



Brand Book

Version 1.0 / Spring 2015

Foreword

During 2013 the re-branding process of the ASUC Student Union began to gain traction. Through various techniques and exercises our creative team facilitated discussions and conducted surveys that endeavored to drill down to the essence of our organization and develop consistent messages about who we are; and why we exist.

With the development of our brand brief in mid 2014, we gave every member of our organization something tangible to own and live by. It laid a solid foundation for our desired brand presence, and allowed everybody to think about the ASUC Student Union in the same light.

Now with the launch of this brand book and the roll out of our new visual identity; we will ensure that our marketing tools have the same overall look and feel , which reinforces our credibility with our audiences, and will allow us to stand out from the crowd.





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Message from our Executive Director

KELSEY HARMON-FINN

Before we began the rebranding process, the ASUC Student Union offered many exceptional services that weren't widely known to the campus at large.

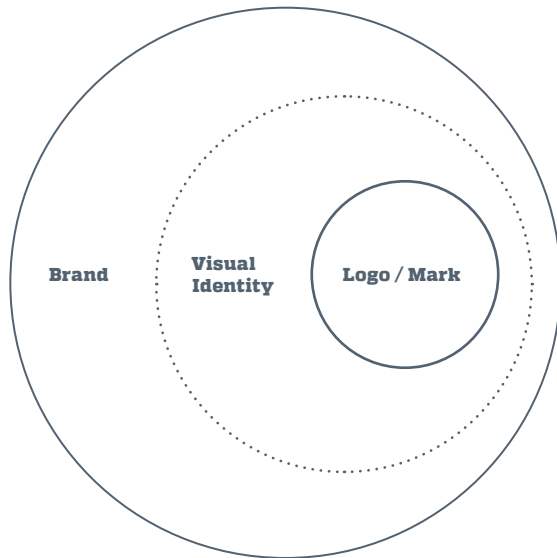
Given the broad reach of the Student Union we knew that we needed to adopt a brand reflective of our multifaceted organization; one that would convey a unified look while establishing our visual identity, and one that strengthened our position as leaders of industry. The result is a Student Union brand that conveys creativity and promotes the empowering spirit that Berkeley is so well known for.

Our new identifier serves as the visual and emotional connection between the stakeholder and the organization. The ASUC Student Union is now able to communicate in an engaging and valuable way to our stakeholders who we are and what we offer to the campus community. Through this new brand, our students and other key campus partners will receive clear and consistent messaging, and understand what it is to live our brand and make meaning through our work.



THE ROLE OF BRAND IDENTITY

What are we talking about?



WHAT IS A BRAND?

For 'brand' we could substitute the word 'personality'; our brand is the way that we project ourselves, how others perceive us and how we perceive ourselves. It extends from the way we talk to our audience, to the signature of our e-mail; from our on campus promotions, through to the language that we use in formal letters. The most obviously visible projection of our brand is our visual identity.

WHAT IS A VISUAL IDENTITY?

A visual identity is the entire palette of visual output, it is the set of instructions that ensures that our visual output always reflects the values of our brand. It is the way that we apply our logo and all of the other elements (type, colors, shapes, sizes etc.)

WHAT IS A LOGO?

Literally speaking, a logo is a mark or symbol paired with type, but common usage now encapsulates all visual 'badges' used to represent an organization. It is just one tool in the visual identity toolbox. You can think of the logo as the 'doorway' into the brand. Every touch point that bears the logo gives our audience access to our brand.

WHY IS THIS IMPORTANT?

It is essential that every message counts, that every manifestation of our brand is clear, unambiguous and adds to the consistent visual message. By following the same concise, published instructions we are able to constantly reinforce values through clear and simple communications, at every level.

WHO IS THIS BOOK FOR?

We’re talking to you.

We as the ASUC Student Union play a vital role on this campus and service many different audiences both internal and external to UC Berkeley. We strive to communicate that role through compelling messages that are consistent and showcase the student experience here on campus.

The guidelines within this book should provide a synopsis of what our desired brand perception is and how to communicate the value we add to our audiences, as well as explain our role on the UC Berkeley campus.

