

The background image shows a wide-angle view of a UC Irvine campus. In the foreground, a wide set of concrete stairs with metal railings leads up a hill. Several students are walking on the stairs and along a path that curves through the middle ground. In the background, there are large, modern university buildings with many windows. The entire image is covered with a semi-transparent blue filter. Overlaid on this blue filter are several thin, white, overlapping circles of varying sizes, creating a network-like pattern across the top right portion of the image.

UC Irvine

Strategic Communications
& Public Affairs

BRAND OVERVIEW

Welcome

Brand Adaptability

Best Practices

Appendix



UC Irvine's Brand System is a **flexible** brand system designed to extend across various platforms and departments while maintaining a **consistent**, recognizable **core identity**. The system allows for variations in color, concepts and visuals for different departments but adhere to a common **color palette, typography**, and core voice of the brand with **flexible messaging** to ensure **consistency** across communications.

Balancing Consistency & Flexibility

Achieving a Cohesive Yet Adaptable Brand

Understanding the balance between rigid and flexible elements is key to maintaining brand consistency while allowing for creativity and adaptation.

Not Flexible

- Core Values
- Core Colors
- Typography
- Wordmarks
- Voice & Tone

Flexible:

- Use of Core+ and Expressive colors
- Use of approved Gradients
- Campaigns
- Messages
- Use of approved Accent Graphic



Logos & Wordmarks

Unit Lock-ups:

- UC Irvine Logo + Unit Name
- This is not always required

“Unlocked” approach

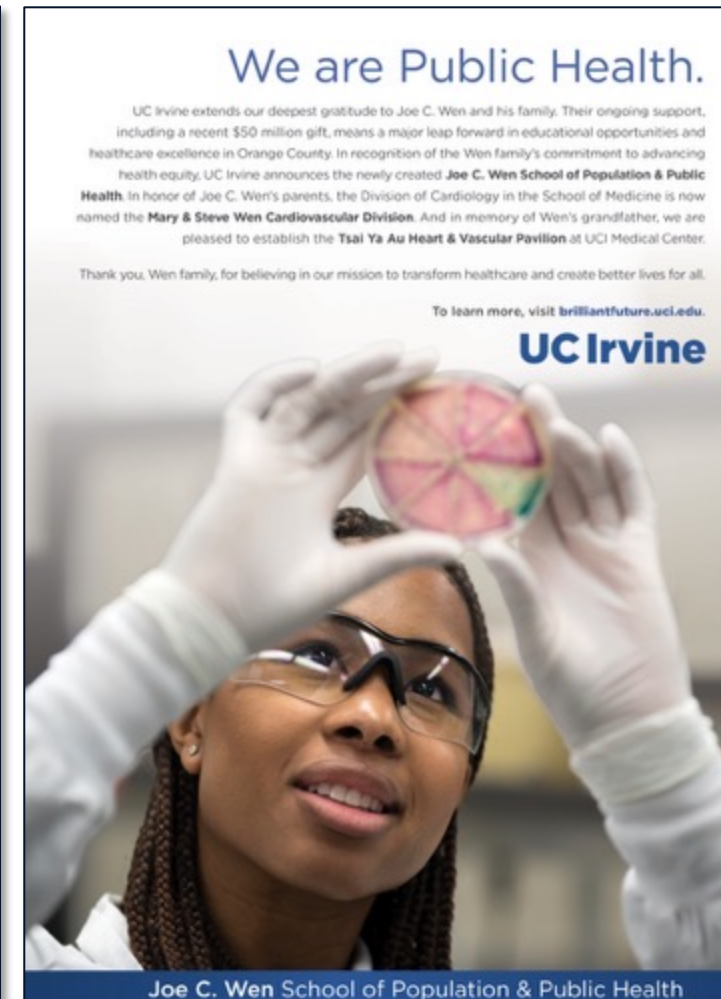
- Separate Unit name and UC Irvine primary logo
- UC Irvine logo with Unit name in native text

Unit Lock-up



UC Irvine primary logo + Unit Name

Unlocked



Separate Unit name and UC Irvine primary logo

Unlocked



UC Irvine logo with Unit name in native text

Accent Graphics

UC Irvine Charlie Dunlop
School of Biological Sciences



Official Unit Lock-ups:

