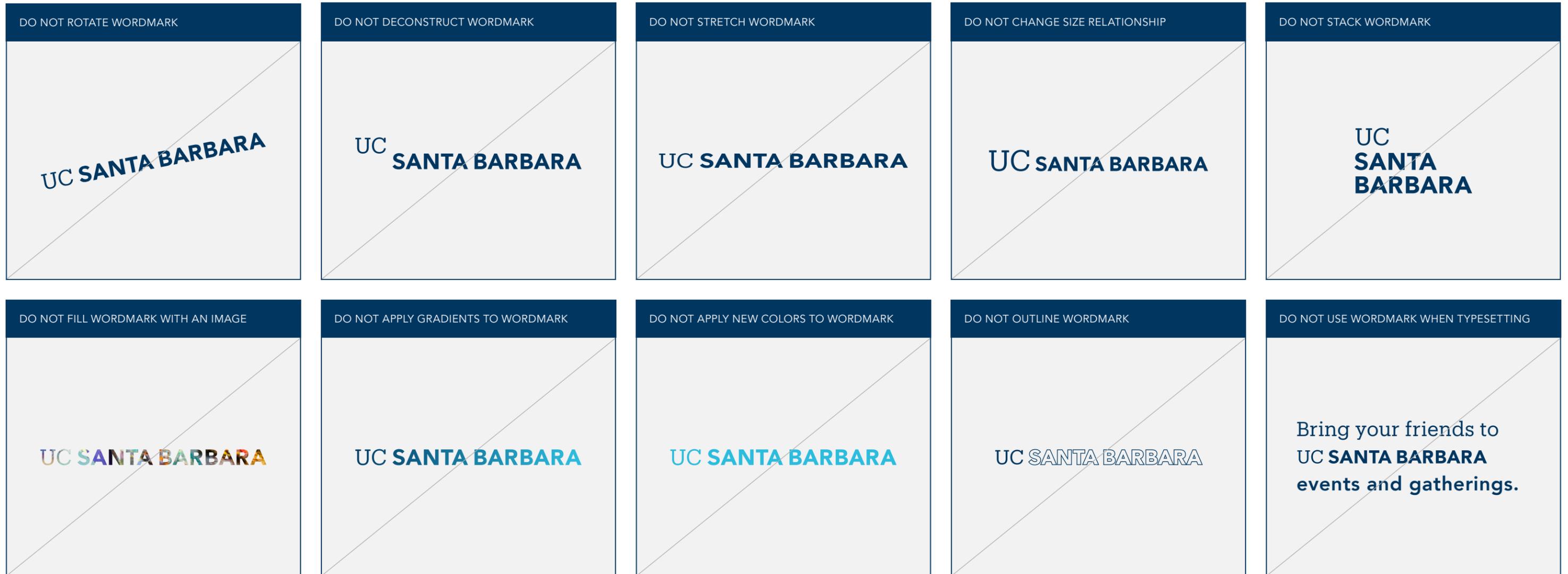
Campus Logos

Primary Wordmark

Incorrect Usage

The impact of our logo is dependent on proper, consistent use. Any changes to the shape and color of the UC Santa Barbara primary wordmark will change or diminish the important values, ideas, and meanings with which it is associated. Logos are, among other things, symbols of reputation—alter them, and they can

subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.



Campus Logos

Primary Wordmark

Logo File Formats

The UC Santa Barbara primary wordmark is provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used when assets need to be scaled up or down. PNG bitmap is a fixed resolution asset

reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

	EPS – Vector	PNG – Bitmap
Print For print, signage, etc.	Black CMYK	•
	Navy CMYK, PMS	•
	Reversed CMYK	•
On-Screen For websites, presentations, etc.	Black RGB, 72dpi, 1000px	•
	Navy RGB, 72dpi, 1000px	•
	Reversed RGB, 72dpi, 1000px	•

Campus Logos
Secondary Tab
UCSB

The secondary tab logo can be used on applications intended for local or internal audiences where there is a known association between UCSB and UC Santa Barbara. Each element of the tab has been specifically placed, sized, and rendered. The tab should never be modified or redrawn in any way.



Campus Logos

Secondary Tab

Color Versions

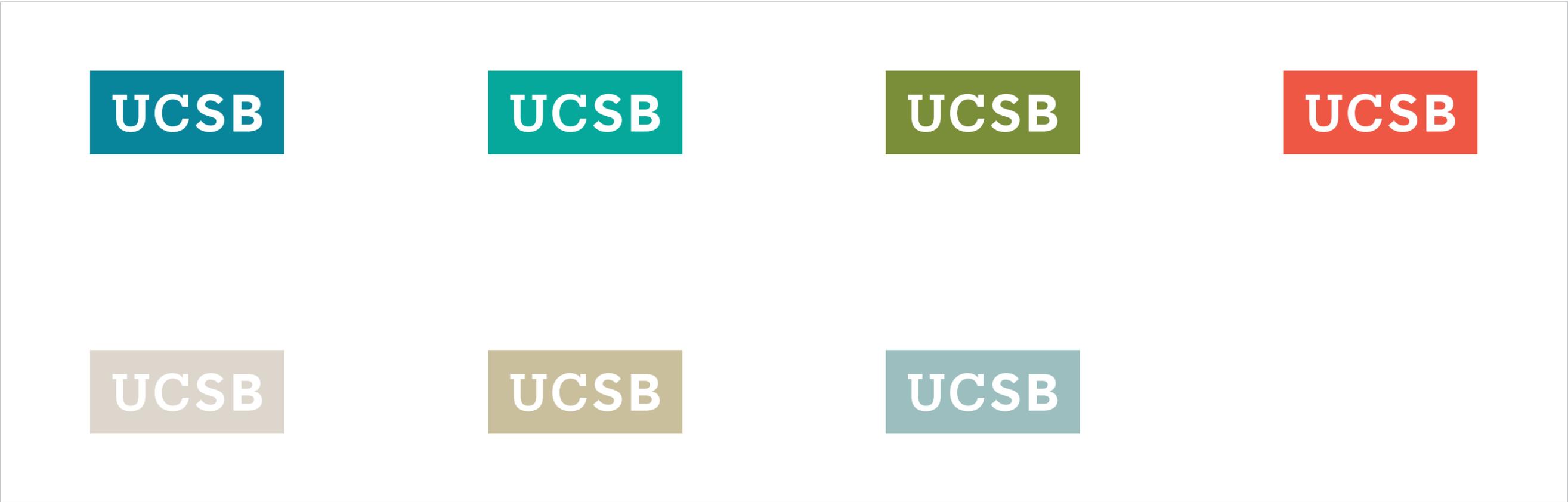
The secondary tab is available in select colors from our color palette. The use of the tab in color broadens our expression and adds vibrancy to our identity. Use the tab in the primary colors,

navy or gold, to reinforce our University of California pride, or introduce our location-inspired secondary colors to add vibrancy.

Primary Colors



Secondary Colors



Campus Logos

Secondary Tab

Color Versions, Backgrounds

The secondary tab is available in all colors shown below with UCSB set in white or transparent which allows the photography to come through in the tab.

It is also available in reverse (white) versions with UCSB in navy or transparent. Be sure there is adequate contrast between the tab and the background to ensure legibility.

Solid Type



Transparent Type



Campus Logos

Secondary Tab

Clear Space, Minimum Size, Relative Size and Placement

Clear Space

Providing the right amount of clear space around the secondary tab makes it easier to distinguish visually and reinforces the importance of the UCSB acronym. Similar to the primary wordmark, the required amount of clear space to ensure maximum visibility and legibility is determined by the width of the “U” in UCSB.

Minimum Size

The secondary tab is optimized for all applications. It is designed to scale and function at small sizes for print and digital applications and large sizes for outdoor environments. To ensure legibility and reproduction, adhere to the minimum sizing requirements outlined below.

Relative Size and Placement

The size and location of the secondary tab in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to the tab placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement.

CLEAR SPACE



X = WIDTH OF “U”

RELATIVE SIZE AND PLACEMENT



X = APPLICATION WIDTH



MINIMUM SIZE

UCSB



MINIMUM PRINT SIZE: 0.5" WIDE (12.5 MM)

MINIMUM SCREEN SIZE: 36 PIXELS WIDE

UCSB

Energy efficiency is the world's best hope for beating climate change.

It starts with being smarter about how we use energy.

Stimulating + Pioneering

UCSB

Recognized for Excellence

UCSB

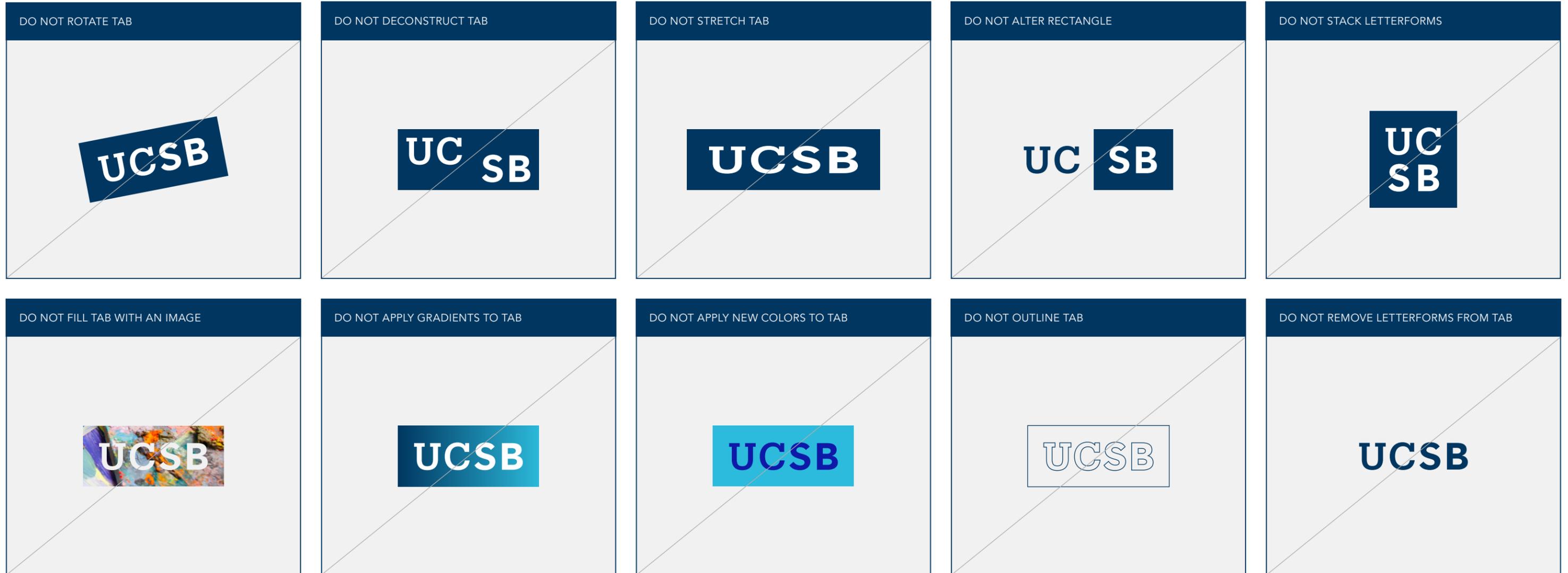
Campus Logos

Secondary Tab

Incorrect Usage

The impact of our logo is dependent on proper, consistent use. Any changes to the shape and color of the secondary tab logo will change or diminish the important values, ideas, and meanings with which it is associated. Logos are, among other things, symbols of reputation—alter them, and they can subtly shift perceptions of the

institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.



Campus Logos

Secondary Tab

Logo File Formats

The tab logo is provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used when assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

		Navy	Gold	Aqua	Clay	Coral	Mist	Moss	Sandstone	Sea Green	Black	White
Print For print, signage, etc.	EPS – Vector	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○
On-Screen For websites, presentations, etc.	EPS – Vector	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○
	PNG – Bitmap	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○	● ○

- CMYK + PMS
- CMYK
- RGB, 72 DPI, 1000px
- Transparent
- Knockout
- Knockout

Campus Logo Lock-Ups

Overview

The campus logo lock-ups were created to support communications by academic entities, such as schools and departments. The design of the logo lock-up creates a strong UC Santa Barbara impression, helping to reinforce each entity's affiliation with the university. The new logo lock-up system promotes prominence for each entity by increasing the proportional size relative to the logos.

PRIMARY LOCK-UP

UC SANTA BARBARA
College of Letters & Science

SECONDARY LOCK-UP

UCSB
College of Letters & Science

UC SANTA BARBARA
Division of Mathematical,
Life, and Physical Sciences

UCSB
Division of Mathematical,
Life, and Physical Sciences

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups

Color Version, Backgrounds

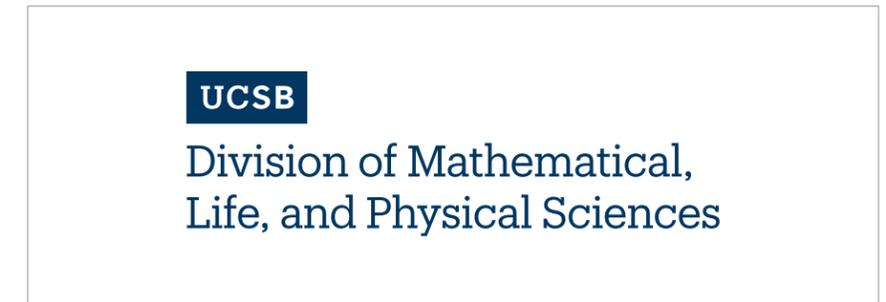
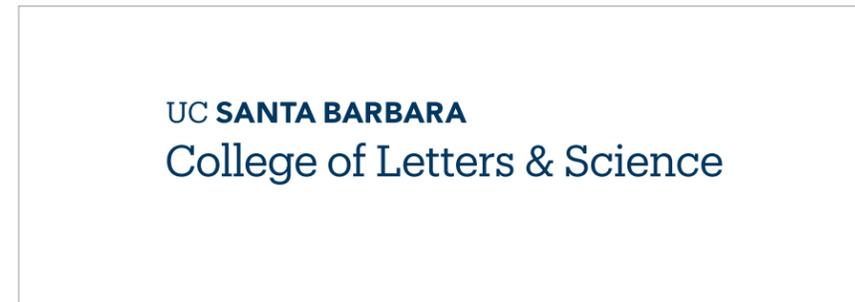
Navy is the preferred color for the campus logo lock-ups. When using the navy versions, white is the preferred background color. As a general rule, avoid placing the navy logos on colored backgrounds. Where applicable, the navy logos may be placed on our core gold color (as specified in our color palette on pg 47).

The black version of the campus logo lock-ups is available when black and white or grayscale designs are needed. When using the black versions, white is the preferred background color.

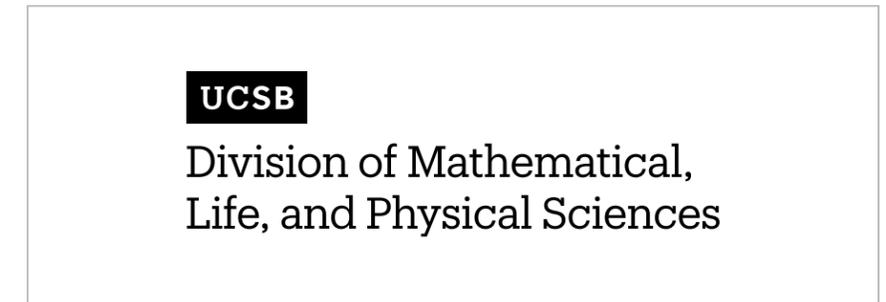
Avoid placing the lock-ups on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed (white) version when placing the lock-up over navy, dark, or image backgrounds. Be sure there is adequate contrast between the lock-up and background to ensure legibility.

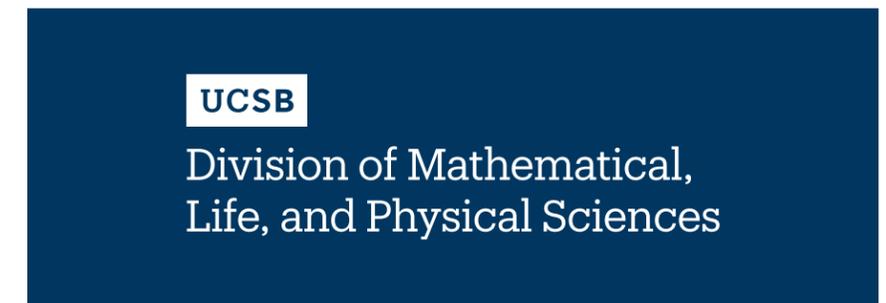
Navy Lock-Up



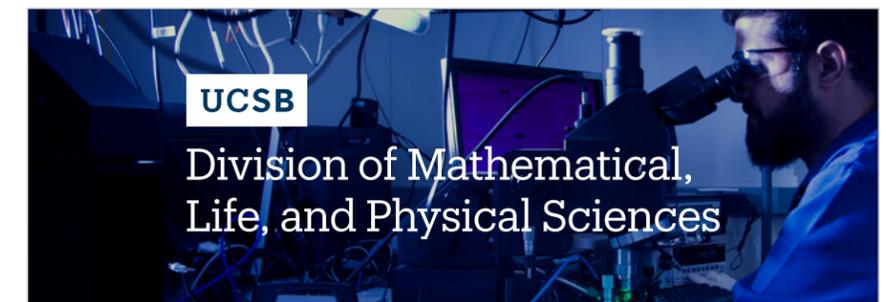
Black Lock-Up



Reverse Lock-Up Color Background



Reverse Lock-Up Image Background



Campus Logo Lock-Ups

Primary and Secondary Lock-Ups

Flexible Hierarchy

At UC Santa Barbara, we communicate with many audiences. Our logo lock-up system enables you to connect with a particular audience through a flexible hierarchy. This tiered hierarchy

configuration retains a consistent relationship with the primary wordmark or secondary tab, while permitting variable prominence for college, divisions, or departments.

PRIMARY LOCK-UP

UC **SANTA BARBARA**
College of Letters & Science] TIER 1

UC **SANTA BARBARA**
Division of Mathematical,
Life, and Physical Sciences] TIER 2
College of Letters & Science] TIER 1

UC **SANTA BARBARA**
Division of Mathematical,
Life, and Physical Sciences] TIER 2

SECONDARY LOCK-UP

UCSB
College of Letters & Science] TIER 1

UCSB
Division of Mathematical,
Life, and Physical Sciences] TIER 2
College of Letters & Science] TIER 1

UCSB
Division of Mathematical,
Life, and Physical Sciences] TIER 2

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups

Minimum, Maximum Tier Lines

When producing a logo lock-up, it's important to achieve the proper visual balance and legibility.

Below are the rules addressing the minimum and maximum number of lines for both one tier and two tier lock-ups.

PRIMARY LOCK-UP

ONE TIER — MINIMUM LINES

UC **SANTA BARBARA**
College of Creative Studies] 1 LINE

ONE TIER — MAXIMUM LINES

UC **SANTA BARBARA**
Bren School of
Environmental Science
and Management] 3 LINES

TWO TIERS — MINIMUM LINES

UC **SANTA BARBARA**
Humanities and Fine Arts] 1 LINE
College of Letters & Science] 1 LINE

TWO TIER — MAXIMUM LINES

UC **SANTA BARBARA**
Department of
Chemistry and
Biochemistry] 3 LINES
Division of Mathematical,
Life, and Physical Sciences] 2 LINES

SECONDARY LOCK-UP

ONE TIER — MINIMUM LINES

UCSB
College of Creative Studies] 1 LINE

ONE TIER — MAXIMUM LINES

UCSB
Bren School of
Environmental Science
and Management] 3 LINES

TWO TIERS — MINIMUM LINES

UCSB
Humanities and Fine Arts] 1 LINE
College of Letters & Science] 1 LINE

TWO TIER — MAXIMUM LINES

UCSB
Department of
Chemistry and
Biochemistry] 3 LINES
Division of Mathematical,
Life, and Physical Sciences] 2 LINES

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups

Clear Space, Minimum Size

Clear Space

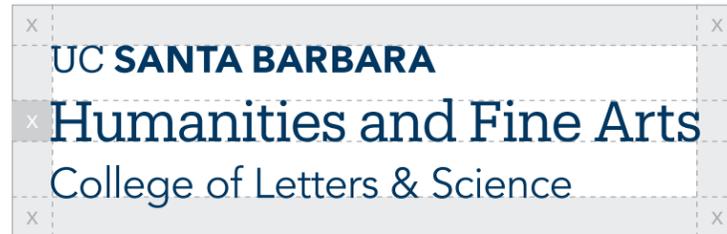
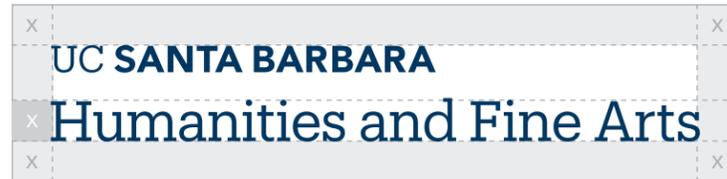
To create and maintain maximum impact, the UC Santa Barbara logo lock-ups must never be too closely linked to or crowded by copy, photography, or other graphic elements. Providing the right amount of clear space around the logo lock-up makes it easier to distinguish, and reinforces the importance of the UC Santa Barbara and sub-entity's identity. The required amount of clear space to ensure maximum visibility and legibility is determined by the x-height denoted in the examples below.

The same clear space requirement applies to a multi-tiered logo lock-up.

Minimum Size

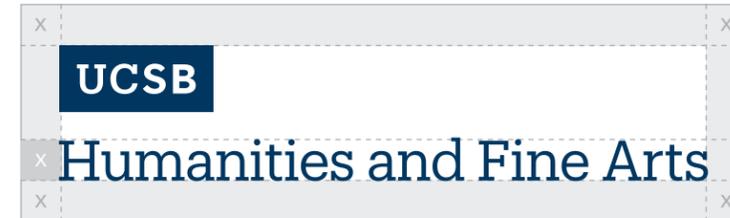
The campus logo lock-ups are optimized for all applications. It is designed to scale and function at small sizes for print and digital applications and large sizes for outdoor environments. To ensure legibility and reproduction, adhere to the minimum sizing requirements outlined below.

