

UC MERCED

UPDATED AND
ADOPTED
JANUARY 2017

BRAND STANDARDS



UCMERCED
UNIVERSITY OF CALIFORNIA

Public Affairs, Communications
and External Relations

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UC Merced Brand Standards



As UC Merced matures from a young, upstart campus to a seasoned established pillar of higher education in our region and the state, it is crucial that we develop and maintain a focused and consistent identity. The UC Merced story is compelling and inspiring, but that story loses its impact when it is told in too many different or competing ways.

You are all a part of telling UC Merced's story, and we trust each of you to do your part to establish our identity with the quality of your work, whatever it may be.

And in order to create that consistent identity for UC Merced, each of us will support the substance of our work by using the same logos and using the same terminology when referring to the university. We will use the same colors — whether for Web or print — particularly when those colors have been so meticulously chosen to represent the spirit of our beautiful surroundings.

This manual establishes the standards all faculty, staff, students, alumni and affiliated groups follow when creating communications on behalf of UC Merced. Your adherence to these standards is critical as we continue to build this campus and advance the UC Merced brand.

DOROTHY LELAND
UC Merced Chancellor

The Brand Standards Must be Followed

1. Print materials and logos developed for UC Merced departments and schools must be sent to University Communications (communications@ucmerced.edu) for review to ensure consistency with UC Merced brand strategy and brand elements.
2. Anything that carries the name of the university and uses the logo must be high quality with a competent graphic design, correct grammar and accurate spelling.
3. The university's logo and associated graphic trademarks or symbols must be utilized as stipulated in this guide on official documents, publications, presentations etc. The logo and seal may not be used on personal documents, projects, letters, resumes, etc.
4. The university's official logo and seal may not be altered in any way that distorts, curves, bends or otherwise changes their presentation.
5. Departments and schools are required to use the logo format presented on page 9 of this guide.

Color Standards





MERCED COLOR INTRODUCTION




One of the most enticing and unique aspects of UC Merced is the environment that surrounds it, from the granite peaks of the Sierra Nevada to the green and golden San Joaquin Valley floor — all of this is part of the DNA of UC Merced.

The color palette of UC Merced's award-winning website reflects the university's environment. Deep, rich colors of the Earth are reminiscent of the hues and tones our students, staff and faculty see around them each day. The palette is also a signal to prospective students of the kind of environment they will experience here.

The color palette, carefully chosen in 2014 by a committee representing the campus community and tested with various audiences, is a striking visual reminder of the incredible landscape that surrounds us. It's also a nod to some of our most interesting and applicable research into water, the environment, climate change and agriculture.

MERCED COLORS FOR WEB AND PRINT

NAME	MERCED RIVER BLUE	FOOTHILLS GOLD	SIERRA SKY BLUE	WILDFLOWER BABY BLUE EYES
				
WEB	#092f44	#a29061	#5f8498	#2980b9
PRINT	PMS 546	PMS 4515	C82 M33 Y33 K3	C99 M34 Y10 K0

NAME	YOSEMITE SNOW WHITE	HALF DOME SLATE	MERCED RYE GREEN
			
WEB	#f8f5ec	#5b5b5b	#235b16
PRINT	C1 M3 Y6 K0	C62 M54 Y53 K27	C97 M35 Y100 K34

Color Standards

MERCED COLOR NARRATIVE

MERCED RIVER BLUE (pms 546): Our deep-water blue is inspired by the work of UC Water and the many natural sciences and engineering researchers at UC Merced who dive into what is rapidly becoming Earth’s most precious and scarcest commodity. We took this particular color from the Merced River, which flows through the southern part of our partner, Yosemite National Park, to eventually nourish the crops that help feed a third of the country. It’s a cool, soothing, almost royal color that denotes the majesty of the river and the venerability of the UC itself.