- Templatized
- Provided by Strategic Communications & Public Affairs

Accent Graphic

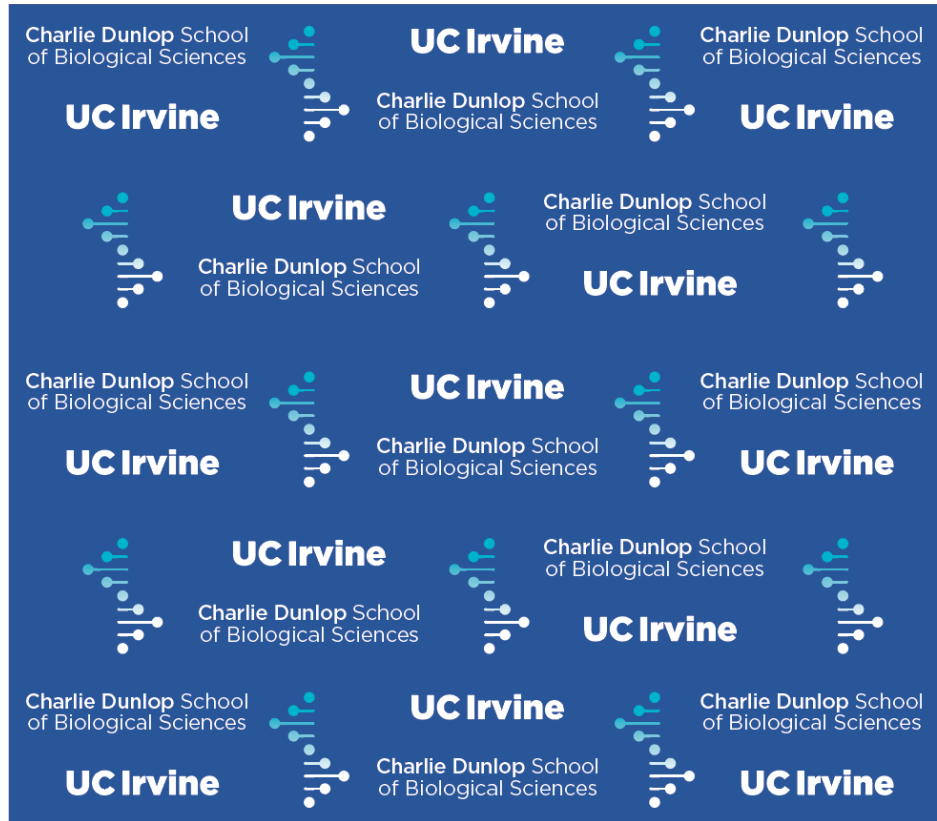
- Not a logo
- Subtle design element
- Unlocked approach (separate from wordmark)
- Can be created by unit
- Approved by Strategic Communications & Public Affairs



Custom Logo

- **Not** Permitted
- Cannot include any university unit name or mark

Accent Graphics Examples



Brand Continuum

Finding your Brand Identity Within the Brand

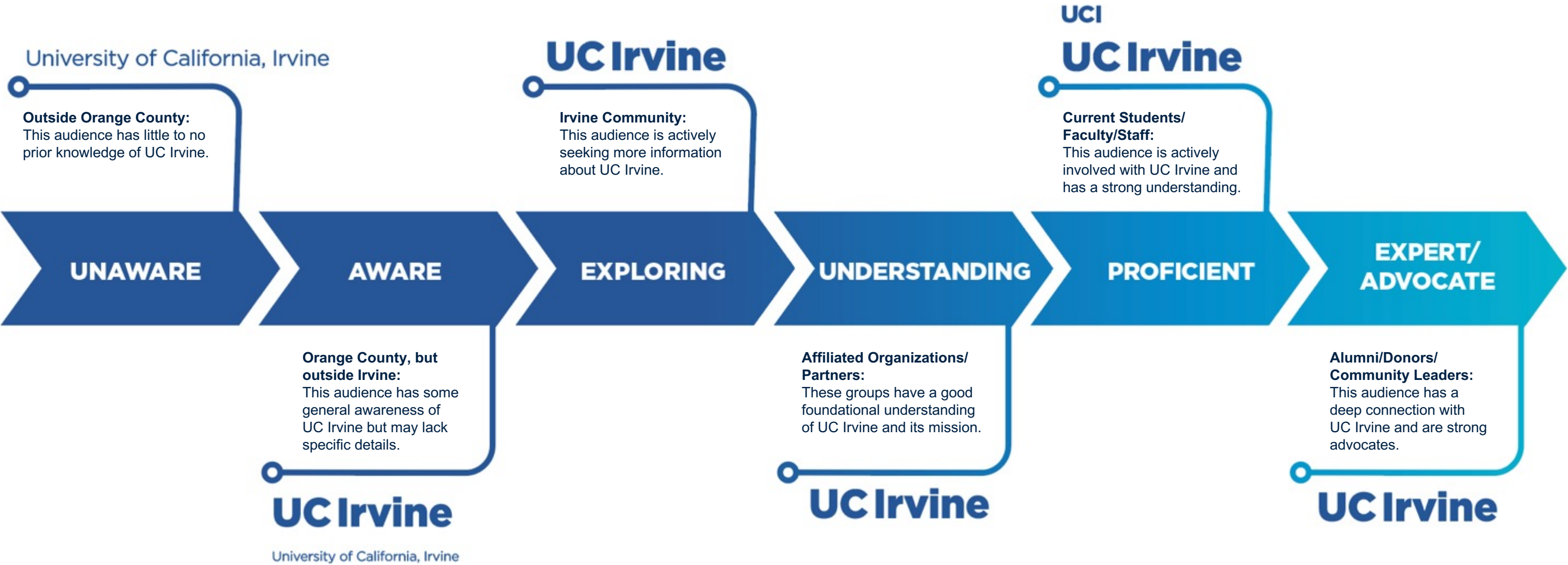
STYLEGUIDE
FUNCTIONAL/CORE

STYLEGUIDE
CORE+

STYLEGUIDE
EXPRESSIVE



Brand Engagement





ASSETS BEST PRACTICES





Introducing the New Overlay Element

Bold, Unified Visual Impact

Introducing vibrant and unique color overlays into our photography to create:

Visual Impact

Distinct Personality

These overlays not only add a layer of visual interest but also serve to unify our image style across various platforms.