CLEAR SPACE



X = HEIGHT OF "H"

CLEAR SPACE



X = HEIGHT OF "H"

MINIMUM SIZE



MINIMUM PRINT SIZE: 1.25" WIDE (31.75 MM)
MINIMUM SCREEN SIZE: 120 PIXELS WIDE



MINIMUM PRINT SIZE: 0.5" WIDE (12.5 MM)
MINIMUM SCREEN SIZE: 36 PIXELS WIDE

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups

Incorrect Usage

The impact of our logo is dependent on proper, consistent use. Any changes to the shape and color of the campus logo lock-ups will change or diminish the important values, ideas, and meanings with which they are associated. Logos are, among other things, symbols of reputation—alter them, and they can subtly shift perceptions of

the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

<p>DO NOT ALTER SPACING</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>	<p>DO NOT STACK ELEMENTS</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>	<p>DO NOT ALTER ELEMENT PLACEMENT</p> <p>UCSB Department of Film and Media Studies</p>	<p>DO NOT ALTER COLOR</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>	<p>DO NOT ALTER COLOR OF TIERS</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>
<p>DO NOT ALTER LINE SPACING (LEADING)</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>	<p>DO NOT CHANGE SIZE RELATIONSHIP</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>	<p>DO NOT CHANGE TYPE WEIGHT</p> <p>UC SANTA BARBARA Department of Film and Media Studies</p>	<p>DO NOT CHANGE TYPE WEIGHT OF TIERS</p> <p>UC SANTA BARBARA Department of Film and Media Studies College of Letters & Science</p>	<p>DO NOT ADD LINES BEYOND MAXIMUM ALLOWANCE</p> <p>UC SANTA BARBARA Department of Counseling, Clinical, and School Psychology Gevirtz Graduate School of Education</p>

Campus Logo Lock-Ups

Primary and Secondary Lock-Ups

Logo File Formats

The campus logo lock-ups are provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used where assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

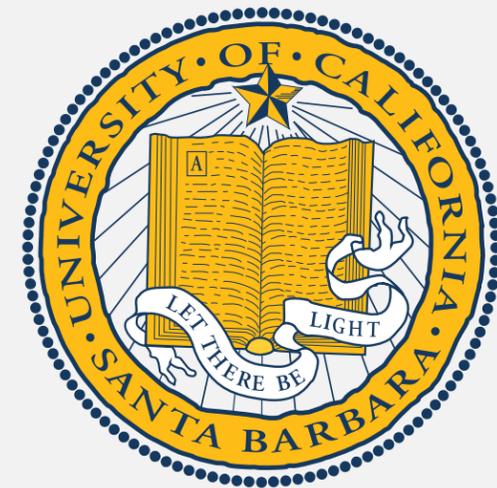
	EPS – Vector	PNG – Bitmap
Print For print, signage, etc.	Black CMYK	•
	Navy CMYK, PMS	•
	Reversed CMYK	•
On-Screen For websites, presentations, etc.	Black RGB, 72dpi, 1000px	•
	Navy RGB, 72dpi, 1000px	•
	Reversed RGB, 72dpi, 1000px	•

Campus Logos

Official Seal

Overview

The University of California Santa Barbara seal is typically reserved for official communications from the Chancellor's office, legal documents, financial documents, awards, and other formal university communications. It can also be used in other materials to formally signify an official UC Santa Barbara communication.



Campus Logos

Official Seal

Navy and Monochromatic Versions and Placement

Navy and Monochromatic Versions

Navy is the preferred color for the official seal. When using the navy version, white is the preferred background color. As a general rule, avoid placing the navy seal on colored backgrounds. Where applicable, the navy seal may be placed on our core gold color (as specified in our color palette on pg 47).

The black version of the official seal is available when black and white or grayscale designs are needed. When using the black version, white is the preferred background color. Avoid placing on colored backgrounds to ensure adequate contrast and legibility.

Use the reversed (white) version when placing the seal over navy, dark or image backgrounds. Be sure there is adequate contrast between the seal and background to ensure legibility.

Relative Size and Placement

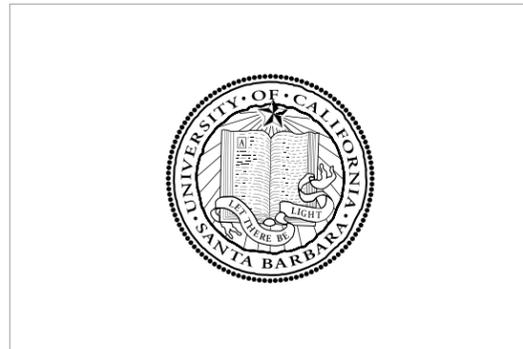
The size and location of the official seal in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to the seal placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement. When pairing the seal with a campus logo, only pair it with the primary wordmark.

NAVY AND MONOCHROMATIC VERSIONS

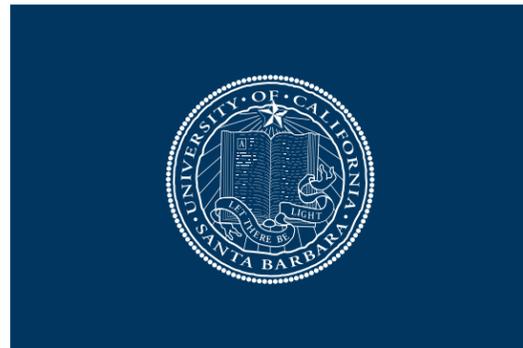
Navy Seal



Black Seal

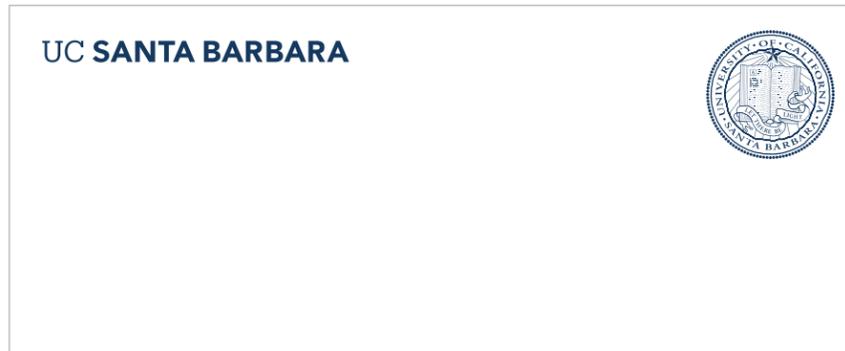


Reverse Seal
Color Background

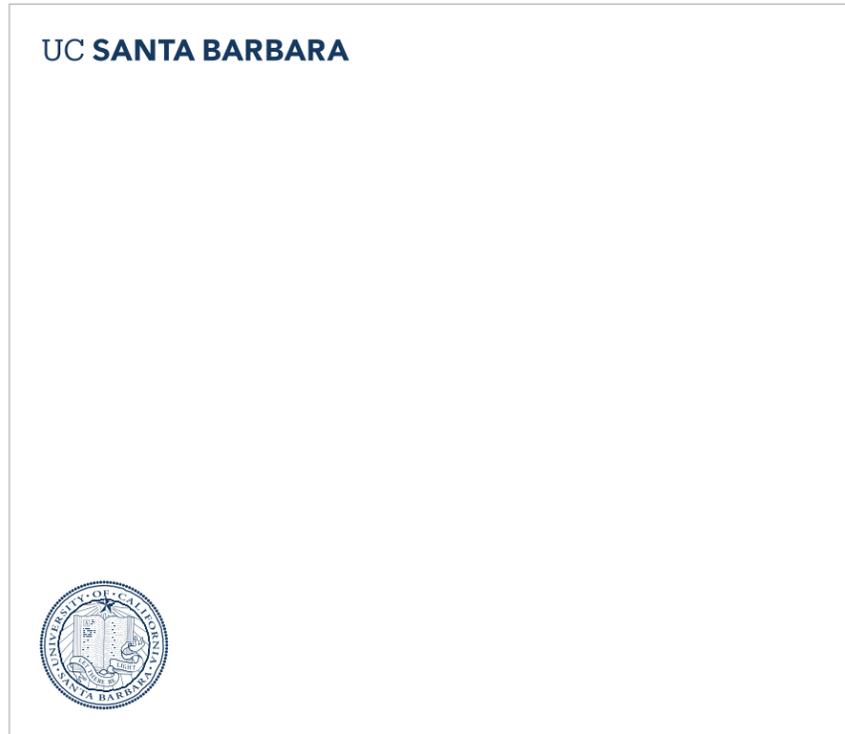


PLACEMENT

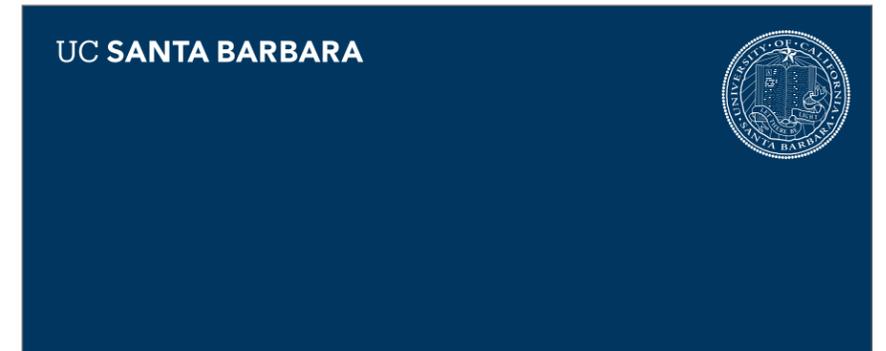
UC SANTA BARBARA



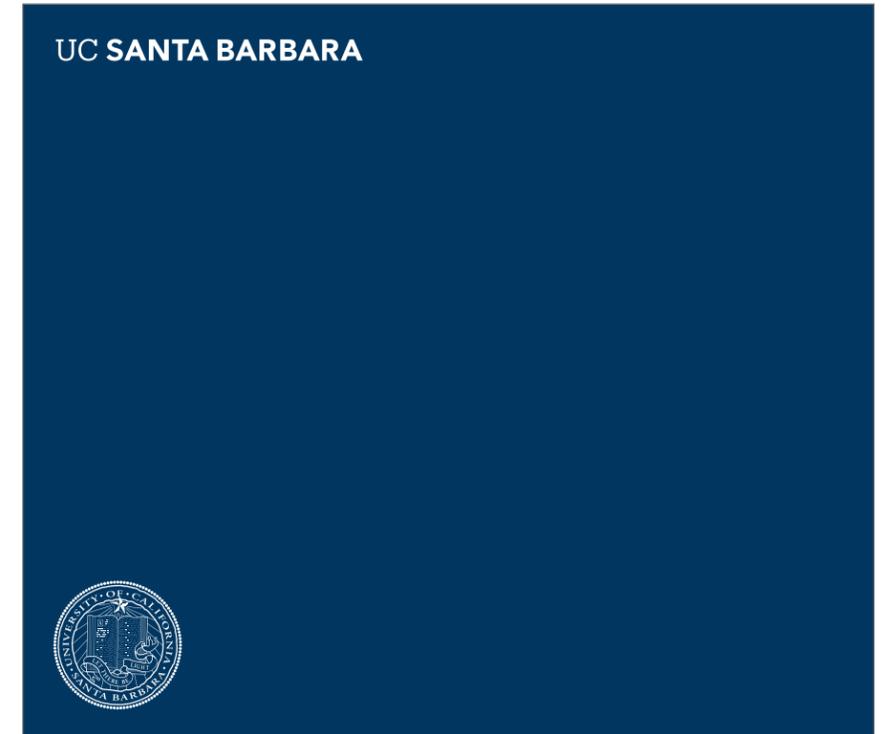
UC SANTA BARBARA



UC SANTA BARBARA



UC SANTA BARBARA



Campus Logos

Official Seal

Two-Color and Gold Versions and Placement

Two-Color and Gold Versions

The two-color (navy and gold) and gold seal are to be used with limited colors. When using the two-color version, white is the preferred background color. As a general rule, avoid placing the two-color seal on colored backgrounds or images.

When using the gold version, navy is the preferred background color. Avoid placing on any other background color to ensure adequate contrast and legibility.

Relative Size and Placement

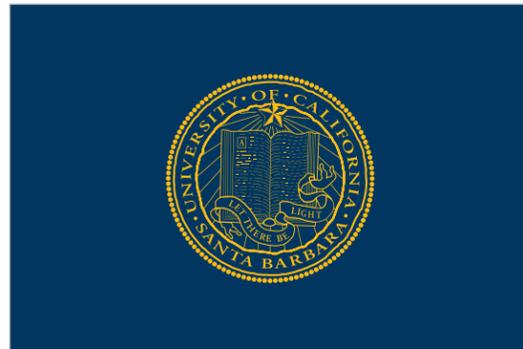
The size and location of the official seal in layouts is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to the seal placement helps create stronger recognition over time. The exhibits below show relative sizing standards and preferred placement. When pairing the seal with a campus logo, only pair with the primary wordmark.

TWO-COLOR AND GOLD VERSIONS

Two Color Seal



Gold Seal



PLACEMENT

UC SANTA BARBARA



UC SANTA BARBARA



UC SANTA BARBARA



UC SANTA BARBARA



Campus Logos

Official Seal

Logo File Formats

The official seal is provided in two colors and several file formats. These assets were created with color builds and formats specific to their media. The native files should not be altered, recolored, scaled disproportionately, or modified in any way.

Four-color process CMYK (Cyan, Magenta, Yellow, and Black) and PMS (Pantone Matching System) assets are available in EPS vector formats and should be used for print applications only. For signage, PMS assets are preferred.

The chart below details the file format best suited for each use case. For presentations and on-screen digital applications, RGB versions are available. EPS vector formats should be used where assets need to be scaled up or down. PNG bitmap is a fixed resolution asset reserved for presentations, web, and digital applications. PNG formats have transparent backgrounds and cannot be scaled up.

	EPS – Vector	PNG – Bitmap
Print For print, signage, etc.	Black CMYK	•
	Navy CMYK, PMS	•
	Reversed CMYK	•
On-Screen For websites, presentations, etc.	Black RGB, 72dpi, 1000px	•
	Navy RGB, 72dpi, 1000px	•
	Reversed RGB, 72dpi, 1000px	•

Visual System

Typography

Typography is an essential part of the UC Santa Barbara visual system. When used consistently, it unifies messaging and creates familiarity. These guidelines will help you use our typefaces for maximum legibility while reinforcing UC Santa Barbara in the eyes of our audiences.

6

Nobel
Laureates

1,000+ Acres

on the California Coast

1,008

Faculty Members

#1

Green
School

23,051

Students Enrolled

200+

Majors, degrees,
and credentials

Diverse
Vibrant
Social
Creative

Dynamic **Environment**

Progressive + Pioneering

Socially Rewarding

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations.

Typography

Avenir — Primary Typeface

Font Resources

For more information on font licensing, visit brand.UCSB.edu

Avenir is our primary typeface. Most UC Santa Barbara communications should use Avenir, including in all body copy and subheads. The typeface is made up of multiple weights: Light, Book, Medium, Heavy, and Black. Italicized versions are also included in the family. The default weight to use is Avenir Light for body copy and Avenir Black for subheads.

The supporting weights of Avenir may also be used, but usually for emphasis in smaller applications such as captions, tables, charts, and folios. In particular cases, Avenir may also be used for headlines when our secondary typeface, Produkt, is not appropriate.

Title and sentence case are preferred. Only use all caps in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.



Light

Storke Tower
Harold Frank Hall
Coral Tree Café
Theater and Dance
The Club

Book

Medium

Heavy

Black

University House
Pollock Theater
Girvetz Hall
UCSB Library
Public Safety

Avenir Book

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Avenir Medium

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Avenir Heavy

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Typography

Produkt — Secondary Typeface

Font Resources

For more information on font licensing, visit brand.UCSB.edu

Produkt is our secondary typeface. Produkt, primarily used in large headlines, introduces a subtle warmth that pairs well with Avenir. The typeface is made up of four weights: Thin, Extralight, Light, and Regular. The default weight to use is Produkt Light.

The supporting weights of Produkt may also be used, but usually for emphasis in smaller applications such as captions, tables, charts, and folios.

Title case is preferred. Only use all caps in small instances such as charts, labels, and UI navigation. Type should never be altered by adding outlines, drop shadows, or effects. Always set ® and ™ as superscript.

P r
P r

Thin

Storke Tower
Harold Frank Hall

Extralight

Coral Tree Café
Theater and Dance

Light

The Club
University House

Regular

Girvetz Hall
UCSB Library
Public Safety

Produkt Light

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Produkt Light

Reducing
Global Carbon
Emissions.

Produkt Light

Engaged

Typography

Type Hierarchy

Three types of copy establish the typographic hierarchy on any page, print or digital: headline, subhead, and body. Avenir, our primary typeface, may be used in all three instances, whereas Produkt, our secondary typeface is reserved primarily for headline

copy. Produkt should never be used in body copy. Below are a few examples that outline a basic typographic hierarchy complete with the appropriate typefaces.

1 HEADLINE COPY

2 SUBHEAD COPY

3 BODY COPY

4 BRANDED ELEMENT

1 **1,000+ Acres**
on the California coast that inspires, educates, and motivates our students to create a better tomorrow.

4 UC SANTA BARBARA

1 Energy efficiency is the world's best hope for beating climate change.

2 **It starts with being smarter about how we use energy.**

3 Te sea cibo minimum, eos eius utroque expe tendis cu. Mea ubique contentiones ei, viris delectus in vel. No ludus adol jiy escens qui. In debet vidisse gloriatur mea. Cu alterum appellatur mel, vocibus blandit qua lisd kue pri ne, ius liber putent eruditi et. No sea aliquid dignissim liberavisse.

Ut dolore adipiscing ius, nibh quando discere usu et, usu ne aliquip malorum. Velit disputationi no sit, ex molestie senserit torquatos estne, ius liber putent eruditi et. No sea aliquid dignissim.

Ut dolore adipiscing ius, nibh quando discere usu et, usu ne aliquip malorum. Velit disputationi no sit, ex molestie senserit torquatos est.

Ut vidit admodum liberavisse quo. Nam at reque aperiam, mei adhuc paulo interpretaris ex. Possit reprehendunt usu te, te elit cetero pri, utinam

causae oblique no has. Pri inani reformidans ea. Eu partem perfecto vel.

Lorem ipsum dolor sit amet, fierent percipit dignissim duo ne, labore constituam quo tono. Eros mediocritatem at quo, ne eius autem nihil mel. Ea sit vocent persius deterruisset. Viven do gloriatur reprimique eu nec.

Aeque electram quo at. Ut usu laudem melius philosophia, unum dicit nominavi qui ne, ei lorem perfecto vel. Qui habeo idque atomorum ne, an cibo viris sed. No ius nobis instructor. Ei quot legimus duo.

4 UC SANTA BARBARA

1 **The best environment, the best experience, the highest achievements.**

3 In June, Carly Thomsen reached a major milestone in her journey when she made history as UC Santa Barbara's first recipient of a doctoral degree in Feminist Studies. This summer she began the next leg of that journey by traveling to Houston, where she has accepted a two-year appointment as a Postdoctoral Fellow at the Center for the Study of Women, Gender, and Sexuality at Rice University.

Her UCSB dissertation, "Unbecoming Visibility Politics and Queer Rurality," explores the estrangement and tensions among and between LGBTQ (lesbian, gay, bisexual, transgender, and queer) women in the Midwest and mainstream gay rights groups.

Her work was recognized in June at Commencement, where she was honored with the 2014 Winifred and Louis Lancaster Dissertation Award for Social Sciences. The award came with a cash prize, and the dissertation was entered in the Council of Graduate Schools/University Microfilms International competition.

4 UC SANTA BARBARA

Typography

Type Hierarchy

The principles guiding type hierarchy can be applied across all forms of communication. Below are a few examples that show where and how to use our typefaces in accordance with these principles.

ADDITIONAL COVER INFORMATION

Fall 2018

Admission Guide

Freshman

UCSB Office of Admissions
admissions.ucsb.edu
University of California, Santa Barbara
August 2018

DESCRIPTOR

HEADLINE

DOCUMENT
INFORMATION

QUOTES

“My four years of study at UCSB was...”

John Lake
2016 Distinguished Alumni Award

“Access to educational, research, and creative opportunities without borders drive powerful achievements and foster community.”

Shuji Nakamura
2014 Nobel Prize in Physics

SIDEBARS

HEAVY / LIGHT

Transfer Students

Admitted students meet and exceed the UC minimum requirements for admission.

TRANSFER STUDENTS

Admitted students meet and exceed the UC minimum requirements for admission.

HEAVY / BOOK

Transfer Students

Admitted students meet and exceed the UC minimum requirements for admission.

TRANSFER STUDENTS

Admitted students meet and exceed the UC minimum requirements for admission.

Typography

Leading / Tracking

Space between lines of copy and space between letters contribute to elegance and legibility of typography. Leading refers to the space between lines of type. Tracking refers to spacing between characters. Effective application of leading and tracking differs for

each typeface and at each type size. The following pages detail recommended best practices for leading and tracking for Avenir and Produkt.

LEADING

>Lorem ipsum dolor
sit amet, elit essent
ponderum his et,
dicant ullamcorper
ne usu.

LEADING

>Lorem ipsum dolor sit amet, elit essent
ponderum his et, dicant ullamcorper
ne usu. An eos vidisse definitionem,
accusam recteque sadipscing ad qui.
Sit no quodsi abhorreant.

LEADING

TRACKING (AVENIR)

>Lorem ipsum dolor

30 PT / TRACKING SET TO 0

>Lorem ipsum dolor

21 PT / TRACKING SET TO 0

>Lorem ipsum dolor

16 PT / TRACKING SET TO 0

>Lorem ipsum dolor

12 PT / TRACKING SET TO 10

>Lorem ipsum dolor

7 PT / TRACKING SET TO 10

TRACKING (PRODUKT)

>Lorem ipsum dolor

30 PT / TRACKING SET TO 5

>Lorem ipsum dolor

21 PT / TRACKING SET TO 5

>Lorem ipsum dolor

16 PT / TRACKING SET TO 20

>Lorem ipsum dolor

12 PT / TRACKING SET TO 20

>Lorem ipsum dolor

7 PT / TRACKING SET TO 20

Typography

Avenir — Size / Leading / Tracking

There is a relationship between the point size of the typeface and the leading and tracking. The charts below offer guidance on how to adjust the leading and tracking for Avenir as the point size scales up.

BODY

SIZE 11 / LEADING 13.5 / TRACKING 10

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accu sam recteque sadipsing ad qui. Sit no quodsi abho rreant. Ea nostrum eloquentiam mea. Vim inani hendrerit torquatos ne, et ius ancillae maiestatis. Mea tation splendide ut. No veri iuaret ceteros vel, ius magna phaedrum an, te graeco efficiantur definitiones eam. Sit antiopam perpetua id. Te nam doctus aliquip dissentiet, te vim modus solet suscipit.

POINT SIZE	6	7	8	9	10	11
LEADING	7.5	9	10	11	12	13.5
TRACKING	10	10	10	10	10	10

HEADLINES / QUOTES

SIZE 20 / LEADING 23 / TRACKING 0

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipsing ad qui. Sit no quodsi abhorreant.

