THE CAMPAIGN FOR UC SAN DIEGO
AN INTRODUCTION

In launching the Campaign for UC San Diego, an ambitious, comprehensive $2 billion fundraising effort, our goal was simple: secure the philanthropic resources necessary to drive innovation that advances society, expand the donor base, create a culture of philanthropy, and ultimately help solve the world’s most pressing problems.

To accomplish this, we must consistently produce attention-grabbing, thought-provoking campaign communications that inspire people to give. Consider these guidelines your tool kit in achieving continuity across our various touch points. By applying consistent verbal and visual elements that demonstrate our unique approach to problem-solving, we can inspire transformative change.
Continue the nontradition.

This playful verbal twist on a common phrase embodies just how uncommon we are here at the leading edge of the continent. Where other universities have a tradition, we have a nontradition. (After all, our very founding was an experiment.) Where most academics want to tackle issues, we want to make them one giant nonissue.

In a way, “non” is the glue of our Campaign.

And where “non” could come off as divisive and negative, we flip that prefix on its head, in each creative instance finding a positive new way to approach, well, everything.

This is what will demonstrate our campus’s refreshingly unique way of looking at the world. And our curious approach to solving its problems.

Through a blend of bold, smart language; compelling photography; and eye-catching graphics, our communications will creatively push the boundaries of conventional fundraising campaigns—and inspire transformational giving.

In the following pages, you will learn when, where, and how to use these verbal and visual cues across all media.

With your help, we can continue the nontradition that is UC San Diego.
We're here to help. Contact Campaign Communications at campaign@ucsd.edu with any questions about the Campaign for UC San Diego not answered in these brand guidelines.
CAMPAIGN COMMUNICATION
RULES TO WRITE BY

**VOICE**

**PERSONALITY AND STYLE**

Dare to pull the reader in.

Everything we write, from headlines to body copy, should be unexpected and engaging.

**Be human.**

We use the first-person point of view whenever possible because our brand is an approachable, personal one.

**Be relevant.**

 Maneuver around clichés or generalities. Every message should feel current and pertinent.

**Be bold.**

Don’t be afraid to impress our audience. Write directly and confidently about the vision our students and faculty have for changing the world.

**Be inquisitive.**

We don’t always have the answer, and that’s a good thing. Our insatiable curiosity is what drives us to push boundaries in our ongoing pursuit of advancing humanity.

**Be visionary.**

We’re changing the world. Let’s communicate the impact a gift will make without coming off as too needy.
**Tone, Attitude and Diction**

Be clever, not funny.

Our goal is to engage philanthropic partnerships and inspire transformative gifts. So let’s dazzle our audience with our intellect, not our humor. And while the occasional wordplay can be good, let’s avoid coming off as punny.

Be provocative.

Our messaging is meant to challenge and, therefore, empower and uplift people.

Be professional.

We’re raising $2 billion to drive innovation that will change the world. Let’s look and sound the part, while keeping our personality firmly intact.

Stand for something.

But if it feels cold, unapproachable, snarky, or soft, it doesn’t belong.

Embrace the non.

Our Campaign is about the nontradition that is UC San Diego. We approach problem-solving nonconventionally. We push boundaries nonapologetically. We ask questions nonstop. And non, and non, and non, we write.

**Courageous. Confident. Not conceited.**

We’re experimental by nature, and that takes courage. But our efforts are not self-serving. While we’re proud of our work, we check our egos at the door.

---

**Campaign Toolkit:** For campaign boilerplate and talking points, visit [ucpa.ucsd.edu/brand/campaign/toolkit](http://ucpa.ucsd.edu/brand/campaign/toolkit).

*Updated 10/17/17*
The name of this fundraising effort is the Campaign for UC San Diego. Below, you will find our campaign logo, a mark that is meant to be applied as a graphic identifier for the campus and university at large. In creating this logo, we’ve leveraged the equity of our UC San Diego logo and modified it for use in our Campaign. Throughout all campaign communications, this is your mark.

Campaign Logo Components

The campaign logo has three components: the campaign line, the UC San Diego logotype, and the rule line below the logotype.

- Do not change the typeface.
- Do not attach other graphic elements to the logo.
- Do not stretch or change the proportions of the logo.
- Do not rearrange or overlap components of the logo.
- Do not alter the weight of the logo.
Logo Color

The official colors of the campaign logo are PMS Cool Gray 9 for the campaign line, PMS 2767 (blue) for the logotype, and PMS 1245 (gold) for the rule. The logo can also appear as one color in either PMS 2767 or black. When using the logo over an image or dark background, the logo should be reversed to white.