Overlay Element

Do's & Don'ts

Optimal placement

- Buildings
- Nature
- Objects
- Textures

Use caution over subject(s):

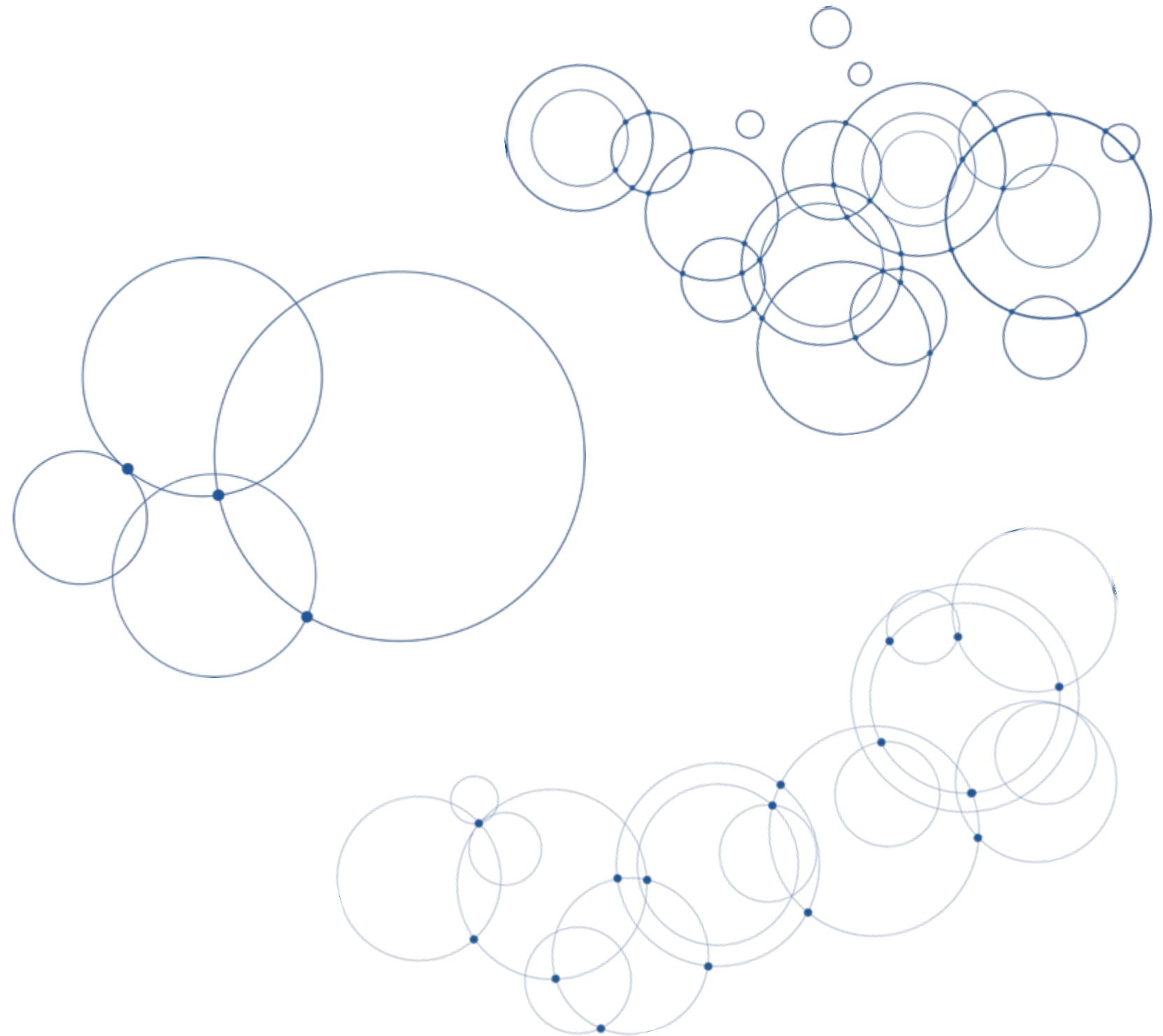
- Preserve the visibility and integrity of the underlying subjects
- Use low opacity over subjects
- Prevent obscuring or washing out subjects



Circles of Impact

Visualizing Our Ripple Effect

The impact circles are more than just design elements; they represent the very heart of the university's mission and values. These patterns are not merely aesthetic choices, but powerful tools that can enhance your designs and strengthen their connection to the university's visual identity. By thoughtfully incorporating impact circles into your work, you can ensure that your designs not only look visually appealing but also effectively communicate the university's message and values to the world.





