In the early years of our campus, it is crucial to establish UC Merced’s position in the academic world and in our geographic region by creating a focused and consistent identity. We trust each of you to do your part to establish this identity with the quality of your work, whatever it may be.

In order to create a consistent identity for UC Merced, each of us should also support the substance of our work with consistent use of logos, colors and other graphic elements in our communications.

This manual establishes the guidelines we expect all faculty, staff, students, alumni and affiliated groups to follow when creating communications for UC Merced. Your adherence to these standards and guidelines will enhance your work and advance the university.

DOROTHY LELAND
UC Merced Chancellor
# Table of Contents

- Expectations for Communications .................................................. 4
- University Name ....................................................................... 5
- UC Merced Centers ..................................................................... 6
- UC Merced Branding .................................................................... 7
- Acceptable Variations of the Official Logo ..................................... 8
- Athletic Branding .......................................................................... 9
- University Colors ......................................................................... 10
- Typography .................................................................................... 11
- Compliance Statements ................................................................. 12
- Environmental Stewardship ......................................................... 12
- Printing Guidelines ....................................................................... 12
- Non-Discrimination Policy ........................................................... 12
Expectations for Communications

- Print materials and logos developed for UC Merced departments and schools should be sent to University Communications for review to ensure consistency with UC Merced branding strategy and branding elements.

- Anything that carries the name of the university and uses the logo must be high quality with a competent graphic design, correct grammar and accurate spelling.

- The university’s logo and associated graphic trademarks or symbols must be utilized as stipulated in this guide on official documents, publications, presentations, websites, etc. The logo and seal may not be used on personal documents, projects, letters, resumes, etc.

- The university’s official logo and seal may not be altered in any way that distorts, curves, bends, or otherwise alters their presentation.

- The UC Merced logo with Web address (shown below) must appear on the front or back cover of all publications.
University Name

The legal name of the University is: University of California, Merced (use with “the”). Approved abbreviation: UC Merced (do not use with “the”).

DO NOT USE: UCM
REASON: We are establishing the “brand” of the University of California, Merced. Our market research has shown that people in California – not to mention those in the nation and the world – are often only vaguely aware of the existence of a new UC campus in Merced. The “M” in UCM may stand for virtually any place that begins with an M. Some nearby examples: Mariposa, Modesto, Madera, Manteca.

In news stories and other narrative articles, use the full name of the University – “the University of California, Merced” – in first use, and “UC Merced” in subsequent use.

Text Sample
The bond between the San Joaquin Valley and the University of California, Merced, continues to strengthen.

This past year, UC Merced’s ongoing research endeavors produced new knowledge that serves the San Joaquin Valley’s community and economy, while the university’s burgeoning athletics program became another source of pride for the community.

Additionally, the campus’ continued development serves as major source of economic investment during a difficult economy.

“UC Merced was built on the promise to improve lives and bring economic prosperity to the San Joaquin Valley,” Chancellor Dorothy Leland said. “Despite unprecedented economic challenges, this young and innovative campus has made substantial progress toward these goals, and it is poised to continue on this path through 2012.”

EXAMPLES:  [Conversation] “I am a student at UC Merced.”
            [Telephone introduction] “This is Joe Smith calling from UC Merced.”
            [Letter] UC Merced is the 10th campus of the UC system.
UC Merced currently operates a center in Fresno. The university also participates in a partnership at the Tri-College Center on the campus of Merced College; this center is operated by Merced College, California State University, Stanislaus and UC Merced.

THE CORRECT NAMES OF THE CENTERS ARE:
- UC Merced Center, Fresno
- Tri-College Center, Merced
This seal is used under the authority of the Regents of the University of California. The seal may not be altered. Use of the seal in communication and marketing materials must be approved by University Communications. Please contact University Communications at 559-241-7411 for camera-ready or electronic versions of the seal.

*Note: Logos for schools and departments are available from University Communications at 559-241-7411.
**UC Merced Branding**

- **Acceptable Color Variations of the Official Logo**
- **Unacceptable Use of Official Logo**
  - Do not scale the logo non-uniformly as illustrated. (Uniform scaling, which is permitted, is the same percentage reduction or enlargement in both height and length.)
- **Retired Logos**
  - These logos are no longer in use.
UC Merced Athletic Branding

- The athletics primary logomark, wordmark and youthmark are to be used by the Recreation & Athletics Department only. Permission to use the athletics logos must be obtained by contacting: athleticlogos@ucmerced.edu.

- The primary and secondary mascots (see body and head at right) are appropriate for use in student-oriented publications only.

