WHY AN IDENTITY

The new identity system for the University of California, San Diego presents a unified image of UCSD’s diversity and vitality to its many constituents. The goal in developing these guidelines has been to introduce an identity system that truly reflects UCSD, is attractive, easy, and economical to implement, is useful for a variety of formats and applications, and is flexible so campus units can retain their individuality within a UCSD framework.

A SINGLE REFERENCE

The UCSD Graphic Identity Guidelines and Policies manual, developed under the auspices of the UCSD Marketing Council, provides a single reference for all aspects of UCSD’s graphic look; UC policies regarding official stationery, use of the seal, and nomenclature; information on UCSD’s Web design; trademark and licensing guidelines for UCSD products; and the application of the graphic look to collateral materials and signage. The guidelines also present free templates for Web pages, which are downloadable from the Web site for immediate use.

HOW TO USE THIS BOOK

The UCSD Graphic Identity Guidelines and Policies are presented to assist the people on campus who develop print, Web, and related pieces that ultimately contribute to and reinforce the identity of UCSD. The guidelines are based on policies and recommendations that exist at UCSD, UC systemwide, and in some cases in education codes and laws.

Most users will probably not read these guidelines from cover to cover. If you are developing a specific printed piece or Web site, it is hoped that you will refer to the appropriate sections to help you incorporate the identity elements. You can then refer to the applications section to see how others have already applied the guidelines, and to the policy section to see why the guidelines were developed. If you have questions or need help, plenty of resources on campus are available (Section 2).