Circles of Impact

Do's & Don'ts

Accessibility: Keep logo clear

- Ensure logo remains easily visible
- Don't use high-opacity circles behind or in front of the the logo

Circle placement on photos

- Avoid covering facial features
- Use appropriate contrast when placing the circles over subject(s)
- Circles should be minimal not dominant to the design

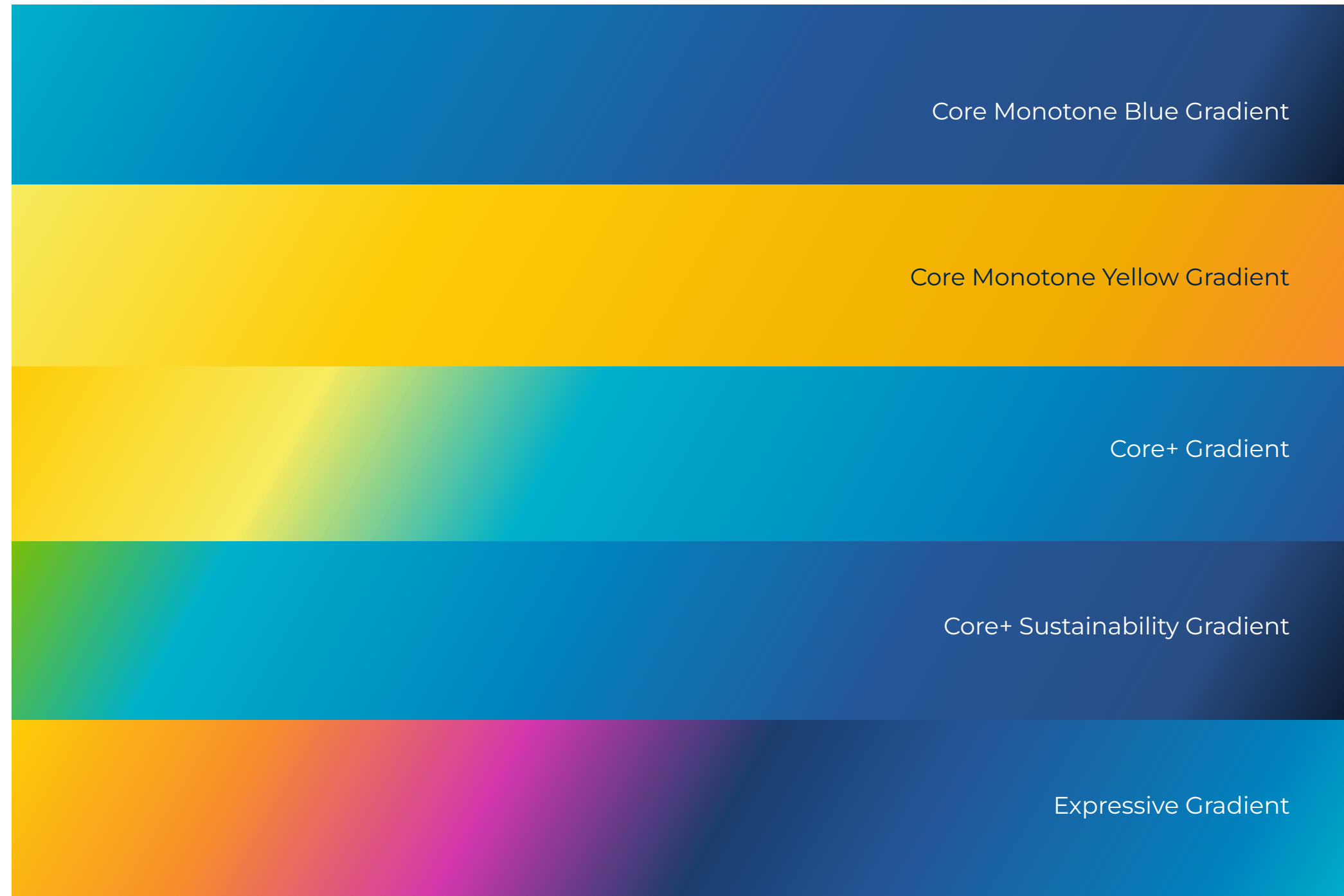
Impact circles as photo frames

- Do not use the impact circles as photo frames