POINT SIZE	12	13	14	15	16	17
LEADING	15	16	17	18	19	20
TRACKING	10	10	10	0	0	0

LARGE HEADLINE

SIZE 50 / LEADING 50 / TRACKING 0

**Lorem ipsum
dolor sit amet,
elit essent
ponderum his
et, dicant**

POINT SIZE	30	31	32	33	34	35
LEADING	30	31	32	33	34	35
TRACKING	0	0	0	0	0	0

Typography

Produkt — Size / Leading / Tracking

There is a relationship between the point size of the typeface and the leading and tracking. The charts below offer guidance on how to adjust the leading and tracking for Produkt as the point size scales up.

QUOTES

SIZE 13 / LEADING 16 / TRACKING 20

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accu sam recteque sadipscing ad qui. Sit no quodsi abho rreant. Ea nostrum eloquentiam mea. Vim inani hendrerit torquatos ne, et ius ancillae maiestatis. Mea tation splendide ut. No veri iuvaret ceteros vel, ius magna phaedrum an.

POINT SIZE	11	12	13	14	15	16
LEADING	13.5	15	16	17	18	19
TRACKING	20	20	20	20	20	20

HEADLINES

SIZE 20 / LEADING 23 / TRACKING 5

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant ullamcorper ne usu. An eos vidisse definitionem, accusam recteque sadipscing ad qui.

POINT SIZE	17	18	19	20	21	22
LEADING	20	21	22	23	24	25
TRACKING	5	5	5	5	5	5

LARGE HEADLINE

SIZE 50 / LEADING 50 / TRACKING 5

Lorem ipsum dolor sit amet, elit essent ponderum his et, dicant

POINT SIZE	30	31	32	33	34	35
LEADING	30	31	32	33	34	35
TRACKING	5	5	5	5	5	5

Typography

Century Gothic

Primary Typeface Substitute

Font Resources
For more information on font licensing, visit brand.UCSB.edu

In cases where Avenir and Produkt are not available, Century Gothic should be used as a substitute. These cases may include digital applications such as HTML emails, Word documents, or digital presentations (such as PowerPoint) that cannot embed fonts.

There are two preferred weights for Century Gothic, each with an italic version: Regular and Bold. The default weight to use is Century Gothic Regular for body copy and the Bold weight for headlines. The Bold weight of Century Gothic may also be used for emphasis in smaller applications such as subheads captions, tables, charts, and folios.



Regular

Storke Tower
Harold Frank Hall
Coral Tree Café
Theater and Dance
The Club

Bold

University House
Pollock Theater
Girvetz Hall
UCSB Library
Public Safety

Century Gothic Regular

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Century Gothic Regular

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Century Gothic Regular

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy.

Typography

Incorrect Usage

The impact of our typography is dependent on proper, consistent use. Any changes to the type hierarchy and associated typefaces will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they

can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT SET BODY COPY IN ALL CAPS

Academically Rich Socially Rewarding

ACCESS TO EDUCATIONAL, RESEARCH AND CREATIVE OPPORTUNITIES WITHOUT BORDERS DRIVE POWERFUL ACHIEVEMENTS AND FOSTER A HEALTHY AND INCLUSIVE COMMUNITY. AS A RESULT, OUR UNIVERSITY IS RECOGNIZED WORLDWIDE FOR ITS SCHOLARSHIP, AND OUR PROFESSORS AND GRADUATES ARE HIGH-

DO NOT APPLY MORE THAN THE RECOMMENDED AMOUNT OF LEADING

Academically Rich Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our

DO NOT APPLY EXTRA LETTER SPACING (TRACKING)

Academically Rich Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its

DO NOT SET BODY COPY IN PRODUKT

Academically Rich Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and graduates are highly

DO NOT MAKE HEADINGS WITHOUT SUFFICIENT CONTRAST WITH BODY COPY

Academically Rich and Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and graduates are highly

DO NOT SET ALL BODY COPY IN BOLD

Academically Rich Socially Rewarding

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and

Visual System

Color

Color Overview

This is the UC Santa Barbara color palette. Inspired by the Santa Barbara coast, the palette is grounded in the experience of living and working in our surrounding environment.

The following pages will breakdown how to use the color system. Each color is assigned a PMS, CMYK, HEX, and RGB value. Please use the PMS value when printing with Pantone inks and the CMYK values for 4-color printing. The HEX and RGB values are reserved for creating digital applications that will be viewed on-screen.

UC SANTA BARBARA	UCSB

Color Palette Specifications

Navy

PMS 2955 C
C100 M60 Y10 K53
R0 G54 B96
#003660

Aqua

PMS 633 C
C98 M6 Y10 K29
R4 G133 B155
#04859B

Sea Green

PMS 7716 C
C83 M0 Y40 K11
R11 G168 B154
#0BA89A

Mist

PMS 5493 C
C47 M4 Y16 K16
R156 G190 B190
#9CBEBE

Light Gray

PMS 428 C
C10 M4 Y4 K14
R220 G225 B229
#DCE1E5

Clay

PMS Warm Gray 1C
C3 M3 Y6 K7
R220 G214 B204
#DCD6CC

White

White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

Gold

PMS 7549 C
C0 M28 Y100 K0
R254 G188 B17
#FEBC11

Moss

PMS 7496 C
C46 M6 Y100 K42
R122 G141 B57
#7A8D39

Coral

PMS 7597 C
C0 M85 Y100 K4
R239 G86 B69
#EF5645

Sandstone

PMS 4525 C
C9 M12 Y47 K18
R201 G191 B157
#C9BF9D

Black

PMS Process Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Color

Interactive Palette

The interactive color palette includes additional tints and shades for increased usability in interactive environments. All of the colors and tints shown here conform to the WCAG AA level contrast standard, which requires that the color combinations shown below meets a

minimum contrast ratio. Note that three darker variations of sea green, aqua and moss are provided to meet required ADA compliant contrast ratios for white text on color. These colors should only be used in web or interactive applications.

PRIMARY COLOR AND ACCENT

@base-navy #003660	@base-gold #FEB011
@navy-lighten-10-desat-10 #002B4C	@gold-darken-10-desat-10 #D0990C
@navy-darken-4 #07528C	@gold-lighten-24-sat-2 #FFDF8A
@navy-lighten-70 #C6E7FF	

NEUTRAL COLOR AND ACCENT

@lightgray-darken-80 #111517	@lightgray-darken-60 #3D4952	@base-white #FFFFFF
	@lightgray-darken-45 #5E707E	
	@lightgray-darken-20 #A1AFBA	
	@base-lightgray #DCE1E5	
	@lightgray-lighten-6 #EEF0F2	

SECONDARY COLOR AND ACCENT

@base-seagreen #0BA89A	@base-aqua #04859B	@base-moss #7A8D39	@base-coral #EF5645	@base-clay #DCD6CC	@base-sandstone #C9BF9D	@base-mist #9CBEBE
@base-seagreen-web #09847A ADA Compliant	@base-aqua-web #047C91 ADA Compliant	@base-moss-web #6D7D33 ADA Compliant	@coral-darken-15-desat-15 #C43424	@clay-darken-10 #C7BEAE	@sandstone-darken-10 #B6AA7C	@mist-darken-10 #7CA9A9
@seagreen-darken-12 #076F65	@aqua-darken-6 #036B7D	@moss-darken-8 #61702D	@coral-lighten-20 #F7ABA3	@clay-lighten-10 #F1EEEE	@clay-lighten-20 #EDEADF	@mist-lighten-20 #DAE6E6
@seagreen-lighten-32-desat-40 #83D3CC	@aqua-lighten-36-desat-36 #7ACEDD	@moss-lighten-40 #C6D495				

Color

Best Practice Pairing

The UCSB color palette consists of a core navy and gold, a set of cool hues, and a set of warm hues. Clay, sandstone, and other neutrals, such as white and black, work universally across the palette providing a warm foundation that can pair with any color. When using cool hues, it is recommended to stay within the cool set to

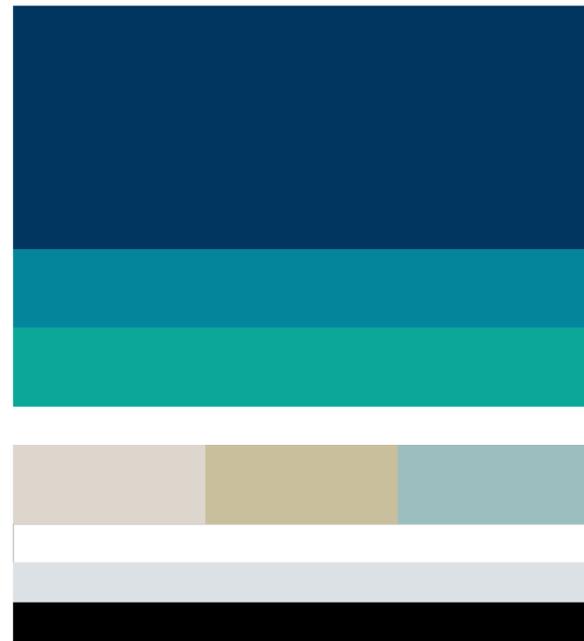
create harmony within your composition. When using warm hues, the pairings shown below are recommended as best practice. Avoid mixing cool hues and warm hues or using too many colors at once.

CORE



The core navy and gold reinforces UCSB's connection with the University of California. This color combination can be paired with any of the neutral tones.

COOL



Cool colors complement each other as they are derived from a similar hue. Pair cool hues with neutrals, such as clay or sandstone, to create contrast.

WARM



Warm colors work best when used in the following pairings. Balance warm colors with neutrals, such as clay or sandstone, or create a clean crisp contrast with white or black.

Color

Best Practice Application

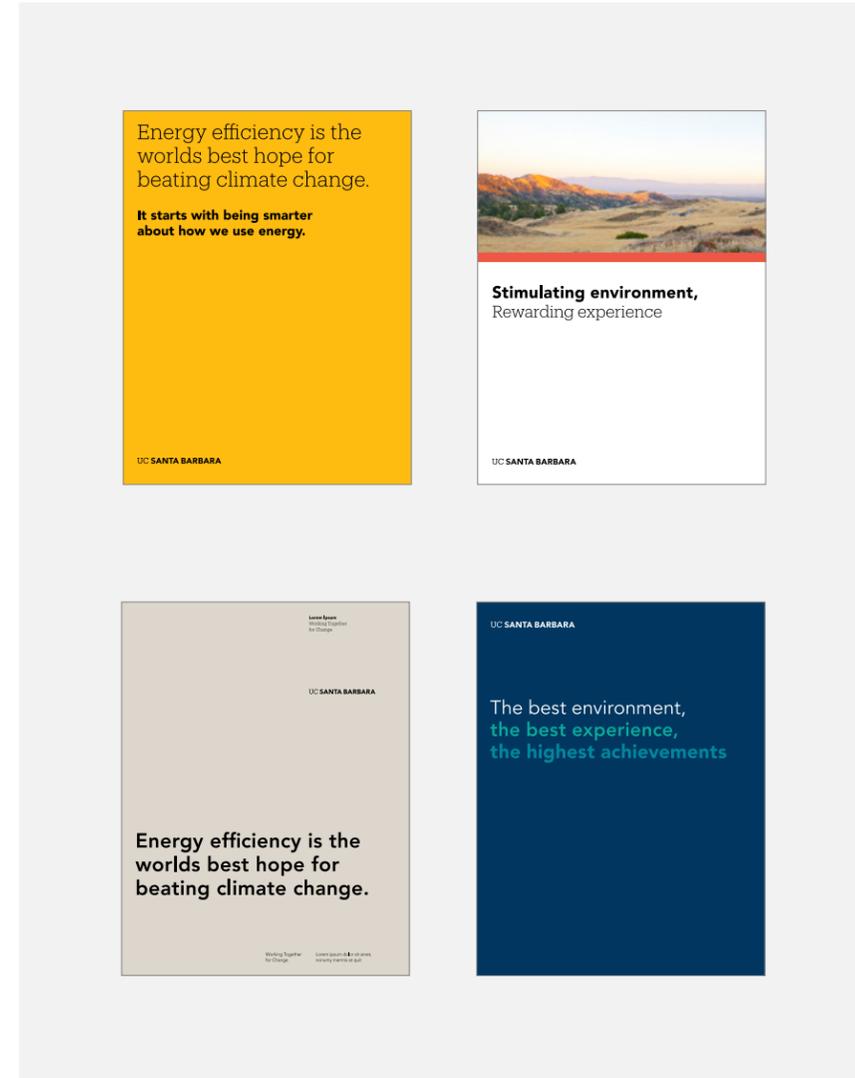
When color is paired with photography and typography, it can create a strong emotional connection to the UC Santa Barbara story.

The following examples show how to find the right color pairings to create a visual expression that consistently represents our institution.

PHOTOGRAPHY



APPLICATIONS



TYPOGRAPHY

Diverse
Vibrant
Social
Creative

Dynamic **Environment**
Progressive + Pioneering

Color

Best Practice Application

When pairing color with photography, it's important to create a sense of harmony. Look for visual cues in the image when selecting from the UC Santa Barbara color palette.

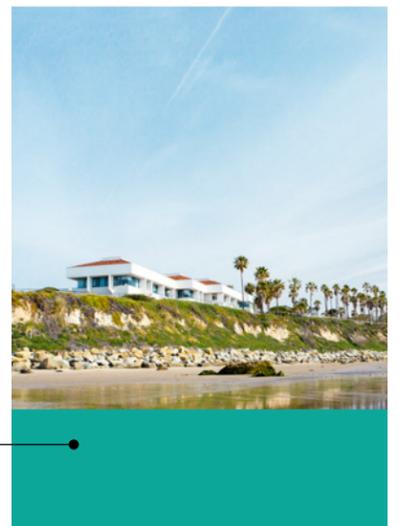
COLOR AND PHOTOGRAPHY



The dark cools from the image create an ideal pairing with the navy color.



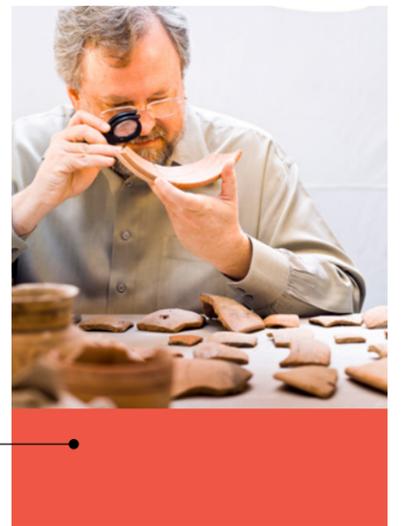
The light blue skies and grassy dunes pair nicely with sea green.



The warm tones on the clipboard create a harmonious pairing with gold.



The muted reds of the pottery work well with the coral color swatch.

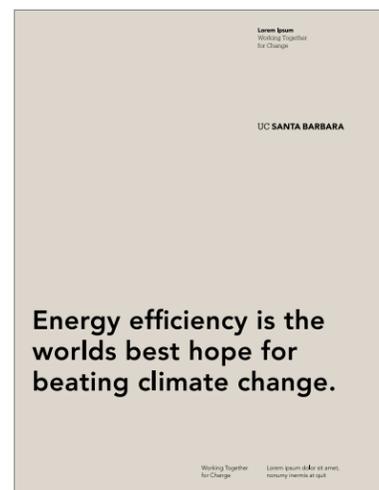
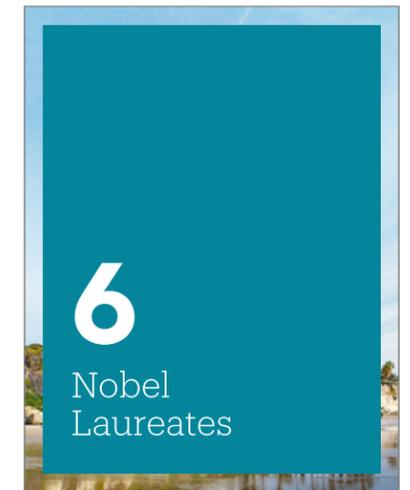
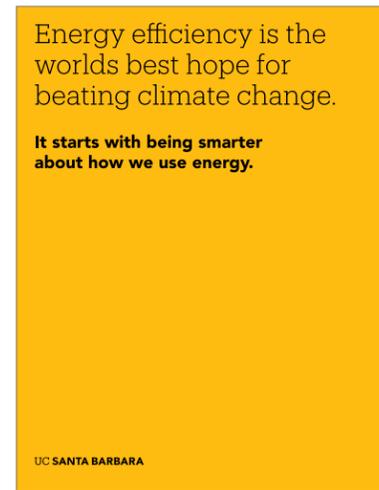


Color

Best Practice Application

When using color in application, it's important to find the right harmony with other colors and imagery. To achieve that harmony also requires enough contrast to ensure legibility. Below are examples of best practices.

COLOR IN APPLICATION

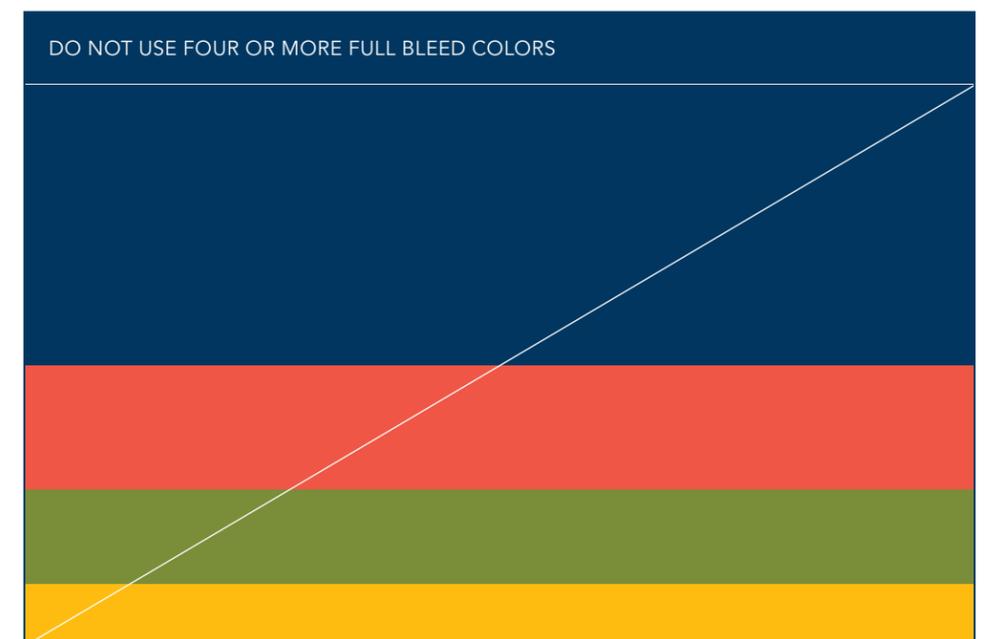
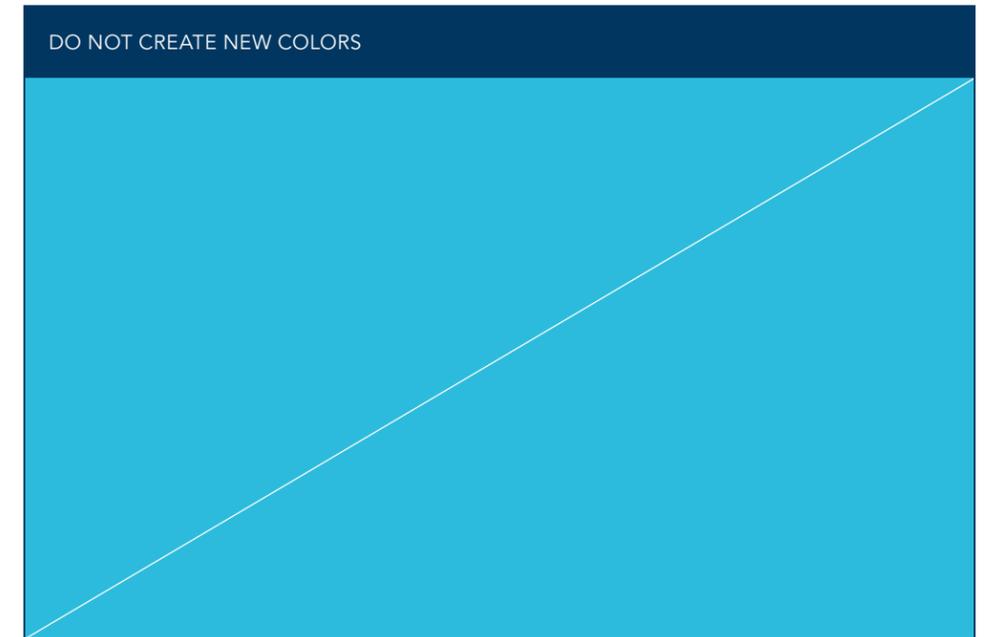
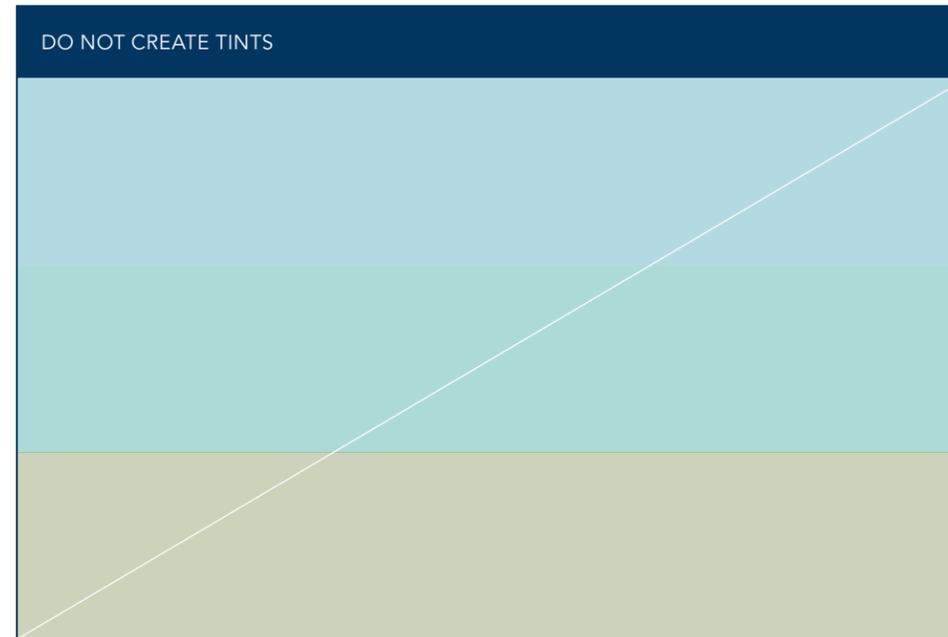
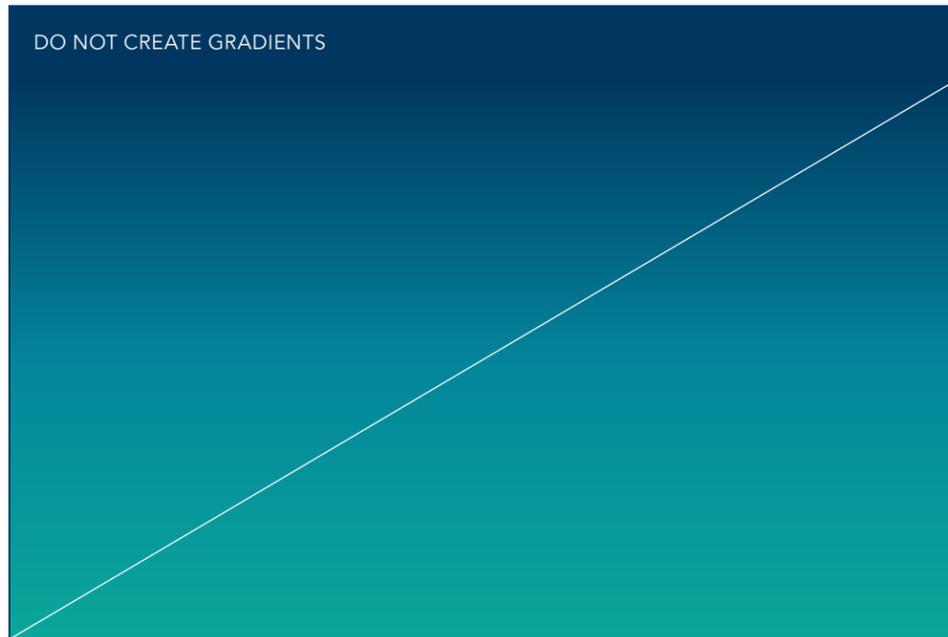


Color

Incorrect Usage

The impact of our color is dependent on proper, consistent use. Any changes to the color usage will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift perceptions of

the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.