- Any current student-oriented materials that include a bobcat must be updated with the primary or secondary mascot. The original mascot (see example at far right) is retired and no longer used.

For more information on suitable use of the primary and secondary mascots, contact University Communications at 559-241-7411 or communications@ucmerced.edu.

- To the right is a partial list of the preferred vendors who have been approved to produce apparel and specialty items with the athletics branding. These vendors have agreed to abide by the university’s graphic standards and purchasing policies.

For more information and a complete list of licensed vendors, contact University Communications at 559-241-7411.

RECREATION & ATHLETICS DEPARTMENT USE ONLY

FOR CAMPUS USE ON STUDENT-RELATED MATERIALS ONLY

LICENSED VENDORS

Image Masters
429 Grogan Avenue | Merced, CA 95341
209-723-1691

R and D
2903 Saturn Street #C | Brea, CA 92821
714-985-0270

Tchotchke’s
6440 Lusk Blvd. Suite D11 | San Diego, CA 92121
888-482-4682

Neil Enterprises
450 East Bunker Court | Vernon Hills, IL 60061
847-343-2825
800-621-5584
University Colors

**PRIMARY IDENTITY COLORS**
These are the primary, approved colors of UC Merced – used in official documents.

- PANTONE 653
  - CMYK: 100-62-0-20
  - RGB: 0-82-149
  - 0-18-100-15

- PANTONE 117
  - CMYK: 100-67-0-38
  - RGB: 0-61-121
  - 255-210-0

**SECONDARY PALETTE**
Other blue and gold options that can be used in official documents.

- PANTONE 2747
  - CMYK: 100-85-0-13
  - RGB: 0-82-149

- PANTONE 124
  - CMYK: 0-28-100-6
  - RGB: 238-177-17

- PANTONE 654
  - CMYK: 100-67-0-38
  - RGB: 0-61-121

- PANTONE 116
  - CMYK: 0-16-100-0
  - RGB: 255-210-0

**ADDITIONAL COLOR PALETTE**

- PANTONE 1375
  - CMYK: 0-40-90-0
  - RGB: 250-166-52

- PANTONE 376
  - CMYK: 50-100-0
  - RGB: 145-195-63

- PANTONE 513
  - CMYK: 44-83-0
  - RGB: 154-78-158

- PANTONE 266
  - CMYK: 79-90-0
  - RGB: 90-63-153

**NEUTRAL COLOR PALETTE**

- PANTONE 871 (metallic)
  - CMYK: 20-25-60-25
  - RGB: 163-145-97

- PANTONE 877 (metallic)
  - CMYK: 0-0-0-40
  - RGB: 167-169-172

- PANTONE Cool gray 9
  - CMYK: 0-1-0-51
  - RGB: 145-145-149

- PANTONE Cool gray 11
  - CMYK: 0-2-0-68
  - RGB: 113-112-115

- PANTONE 5425
  - CMYK: 30-4-0-31
  - RGB: 128-161-182

- PANTONE 617
  - CMYK: 0-2-48-17
  - RGB: 220-206-134
# University Typography

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Compliance Statements

EQUAL EMPLOYMENT OPPORTUNITY (EEOC) STATEMENT
The following is the approved EEOC statement that should be included in all materials relating to employment at the university. It is recommended that all publications relating to employment at UC Merced be approved by the Office of Human Resources at 209-228-8247.

UC Merced is an Equal Opportunity Employer.

AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT
The following is the approved ADA statement that should be included on all materials relating to employment at the university. It is recommended that all publications relating to employment at UC Merced be approved by the Office of Human Resources at 209-228-8247.

The University of California, Merced, does not discriminate on the basis of disability in admission to, access to, or operation of its instruction, programs, services or activities, or in its hiring and employment practices. The university provides reasonable accommodation to facilitate the participation of individuals with legally protected disabilities.

UNIVERSITY BOILERPLATE DESCRIPTION
For many university publications, it is customary to end with a general statement about the university. Below is the accepted boilerplate description of UC Merced. This statement will be updated frequently in the early years of UC Merced. It is imperative that you check the online version of this standards guide before publishing any communications that include this text. There you will find the most current version of the statement.

UC Merced opened September 5, 2005 as the 10th campus in the University of California system and the first American research university of the 21st century. The campus significantly expands access to the UC system for students throughout the state, with a special mission to increase college-going rates among students in the San Joaquin Valley. It also serves as a major base of advanced research and as a stimulus to economic growth and diversification throughout the region. Situated near Yosemite National Park, the university is expected to grow rapidly, topping out at approximately 25,000 students within 30 years.