Impact Gradients

Expressive Gradients



Impact Gradients

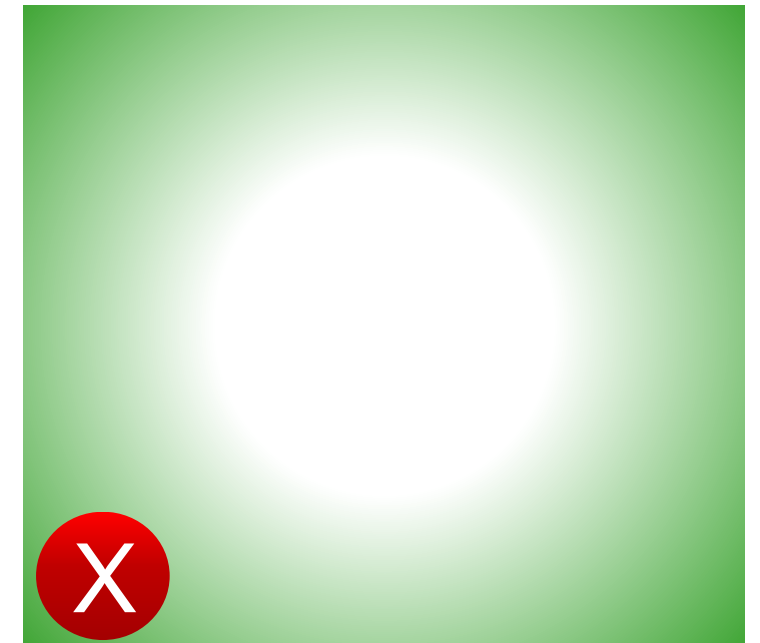
Do's & Don'ts

Using impact gradients:

- Creates depth and dimension
- Reinforces brand identity
- As backgrounds and accents

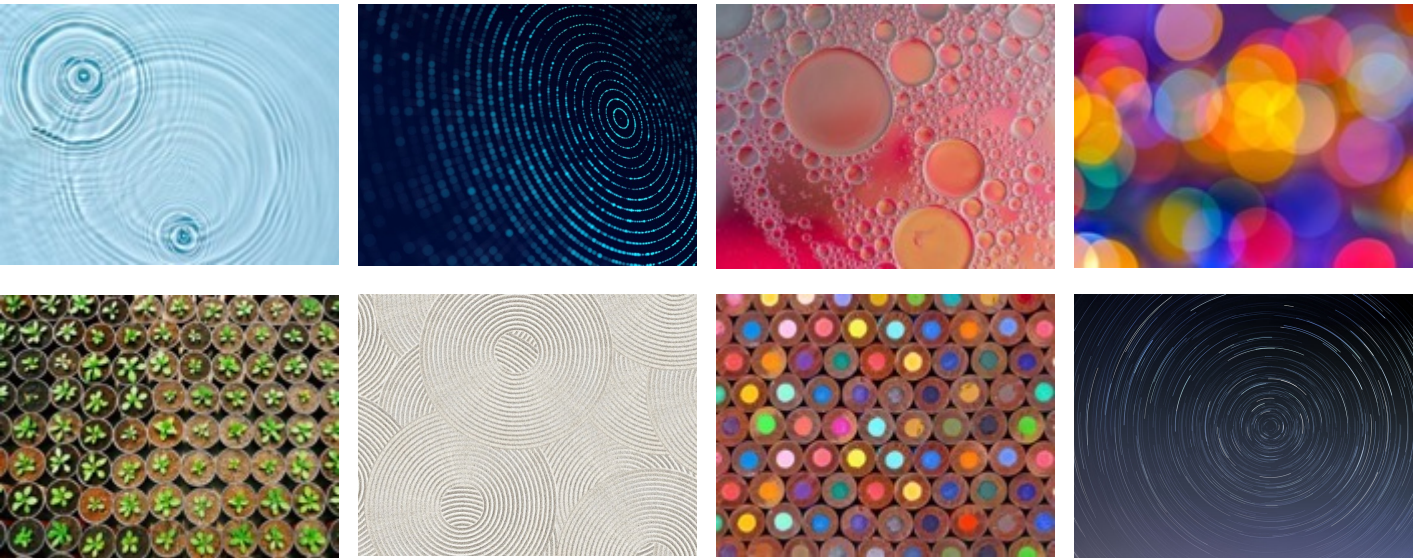
Using brand gradients correctly is crucial for maintaining brand consistency and recognition:

- Always use official brand gradients
- Do not create gradients with non-brand colors
- Ensure text remains readable