Visual System

Photography

Photography

Overview

Photography is one of our most widely used and influential identity assets. Whether pulling from the [UC Santa Barbara Digital Asset Library](#), commissioning a photo shoot, or finding stock imagery, high quality photos are critical to creating a genuine and authentic UC Santa Barbara moment.



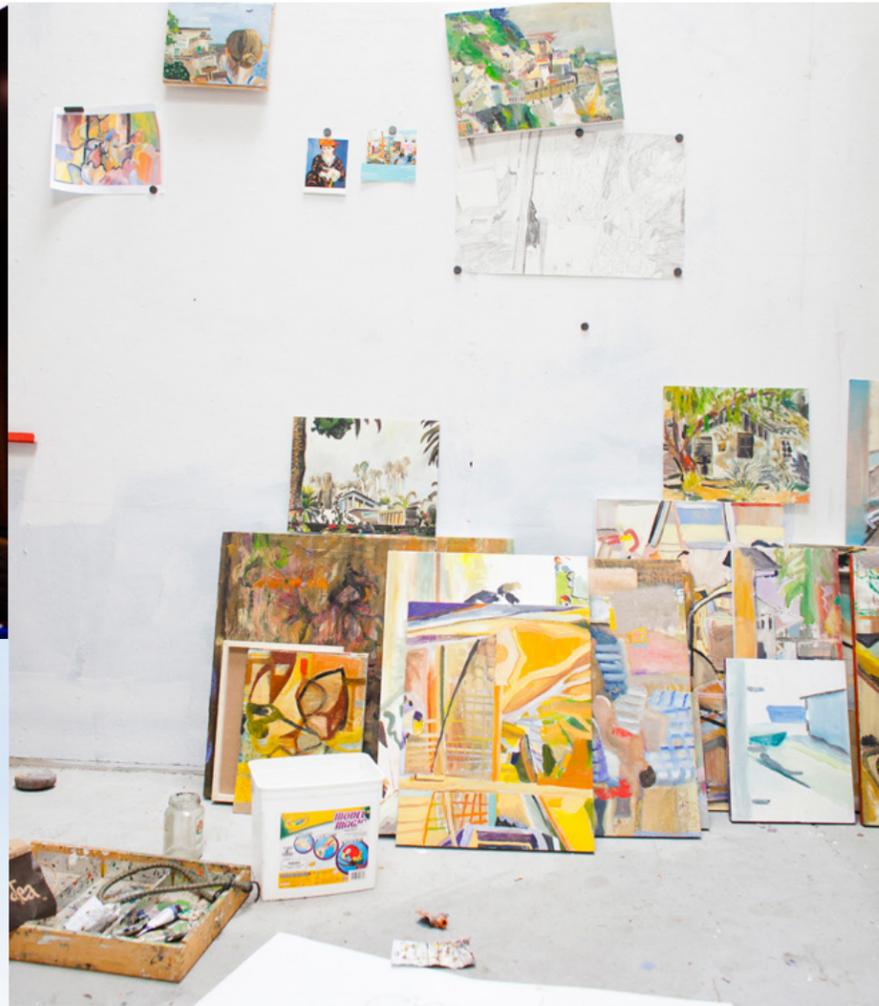
Photography

Photographic Direction

Sense of Place

Location-based photography is used to convey an immediate sense of the space and environment unique to UC Santa Barbara. Close up details add tactility and a sense of place, creating a more

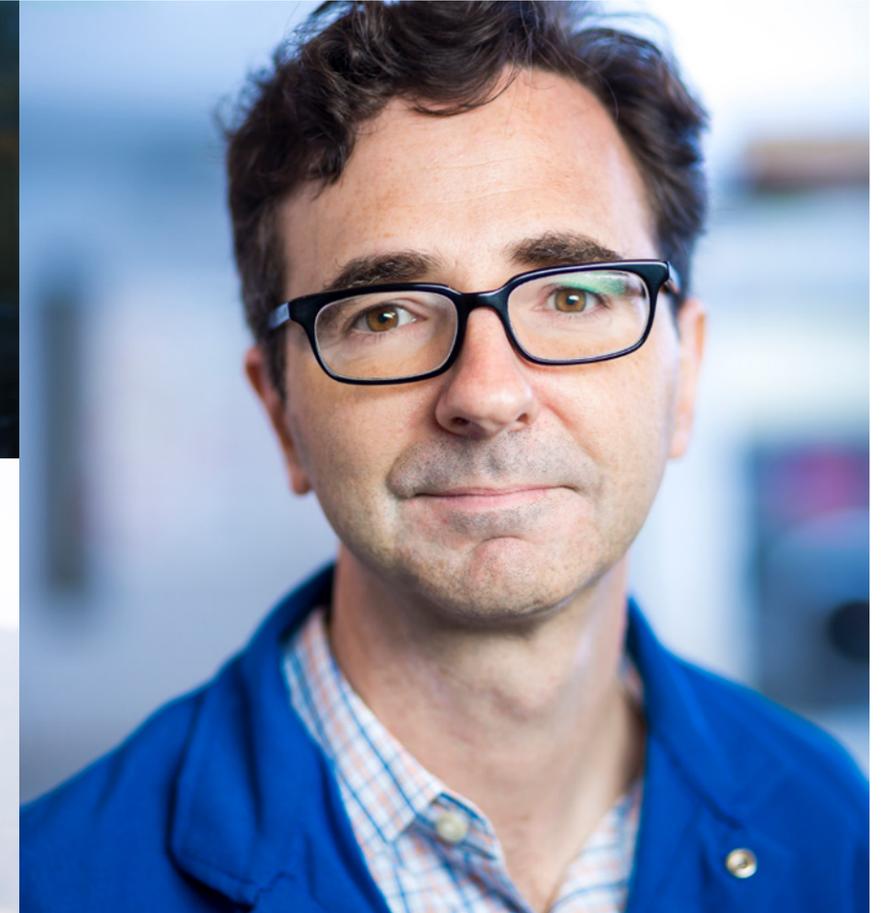
intimate connection to Santa Barbara and the campus. Look for photography with strong compositions that provide context for place and generate immediate visual interest.



Photography

Photographic Direction
Genuine and Real

Photography that captures genuine moments at UC Santa Barbara provide an intimate way to convey the experience of engaging in university life. Look for imagery with a photojournalistic quality that uses natural lighting and captures distinct moments in time.



Photography

Style Considerations

It is important that all photography work together across the entire campus to tell stories that consistently represent one UCSB. The following pages outline specific style considerations that will

help unify imagery in a way that feels uniquely UCSB. Follow these style guidelines when creating or sourcing new imagery.

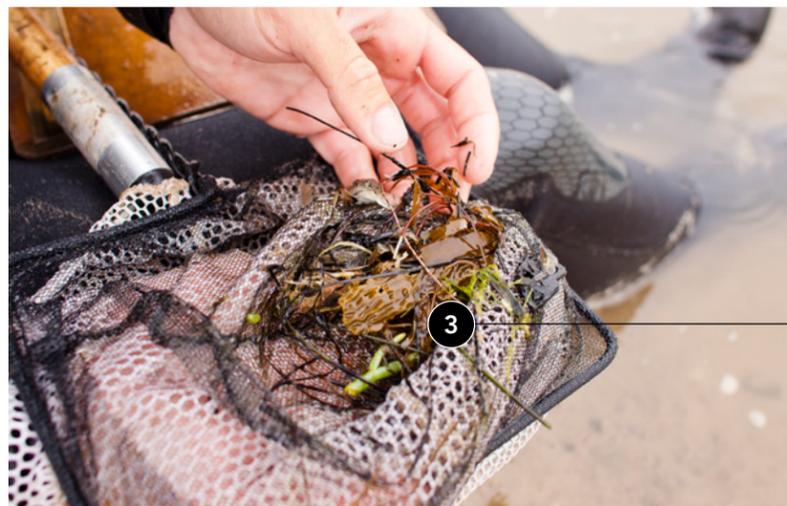
SCALE



- When capturing events, wide establishing shots give proper context to a story.



- Capturing an event with multiple vantage points and scale builds a more intimate understanding of the experience.



- Close up crops and details of activities build a deeper connection to your story.

DEPTH OF FIELD



- Portraits caught in the moment within the subject's environment feels genuine. Shallow depth of field makes the subject your focal point and helps a busy background recede.



- When a background is not too busy, more depth of field can bring additional detail into the background without losing your focal point on the subject.



- Portraits where backgrounds play less of a role creating context places your primary focus on the subject and their emotion. Even with a simple background, depth of field plays an important role.

Photography

Style Considerations

Natural light and photographic composition are key elements that define UCSB imagery. Embracing natural light reinforces the bright, open, and natural environment at UCSB.

Clean and consistent composition also unifies imagery—allowing multiple images to compositionally align with one another within a grid.

NATURAL LIGHT



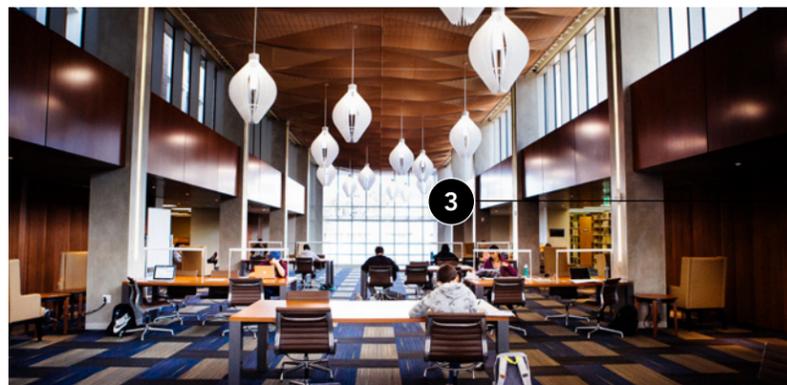
1

- The natural light of Santa Barbara gives an immediate sense of environment at UCSB. Embrace natural light whenever possible.



2

- A consistent look and authenticity can be achieved by using as much natural light as possible, whether outdoor or indoor.



3

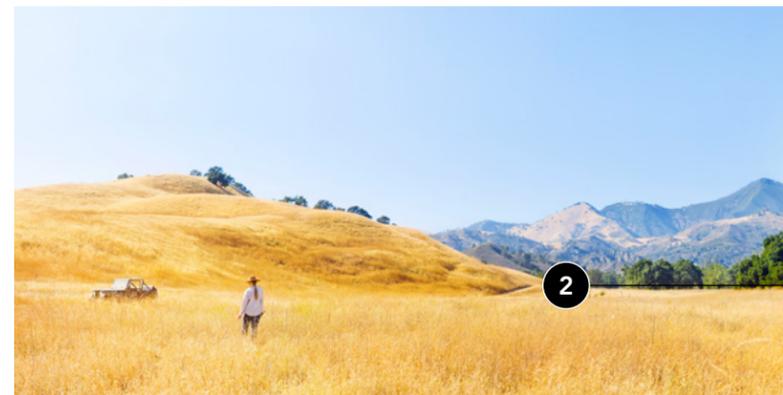
- In darker indoor environments where artificial light is necessary, try to mimic natural light.

COMPOSITION



1

- Clean angles and lines help create stronger consistency in imagery. Aligning architectural elements with the edge of the frame creates symmetry.



2

- When shooting outdoors, always aim to keep a leveled horizon line for a cleaner composition.



3

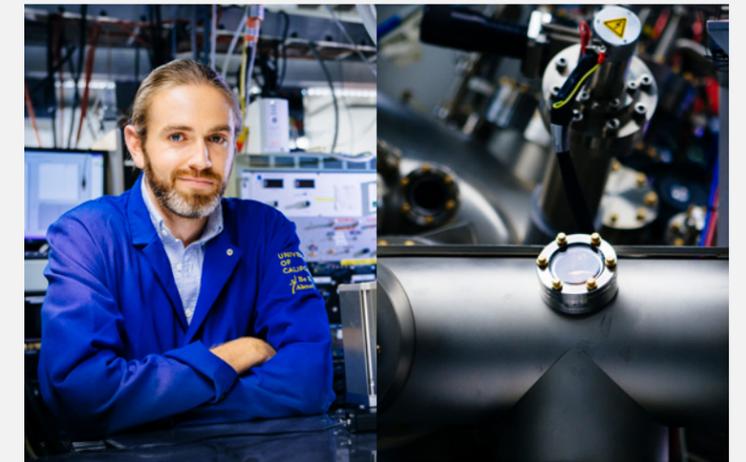
- Angles and asymmetry help bring a dynamic quality to your composition. Even with angles, aim to keep a level horizon line.

Photography

Photographic Pairings

A library of images with consistent style considerations allow for more flexibility for imagery to work together to tell a greater story.

As shown below, photographic pairings offer more flexibility for dynamic storytelling.



Photography

Incorrect Usage

The impact of our photography is dependent on proper, consistent use. Any changes to the style or composition will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift

perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

DO NOT USE IMAGES WITH INAUTHENTIC EMOTION



DO NOT USE IMAGERY WITH EXTREME ANGLES



DO NOT USE OVERLY STYLIZED IMAGERY



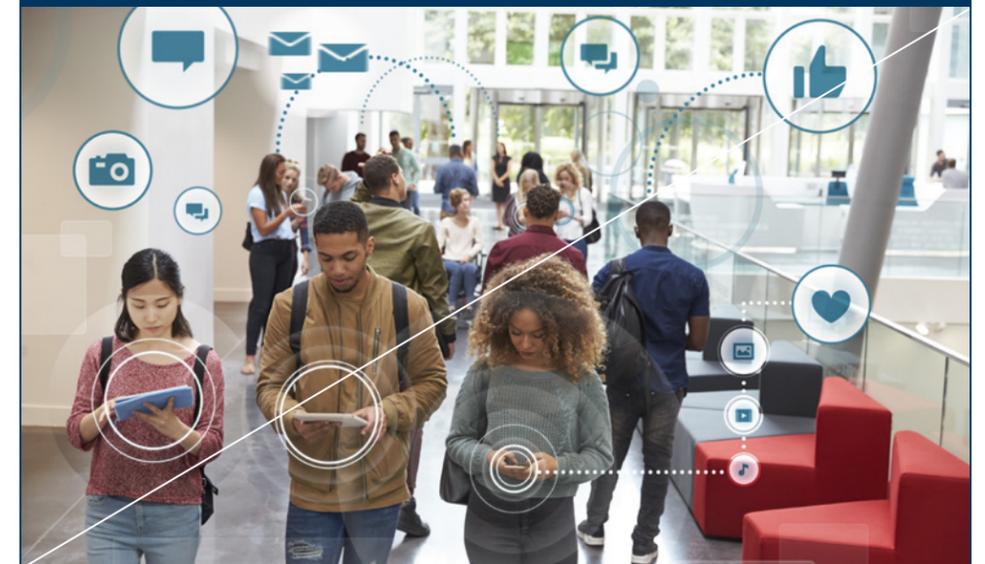
DO NOT ADD ARTIFICIAL COLOR EFFECTS



DO NOT USE CLICHÉD METAPHORICAL IMAGERY



DO NOT ADD SPECIAL EFFECTS TO IMAGERY



Visual System

Graphic Expression

UCSB

Fall 2018

Freshman Orientation

UCSB Orientation Programs and Parent Services designs and implements comprehensive student and parent programs that introduce educational, social, and personal resources to facilitate the success of new students. We focus on innovation, collaborate with UCSB departments, and develop skilled and confident Orientation leaders in order to meet the changing needs of our diverse community.

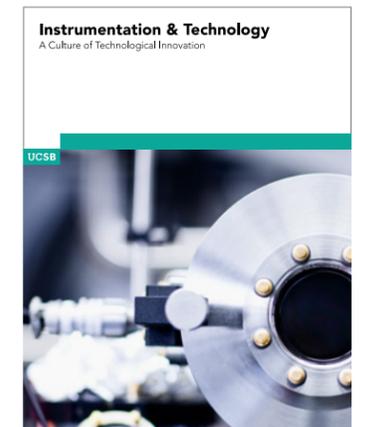
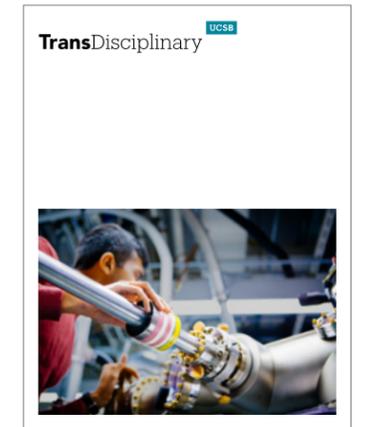
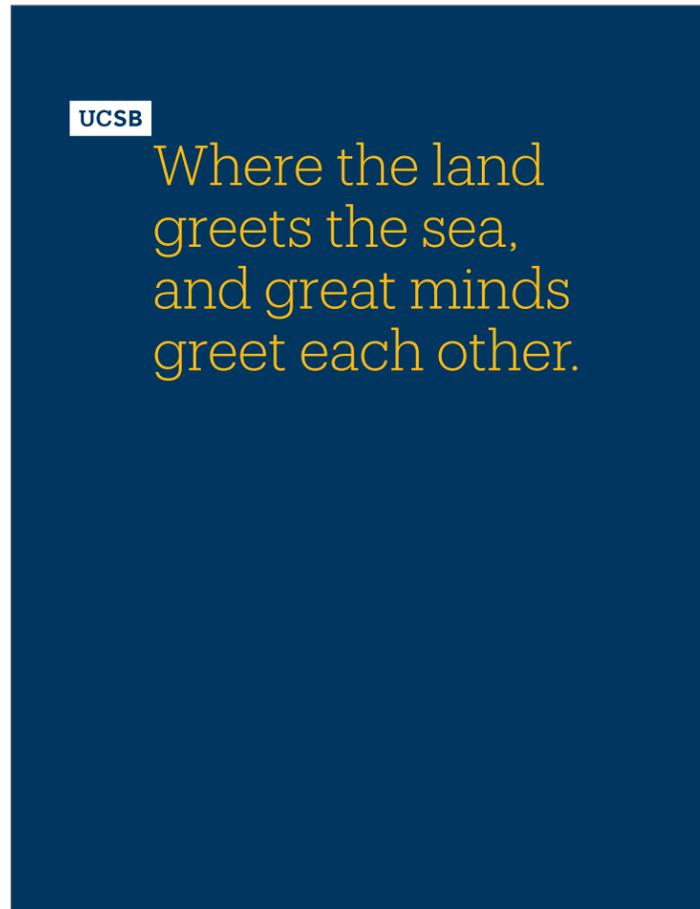
Graphic Expression

Graphic Application

Our graphic expression brings UC Santa Barbara's geographic, academic, and socially rewarding environment to life. Each of our stories is unique, but together they convey the dynamism of UCSB.

A series of graphic expressions have been developed to symbolize and reinforce this unique dynamism. The following pages show how to develop a graphic expression and use it in different layouts.

APPLICATION



Graphic Expression

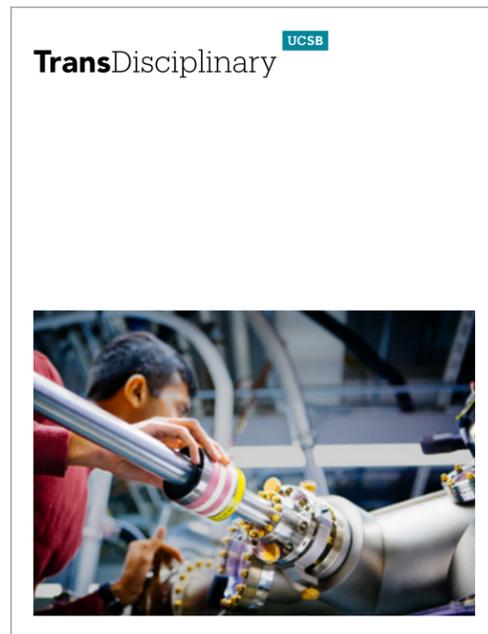
Typographic Configurations

Juxtaposing type or the secondary UCSB tab with messaging creates a unique expression that suggests a dynamic point of interaction and engagement.

Similar to the UC Santa Barbara wordmark, the striking contrast between the Produkt and Avenir typeface also reinforces this dynamism.

APPLICATION

EXPRESSION



Dynamic **Environment**

Dynamic **Environment**

TransDisciplinary



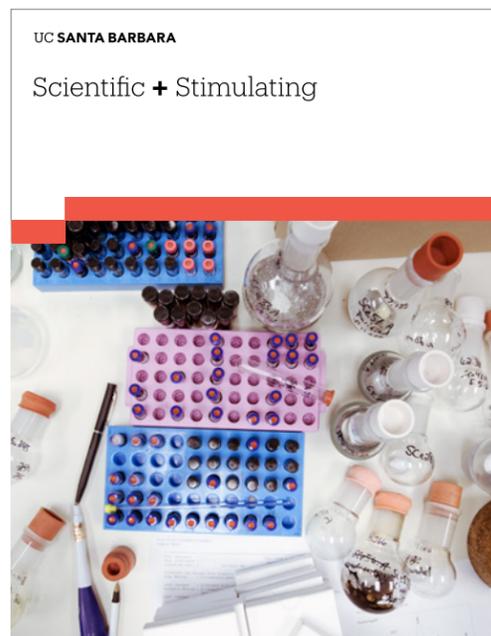
Graphic Expression

Graphic Configuration

The graphic expression can also be extended into a simple shape that runs across a page to offer a break point for content or imagery.

