Berkeley Social Welfare
Identity Standards
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 communication vehicles we use to share information with our constituents.

These guidelines have been specifically created based on the campus’ branding standards 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 “the School.” School is always capitalized in reference to the School of Social Welfare.

Degrees
Unlike the Associated Press (AP) style, Berkeley Social Welfare does not use periods when referring to abbreviated degrees: BA, MBA, MFE, PhD

Alumni Identification
Full name (degree year)
Jane Eyre (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

Do not use outdated conventions such as:
× M.S.W
× Ph.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] 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**
- Do not place the two logos 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 logo and should never be the most dominant element on the page.

**Size**
- To maintain full legibility, never reproduce either of the logo at widths smaller than one 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.
- 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.

**Primary Use**
- Berkeley Social Welfare

**Two-tone**
- blue and gold

**White-over-color**
- Berkeley Social Welfare

**Black-and-white**
- Berkeley Social Welfare

**School color options**

**University color options**

**Example logo placement**
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.

The new and proper name for the School, Berkeley Social Welfare, should appear in the signature. It is preferable that other variations, such as “School of Social Welfare” or “Berkeley School of Social Welfare,” 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, program or group logo.

Note that any art used in email may 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 with 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, “Berkeley Social Welfare” and “University of California, Berkeley.”

✗ 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, should be avoided.

What You May Leave Out
While formatting should be consistent with this guide, email signature information may vary. Mailing addresses, phone numbers and website addresses are optional.

Simple Version
Francesca Dinglasan
Director of Communications
Berkeley Social Welfare
University of California, Berkeley
Office: 510.642.5063

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

Berkeley Social Welfare
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. 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 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 it should not be modified in any way.

Color palette

Berkeley Social Welfare draws its color scheme from the University's official branding palette.

Colors have been selected that reflect the University's bold, diverse community, with names that reflect their inspiration. Using color appropriately is one of the easiest ways to ensure that Berkeley Social Welfare materials reflect cohesion with the UC Berkeley brand.

Berkeley official colors have a primary palette, featured below, as well as a secondary palette whose colors are featured throughout this style guide. For the general purposes of Berkeley Social Welfare, the primary palette -- blue and gold and alternative variations of blue and gold, below -- will be used.

primary palette

alternative heritage