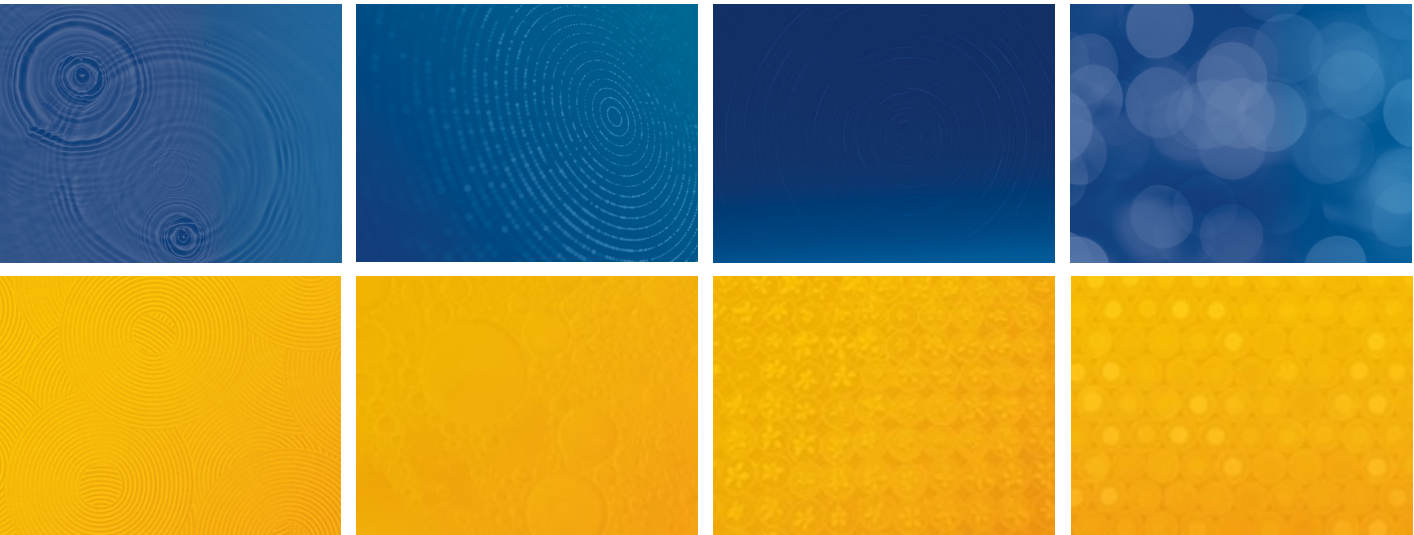


Impact Texture Library

Circle Texture

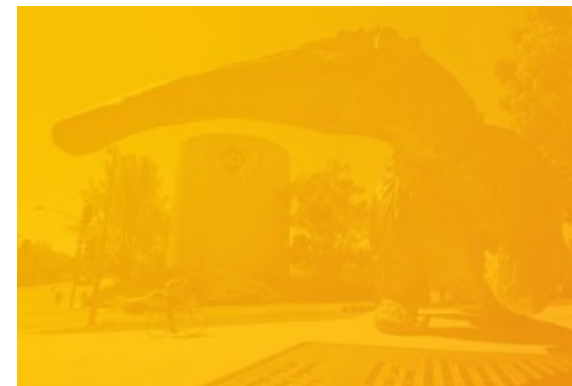
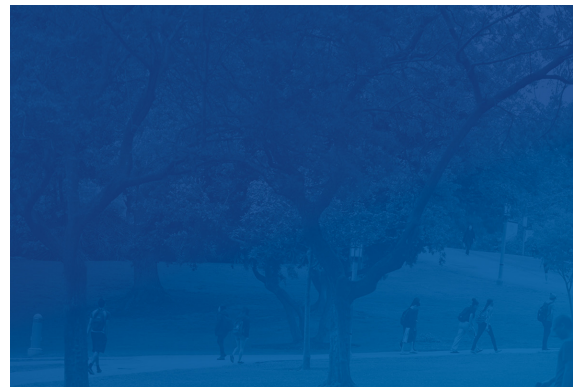


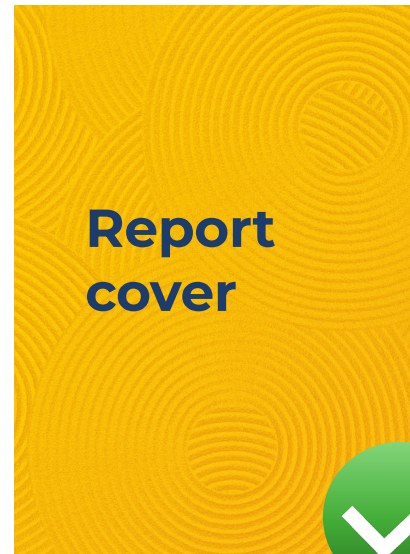
Circle Texture +Color



Impact Photo Texture Library

Photo Texture +Color





Impact Textures

Do's & Don'ts

Integrate Brand Colors Strategically:

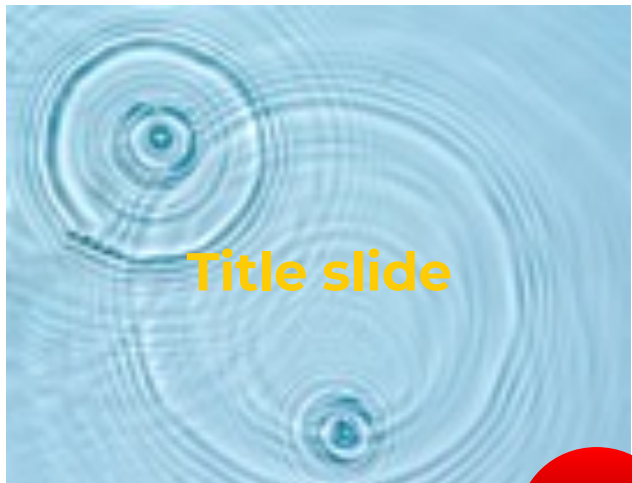
- Apply brand colors to increase texture versatility.
- Ensure brand colors in textures strengthen recognition.