When applying this treatment, use a single color across the page and consider color harmony with imagery when selecting a color.

APPLICATION



EXPRESSION



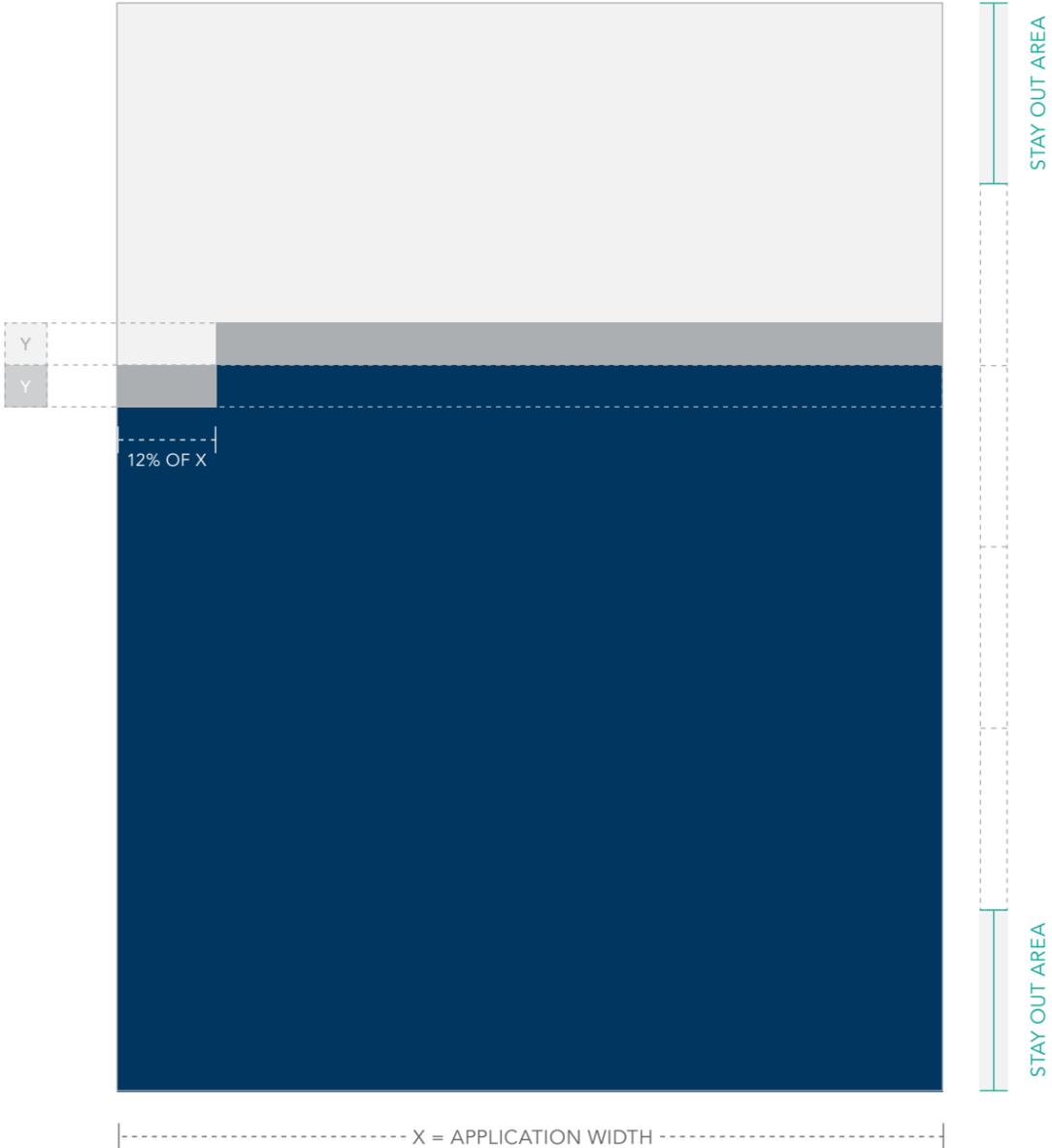
Graphic Expression

Construction of Expression

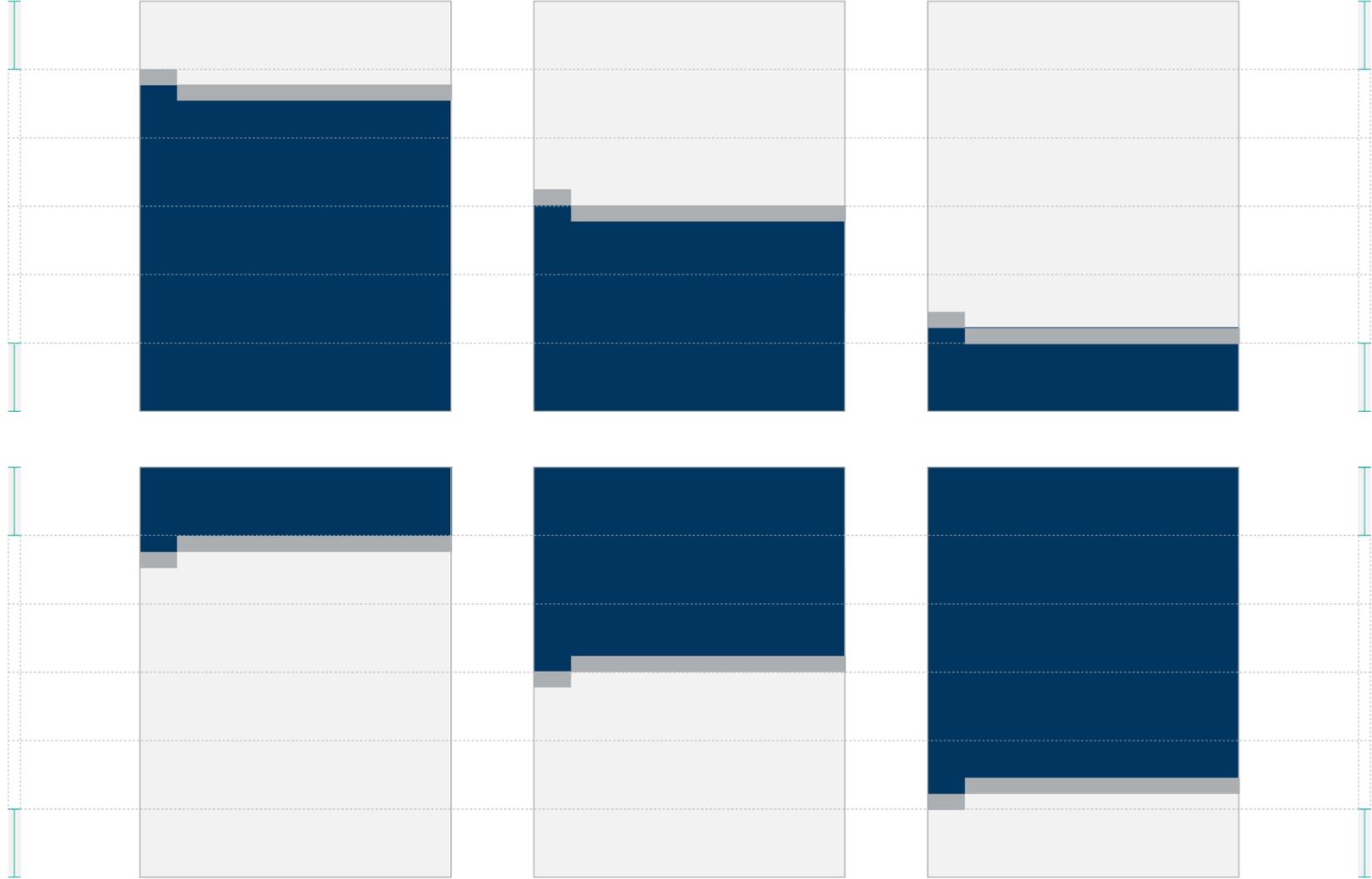
When constructing this expression, begin by building the smaller tab shape. It is recommended to scale the tab shape to 12% of the application width and to keep the same proportions as the secondary UCSB tab. Based on the height of the tab, build the long rectangle that extends the remaining width of the application.

The expression has two orientations and can be used at variable heights. The tab should be positioned along the left edge of the application. This helps communicate the forward progress that UCSB cultivates.

EXPRESSION



VARIATIONS



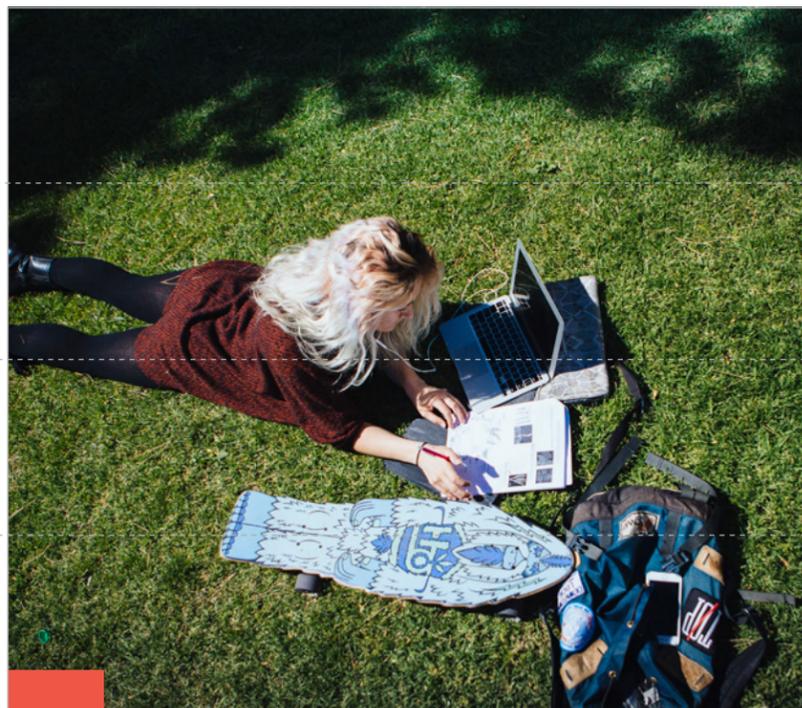
Graphic Expression

Construction of Expression

The expression accommodates various compositions and can be used in conjunction with color, photography, and typography.

The tab shape can exist as either a solid color or the secondary UCSB tab. See page 78 for incorrect use.

APPLICATION



Artist's Talk:
Stephanie Washburn

UC SANTA BARBARA
Humanities and Fine Arts

UCSB Viewbook
Fall 2017

UC SANTA BARBARA



The Gevirtz School's research and instructional programs are committed to providing the best possible balance between the equally valued goals of equity and excellence in education.

UCSB



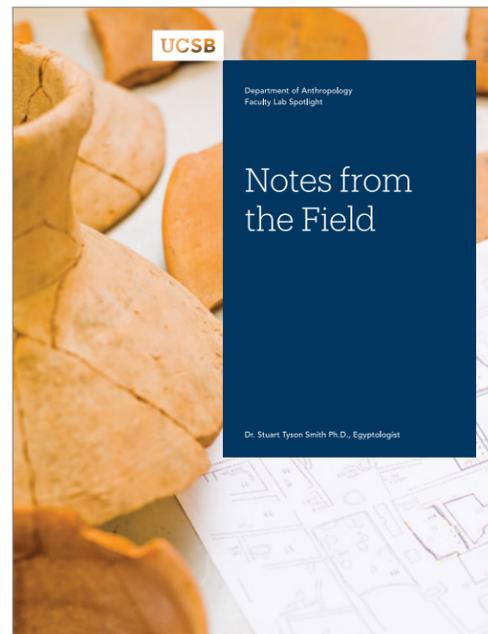
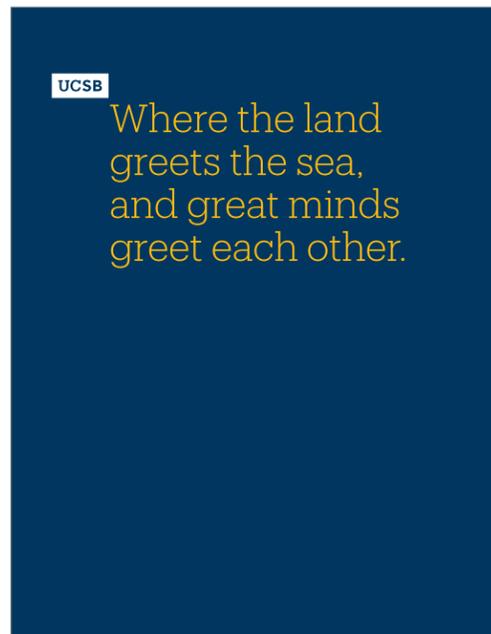
Graphic Expression

Graphic Configuration

Use the secondary UCSB tab in conjunction with variable rectangular shapes as shown below. Use the variable rectangular shape to contain the message.

Here, it's possible to use two different colors when associating the tab with rectangle. Consider best practice color pairings when selecting colors.

APPLICATION



EXPRESSION



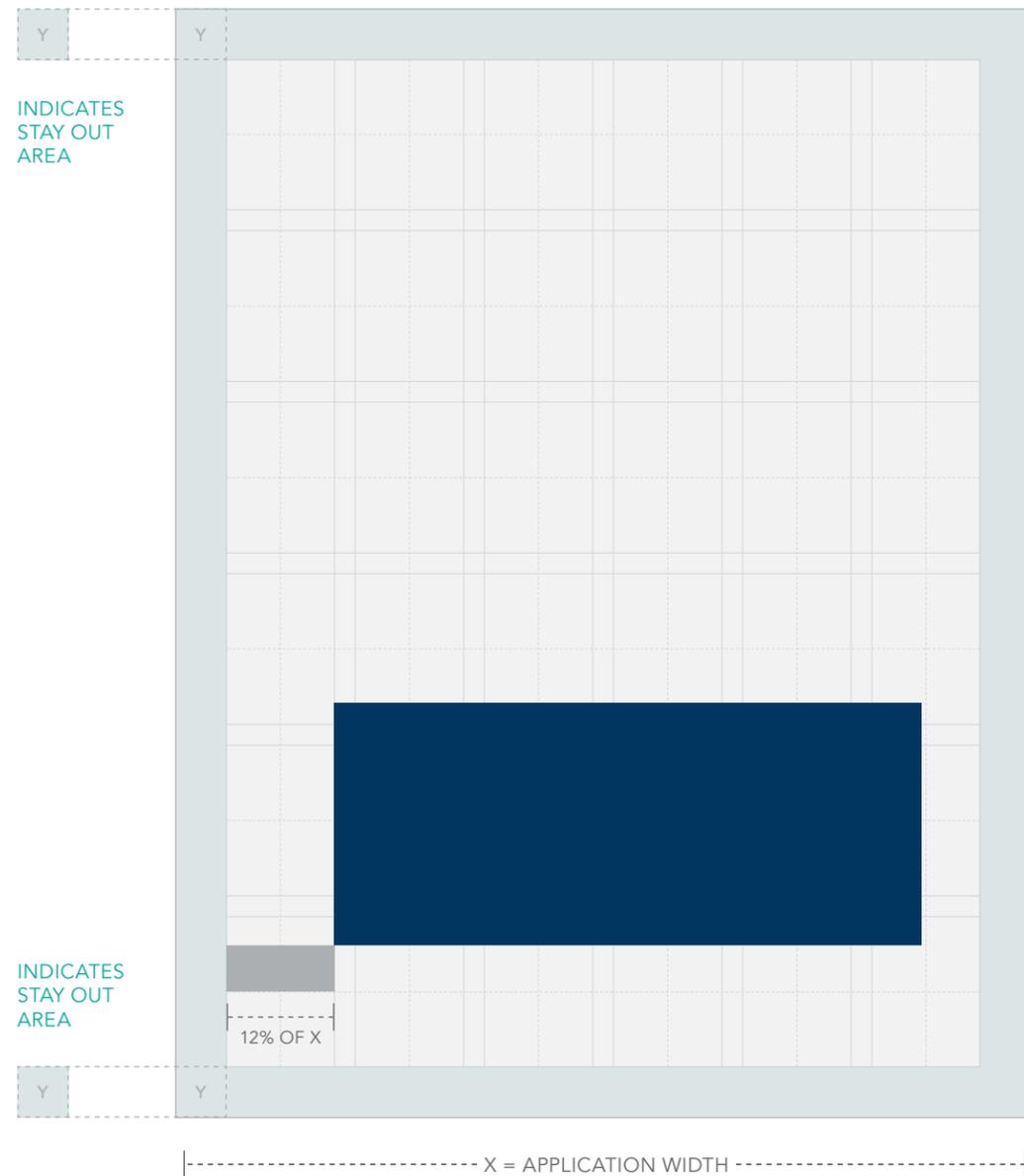
Graphic Expression

Construction of Expression

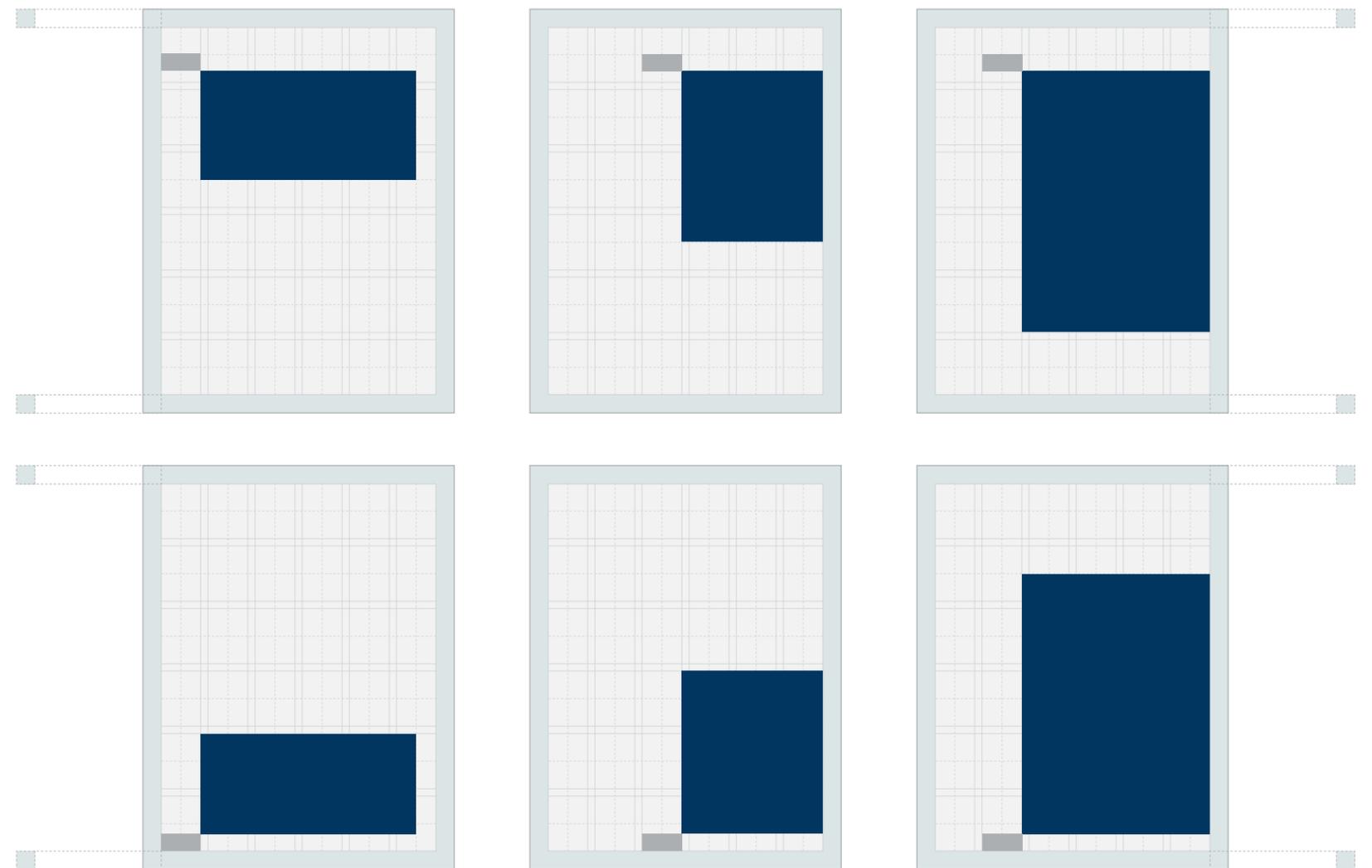
When constructing this expression, begin by building the smaller tab shape. It is recommended to scale the tab shape to 12% of the application width and to keep the same proportions as the secondary UCSB tab.

The variable rectangle can be connected to the corner of the secondary tab as shown below. It is recommended that this expression stay within the application margins.