Whether you are a unit director within the ASUC Student Union, a vendor using our landmark for the first time, or a designer working on marketing material, anyone who communicates on behalf of the ASUC Student Union should find this book a fruitful resource. Use it as a platform to focus new initiatives or as a reference for design application, either way—this document should prove a valuable asset for the future of our organization.

- Communicators
- Directors
- Leaders
- Copywriters
- Vendors
- Designers
- Staff Members



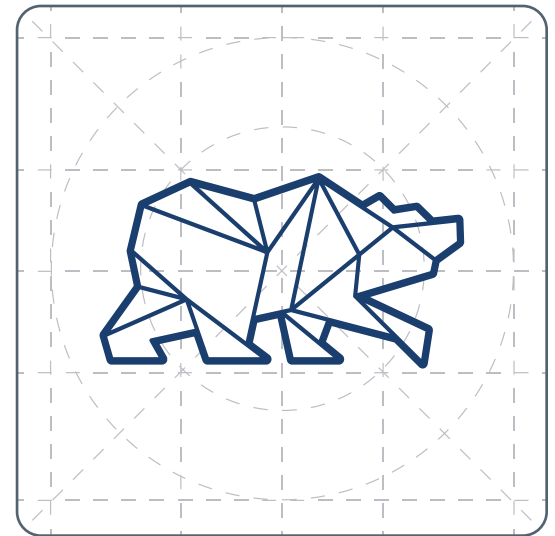
HOW TO USE THIS MANUAL

More like ‘guidelines’ than rules.

This manual of brand standards for the ASUC Student Union attempts to create consistency in the application of our new visual identity. It includes guidelines for the use of the brandmark, graphic elements, logo-type, typography and color, and should be applied to all the communication pieces produced at every audience touch point.

This manual does not attempt to provide a set of rules for every conceivable application (that would be impossible); instead it sets out details specifications for all existing applications and it outlines guides which can be applied to any new executions.

Think of the following pages more like ‘guidelines’ rather than stringent rules that cannot be broken. As with any brand we should aim to remain flexible and open to new ideas of application.