Ensure Optimal Text Contrast:

- Maintain strong text-texture contrast for readability.
- Follow accessibility guidelines (WCAG) for contrast.

Prioritize Platform Adaptability:

- Design textures with flexibility in mind to ensure seamless and effective implementation across diverse digital and print platforms.



Brush Texture

Radiant Texture



Arc Texture

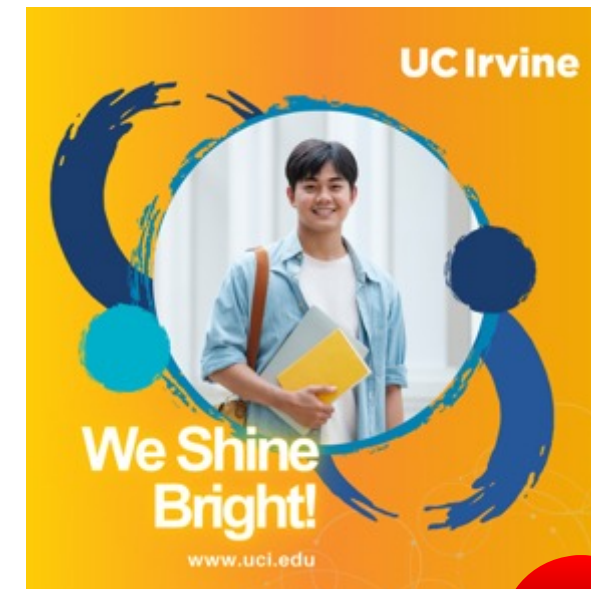
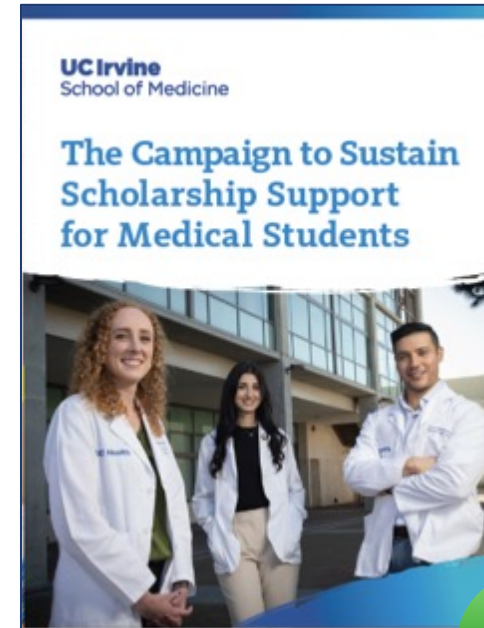


Brush Textures

Do's & Don'ts

To achieve a more refined and professional aesthetic in your designs, consider the strategic application of brush stroke elements. These guidelines promote a balanced and sophisticated visual hierarchy:

- Brush strokes should serve as accent elements, not the primary visual focus.
- Maintain a balance between areas incorporating brush texture and clean, untextured regions.
- The application of brush texture should complement, rather than dominate, the overall design.
- Avoid the close juxtaposition of brush textures and impact circles.



APPENDIX



Fonts

Primary Typeface

Montserrat is the primary typeface for UC Irvine's communications. The versatile sans-serif font is known for its modern and geometric design. Although mainly seen in websites and online media, its high readability and ease of scaling make Montserrat a suitable typeface for printed material, such as brochures, signage and even books. Montserrat is a free font offered by [Google](#) and [Adobe](#).

Use for headlines, subhead and body copy

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Semi-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Semi-bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Montserrat Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Fonts

Secondary Typeface

Hepta Slab is the secondary typeface for communications. Secondary typeface Hepta Slab is a serif font that provides a more traditional appearance. This font is most appropriate for body copy, technical information, call-outs, footnotes and other tertiary information. Because this is a Google font italic is available in the italic function of your font tool. Hepta Slab is a free font offered by both [Google](#) and [Adobe](#).

Use for body copy, quotes and call-outs

Hepta Slab Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Semi-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Extra-bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Hepta Slab Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678901234567890!@#\$%^&*()?

Additional Typefaces

Kievit Slab continues to be an acceptable typeface and is still allowed for use in the brand.

Web Typefaces

Arial is used for as the primary font ALL digital/web applications for UCI’s academic campus.

Roboto Slab (available from [Google Fonts](#)) may be used in lieu of Kievit Slab for headings and subheadings.

Color Guide

Primary Colors

Primary Colors

Our brand colors are a fundamental part of our visual identity. They help distinguish UC Irvine and ensure a consistent presence.

UCI Blue: Our dominant color, representing trust, loyalty, and academic excellence.

UCI Gold: A strong color symbolizing optimism, achievement, and our bright future.

Usage Guidelines

Balance: Use UCI Blue as the primary color in your designs, with UCI Gold serving as a compliment. This balance should maintain the professional and optimistic tone of the university's brand.

Contrast: Ensure there is enough contrast between UCI Blue and UCI Gold to maintain readability and visual impact.