- Use only specified colors.
- Do not reproduce the logo in solid gold or yellow.
- Do not tint the logo.
- Do not outline the logo.

PMS 2767 and 1245

The Campaign For
UC San Diego

PMS 2767

The Campaign For
UC San Diego

Black

The Campaign For
UC San Diego

White

The Campaign For
UC San Diego

Pantone Cool Gray 9
C30 M22 Y17 K57
R116 G118 B120
#747678

Pantone 2767
C100 M86 Y42 K42
R24 G43 B73
#182B49

Pantone 1245
C6 M35 Y99 K18
R200 G147 B19
#C69214

Updated 10/17/17
Campaign Logo Overview 6.7
CAMPAIGN LOGO

USAGE

Campaign Logo Size

The campaign line, logotype, and rule line must always maintain the same size ratio. The minimum size for the logo print is 1.25 inches wide. The preferred logo width for use on the front of the typical printed piece is 1.5 inches, but it will vary when used on especially small or large formats. The logo may appear smaller in secondary applications, as on the back of the piece.

All campaign-related websites must include the approved campaign logo. The minimum logo width for all web and digital applications is 150 pixels.

Clear Space

The logo requires an appropriate amount of space around it. The clear space around the logo should be a minimum of one cap height (the height of the "U"). No text, graphics, or other elements should appear in this space.
Campaign Logo Placement

For printed materials, we recommend placing the campaign logo in the upper-left or lower-right corner of the piece. It can also be centered both horizontally and vertically on the back of a printed piece.
COLOR PALETTE

The Campaign for UC San Diego uses a simplified palette of our campus brand colors. Tints of these colors can be used as background colors, in the trident graphic, or to place emphasis on certain “non” words. Please refer to the color recommendations below and the application examples at right.

CORE COLORS

**Pantone 2767**
C100 M86 Y42 K42
R24 G43 B73
#182B49

**Pantone 3015**
C100 M35 Y3 K21
R0 G106 B150
#006A96

**Pantone 1245**
C6 M35 Y99 K18
R198 G146 B20
#C69214

**Pantone Cool Gray 9**
C30 M22 Y17 K57
R116 G118 B120
#747678

**Pantone 2767**
70%, 35%, and 15%

**Pantone 3015**
50% and 35%

**Pantone 1245**
60% and 35%

**Pantone Cool Gray 9**
70% and 20%
Pantone 2767
100% background
70% "non" word

Pantone 3015
50% background
35% "non" word

Pantone 1245
100% background
60% "non" word

Pantone Cool Gray 9
100% background
70% "non" word

Pantone Cool Gray 9
100% "Continue the" and "tradition"
20% "non" word

Pantone 2767
100% background
70% trident graphic
Brix Sans is our primary typeface for all campaign headlines.

Brix Sans is available for purchase from myfonts.com. If you cannot obtain a license for Brix Sans, Myriad (preferred) and Calibri are acceptable substitutes. Myriad is included with a license for Adobe Creative Cloud. Calibri is included with Microsoft Office.
Brix Sans font family

Brix Sans Extra Light
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Extra Light Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Light
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Light Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Regular
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Regular Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Medium
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Medium Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Bold Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Black
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+

Brix Sans Black Italic
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!#$%^&*()-=_+
Minion Pro is our recommended font for all campaign body copy. It is both elegant and versatile.

Minion Pro is available in both text and display versions. In most cases, use the text version when setting body copy. Never use Minion Pro in headlines: a sans serif such as Brix Sans is more reflective of the campus.

Minion Pro is included with a license for Adobe Creative Cloud. If you cannot obtain a license for Minion Pro, then Cambria is an acceptable substitute. Cambria is included with Microsoft Office.

In our relatively short history, we’ve developed a heritage of pursuing the greater good in most unconventional fashion. How? By approaching complex issues with wholly unexpected solutions. Like using cell phone records to predict and prevent global conflict. And developing clean-burning cookstoves as a means of reversing global warming trends. Through a determined pursuit to spark truly groundbreaking change, UC San Diego has earned recognition by the Washington Monthly as the nation’s top public university for positive impact for seven consecutive years.