SECTION

01 Brand Identity

10 Our Role on Campus

11 Organizational Chart

12 Audience Segments

14 Our Partners

15 Our Mission

16 Key Services

17 Key Values

18 Core Purpose

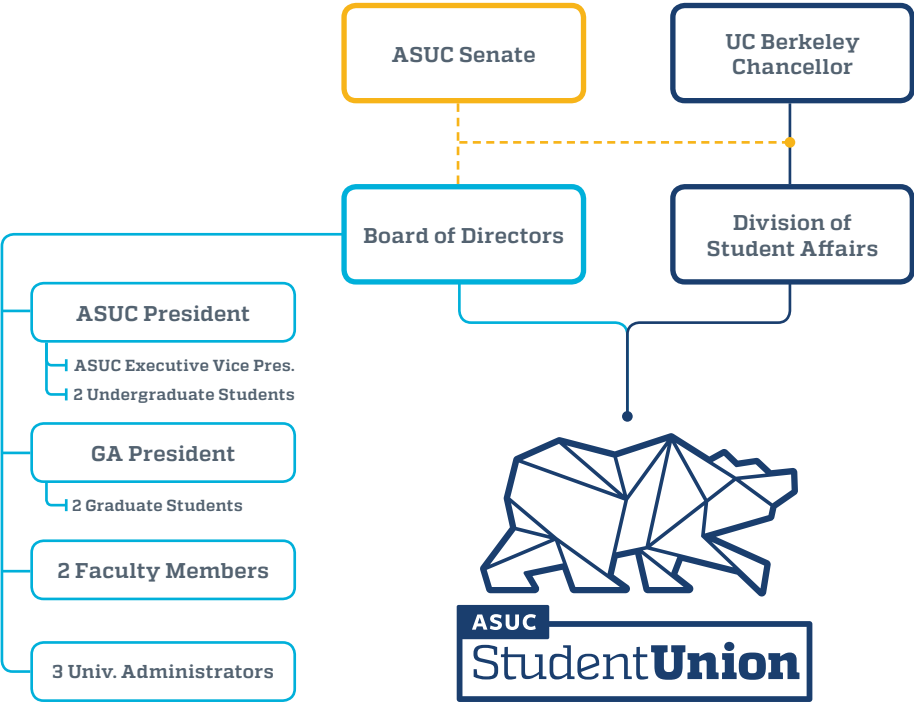
19 Our Big Idea

20 Taglines

ASUC STUDENT UNION GOVERNANCE

Understanding Our Role on Campus

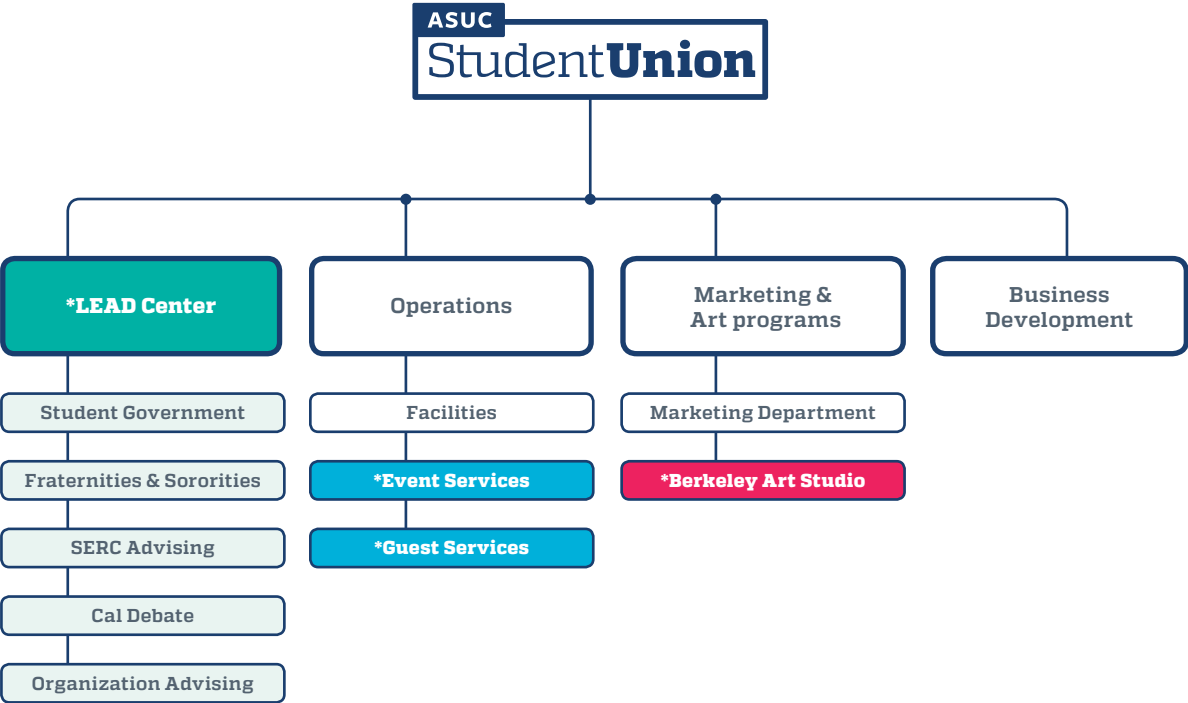
Governance in the ASUC is unique. We have a dual reporting structure with one reporting line going to the Assistant Vice Chancellor’s office and the other to the Board of Directors. Our Board is made up of two voting faculty members, 3 administrators and 7 students. The position of Chair of the Board is held by a graduate student each year, allowing for consistent representation of the student body and giving a heavy student voice in all matters. This structure allows for continuous collaboration between the students and the administration, and with students at the core of the governance structure, the values of Student Affairs are imbedded into our decision making process.





ORGANIZATION STRUCTURE

The structure of our organization shown to the right showcases an overview of where our outward facing services fall. At our highest level the ASUC Student Union acts as the umbrella brand for our other units. The 4 major branches and department subsets collectively form the offerings of the ASUC Student Union.



TARGET SEGMENTS

Our Audiences

We've segmented our target audiences to ensure that all of our communication efforts are effective, consistent, and convey key brand attributes. When you are creating marketing material please keep in mind your audience segment and how you present your message.