EXPRESSION



VARIATIONS



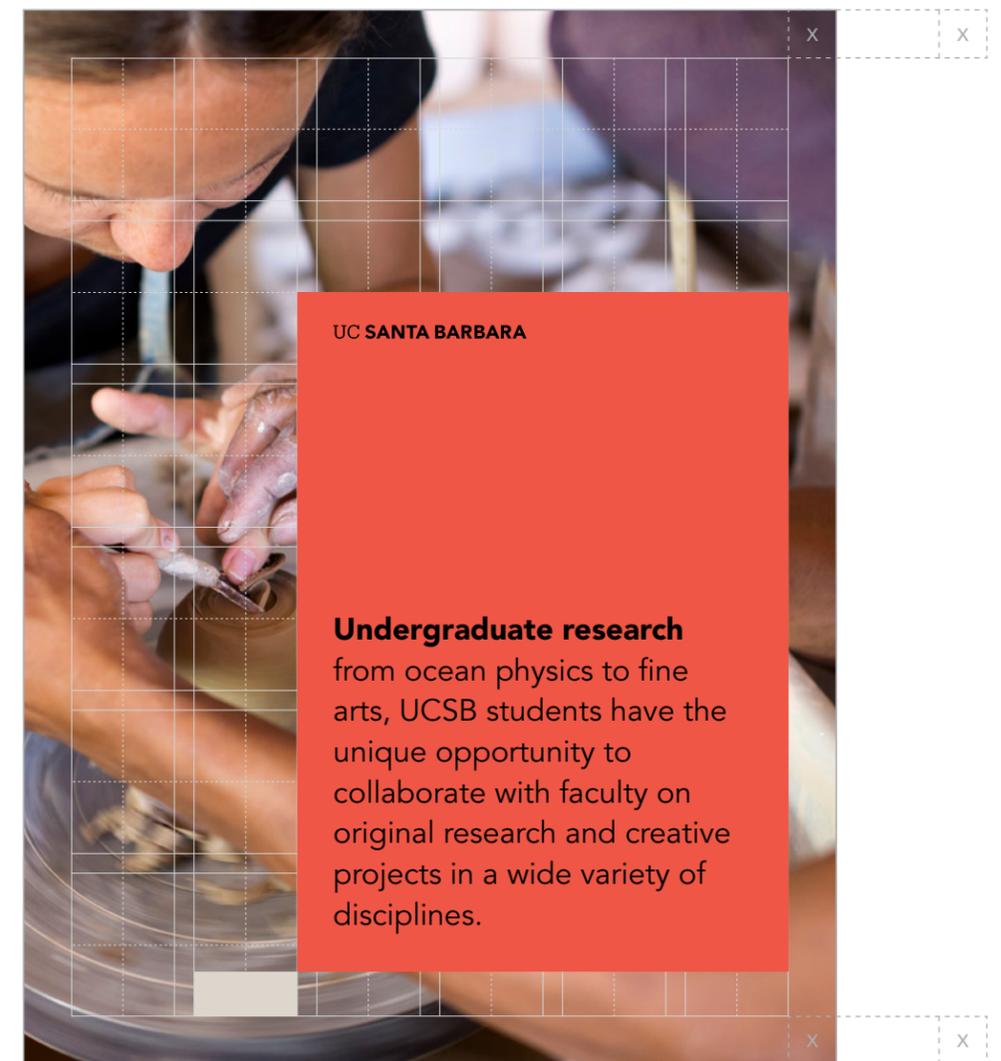
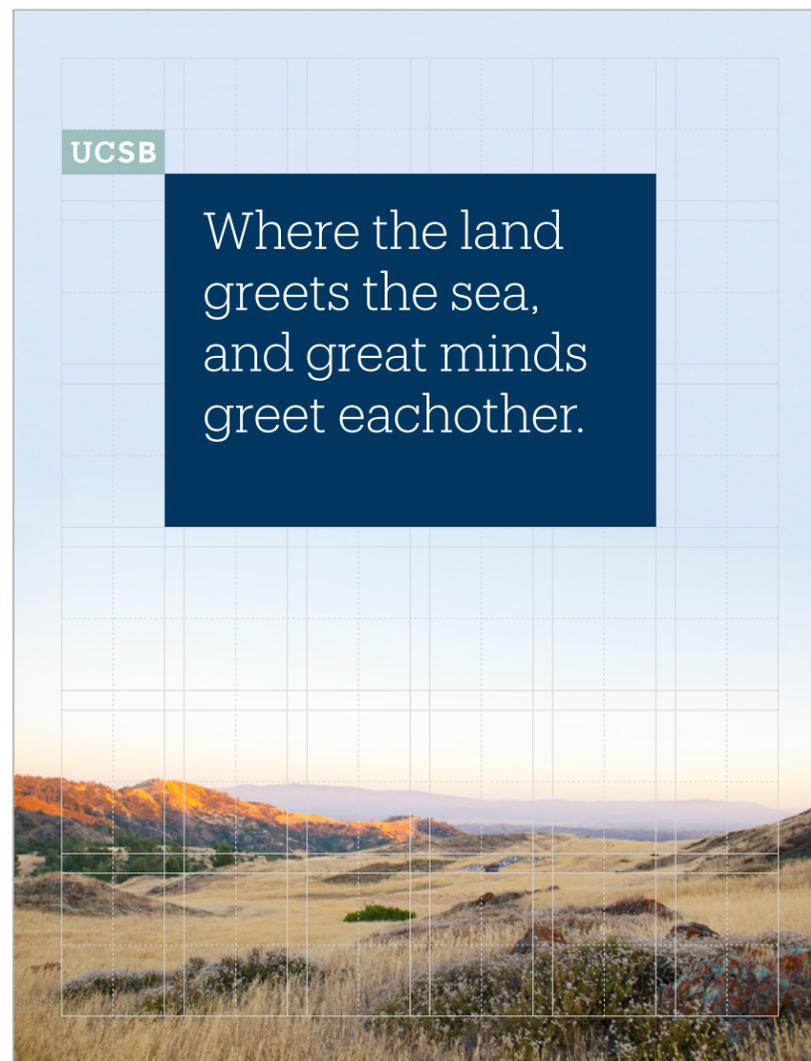
Graphic Expression

Construction of Expression

The expression accommodates various compositions and can be used in conjunction with color, photography, and typography.

The tab shape can exist as either a solid color or the secondary UCSB tab. See page 78 for incorrect use.

APPLICATION



Graphic Expression

Visual Hierarchy

Within the grid, you can choose whether to lead with photography, color, type, graphic expression, or a balance of all elements. Putting more visual emphasis on specific elements can help communicate

a desired message. The layouts below show various ways to emphasize photography in conjunction with supportive elements.

PHOTOGRAPHY LEADS



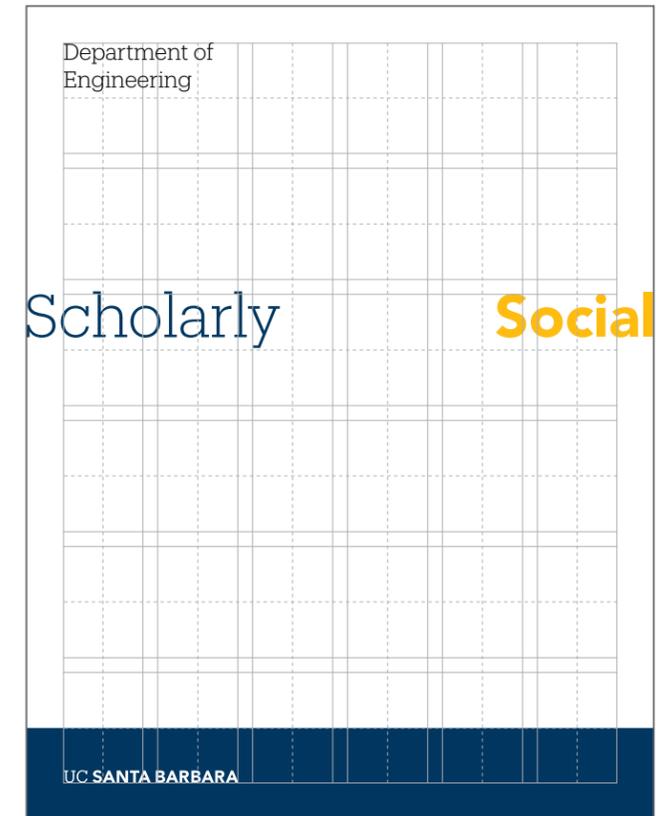
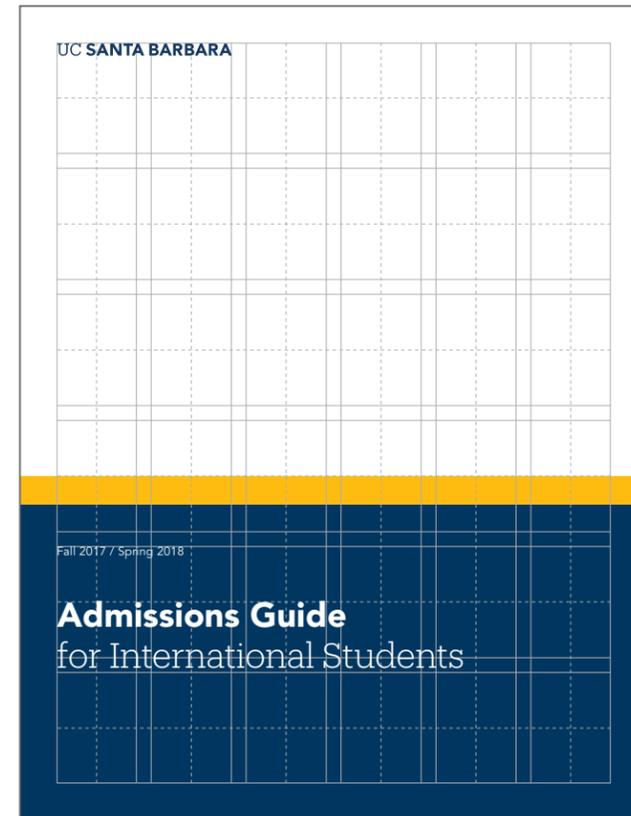
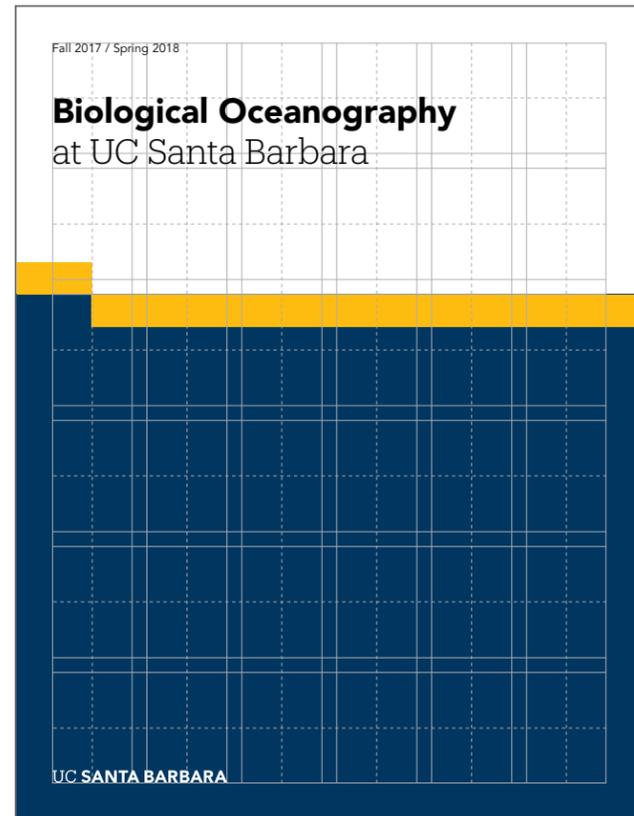
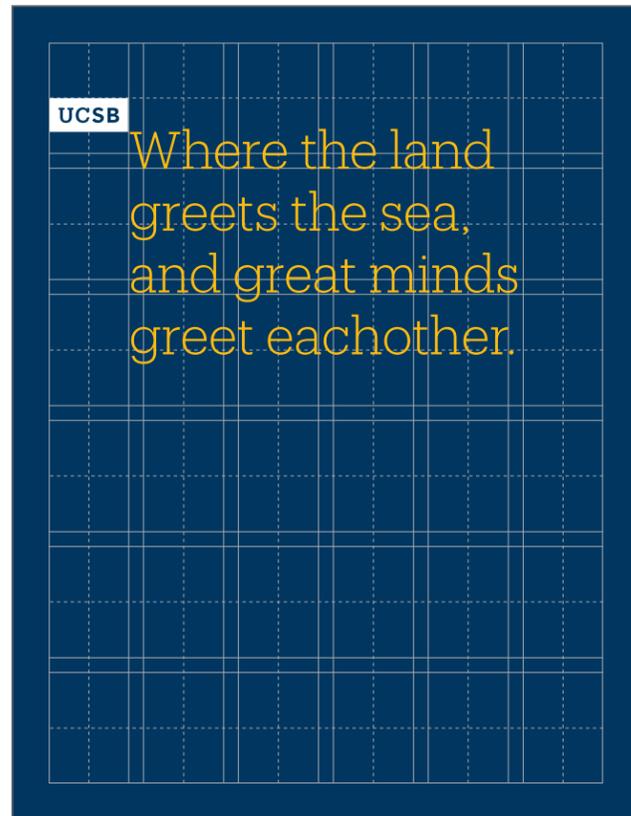
Graphic Expression

Visual Hierarchy

Within the grid, you can choose whether to lead with photography, color, type, graphic expression, or a balance of all elements. Putting more visual emphasis on specific elements can help communicate

a desired message. The layouts below show various ways to emphasize color in conjunction with supportive elements.

COLOR LEADS



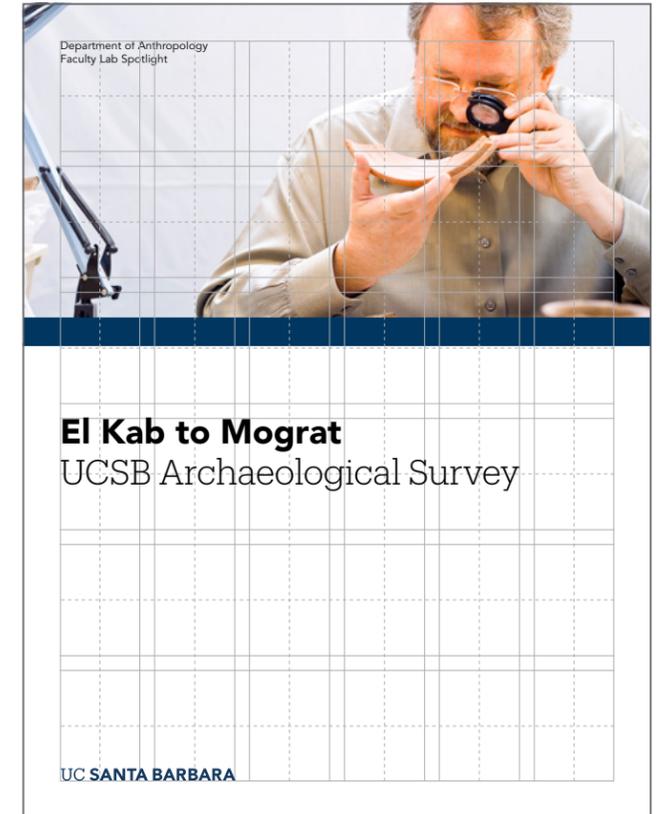
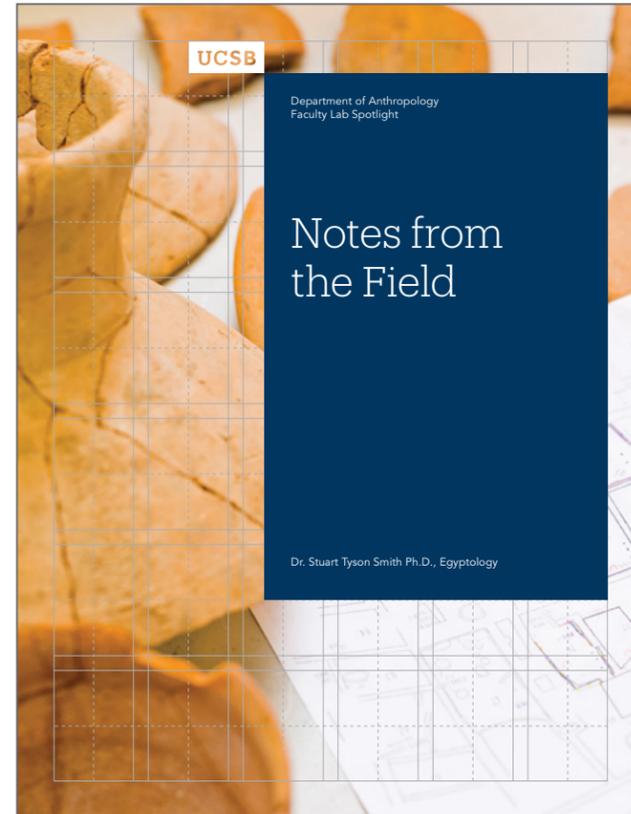
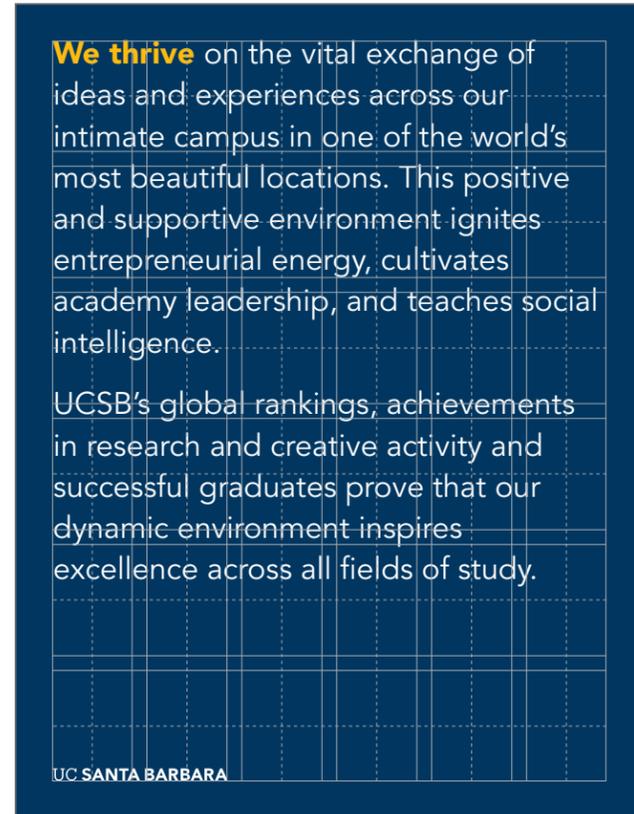
Graphic Expression

Visual Hierarchy

Within the grid, you can choose whether to lead with photography, color, type, graphic expression, or a balance of all elements. Putting more visual emphasis on specific elements can help communicate

a desired message. The layouts below show various ways to emphasize typography in conjunction with supportive elements.

TYPOGRAPHY LEADS



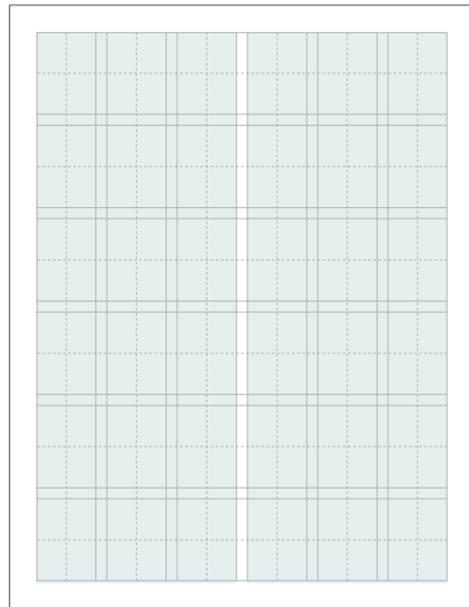
Graphic Expression

Vertical Grid Formation

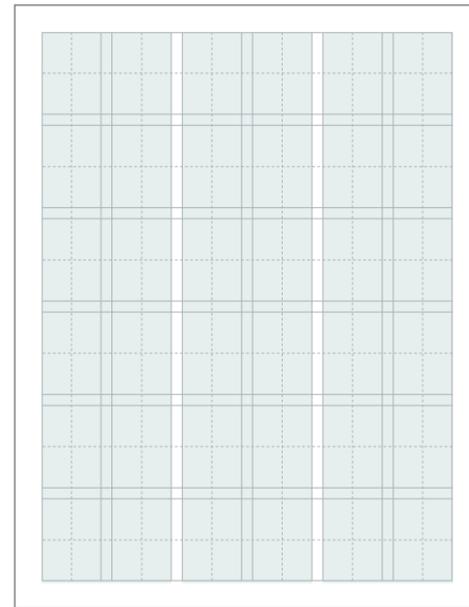
The foundation of all design begins with the grid. When working within an established grid, you have the flexibility to determine how you want to allocate your space while staying consistent.

The anatomy of a six-column / six-row grid is detailed below. Further sub-dividing columns and rows offers more options to create alignment.

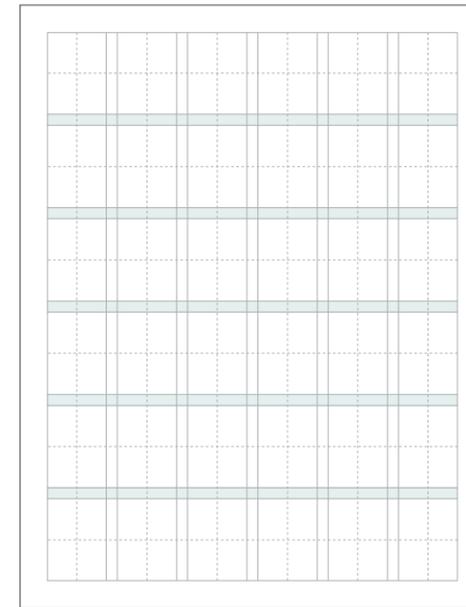
VERTICAL GRID CONSTRUCTION



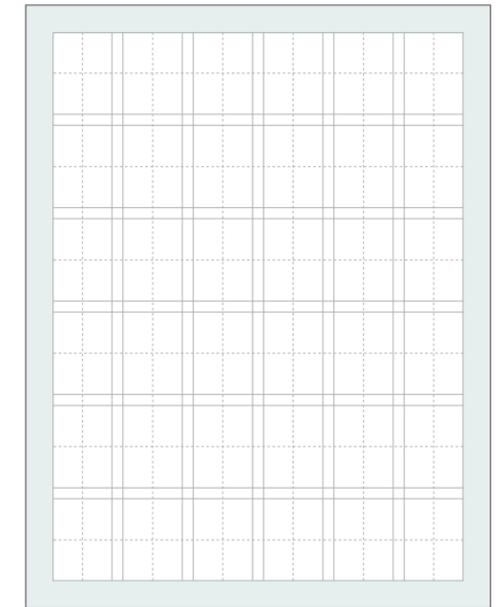
- A 2-column grid is created by dividing the page area in half.
- The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
- The space between each column is known as a gutter.
- A gutter divides each column to allow ample space between columns of type.



- A 3-column grid is created by dividing the page area in equal thirds.
- The decision to use a two- or three-column grid should be driven by content and the purpose of the piece.
- The space between each column is known as a gutter.
- A gutter divides each column to allow ample space between columns of type.



- Align content, imagery, logo lock-ups, etc. to horizontal gridlines.
- The amount of gridlines used can vary to best suit the desired layout.
- Aligning elements to these gridlines creates an underlying relationship from one element to the next, enhancing the overall unity.
- Further sub-dividing columns and rows offers more options for alignment.



- This highlighted area is known as the margin.
- As a rule of thumb, always avoid placing text and logo lock-ups in the margin.
- Best practices dictate to keep the margin size between a quarter of an inch and half an inch.

Graphic Expression

Vertical Grid Formation

The foundation of all design begins with the grid. When working within an established grid, you have the flexibility to determine how you want to allocate your space while staying consistent.

The anatomy of a six-column / six-row grid is detailed below. Further sub-dividing columns and rows offers more options to create alignment.

SAMPLE LAYOUTS USING THE GRID

ORGANIZE TYPE WITHIN EACH COLUMN

UC SANTA BARBARA

2-COLUMN GRID

ORGANIZE TYPE WITHIN EACH COLUMN

Legacy of Giving

3-COLUMN GRID

TYPE ALIGNMENT

UC SANTA BARBARA

Strengthen vertical movement by aligning blocks of copy with other elements within design.