FOOTHILLS GOLD (pms 4515): Just look to the northeast of campus and, for eight months of the year, you will see a blanket of gold across the rolling hills of the Merced Vernal Pools and Grassland Reserve, the land UC Merced protects and preserves. The reserve is used by students and researchers from all three schools for experiments and studies, as well as inspiration for humanities’ writing assignments. This gold — almost the same color as the bobcats that give UC Merced its mascot — is such a sweeping backdrop to the campus that it has been incorporated into UC Merced’s very buildings. Foothills Gold is so ubiquitous throughout the San Joaquin Valley, everyone here knows it as one of the major signals of the cycles of life in the Valley.



SIERRA SKY BLUE: Sierra Sky Blue captures glimpses into every day’s changing blues as the clouds and sunsets leave their brush marks across the big sky of the Valley. As the light changes throughout each day and each season, so do the blues. It’s a color that makes you want to go outside, to think about the last time you got to go camping or hiking or just enjoy Yosemite for the day. The outdoors is a vital part of our campus and student life, and this color invites people to make some fond memories of their own.



WILDFLOWER BABY BLUE EYES: Springtime in the Valley delivers an abundance of wildflowers in every hue, across campus and throughout the foothills. Baby Blue Eyes showcases a delicate color that can be found in native flora across the state — including in our own nature reserve. The native flora can be used in the water-conserving gardens that many of our staff and faculty members have adopted to help further the campus's commitment to sustainability.



YOSEMITE SNOW WHITE: One of the most stunning sights people can enjoy is the snow-laden Sierra Nevada. Some of our most highly regarded researchers work through the Sierra Nevada Research Institute in the deep winter, gathering data that will affect how people throughout the state use water in the years to come. This shade is one Valley residents also hope to see on the lower foothills come January and February, to indicate we had a good, cold, rainy winter. It's also a tone that improves readability on the site.



HALF DOME SLATE: It's iconic. Half Dome, one of the most recognizable natural features in the country, is in our backyard, in the beautiful national park we partner with. We've named residence halls and conference rooms for it. We chose it to grace our palette, pulling Half Dome Slate from near the top of the real Half Dome — an area that signifies steadiness and the success of reaching the pinnacle. It reflects our campus, steeped in the rock-like tradition of the UC while striving to reach its own heights and build the future.



MERCED RYE GREEN: The campus sits in the middle of the nation's fruit basket, and its emerging work in precision agriculture is going to optimize farmers' abilities to grow their operations. Green is also a color that symbolizes its commitment to sustainability, from its Triple Zero pledge to its conservations efforts. Every aspect of the campus is "green," from purchasing and construction to campus life. We take the name of this color from the vigorous and sustainable grain that helps stabilize our precious soil and is specially grown here in the area.



Communications Standards

University Communications Media Policy

University Communications manages the university's interaction with online, print and broadcast media and documentary film crews. Our primary role is to promote the university, its mission and its scholarly and intellectual life and to assist journalists who seek information about the university and members of the campus community, while protecting its reputation and intellectual property. Over time, we are building public knowledge, support and enthusiasm for UC Merced's special mission as a vital catalyst for educational and economic development throughout the region — and as a world-class research university in the UC system.

University Communications produces and disseminates a wide range of news and information about the university, its people and its achievements both on and off campus. Our goal is to keep the public and the campus community well informed and updated on the university's progress through all platforms, including new media. It is important to present the university in a manner that is both accurate and consistent with the university's mission. Therefore, it is the responsibility of University Communications to provide accurate and consistent information to avoid any misunderstanding, misinterpretation or confusion.

We strive to find the best ways to tell the stories of UC Merced to a variety of stakeholders and potential stakeholders, positioning our campus members as thought leaders regionally, nationally and globally. University Communications facilitates media access to our campus, faculty, staff and students and offers a wide variety of news resources to journalists.

University Communications at UC Merced is the general contact for all calls from reporters and editors. Communications staff should immediately be notified of any media contact. The primary university spokesperson is James Leonard, who can be reached in the office at 209-228-4408 or by cell at 209-681-1061. Members of the campus community dealing with and/or interviewed by the media will be assisted by University Communications, a team trained to best serve those called upon to speak to UC Merced's academic distinction, research excellence and the success of our students.