01 | Students

UNDERGRADUATES & GRADUATE STUDENTS

We aim to be perceived as:

Empowering / Engaging / Supportive / Resourceful

02 | Campus Partners

ASUC / GA / STUDENT AFFAIRS / FACULTY & STAFF

We aim to be perceived as:

Aligned / Committed / Inclusive / Transparent

03 | Greater Community

ALUMNI / BAY AREA / GENERAL PUBLIC

We aim to be perceived as:

Influential / Collaborative / Creative / Welcoming





OUR PARTNERS

A Unique Union

The ASUC Student Union is a department within the Division of Student Affairs that serves as the financial and support arm of UC Berkeley's ASUC Student Government. Our relationship with the The ASUC and The Graduate Assembly is unique and like no other on any campus and one we view as vital to the continued success of our institution.

This relationship enables us as an organization to keep a pulse on student needs and desires—all for the betterment of our university and for the future growth of the Student Union.

To learn more about the Student Government and it's functions please visit there respective websites.



ASSOCIATED STUDENT OF THE UNIVERSITY OF CALIFORNIA

Founded in 1887, the Association of Students at the University of California, Berkeley is the largest and most autonomous student association in the nation and is an independent 501(c)3 non profit organization. In addition to controlling funding for student clubs and organizations, the ASUC advocates for students on a University, local, state, and national level.

www.asuc.org



THE GRADUATE ASSEMBLY

The Graduate Assembly is the official representative body of the graduate and professional students at the University of California, Berkeley. The fundamental principles of the Graduate Assembly are the promotion of a vibrant student social life, inclusiveness, progressive activism, community service, educational improvement, and professional development. In service to these principles the Graduate Assembly advocates for students, funds student groups on campus, and directly manages a variety of projects.

www.ga.berkeley.edu



OUR MISSION

The ASUC Student Union, in partnership with the ASUC and GA, supports student learning, development, and community building by collaborating and engaging with students, campus partners, and the greater community. As a sustainable and inclusive organization, the ASUC Student Union enhances the co-curricular experience at UC Berkeley.

KEY SERVICES

What we bring to the table

The ASUC Student Union realizes it's mission by providing developmental resources outside the classroom and experiential learning opportunities which build upon a students top-rate academic experience here at UC Berkeley.

All of our outward facing services such as the Berkeley Art Studio, The LEAD Center and Event Services all add value to students and other targeted audiences by allowing them to go beyond academics. This list of key services displays how we go about our mission.

Our key values are attributes that are the building blocks and foundation for our desired brand presence. These values should always be kept in mind when making decisions about new initiatives as well as on your day-to-day tasks.

- ➔ Art education
- ➔ Business and commercial services
- ➔ Design and marketing services
- ➔ Event planning & consultation
- ➔ Facility management
- ➔ Leadership development
- ➔ Student organization advising



KEY VALUES

01 | **Service**

- We think of others first. We are service oriented.
We work so that others may benefit. We are service minded.

02 | **Responsibility**

- We are accountable for the way in which we conduct business, in both our decision making and actions. We are responsible.

03 | **Inclusiveness**

- We think about the big picture. We are a welcoming harbor for all thoughts, ideas, opinions, individuals and communities.

04 | **Imagination**

- We work towards greater ideals that do not currently exist.
We are resourceful in dealing with unexpected circumstances.

05 | **Integrity**

- We are steadfast in adhering to a strict moral and ethical code.
We do the right thing when no one is looking.

06 | **Engagement**

- We interact with our audiences to build personable relationships.
We actively participate with our audiences at their level.

CORE PURPOSE

Committed to a better U.

We as the Student Union—advocate for our students’ best interests. We aim to support student development and learning in an inclusive environment outside of the classroom. If UC Berkeley is committed to producing alumni that will contribute to a better world, then we are committed to contributing to a better university and a better student experience.



OUR BIG IDEA

Think Outside The Book

OTHER INTERPRETATIONS

- ➔ Reach Further
- ➔ Dream Bigger
- ➔ Confront Convention
- ➔ Challenge Status Quo
- ➔ Beyond Academics
- ➔ Outside the Classroom

Clear. Simple. Concise.

It's simple for a reason. 'Think outside the book' is a statement that everyone in our organization can easily remember and own. It's something we should all strive to live by in our day to day workings. It's an intentional reference to where we operate as an organization—outside the classroom, but it is also our internal initiative to continuously challenge the status-quo in everything we do. We serve students in a day and age where even the foundations of education are being questioned and it is our responsibility to be vigilant of these trends and keep ahead of the curve to ensure that we as an organization remain relevant.