Other noteworthy credentials include a top-15 ranking for research universities worldwide and being named one of America’s top 10 public universities. How we’ve done it is hardly a secret: long before “collaboration” and “multidisciplinary” became academic buzzwords, we were not-so-quietly pioneering those actual practices. With faculty, researchers, and students, leaping forward in unison toward solutions in technology and health care that otherwise might have been missed. But not here, and not with our unorthodox approach.
Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+

Minion Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#$%^&*()-=_+
Nontraditional photography. For us, that means using imagery that’s unexpectedly striking. For example, Geisel Library, the La Jolla Project, or a unique view of the world-class research we’re doing.
PHOTOGRAPHY
COLOR TREATMENT

All of our photography should radiate warmth; we can’t afford to come across as cold, impersonal academics in ivory towers. Also, adding warmth across all photography will give disparate images a cohesive look.

Photoshop Filter

Create a new adjustment layer by choosing the photo filter. Set the filter to Warming Filter 81. Choose a density level of 57%. Make sure to check Preserve Luminosity.
The UC San Diego trident can be used as a window to reveal various campus-related photography or as a solid color.

**Placement**

As a rule, each visual should be anchored in one of the four corners of your page layout, with one of the three tines of the trident centered in the corner.
Cropping Images

When cropping imagery, be sure to provide enough context for the visual to be both recognizable and intriguing.

A GRAPHIC CROP
Showcases an intriguing part of Geisel Library without revealing the full spectacle.

NOT A GRAPHIC CROP
We see Geisel Library in its entirety, leaving no room for discovery.

RIGHT AMOUNT OF CONTEXT
Here, we see enough of the foreground to understand that the structure these people stand atop is the La Jolla Project.

TOO LITTLE CONTEXT
Sometimes tight crops don’t provide enough context, and the image loses meaning. Also be aware of placement of people and elements.
Our campaign rallying cry is “Continue the nontradition.” Which means you’ll be seeing a plethora of “non” words used across all campaign communications. Even in our headlines, “non” will always appear as lower case. To some people, “non” could imply something negative—but to us, “non” represents our unique, nonconventional way of viewing the world, which is always positive. The lowercasing can help alleviate some fear surrounding “non” words, while making us more approachable.
Type is set in Brix Sans Bold.

When “non” is rotated, use smaller type for the surrounding words.

Continue the

“non” should always appear in lowercase and be lighter in color than accompanying headline text.

Main headline should be a 100% tint of a brand color or white.

Vertical “non” type should always be used larger and feel more assertive.
Here are some simple rules to help you become more familiar with how you should not use “non” words.

- **Do not** use “non” at 100% opacity of select color value of headline.
- **Use only** specified colors.
- **Do not** capitalize “non.”
- **Do not** outline the type.
- **Do not** underline the “non” word.

"Continue the nontradition" is not the campaign logo. Always include the logo on pieces that use "non" words.
Continue the non tradition.

There’s something very odd about our university, just look around. Ever since our inception as an experimental campus, we’ve looked at the world through a different lens. Which comes in handy when your aspiration is to change the world. Of course, sheer determination and an insatiable curiosity alone aren’t enough to keep 90,000 motivated minds on track to advance humankind. Which is why the Campaign for UC San Diego relies on the generous support of like-minded friends to help us foster our current and future generations of world changers.
campaign.ucsd.edu
CAMPAIGN STATIONERY
LETTERHEAD AND ENVELOPES

For campaign-specific correspondence, we have developed a letterhead suite suitable for both printed and electronic communication. Printed letterhead includes an image of the library cropped with the trident window. The electronic version has been simplified and optimized for use in Microsoft Word.

For information on ordering campaign stationery, contact campaign@ucsd.edu.
Campaign Stationery vs. Campus Stationery

Campaign stationery should be used for campaign or fundraising correspondence. Use official campus letterhead for day-to-day business correspondence.

The Campaign For
UC San Diego

March 25, 2017

Joe Triton
123 Ocean Ave.
San Diego, CA 92101

Dear Joe Triton,

Ut que sitam alit magnimo loriatio temque et parum et fuga. Niatia cus.