Consistency: Use the official color codes for UCI Blue and UCI Gold in all print and digital materials. Consistency is key to reinforcing our brand identity.

Design Tool Tip:

- Primary Only: Always allowed and preferred
- Primary + Secondary: Always approved together
- Primary + Secondary + Accent: Always approved when used in this hierarchy

UCI Blue

CMYK: 93/73/11/1
RGB: 37/87/153
Hex: 255799

UCI Gold

CMYK: 1/19/100/0
RGB: 255/204/7
Hex: FECC07

Color Guide

Secondary Colors

Secondary Colors

Our secondary colors compliment our primary colors adding depth and versatility to our brand palette. These colors can be used to create a wider range of visual expressions, while still maintaining a cohesive and recognizable brand identity.

Usage Guidelines

Pairing Requirements: Secondary colors cannot be used alone; they must be painted with at least one primary color (UCI Blue or UCI Gold)

Emulate Brand Feel: When using secondary colors, ensure they maintain the overall look and feel of the brand as established by the primary palette

Hierarchy: Secondary colors should not overpower primary colors but serve as a complimentary element.

Text & Headlines: Secondary colors may be used for text and headlines when paired with primary colors.

Secondary colors are recommended for background patterns and design elements. Secondary colors can also be effectively used in typography, such as for headlines or supporting text, when paired with primary colors. This combination allows for more visually interesting and balanced design.

Design Tool Tip:

- Primary Only: Always allowed and preferred
- Primary + Secondary: Always approved together
- Primary + Secondary + Accent: Always approved when used in this hierarchy



Color Guide

Expressive Colors

Accent Colors

Express the personality and unique character of the brand by adding a dynamic element to the design. Accent colors increase the versatility of the brand while creating consistency when using color guidelines below. Accent colors are intended to be used as backgrounds and supporting elements to design and must be used only in support of primary and secondary colors.

Usage Guidelines

Supportive Role: Accent colors cannot be the dominant color in any design or used alone.

Pairing Requirement: Must be used in conjunction with primary (and optionally secondary) colors to enhance the design.

Hierarchy: Accent colors should be used sparingly and never overshadow primary or secondary colors.

Text & Headlines: Accent colors may be used for emphasis in text and headlines but should not dominate the design.

Design Tool Tip:

- Primary Only: Always allowed and preferred
- Primary + Secondary: Always approved together
- Primary + Secondary + Accent: Always approved when used in this hierarchy

| | | | |
|--|--|--|---|
| ATHLETICS GOLD CMYK: 0/19/89/0 RGB: 248/207/86 Hex: F8CF56 | LIGHT YELLOW CMYK: 05/01/076/0 RGB: 247/235/95 Hex: F7EB5F | GREEN CMYK: 78/02/98/09 RGB: 63/165/53 Hex: 629A40 | LIME GREEN CMYK: 53/0/96/0 RGB: 122/184/0 Hex: 7AB800 |
|--|--|--|---|

| | | | |
|---|--|--|---|
| ROYAL BLUE CMYK: 100/45/0/19 RGB: 0/114/206 Hex: 00639E | LIGHT BLUE CMYK: 60/24/21/0 RGB: 106/162/184 Hex: 6AA2B8 | BRIGHT PURPLE CMYK: 65/100/0/0 RGB: 124/16/154 Hex: 7C109A | MAGENTA CMYK: 13/90/0/0 RGB: 212/98/173 Hex: D462AD |
|---|--|--|---|

Color Guide

Color Combinations

- To maintain UC Irvine brand recognition across all produced materials, prioritize the use of core brand colors.
- For all external-facing communications, core colors should be emphasized, with blue being a mandatory element.
- Accent colors should be secondary to the core colors and should not dominate the design.
- An exception to the blue requirement is the use of a yellow monochromatic color palette.

Monochromatic Blue

| | | | | |
|--------|--------|--------|--------|--------|
| 255799 | 0083B3 | 00B0CA | 1B3D6D | 002244 |
|--------|--------|--------|--------|--------|

Monochromatic Yellow

| | | | | |
|--------|--------|--------|--------|--------|
| FECC07 | F0AB00 | F78D2D | F8CF56 | F7EB5F |
|--------|--------|--------|--------|--------|

Formal

| | | | | |
|--------|--------|--------|--------|--------|
| 255799 | FECC07 | 002244 | C6BEB5 | FFFFFF |
|--------|--------|--------|--------|--------|

Expressive

| | | | | | |
|--------|--------|--------|--------|--------|--------|
| 255799 | FECC07 | F7EB5F | 00B0CA | 1B3D6D | D33D96 |
|--------|--------|--------|--------|--------|--------|

Sustainable

| | | | | | | |
|--------|--------|--------|--------|--------|--------|--------|
| 255799 | 1B3D6D | 0083B3 | 00B0CA | 629A40 | 7AB800 | F7EB5F |
|--------|--------|--------|--------|--------|--------|--------|

Thank You!

For questions, please email
graphicservices@uci.edu

For assets

[DOWNLOAD ASSETS](#)