Social Media Policy

Social media serves a specific and distinct communications function at the University of California, Merced. Our active social media presence, aligned with the mission of increasing access to the venerable University of California system, offers key opportunities to share the innovative accomplishments made in research, teaching and public service by our students, faculty and staff. Resources on best practices and detailed social media standards are available online at communications.ucmerced.edu. For more information, contact Online Engagement Director Tonya Kubo at tkubo@ucmerced.edu.

University Name: On social media channels, the approved university abbreviation of UC Merced is acceptable in all instances. We recommend that all account names start with UC Merced, followed by the unit name (e.g. UC Merced Alumni). This enables users to most easily find and tag university-related accounts on all channels. UCM is only permitted when characters are constrained, such as Twitter and Instagram (e.g. @UCM_Chancellor).

Avatars/Profile Photos/Cover Images: Use of the UC Merced seal and logo are not permitted. We recommend images that accurately reflect the nature of your school or department. High-quality approved images are available to all UC Merced users at images.ucmerced.edu.

Account Usage: Many social media channels allow for toggling between accounts. Social media administrations should exercise extreme diligence to ensure they do not post personal content to university-affiliated accounts.

University Boilerplate Description

UC Merced opened in 2005 as the newest campus in the University of California system and the first American research university built in the 21st century. The campus enjoys a special connection with nearby Yosemite National Park, is on the cutting edge of sustainability in construction and design, and supports highly qualified first-generation and underserved students from the San Joaquin Valley and throughout California. The Merced 2020 Project, a \$1.3 billion public-private partnership that is unprecedented in higher education, will nearly double the physical capacity of the campus and support enrollment growth to 10,000 students.

University Name

The legal name of the university is: University of California, Merced (use with “the”). Approved abbreviation: UC Merced (do not use with “the”).

Do Not Use: UCM

REASON: With a little more than a decade since the campus opened, we are collectively still establishing the “brand“ of the University of California, Merced. Our market research has shown that people in California — not to mention those in the nation and the world — are often only vaguely aware of the existence of a new UC campus in Merced. The “M” in UCM might stand for virtually any place that begins with an M. Some nearby examples: Mariposa, Modesto, Madera, Manteca.

In news stories and other narrative articles, use the full name of the university — “the University of California, Merced” — on first reference, and “UC Merced” in subsequent use.

Text Sample

The University of California, Merced, has been designated a “doctoral-granting university with higher research activity” — or R2, the second-highest classification for American research universities — in its first appearance on the highly cited Carnegie Classification of Institutions of Higher Education.

The R2 classification recognizes UC Merced as a selective institution that awards more than 20 doctoral degrees, primarily in the fields of science, technology, engineering and mathematics (STEM).

EXAMPLES: [Conversation] “I am a student at UC Merced.”
[Telephone introduction] “This is Joe Smith calling from UC Merced.”
[Letter] UC Merced is the newest campus of the UC system.

UC Merced Centers

UC Merced currently operates a center in Fresno. The university also participates in a partnership at the Tri-College Center on the campus of Merced College; this center is operated by Merced College, California State University, Stanislaus, and UC Merced.

THE CORRECT NAMES OF THE CENTERS ARE:

- UC Merced Fresno Center (and Fresno Center on second reference)
- Merced Tri-College Center

Print Brand Standards

BRAND ELEMENTS FOR PRINT

SEAL OF UC MERCED

UC MERCED LOGO FOR PRINT



THIS SEAL IS USED UNDER THE AUTHORITY OF THE REGENTS OF THE UNIVERSITY OF CALIFORNIA. THE SEAL MAY NOT BE ALTERED.

PLEASE NOTE THE 1868 UC SEAL IS NOT INCLUDED IN UC MERCED'S BRAND STANDARDS. YOU ARE REQUIRED TO USE THE UC MERCED SEAL.

ACCEPTABLE ALTERNATE FOR READABILITY ONLY. PREFERENCE IS TO PRINT WITH THE SEAL INCLUDED.

PLEASE CONTACT JENNIFER BIANCUCCI FOR ANY OF THESE BRAND ELEMENT FILES AT JBIANCUCCI@UCMERCED.EDU OR 559-241-7411.