However you interpret it, 'Thinking outside the book' is the driving force behind everything we do as the Student Union. It's that 'gut-check' we use as a filter to process all of our programming, events and marketing messages through. It's the catalyst which sparks development of new events, new programming and new services to meet the ever changing demands and expectations of our students.

We think outside the book, for a better student experience.

TAGLINES

Committed to a better U.

Message: The Student Union exists to enhance the co-curricular experience for students.

Audience: Students / Campus Partners / Greater Community **Value Association:** Service

Beyond Academics.

Message: The services and opportunities that the Student Union provides go beyond what you can learn in the classroom.

Audience: Students **Value Association:** Engagement

Tomorrow’s Tradition.

Message: Through imagination and innovation, the Student Union is continuously building the traditions of tomorrow.

Audience: Students / Campus Partners / Greater Community **Value Association:** Imagination

Be You.

Message: You can be yourself here. The Student Union is an inclusive and welcoming harbor for all individuals and communities on campus.

Audience: Students / Campus Partners **Value Association:** Inclusiveness







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VISUAL IDENTITY

Introduction

The ASUC Student Union corporate identity is a visual representation of our brand positioning. It enables us a unified, positive, flexible and future focus for the students at UC Berkeley.

The following pages explain the multiple iterations of the ASUC Student Union identity system, how it was developed and the rules around using them correctly to create an inspiring and forward thinking brand on the University of California, Berkeley campus.

Please follow the guidelines carefully. We have developed these guidelines to help build and maintain a clear, consistent and successful visual identity.





BERKELEY BRAND FOUNDATION

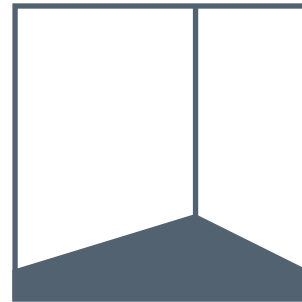
Fiat Lux

UC Berkeley's re-brand released in late 2012 to early 2013 laid the groundwork for the ASUC Student Union brand and provided parameters to adhere to when developing our own unique brand and visual identity.

A quick overview of the Berkeley brand reveals that it's visual identity is based on, and derived from the UC motto—Fiat Lux (Let there be light). Like the motto, the graphic elements provided in the UC Berkeley visual identity toolkit are all rooted in the ideas of light. The toolkit provided the following visual elements as well as photographic light leaks which all aimed at encapsulating and conveying the symbolic meaning of light which could not be imparted through words alone.

This foundation is important to us as the ASUC Student Union because we strive to be in alignment with the overall goals and mission of the university as well as on a visual level. By doing so we create a seamless 'Berkeley' experience for our students, which makes the transition from academics to the co-curricular offerings of the ASUC Student Union an obvious addition to their education.

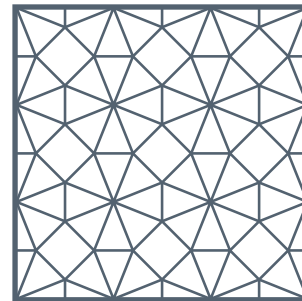
Upon evaluating the graphic elements of Berkeley's visual identity, we found that the sparsely used 'Prism' element would provide the ASUC Student Union opportunity to develop a unique and individual identity while still adhering to visual standards of the university.



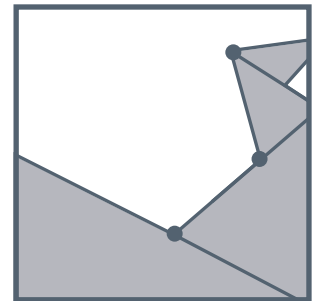
Structural



Apertures



Tessellations



Prisms*

**The Prism element became our foundational graphic which drove concept development for our new visual identity and ultimately our landmark.*

OUR BRANDMARK

Tomorrow's Tradition

Our brandmark represents a marriage of history and tradition with innovation and creativity. It is derived directly from the bronze bear statue located in the heart of Lower Sproul Plaza. Directly in front of where the Student Union is located.