Tint ma conet rempora ecabore eum, ipsunt et dollaborro doluptat fugu. Ovid quasimpore na rerendi tempore quid residuae nes es suschtitatum eturose quam audit aut earum lignida consen-

ero vol qui acuos to tem quam, verum haruptia iotiosa transquo quam, cus aut expod quaie. Al qua re, tem et

harum consentiunt veloreu platiusca qui doluit verum harunt, ipiendi de la non core corepled idipsa vent, auta

conseque non pedit adipissunt occum et antaquememisqui beatur aut et necto velorem quesitusus harrum et pa

cusde nemqui quia nulli ida quodis volentur suntur, imolut aborobasum qui qui instapirtis sam velorem et

dolorepda alique nosse sitium corriortiem sus con prem into velibus auxciat exsussancius mod etiquiesqui

bus et eictiam lucios volest pute molestias ait, sequelas doluptaties?

Ebis eviitem fugiandam es sendus quat qualtius sitium dolpaque qui te is voloremnt as imus extotat, non

repturi bertupis dolorep udarium est, ut por maxim quam ut alandium denunmus ex et aborvo delo doloritam.

Neque ipsum quos que quid ut as eat.

Namusae. Noquunt et esto berum hallabo. Gendi toreperoito tem autem nem quis derem voloreiur mod quis

dolor nos uinotiaq uidentendi velororerum rem que volupta turibus sia, offici.

Es int, ipidit dolorep eatempos auda qui librati quodis sus coss et, solorbi eationet fugiatt arciaterio. Rumque

ape vel min et laut doloruntur si ad exceper speruptiustr aium quam, in re consequence et odio.

Sincerely,

Roger Revelle

University of California San Diego – 9500 Gilman Drive # 0937 – La Jolla, California 92093-0937
Tel: (858) 246-2400 | campaign@ucsd.edu | campaign.ucsd.edu
CAMPAIGN TEMPLATES
PRINTED INVITATIONS

For campaign-related events, we developed an easy-to-customize printed invitation template. To use, contact campaign@ucsd.edu.

Chancellor Pradeep K. Khosla invites you to

**EVENT NAME GOES HERE**

Monday, Jan. 00, 2017
6:00–9:00 p.m.
Conrad Prebys Concert Hall
University of California San Diego
9500 Gilman Dr, La Jolla, CA 92093

For more information, contact [name here] at, (858) 534-0000 or email@ucsd.edu.

DRIVING DIRECTIONS

[MAP AREA]

Help us continue the tradition

The Campaign For
UC San Diego

Updated 10/17/17
Electronic invitation templates are available using Campaign Monitor. To get started, contact campaign@ucsd.edu.

Templates available:
Download campaign assets and templates at ucpa.ucsd.edu/brand/campaign/toolkit.
Folded note cards and matching envelopes are available in several sizes and styles. To use, contact campaign@ucsd.edu.

Thank you for helping us continue the nontradition.

Continue the nontradition.
Campaign-themed PowerPoint templates are available for download at ucpa.ucsd.edu/brand/campaign/toolkit.
PRINTED COLLATERAL

Below are examples of printed pieces using the campaign brand. For help creating custom collateral pieces, contact campaign@ucsd.edu.

Case for Support folder and Unit Case one-sheets
ADVERTISING

Below are examples of print and digital advertising for the Campaign. For more information on our advertising efforts, contact ucpa-brand@ucsd.edu.

In our relatively short history, we've developed a heritage of pursuing the greater good in a most unconventional fashion. You could even say our most cherished tradition is never blindly following tradition. Something that comes in handy when you want to change the world. Of course, sheer determination and insatiable curiosity alone aren't enough to keep 40,000 motivated minds on track to advance human-kind. And so the Campaign for UC San Diego relies on the generous support of alumni and friends to help foster our current and future generations of artists, thinkers, and tinkerers. Join us. campaign.ucsd.edu
Continue the non tradition... from wherever you are.

Experience for yourself how the Campaign for UC San Diego and our nonconventional approach empower our campus community to make a difference — to make waves.

campaign.ucsd.edu/get-involved

Join us for a campaign celebration event near you.

9/9 Los Angeles
9/16 Bay Area
10/5 Washington, D.C.
10/7 New York City
11/18 San Diego
VIDEO

To transition from frame to frame, a simple trident overlay moves into the frame and expands to reveal the next scene. As text fades onto screen, the “non” prefix remains semitransparent and slides into place next to the adjoining word.
The trident window is used as a transition between images in the video. It starts small and slides in from one corner before expanding to fill the screen.

As the main type fades onto the screen, our “non” prefix slides into place but remains screened at less than 100% opacity.