REQUIRED DEPARTMENT FORMAT

UC MERCED LOGO WITH NAMES OF SCHOOLS AND DEPARTMENTS

UNIVERSITY COMMUNICATIONS REQUIRES THAT UNITS UTILIZE THIS LOGO FORMAT RATHER THAN CREATE STAND-ALONE LOGOS. BELOW IS A SMALL SAMPLING OF CAMPUS DEPARTMENTS. PLEASE CONTACT JENNIFER BIANCUCCI FOR ORIGINAL ART AT JBIANCUCCI@UCMERCED.EDU OR 559-241-7411.



ACCEPTABLE ALTERNATE FOR READABILITY ONLY. PREFERENCE IS TO PRINT WITH THE SEAL INCLUDED.

WORDMARK OF THE UNIVERSITY OF CALIFORNIA, MERCED

PLEASE CONTACT JENNIFER BIANCUCCI FOR ORIGINAL ART AND GUIDELINES FOR USAGE AT JBIANCUCCI@UCMERCED.EDU OR 559-241-7411.



UNIVERSITY
OF
CALIFORNIA
MERCED



Print Brand Standards

OFFICIAL UC MERCED FONTS FOR PRINT

PRIMARY SERIF

Minion Pro

SECONDARY SERIF

BEMBO

CENTAUR MT

WEISS

HEADLINES

TRAJAN PRO

PRIMARY SANS SERIF

Kievit Ofc Pro

SECONDARY SANS SERIF

Avenir LT Std

Freight Sans Pro

Frutiger

META

Futura

Myriad Pro

ITC Officina Sans

THE 'DO NOT' LIST

UCMERCED
UNIVERSITY OF CALIFORNIA

PLEASE DO NOT STRETCH/DISTORT THE LOGO. SCALE UNIFORMLY, THE SAME PERCENTAGE REDUCTION OR ENLARGEMENT IN BOTH HEIGHT AND WIDTH. IN MOST SOFTWARE, HOLD THE SHIFT KEY DOWN TO SCALE UNIFORMLY.

RETIRED LOGOS, PLEASE PHASE OUT

EFFECTIVE SEPT. 2, 2016: PLEASE DO NOT USE THESE RETIRED LOGOS ON ANY NEW MATERIALS PRODUCED.



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Campus Signage Brand Standards

OFFICIAL FONTS FOR SIGNAGE

PRIMARY FONTS FOR WAYFINDING SIGNAGE

Frutiger
Minion Pro
TRAJAN PRO

PRIMARY FONTS FOR DONOR SIGNAGE

Bembo
Optima

BRAND ELEMENTS FOR SIGNAGE



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SEAL OF UC MERCED



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COLORS FOR SIGNAGE

MERCED RIVER BLUE



PMS 546

FOOTHILLS GOLD



PMS 4515

BLACK



WHITE



Print Templates

CAMPUS BUSINESS CARDS

JACQUELINE MENDEZ
Senior Buyer, Purchasing

t: 209-228-4669 e: jmendez@ucmerced.edu
m: 209-xxx-xxxx w: ucmerced.edu

MAILING:
5200 N. Lake Road | Merced, CA 95343
PHYSICAL:
1715 Canal Road | Merced, CA 95340



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NOT ACTUAL SIZE

CAMPUS STATIONERY

NOT ACTUAL SIZE

UNIVERSITY OF CALIFORNIA

BERKELEY • DAVIS • IRVINE • LOS ANGELES • MERCED • RIVERSIDE • SAN DIEGO • SAN FRANCISCO



SANTA BARBARA • SANTA CRUZ

University of California, Merced
5200 N. Lake Road
Merced, CA 95343

PLEASE CONTACT JENNIFER BIANCUCCI AT JBIANCUCCI@UCMERCED.EDU OR 559-241-7411 FOR THESE TEMPLATE FILES. ALSO AVAILABLE ARE STATIONERY TEMPLATE FILES FOR EACH OF THE SCHOOLS.

