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INTRODUCTION

HOW TO USE THE BRAND IDENTITY AND MESSAGE GUIDE

The Brand Identity and Message Guide will ensure consistent use and communication of UC Hastings messages, graphics and other identifying elements for both internal and external applications. It provides official editorial, design and general communication guidelines to help achieve a consistent language, and look and feel for UC Hastings.

The guide is not meant to limit individual project and campaign creative, but rather create clarity and visual consistency among initiatives and outreach conducted by our staff. Following this guide will ensure public recognition of UC Hastings, our programs and initiatives throughout the academic community, the Bay Area and beyond. UC Hastings staff, partners and consultants will use these guidelines to ensure that basic brand elements and messages are incorporated when they design and produce marketing and outreach materials and speak on behalf of the school. Everyone associated with UC Hastings, our programs and initiatives is responsible for ensuring the materials produced under their supervision adhere to these standards.

Please consult with the Communications & Public Affairs Department on the development of any UC Hastings branded marketing and communications materials that may deviate from these design standards.

Contact:
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Director, Communications & Public Affairs
(415) 581-8842
shapiroa@uchastings.edu
UC Hastings Background

UC Hastings College of the Law was founded in 1878 as the law department of the University of California and was the first law school in California. Over the years, it has built a legacy and reputation of being a preeminent institution comprised of renowned faculty committed to the study of legal theory and research, preparing students for careers in the judicial system, public service, and industry.

UC Hastings recently embarked on a plan to reposition the school’s approach to legal education. The school has adopted a practical, interdisciplinary, and international approach to legal education that prepares graduates to make a greater impact, whether they are working in a courtroom or government, or in non-traditional law settings related to business, health care and social justice. Experiential law clinics provide students with the real-world exposure needed to help them make meaningful and immediate contributions when they enter the workplace. The school’s location in San Francisco positions it for greater global influence.

The following style guide provides guidance on messaging, brand identity application, and design standards to project a consistent voice and image to build greater awareness and reinforce positive perceptions of UC Hastings among all key audiences.
UC Hastings College of the Law is a prestigious, dynamic learning institution reinventing legal education for the 21st century, preparing professionals who are ready to impact the world in countless ways.

**Brand Essence:** Boldness / Dynamism

**Brand Promise:** Impact

**Brand Position:** Legal education for the 21st century

**Brand Personality:**
- Dynamic
- Practical
- Innovative
- Empowered
- Driven
- Resourceful
- Smart

**KEY MESSAGING**

The following statement should be used to introduce and frame UC Hastings’ position and approach to legal education:

University of California Hastings College of the Law in San Francisco is redefining legal education through our experiential, interdisciplinary, and international approach to the law. We integrate rigorous academics with hands-on practice, preparing our graduates to tackle the legal challenges—and leverage the opportunities—of the 21st century.

**UC Hastings. Made in San Francisco. Ready for the World.**

**AUDIENCE MESSAGING MATRIX**

The following audience matrix should be referenced when crafting narrative communications referencing UC Hastings as a whole. Key themes and messages are outlined on the left, with associated audiences on the top. A color code is used to designate the level of importance each message is to the corresponding audience (critical, important, or tertiary).
# UC Hastings Audience Messaging Matrix

<table>
<thead>
<tr>
<th>Innovative law school for the 21st century</th>
<th>Students</th>
<th>Faculty</th>
<th>Staff</th>
<th>Board</th>
<th>Alumni</th>
<th>Prospective Students</th>
<th>Academia</th>
<th>Employers</th>
<th>Foundations</th>
<th>General Population</th>
<th>Media</th>
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<tbody>
<tr>
<td>Redefining legal education</td>
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<tr>
<td>Integration of legal theory and practice</td>
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<td>Experiential (clinics, institutes, consortia, and externships)</td>
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<td>Interdisciplinary (confluence of the law with business, healthcare, public sector)</td>
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<td>International (Pacific Rim, Bucerius partnership)</td>
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<tr>
<td>Affiliation with the University of California</td>
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<tr>
<td>Located in San Francisco</td>
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<td>Centers are prestigious; at forefront of research, analysis &amp; dissemination; influential in shaping policy; serve diverse populations</td>
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<td>Proximity and access to courts and government offices</td>
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<td>Freestanding law school</td>
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<td>Established 1878</td>
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<td>Rich and rigorous academic heritage</td>
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<td>Accomplished, well credentialed faculty who lead in both theory and practice</td>
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<td>Diverse, driven student body</td>
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<td>Students are determined, innovative, and ready to get things done</td>
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<tr>
<td>Prominence of our alumni</td>
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<td>Students are better prepared for the evolving legal marketplace</td>
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**KEY**

- Critical message
- Important message
- Tertiary message
UC HASTINGS SEAL/LOGO LOCKUP

UC Hasting’s logo instantly identifies the school on all communications. The logo consists of the UC Hastings seal, “UC HASTINGS COLLEGE OF THE LAW” in a display font (uppercase) and “EST. 1878” below. The UC Hastings logo should always appear in a consistent manner, utilizing proper layout and colors as specified in these guidelines. It should be displayed clearly and in a prominent location, independent of other elements.

TAGLINE

The UC Hastings tagline reinforces the school’s location in the heart of San Francisco and all the benefits the city and region offer in terms of culture, enterprise, public service, and social justice advocacy. It also conveys the school’s commitment to preparing students for the evolving legal marketplace and real world application of legal theory to all facets of society domestically and internationally.

MADE IN SAN FRANCISCO. READY FOR THE WORLD.
**ISOLATION ZONE**

The UC Hastings logo should be surrounded by ample space and kept clear of other elements. The “isolation zone” around the logo is determined by the height of the name lockup as indicated in the figure below.