MARGIN AREA

UCSB

Department of Anthropology
Faculty Lab Spotlight

The impact of research and discovery

NO TEXT SHOULD BE PLACED WITHIN THE MARGIN

Highlighted above are two- and three-column grids. As a general rule, using a grid helps create cleaner and more visually balanced designs.

When building any grid, it is important to create margins and leave white space between elements to give the design ample breathing room. Follow instructions on the following page on how to build grids appropriate for the layout application.

Graphic Expression

Incorrect Usage

The impact of our graphic expression is dependent on proper, consistent use. Any changes to the style or composition will change or diminish the important values, ideas, and meanings with which UC Santa Barbara is associated. Alter them, and they can subtly shift

perceptions of the institutions they stand for. For this reason, strict adherence to the correct usage and implementation is critical. Below are some examples of incorrect usage.

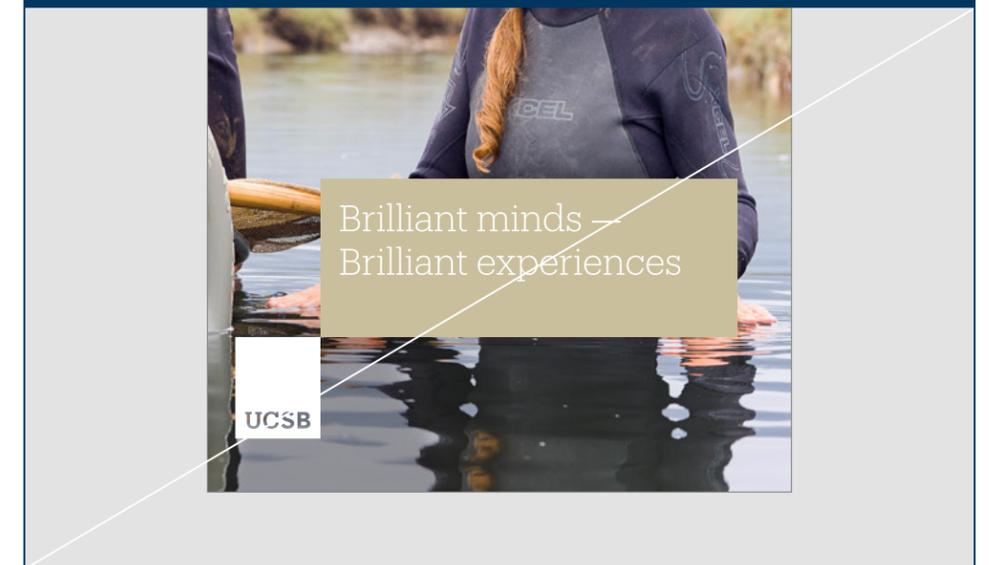
DO NOT ALTER PROPORTIONS



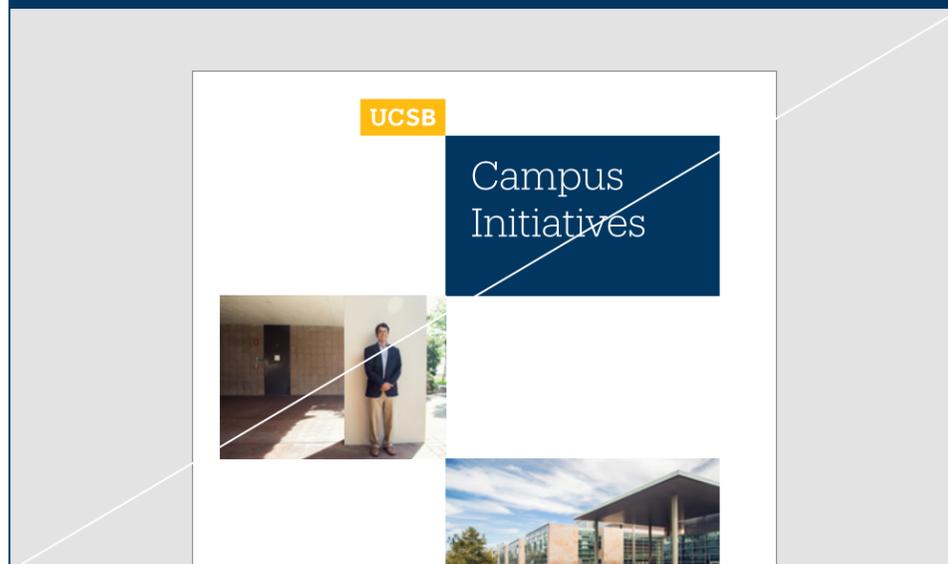
DO NOT CLIP IMAGERY INSIDE EXPRESSION



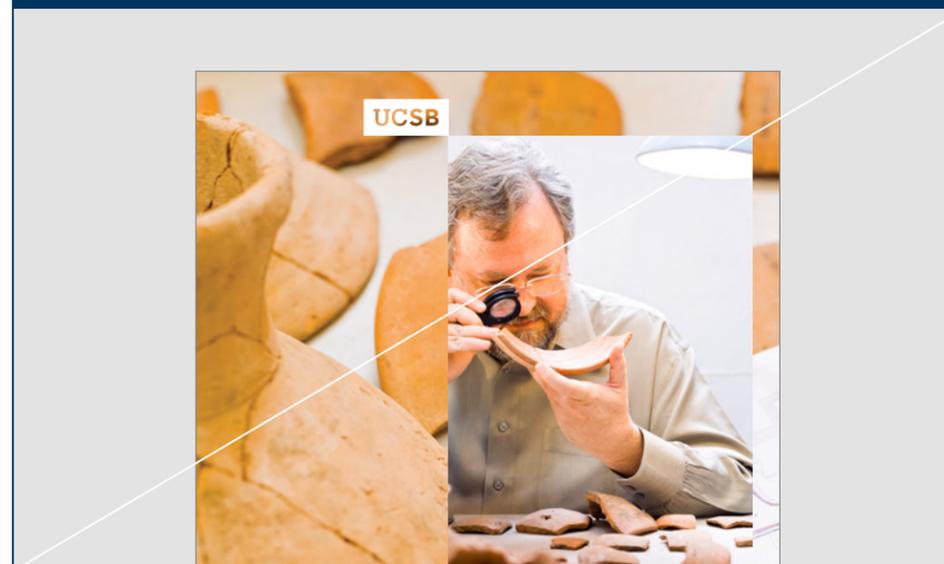
DO NOT ALTER SHAPE OF TAB



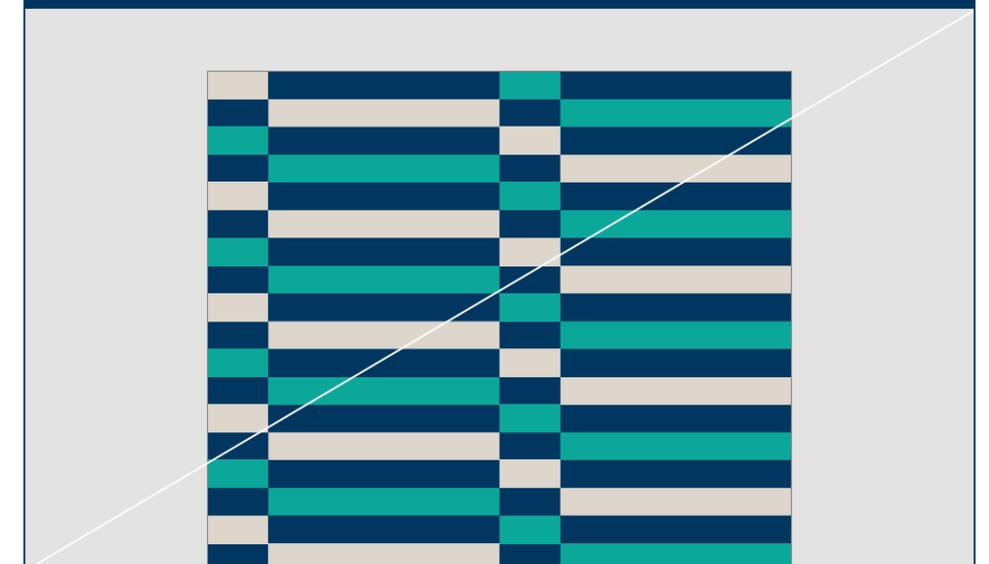
DO NOT CONNECT EXTRA SHAPES TO EXPRESSION



DO NOT LAYER IMAGERY



DO NOT CREATE PATTERNS FROM EXPRESSION



Icon and Infographics

Overview

UCSB icons enable users to navigate tasks and ideas with intuition, speed, and ease. Simple and friendly, UCSB's icons work equally well as tools and as expressions of our campus.

Stimulating + Pioneering



Icon and Infographics

Pairing Iconography with Typography

Our palette of icons has been carefully selected to family with both Avenir and Produkt typefaces. Only use icons from the UCSB library of icons to maintain a consistent appearance.

Paired with type, icons can tell many different stories. However you use icons, always keep a good balance of size ratio, alignment, and spacing.



The Institute is committed to increasing energy efficiency in all of its research areas by 50 percent by 2025.

This is essential work that will contribute significantly toward **reducing global carbon emissions.**



Engineering



1,000+ Acres
on the California coast



An Inspirational Environment

We thrive on the vital exchange of ideas and experiences across our intimate campus in one of the world's most beautiful locations. This positive and supportive environment ignites entrepreneurial energy, cultivates academic leadership, and teaches social intelligence, the vital ability to work productively and effectively with others across diverse fields and perspectives.



Engineering

Access to educational, research and creative opportunities without borders drive powerful achievements and foster a healthy and inclusive community. As a result, our university is recognized worldwide for its scholarship, and our professors and graduates are highly sought after for their intellectual, creative and collaborative skills.

#8



Public National
University

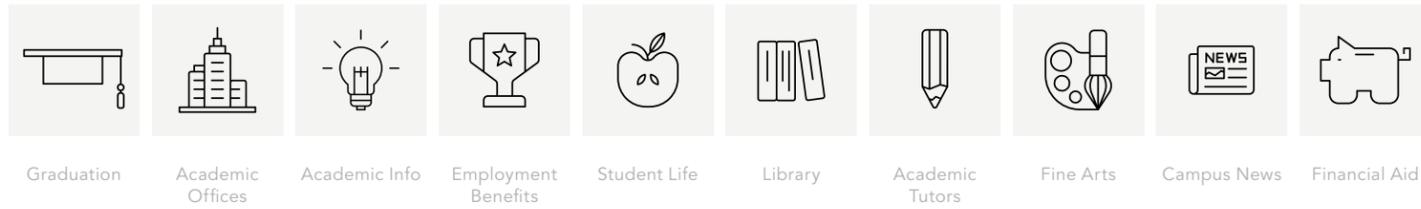
Icon and Infographics

Sample Icon Groupings

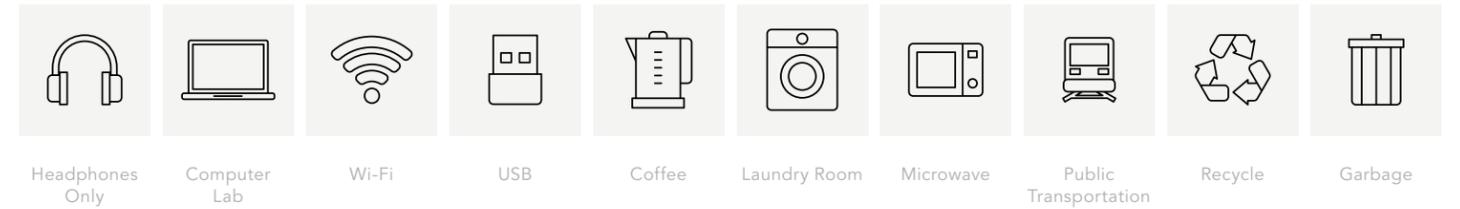
Below are curated icon sub-groups built from the existing icon library. Icons can be used to represent abstract concepts or physical

objects. Use icons in both web and print medium to make communication more intuitive.

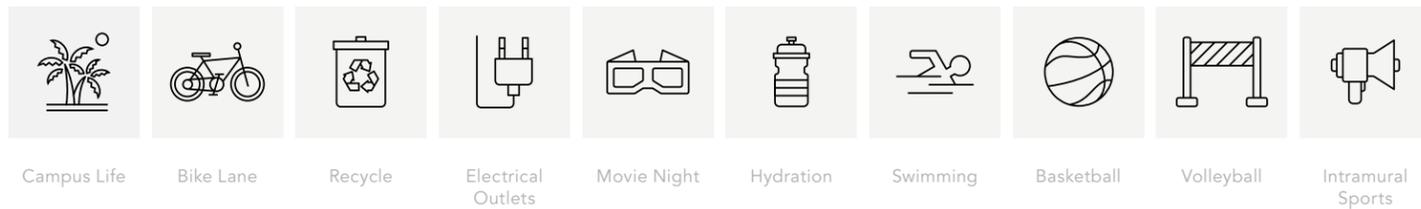
ACADEMICS



STUDENT HOUSING



CAMPUS LIFE



HEALTH & RESEARCH

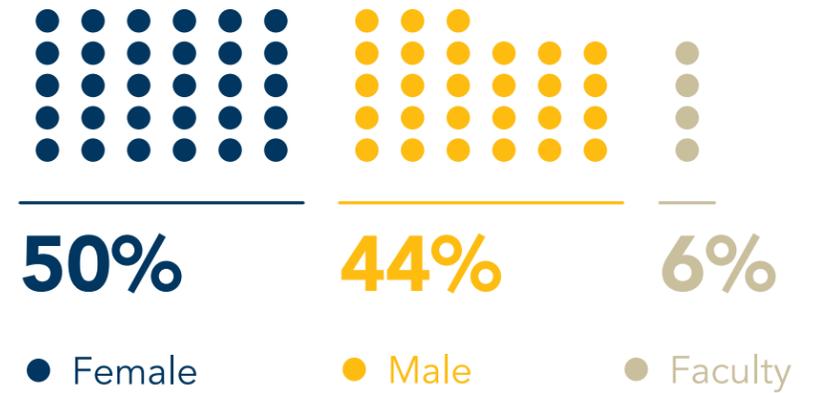
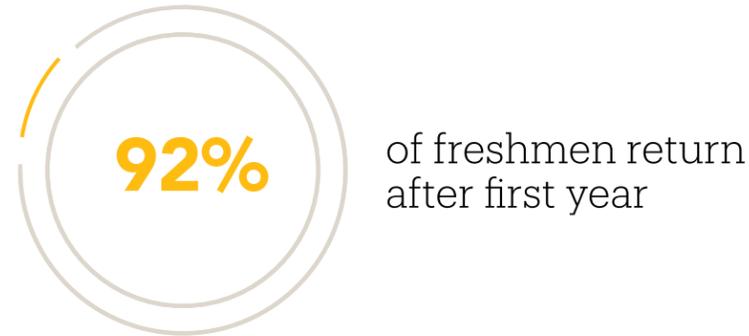


Icon and Infographics

Graphs and Charts

Infographics can communicate complex concepts quickly and clearly, making information easier to comprehend.

Pair the bold numerical palette of Avenir with simple charts and graphs to create a cohesive infographic expression that extends and reinforces the UCSB look and feel.



4YR median time to graduate

18:1 student to faculty ratio

3.30- 3.39

3.40-3.49

3.50-4.00

11%

12%

64%

Visual System Summary

Visual System Summary

Visual identity conveys a brand's purpose, values, promise, meaning, and story. The UC Santa Barbara visual system consists of carefully designed and coordinated elements, including logos, type, color, photography, graphic expressions, icons, and more.

When the system is used consistently and each element is applied correctly, our materials not only reflect the UC Santa Barbara brand but also strengthen it.

LOGO

UC SANTA BARBARA



COLOR PALETTE



EXPRESSION

TransDisciplinary **UCSB**

Dynamic **Environment**



Dynamic **Environment**

TYPOGRAPHY

Avenir is our primary typeface.

Use it for headlines, subheads, quotes, and body copy.

Produkt is our secondary typeface.

Use it for headlines, subheads, and pull quotes.

Diverse Vibrant Social Creative

1,000+ Acres
on the California Coast

1,008
Faculty Members

23,051
Students Enrolled

PHOTOGRAPHY



MAPS AND INFOGRAPHICS



Admissions

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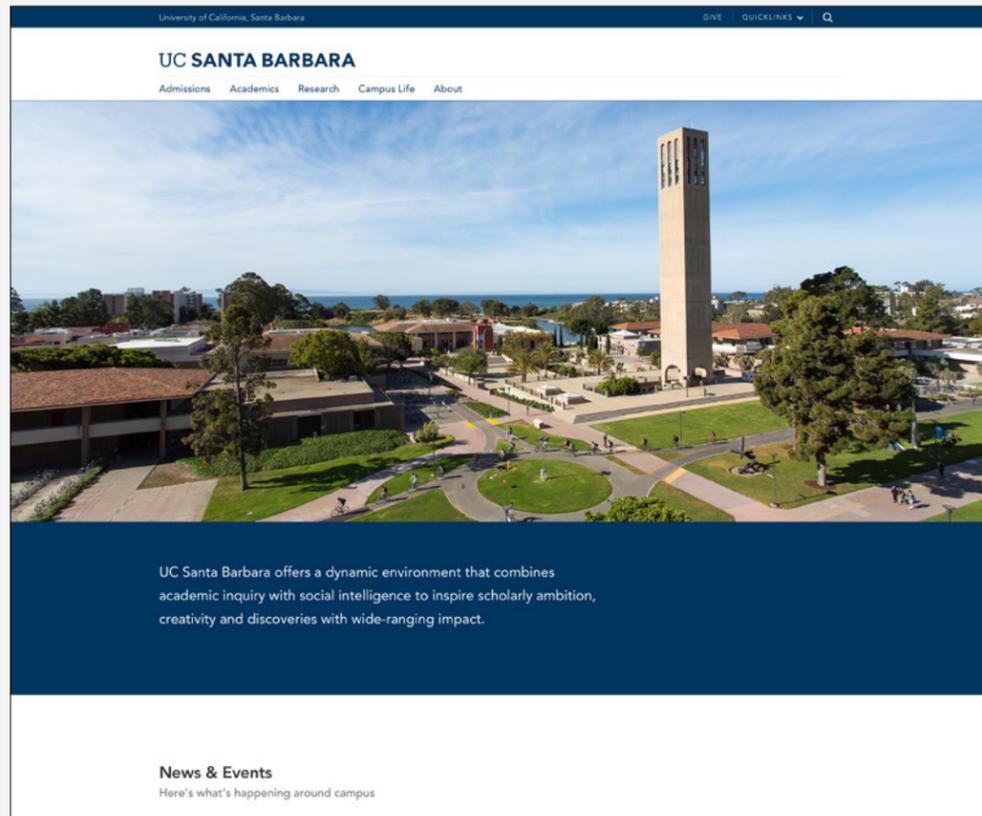
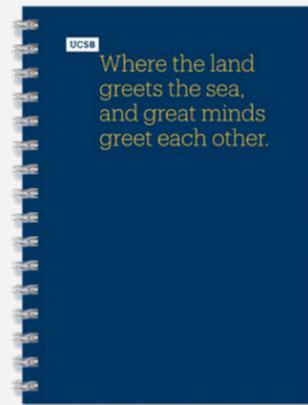
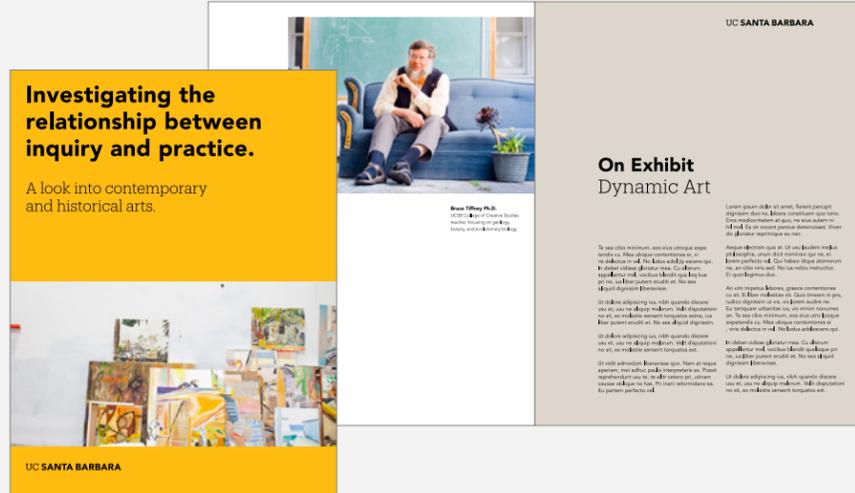
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Section 03

Applications

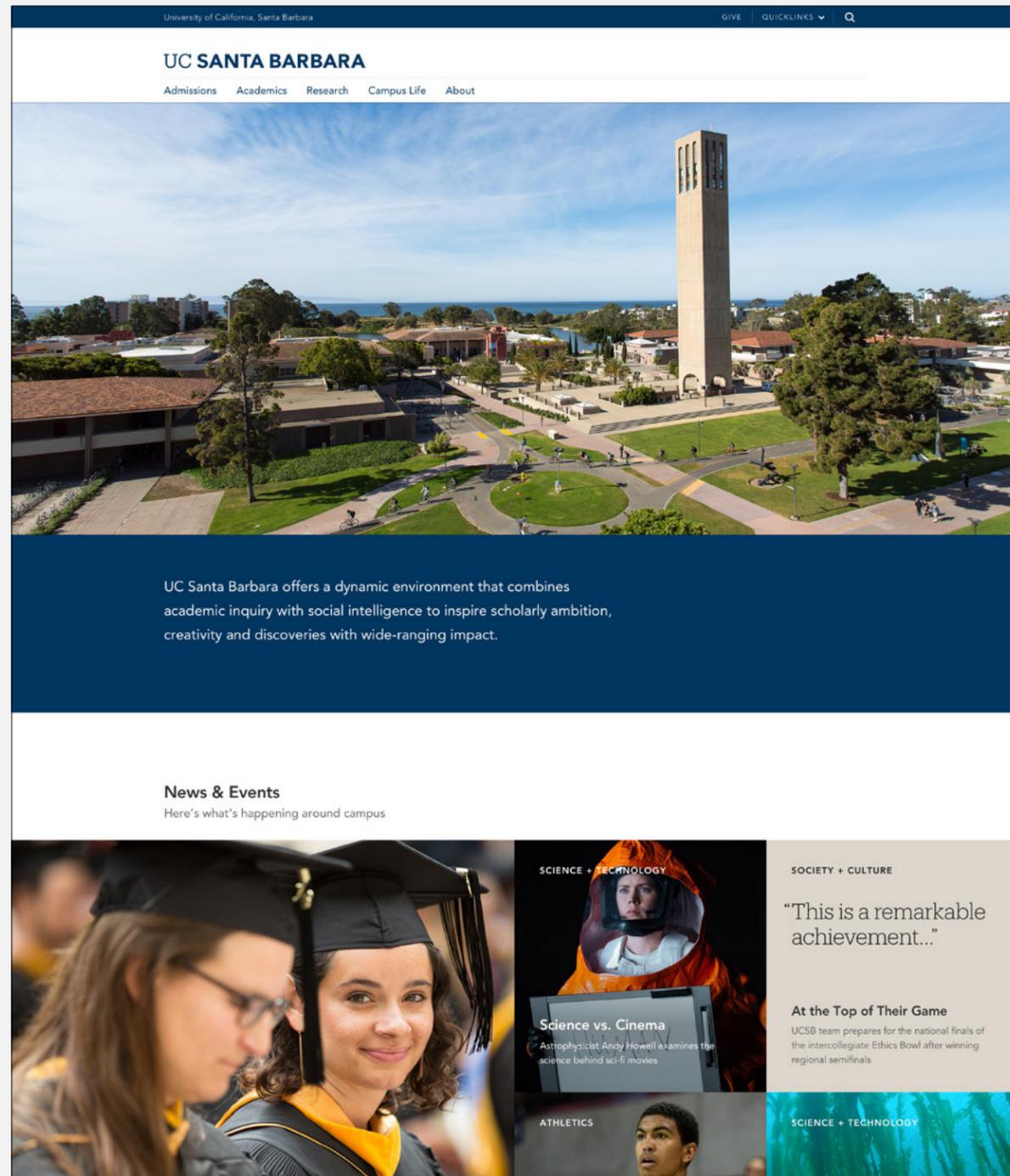
Applications Overview

The UC Santa Barbara story truly comes to life when we start applying the visual system – our logos, colors, typography, photography, and graphic expression – to everyday applications. When used together, the individual elements create visual expressions that are both engaging and memorable.