Athletic Brand Standards

FOR RECREATION AND ATHLETICS USE ONLY



PRIMARY LOGOMARK



PRIMARY WORDMARK



YOUTHMARK

THE PRIMARY LOGOMARK, WORDMARK AND YOUTHMARK ARE USED BY THE RECREATION AND ATHLETICS DEPARTMENT ONLY. PERMISSION TO USE THE ATHLETICS LOGOS MUST BE OBTAINED BY CONTACTING ATHLETICLOGOS@UCMERCED.EDU.

FOR CAMPUS USE ON STUDENT-RELATED MATERIALS ONLY



PRIMARY MASCOT



SECONDARY MASCOT



RETIRED, DO NOT USE ORIGINAL BOBCAT MASCOT

THE PRIMARY AND SECONDARY MASCOTS ARE APPROPRIATE FOR USE IN STUDENT-ORIENTED PUBLICATIONS ONLY. ANY CURRENT STUDENT-ORIENTED MATERIALS THAT INCLUDE A BOBCAT MUST BE UPDATED WITH THE PRIMARY AND SECONDARY MASCOTS (PICTURED ABOVE ON THE LEFT AND CENTER). PLEASE DO NOT USE THE RETIRED ORIGINAL BOBCAT MASCOT (PICTURED ABOVE ON THE RIGHT).

FOR MORE INFORMATION ON SUITABLE USE OF THE PRIMARY AND SECONDARY MASCOTS, CONTACT UNIVERSITY COMMUNICATIONS AT 559-241-7411 OR COMMUNICATIONS@UCMERCED.EDU.

LICENSED VENDORS FOR APPAREL AND SPECIALTY ITEMS

Image Masters

429 Grogan Ave. | Merced, CA 95341
209-723-1691

R&D Specialty Co, Inc.

2903 Saturn St., No. C | Brea, CA 92821
714-985-0270

THIS IS A PARTIAL LIST OF THE PREFERRED VENDORS THAT HAVE BEEN APPROVED TO PRODUCE APPAREL AND SPECIALTY ITEMS USING THE UNIVERSITY'S ATHLETICS BRAND LOGOS. THESE VENDORS HAVE AGREED TO ABIDE BY THE UNIVERSITY'S BRAND STANDARDS AND PURCHASING POLICIES. CONTACT THE CAMPUS STORE, 209-228-2665, FOR A COMPLETE LIST OF LICENSED VENDORS.

FOR MORE INFORMATION, CONTACT UNIVERSITY COMMUNICATIONS AT 559-241-7411 OR COMMUNICATIONS@UCMERCED.EDU.

Web Brand Standards

OFFICIAL UCMERCED LOGO AND SEAL FOR WEB



OFFICIAL UC MERCED FONTS FOR WEB

HEADER FONTS
Oswald
Merriweather

BODY FONT
Open Sans

EMAIL TEMPLATE



OFFICE OF THE CHANCELLOR

PLEASE CONTACT JENNIFER BIANCUCCI AT JBiancucci@ucmerced.edu OR 559-241-7411 TO REQUEST EMAIL HEADER DESIGN.

Web Brand Standards

OFFICIAL UC MERCED WEB TEMPLATES

THE FOLLOWING TEMPLATES ARE AVAILABLE ON THE OFFICIAL CAMPUS CONTENT MANAGEMENT SYSTEM (DRUPAL), WHICH IS SUPPORTED BY UNIVERSITY COMMUNICATIONS. WEB COMMUNICATIONS WILL WORK WITH SITE OWNERS IN CUSTOMIZING LANDING-PAGE CONTENT. THE FOLLOWING TEMPLATES ARE FOR SLIDER AND NAVIGATION OPTIONS.



LARGE SLIDER



REGULAR SLIDER



SIDE NAVIGATION ONLY



PHOTOGRAPHY:

Chancellor Dorothy Leland captured the images on the covers of this guide and the image that corresponds with the Half Dome slate color description on page 6.

Leland pursues her passion for photography in her limited free time. One of her favorite locations is the venerable Yosemite National Park, UC Merced's partner in research and student collaboration through the Sierra Nevada Research Institute and the Yosemite Leadership Program.

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