Based on UC Berkeley's visual identity you can see how we used the prism element to create recognizable form and shape, in this case a new rendering of a Bear based on one of Berkeley's more recognizable landmarks.

Designed by sculptor Tom Hardy, the 500-pound bronze bear in Lower Sproul is gilded with a thin layer of gold leaf and mounted atop an 18-foot high concrete pillar. This historic treasure was a gift of the Class of 1929 and will represent the ASUC Student Union with pride.

It is our intent to establish our brandmark in the minds of our audiences and elevate it to the same level of iconic recognition as other UC Berkeley signatures.





MARK DEVELOPMENT



Berkeley
UNIVERSITY OF CALIFORNIA



Cal



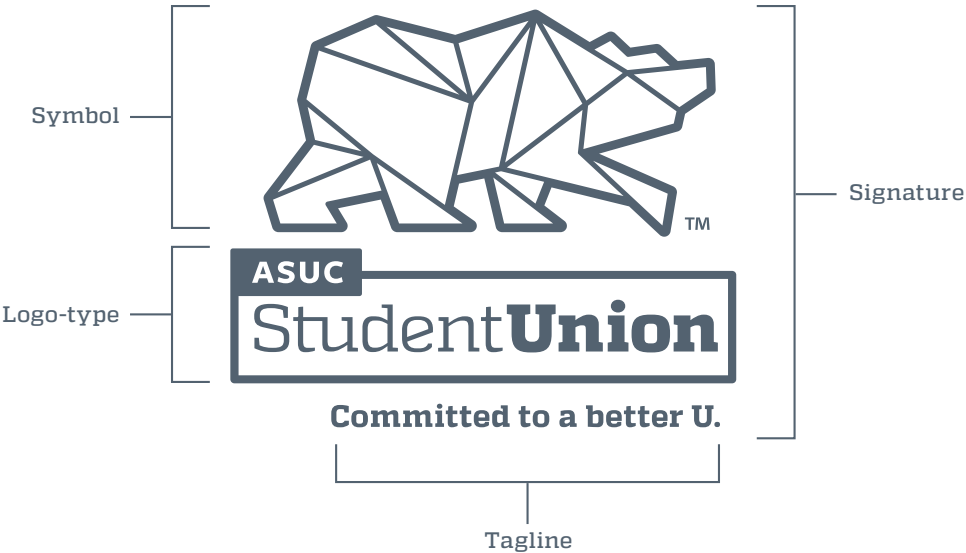
SIGNATURE

The Logo

The Student Union signature is a combination of three elements, coming together to expressly represent each of our units, programs and services. A full signature includes the 'constellation' bear symbol (Ursa), the Student Union 'logo-type' container, and a tagline.

Both the symbol and logo-type were designed to be able to stand alone if usage parameters required they do so, but our primary signature orientation shown to the right should be the preferred and default usage.

Our bear symbol represents the ASUC Student Union on every unit level. Each outward-facing unit will have it's own logo where the bear symbol will be paired with the individual unit logo-type. These specific unit signatures will be covered later in this book. All of the following guidelines and usage restrictions will also apply to each unit signature.



** Our Bear symbol is protected under trademark rights by REGENTS OF The UNIVERSITY OF CALIFORNIA and should always be shown with a TM symbol.*