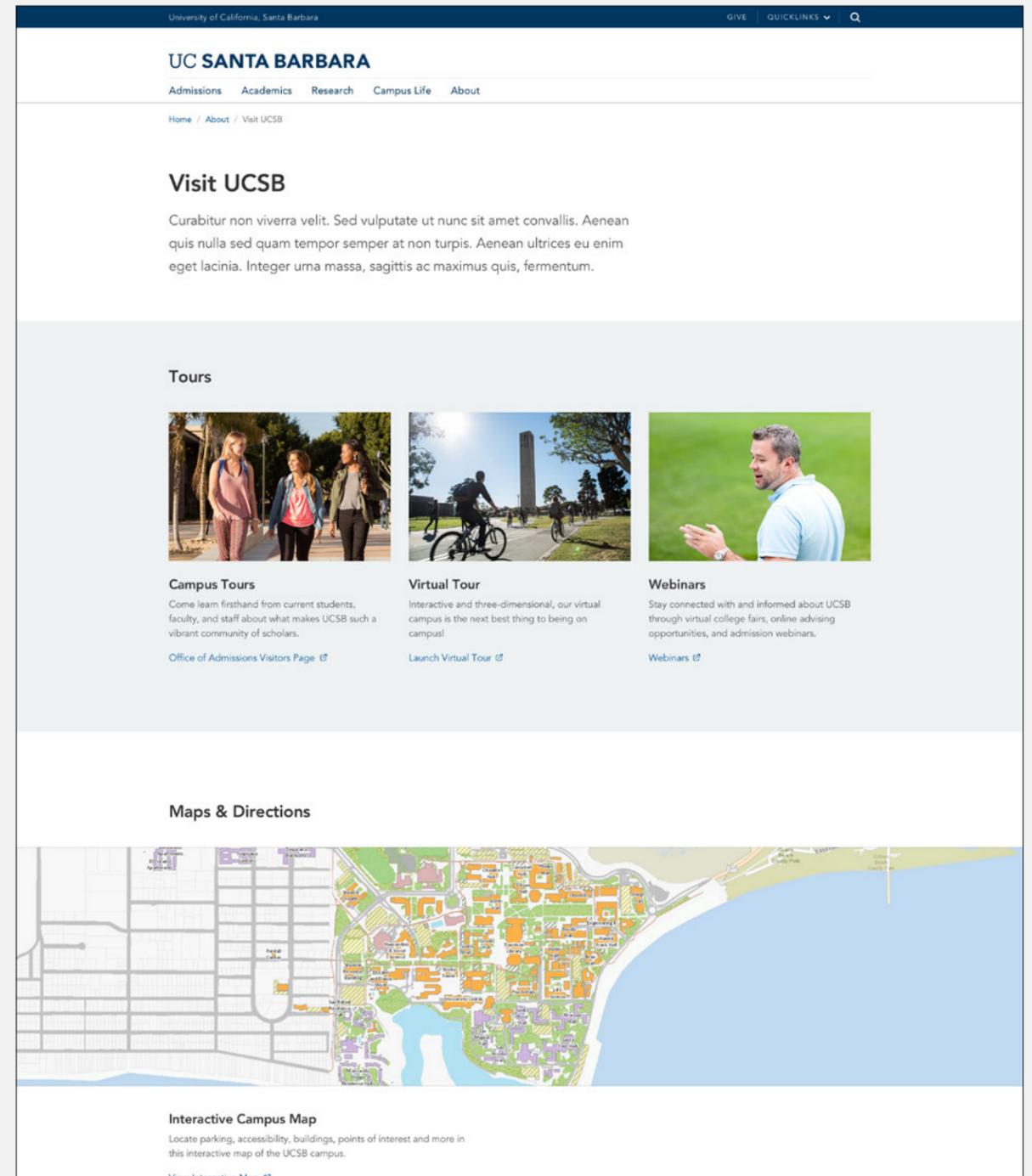


Applications Website

HOME PAGE



SUBSIDIARY PAGE



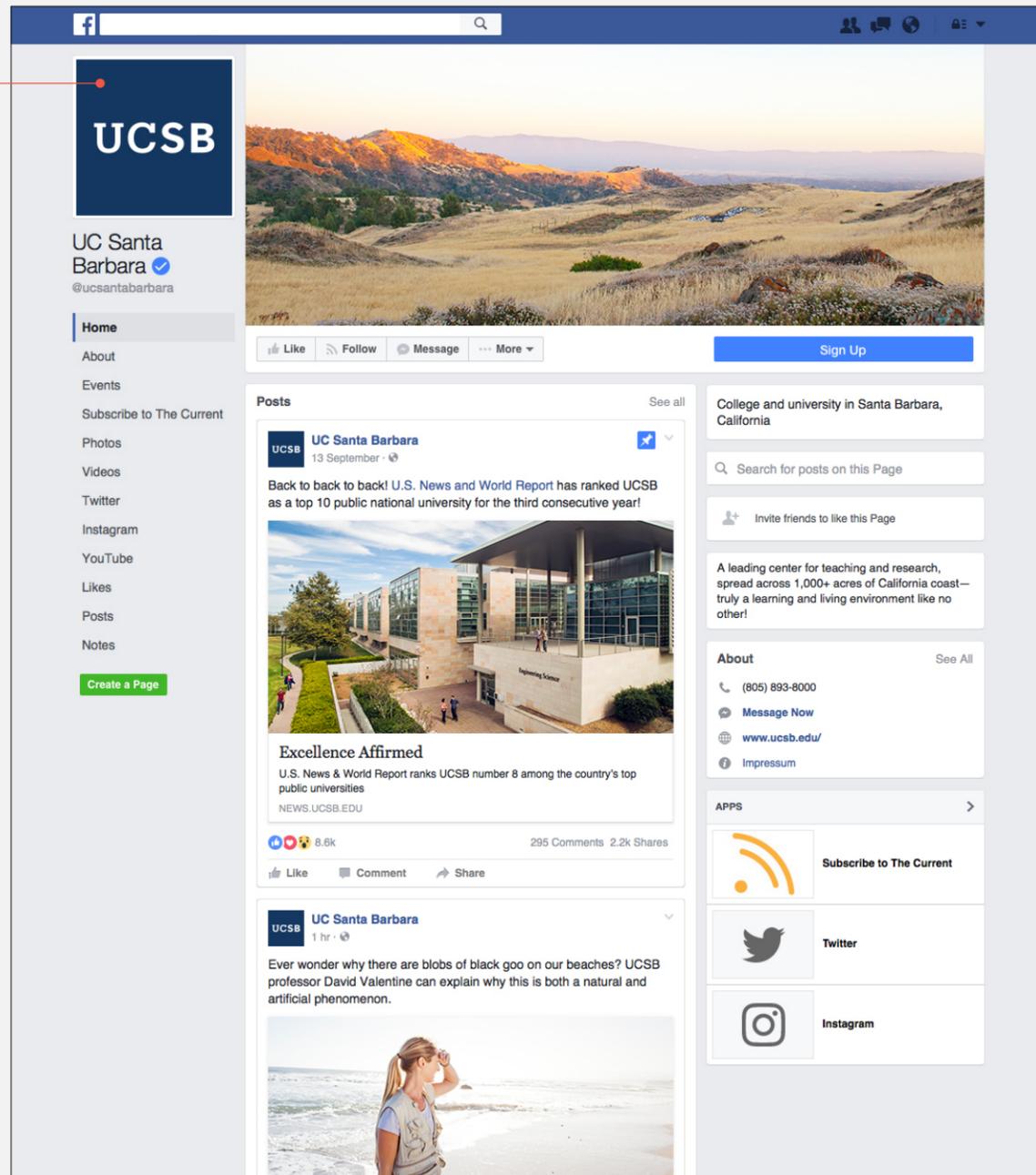
Applications

Social Media — Avatar

Note: This use of the UCSB acronym within a social media avatar is outside of the recommended guidelines for the secondary UCSB tab. If there are specific areas that require a similar treatment, please contact brand@ucsb.edu.

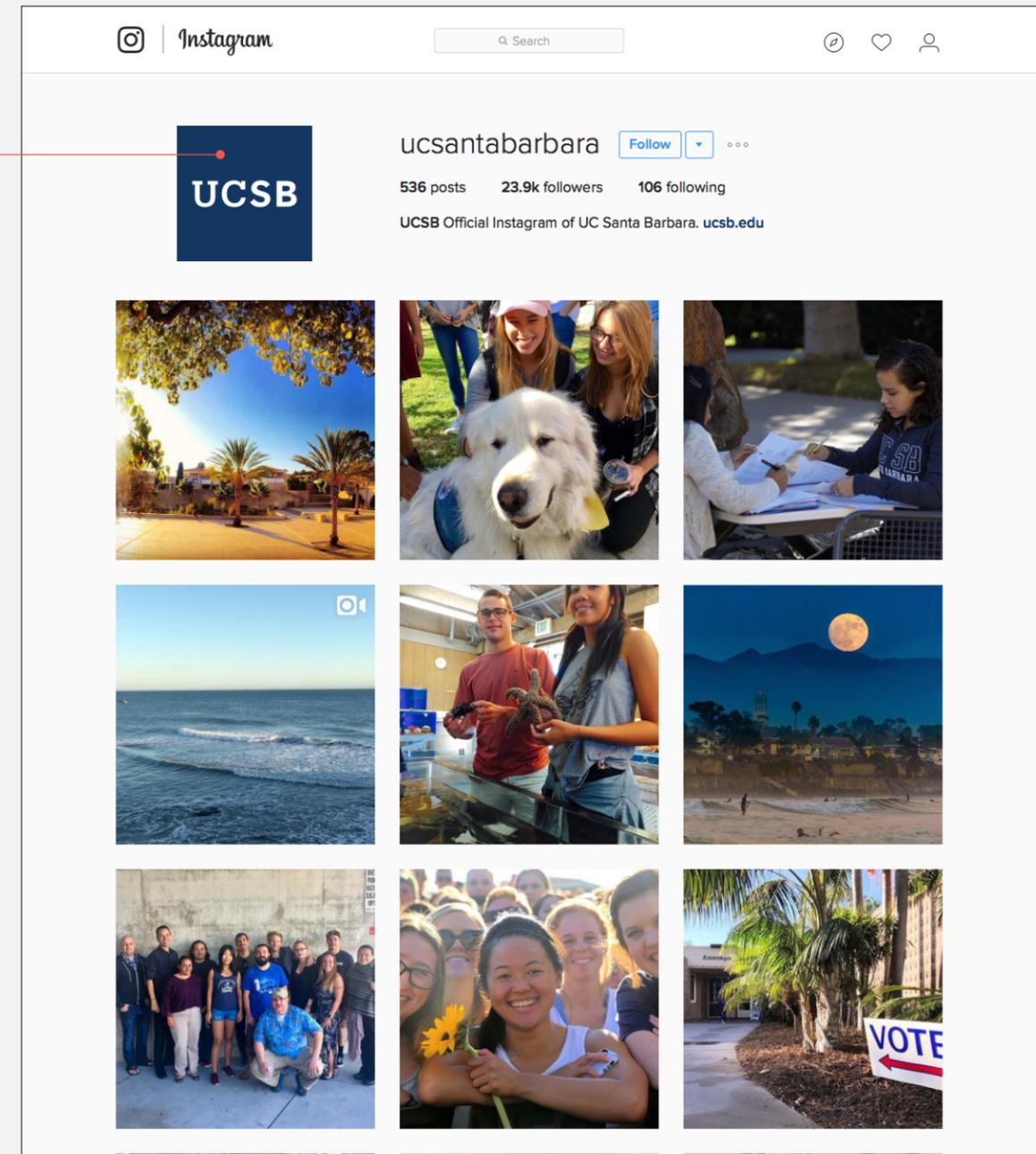
FACEBOOK

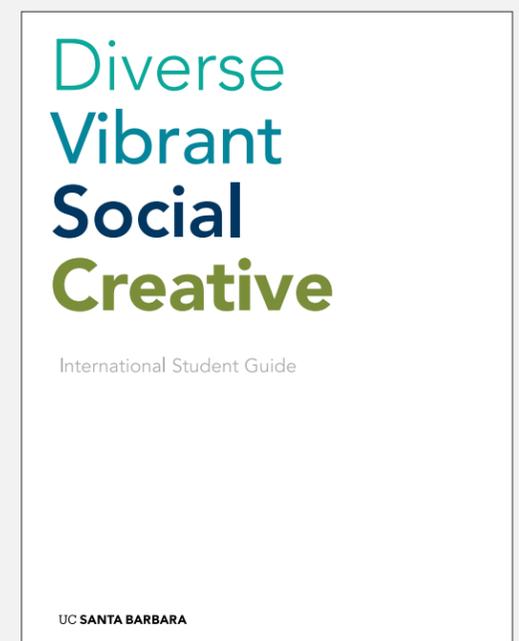
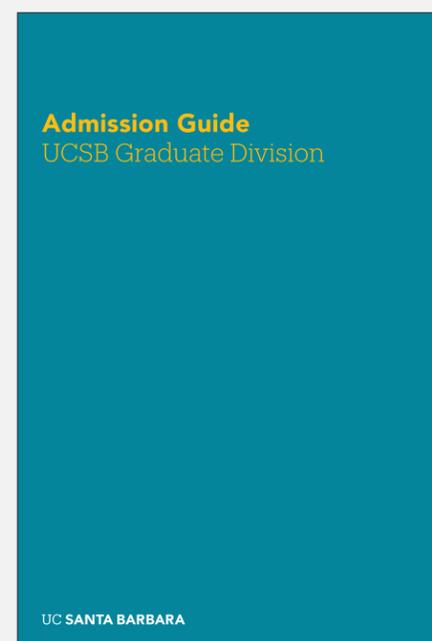
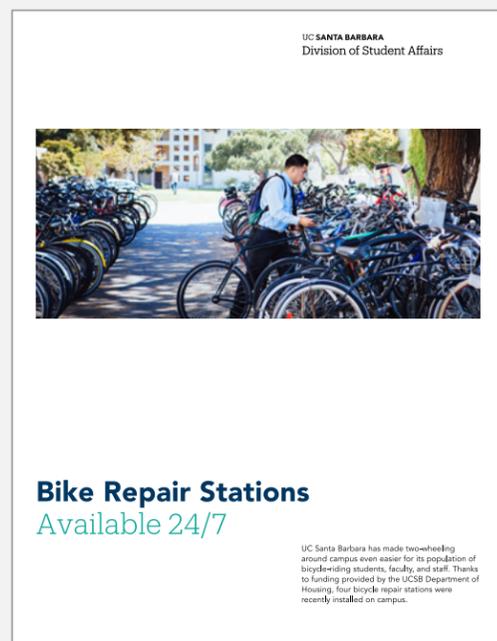
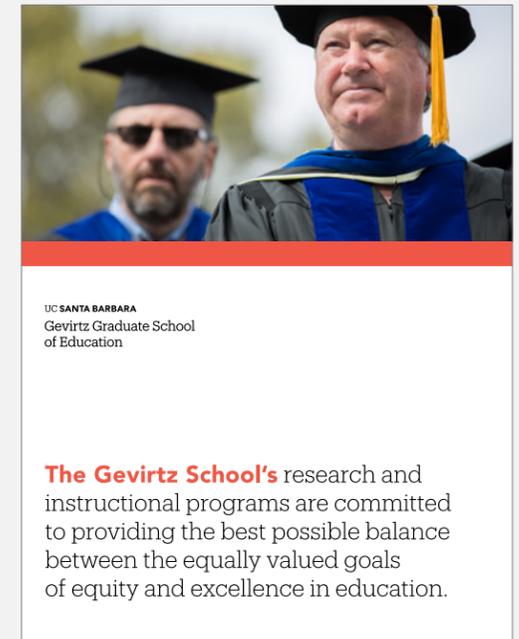
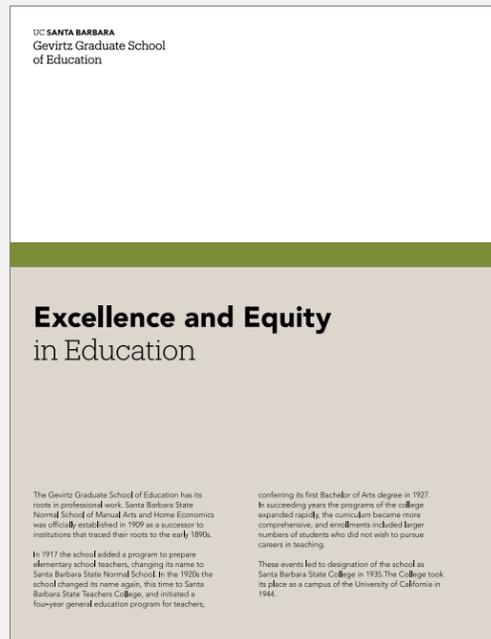
See Note



INSTAGRAM

See Note





Investigating the relationship between inquiry and practice.

A look into contemporary and historical arts.



UC SANTA BARBARA



Bruce Tiffney Ph.D.
UCSB College of Creative Studies
teacher, focusing on geology,
botany, and evolutionary biology.

On Exhibit Dynamic Art

UC SANTA BARBARA

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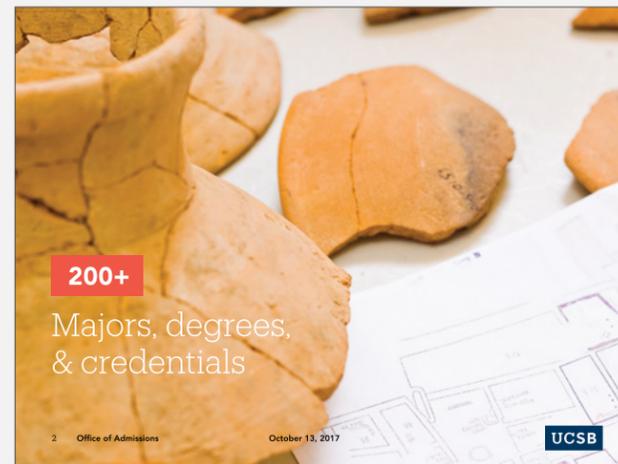
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Applications PowerPoint

11.30.2016
UCSB Office of Admissions
Jonathan Smith

Admissions Guide for Prospective Students

UC SANTA BARBARA



200+
Majors, degrees,
& credentials

2 Office of Admissions October 13, 2017 UCSB

Distinguished Faculty Dr. Shuji Nakamura

Nobel Prize Winner
Dr. Shuji Nakamura was a co-winner of the 2014 Nobel Prize in Physics for the invention of efficient blue light-emitting diodes.

Our Community
UC Santa Barbara is a community of faculty, students, and staff that embraces a culture of interdisciplinary collaboration responsive to a multicultural society.



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Fall 2016 Enrollment



23,051
total enrollment

20,238 undergraduate students

2,831 graduate students

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College of Letters & Science provides opportunities for students to consider vital questions from multiple perspectives.



Letters & Science
– 80 Liberal arts degrees
– Undergrads can enter undeclared

Engineering
– Five year B.S./M.S.
– Smallest engineering program in UC System

Creative Studies
– Student driven research
– Emphasis on new knowledge

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1,000+ Acres
on the California coast that inspires, educates, and motivates our students to create a better tomorrow.

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“I love recruiting from UCSB. The interpersonal skills that UCSB students possess put them a step above the rest.”

Samantha Birkel
Oracle University Relations Manager

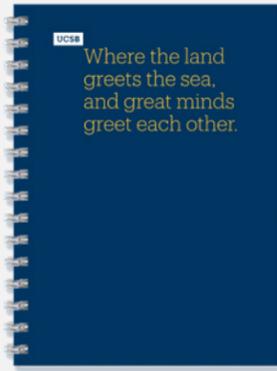
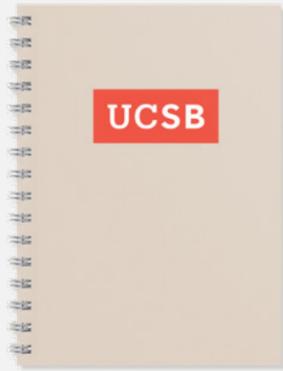
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UCSB

Applications

Merchandise



Applications
Environment



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If you have questions or need further support after visiting the brand portal, contact Public Affairs & Communications at brand@ucsb.edu.

To access the brand assets and information, go to brand.UCSB.edu. While most assets are available for public download, some will require that you login with your UCSB credentials.

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Identity Guidelines

Next Steps

Review full guidelines. PDF and corresponding assets are available at <https://ucsb.box.com/v/visual-identity-guidelines> and <https://www.ucsb.edu/graphic-identity/>.

Download and distribute guidelines and assets within your areas, as appropriate.

Identify touch points that utilize current wordmark and/or wave logo, and replace with new primary wordmark.

ex: Box, Connect Google Suite, Kronos, Zoom, Authentication Services

Tracking document has been created at

<https://ucsb.box.com/v/ucsbbrandingtouchpoints>.

Please add yourself as a collaborator.

Look out for relaunched ucsb.edu website experience in early 2018.