Berkeley Social Welfare
Identity Standards
2014-2015

Contact:
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At Berkeley Social Welfare, we benefit from both the strong reputation of the School as well as the prominence of the University of California, Berkeley. To preserve the integrity and impact of our “brand name,” it is critical that we establish a cohesive identity in the many communications vehicles we use to share information with our constituents. Because the University has recently finalized its own guidelines for precise branding, Berkeley Social Welfare will be operating according to the University’s standards.

These guidelines have been specifically created to provide the graphic tools necessary to visually preserve and grow the value and integrity of the Berkeley Social Welfare brand.

Identity Overview

**University**
It is important to keep the University name consistent in content.

In first references, use:
<UC Berkeley>
In subsequent references, use:
Berkeley
Formal uses, such as diplomas, may use:
University of California, Berkeley

**School**
“Berkeley Social Welfare” is the formal identifier of who we are. In subsequent identification, it can be shortened to School. School is always capitalized in reference to the School of Social Welfare,

When to use Berkeley Social Welfare:
example goes here
When to use UC Berkeley School of Social Welfare:
example goes here
Whenever using School of Social Welfare, spell it out completely (Do not abbreviate to the acronym SSW)

**Degrees**
Unlike Associated Press Style, Berkeley Social Welfare does not use periods when referring to abbreviated degrees: BA, MBA, MFE, PhD

**Alumni Identification**
full Name (Degree year)
Francesca Dinglasan (MSW ’89)

**Do not use:**
- University of California at Berkeley (except where a comma causes confusion)
- U.C. Berkeley
- UC-Berkeley
- U.C.-Berkeley
- UCB
- U.C.B.
- Cal Berkeley
- M.S.W
- P.h.D

instead, use
MSW and PhD.
The UC Berkeley logo [pictured in the lower right-hand corner] should be present on official documents in order to link the Berkeley Social Welfare brand with the larger university brand. It acts as a signature, an identifier and a stamp of quality.

The Berkeley Social Welfare logo [above at center] and the university logo should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.

**Placement**
- The two logos should not be placed next to one another - rather, the Berkeley Social Welfare logo should be in a dominant position, such as centered at the top of a page.

Use the university logo in a minimal way, such as at the bottom of a document. The logo should be considered an accent to the Berkeley Social Welfare, and should never be the most dominant element on the page, but instead should live comfortably and clearly as an identifying mark.

**Size**
To maintain full legibility, never reproduce either of the logo at widths smaller than 1 inch (for print) or 175 pixels (for screen). There is no maximum size limit, but use discretion when sizing the logo.

**Alterations**
- Do not stretch, condense, or change the dimensions of the Berkeley Social Welfare logo or the University logo in any way.
- Do not cut off the logo in any way.
- Do not add any extra elements, such as the University seal, to either logo.
- Do not rotate the logos.

**School color options**
- primary use: Berkeley Social Welfare
  - two-tone: blue & gold
  - two-tone: blue & light brown
  - white over color

**University color options**
- primary use
- two-tone: blue & gold
- two-tone: blue & light brown
- white over color
Email Signatures

Over time, the wide range of programs, centers, and groups at Berkeley Social Welfare has led to significant differences in the ways in which people associate themselves with the school. This is most evident in email signatures. Students, faculty, and staff should follow the guidelines and examples on these pages when creating their email signatures. Important things to keep in mind when creating your signature:

The new and proper name for the school, Berkeley Social Welfare, should appear in the signature. Other variations, such as School of Social Welfare or Berkeley School of Social Welfare, should not be used.

The only art that may be used to represent a program or group in a Berkeley Social Welfare email signature is the school or program (or group) logo.

Note that any art used in email often does not appear or may appear as empty image icons, depending on the recipient’s email browser settings.

Signatures should contain consistent 10-12 point font, all black, grey, or blue, and no bold or italic text (exception: the school tagline should be italicized).

What You Must Include

All signatures should at minimum contain a name, job title, school and university names, and a phone number (automated email accounts excluded).

What You Should Always Leave Out

While some information may be omitted, adding additional information should be avoided. For example, listing multiple web addresses, including multiple wordmarks, or adding other unnecessary information should be avoided.

What You May Leave Out

While formatting should be consistent with this guide, email signature information may vary. Physical addresses, telephone numbers (cell and LAN lines), and web addresses are optional.

Examples

Simple Version
Francesca Dinglasan
Director of Communications
Berkeley Social Welfare
University of California, Berkeley
Office: 510.643.9977

Signature with Primary Wordmark
Francesca Dinglasan
MSW Candidate
Berkeley Social Welfare
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977

Signature with Secondary Wordmark
Francesca Dinglasan
MSW Candidate
Berkeley Social Welfare
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977

✓ What You Must Include

✗ What You Should Always Leave Out

What You May Leave Out

While some information may be omitted, adding additional information should be avoided. For example, listing multiple web addresses, including multiple wordmarks, or adding other unnecessary information should be avoided.

Example
Typography

Flexibility comes from using one type family that contains all necessary styles. Our university typeface, Freight, features Sans, Text and Micro fonts. The Freight family was selected because it is warm, open and legible at all sizes. Request access to the Freight font family by emailing gallery@berkeley.edu. Once granted, you will receive a follow-up email with download instructions, in which you will be asked to register online using your CalNet ID.

FreightSans Pro
FreightText Pro
Freight MicroPro

Options when Freight is unavailable

Lucida Sans
Futura Lt BT
Georgia
Garamond / Adobe Garamond

Seal

The UC Berkeley seal is reserved for use on our most official communications. It may also be used on other communications to formally designate that the document or digital message is an official UC Berkeley communication. It may be used for other purposes only with the permission of the Office of Marketing and Business Outreach.

⚠️ The UC seal should never be locked up with the Berkeley logo, and should not be modified in any way.

Color palette

Berkeley Social Welfare draws its color scheme from the new University branding palettes.

Colors have been selected that reflect the University’s bold, diverse community. And they’ve been given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure that Berkeley Social Welfare materials reflect cohesion with the UC Berkeley brand.

The Berkeley color palette has a primary palette, which is featured below, as well as a secondary palette - whose colors are featured throughout this style guide. For the general purposes of Berkeley Social Welfare, only the primary palette (blue and gold, and alternative variations of blue and gold, below) will be used.

- re-create the colors yourself using the numerals below, or download the color palette on our website at ----