Any other elements used should appear far enough away, outside of the isolation zone, so that they appear independent. Any other element that appears within this isolation zone is not acceptable.

**MINIMUM LOGO SIZE**

The UC Hastings logo should always be presented at a size that is easily readable. It is recommended that the size of the logo not fall below 1” in width or 72 pixels (height is kept proportional) as shown here.
LOGO FORMATS

The UC Hastings logo can be used in any of the following combinations. Please note that the PMS version is the preferred option whenever possible, followed by the CMYK version.

**Figure 1**
4-color process logo on background in primary palette

**Figure 2**
4-color process logo on background in secondary palette

**Figure 3**
4-color process logo in primary palette, white background

**Figure 4**
Grayscale (K) logo, for black and white printing

No other colors or color combinations should be used.

---

**FIGURE 1**

![Figure 1](image1)

**FIGURE 2**

![Figure 2](image2)

**FIGURE 3**

![Figure 3](image3)

**FIGURE 4**

![Figure 4](image4)
FILE FORMAT DESCRIPTION AND USAGE

File formats can effect the quality of an image so it is important to use the right one. With so many applications and file formats available, it is difficult to decipher what format to use for a specific application. Below are recommendations that will aid in choosing the correct file format to provide optimal quality. Always use the correct file format for your application.

VECTOR GRAPHICS - can be infinitely re-sized without losing image quality and maintains the exact color specifications for consistent reproduction.
File Formats - .ai, .dcs, Illustrator .eps

RASTER GRAPHICS - can only be reduced in size to maintain quality. Increasing the size of these graphics will severely reduce the quality.
File Formats - .psd, .tif, .jpg, .png, .gif, .pdf, .wmf, Photoshop .eps

PREFERRED FORMATS

PRINT APPLICATIONS - For any professional print job always use an Adobe Illustrator .eps. For internal applications a .jpg or .tif can be used instead. Never take a graphic off of the web for use in print materials.

SCREEN APPLICATIONS - A transparent .png is the optimal format for screen applications. A .jpg or .gif can be used as well, but are older formats that do not always produce consistent results.

ENVIRONMENTAL APPLICATIONS (signage, billboards, etc.) - All environmental applications require an Illustrator .eps file format.
PROHIBITED ALTERATIONS

The UC Hastings logo should always be displayed in correct, consistent form whenever used. This is vital to the brand identity and its recognition in the community. Alterations to the logo are strictly prohibited. Use the specific logo files provided to ensure that they are displayed in correct form.
Color is a powerful visual tool. All color choices for UC Hastings are based on the school's heritage blue. An updated blue color has been specified as the primary color for all brand and campaign materials, with compatible secondary colors. Additional colors may be added to the palette over time that complement the selects. The identity of the UC Hastings logo will be greatly enhanced by consistent use of the approved color palette.

The following colors have been chosen for use as a general color palette in UC Hastings branded materials. The number in each color swatch is the Pantone (or PMS) number that identifies that color; the number below is the CMYK (or process color) equivalent, along with RGB and HTML numbers.

**PRIMARY COLOR**

PMS: DS244-2C  
CMYK: 90 / 5 / 25 / 15  
RGB: 0 / 149 / 169  
HTML: 0095A9

**SECONDARY COLORS**

CMYK: 99 / 11 / 21 / 53  
RGB: 0 / 91 / 112  
HTML: 005B70

CMYK: 0 / 69 / 25 / 65  
RGB: 115 / 48 / 64  
HTML: 733040

CMYK: 43 / 13 / 98 / 62  
RGB: 73 / 91 / 20  
HTML: 495B14

CMYK: 40 / 0 / 80 / 20  
RGB: 134 / 172 / 81  
HTML: 86AC51
The UC Hastings logotype has been matched with a typeface family that carries the flavor and attitude of the brand identity. These typefaces must be used consistently on all brand materials.

**TYPEFACE FAMILIES**

**Gotham Book**

```
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Gotham Medium**

```
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Gotham Bold**

```
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**BA GOTHIC**

```
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
DESKTOP PUBLISHING TYPOGRAPHY

The Arial font family, which is commonly available in most software packages may be used in branded communications that are generated by leading desktop publishing applications, such as Microsoft Word.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
CAMPAIGN IMAGERY

The visual designs of all campaign materials produced are clean and contemporary. They express the impact and influence of a UC Hastings education and highlight two of the school’s greatest strengths: its location and its people. For campaign imagery, portraits of students, faculty, and alumni capture their individuality, confidence and fortitude, while engaging the viewer with the diverse, special nature of the UC Hastings community. Headlines constructed with a simple word pairing convey the school’s approach to both legal theory and action.

PHOTOGRAPHY

OUTDOOR BANNERS
Brand identity and campaign design elements have been applied to a number of outreach materials, including print and digital advertising, and an email newsletter template, to build awareness and enhance the image of UC Hastings. This framework has been used to promote specific initiatives and calls to action related to the Summer Institute Program and the Government Law Concentration.
It is important to display the UC Hastings logo consistently, clearly, and legibly on all brand materials, regardless of their importance.

Care should be taken to see that only approved logotype and colors are used to preserve this consistency and reinforce the brand. This applies to all applications: exterior and interior signage, stationery, packaging, advertising, marketing materials, online applications, etc.

PAPER SPECIFICATIONS

Paper recommendation: use at least 30% post-consumer recycled content for coated paper and 100% post-consumer recycled content for uncoated paper.

VERSION GUIDELINES

When titling printed and electronic collateral, adhere to the following guidelines: Year, Month, Day, and revision number.

For example, if the production file was created on August 7, 2014 and is the fourth version of that material to have been produced, the version number should be noted as:

20140807.04