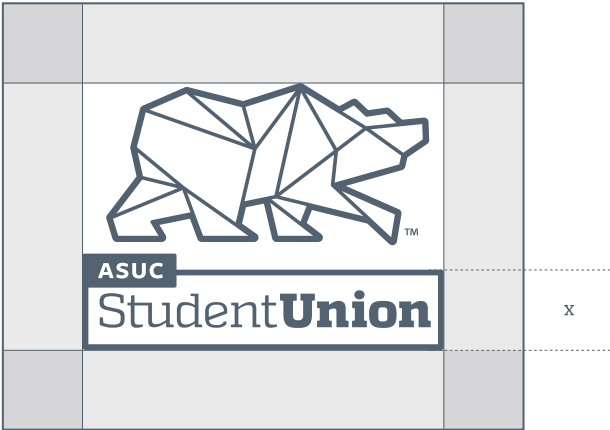


CLEAR SPACE

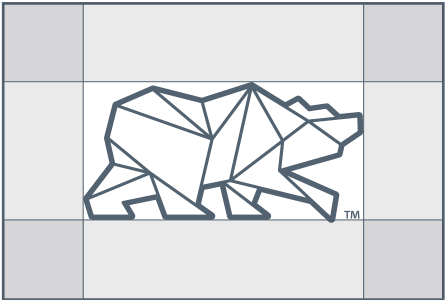
Let it Breathe

Our landmark is our most valuable asset. It provides brand recognition and should be used correctly to ensure it has room to breathe. For the Student Union signature to communicate effectively, it should not be crowded or overwhelmed by any other elements. ‘Clear Space’ refers to the area surround the signature that should be kept free from visual distraction.

The grey areas shown in the following examples display the minimum area to be kept clear from any graphics or other interference. This area is directly related to the height of the logo-type container and surrounds the signature at the furthest point on each side.



Stacked Signature



Symbol / Mark




Horizontal Signature

SCALE


Size Does Matter

The Student Union signature may be enlarged or reduced in size as required. The minimum size guideline of any signature is often to make sure the signature is readable. Follow these minimum size parameters to ensure that our mark communicates effectively.

MINIMUM



The **STACKED** signature must be used at a size no smaller than **0.5 inches** high.



The **HORIZONTAL** signature must be used at a size no smaller than **0.25 inches** high.

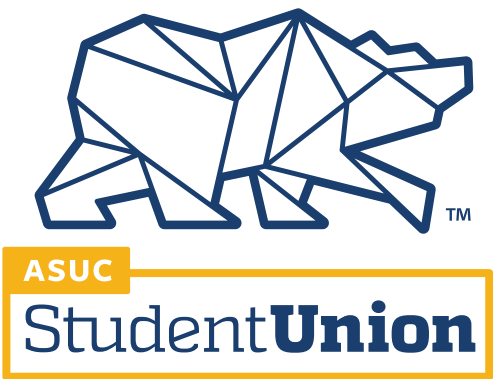


MAXIMUM

There will be no enlargement restrictions except that this application should be reserved for specialty purposes. If you want to skywrite our logo, knock yourself out.

BRANDMARK LOCK-UPS

A Stacked (Primary)



B Condensed



C Horizontal



WHICH LOCK-UP ARE YOU LOOKING FOR?

We've developed a signature that is flexible enough to be broken apart and for each element to stand on its own. Which lock-up you decide to utilize will primarily be determined by it's end use. For instance, while option A is our primary signature, this version will not fit on the barrel of a pen. You'd be better-off using option C or D in this instance. Conversely there may be instances where you can use option E as a stand alone element, i.e. as an icon for social media or as an application for apparel items.

D Logo-type

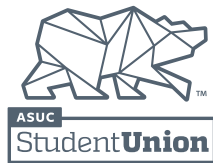


E Symbol





PAIRING LOGOS



PAIRED WITH PARTNERS

When paired with our partner logos, the preferred signature for the ASUC Student union is the **STACKED** orientation. It should be scaled appropriately based on height to ensure that it is visually proportionate to our partner logos.



PAIRED WITH BERKELEY LOGO-TYPE

When paired with the Berkeley logo-type only, the preferred signature for the ASUC Student Union is the **HORIZONTAL** orientation. It should be scaled appropriately to ensure that it is visually proportionate to the Berkeley logo-type.



PAIRED WITH MULTIPLE LOGOS

In all other instances where the ASUC Student Union signature must be paired with various logos, the preferred version is the **STACKED** orientation. It should be scaled appropriately to be proportionate to other logos in order to create a visually balanced presentation.

COLOR PALETTE

PRIMARY

Berkeley Blue

Pantone® 282

C 100 M 071 Y 010 K 047

R 000 G 050 B 098

HEX #003262



PRIMARY

California Gold

Pantone® 1235

C 000 M 032 Y 100 K 000

R 253 G 181 B 021

HEX #FDB515





SECONDARY COLOR PALETTE

Unit Colors	Berkeley Palette			
<div>Lawrence</div> <div>Event Services</div> <div>Pantone® 306</div> <div>C 079 M 000 Y 006 K 005</div> <div>R 000 G 176 B 218</div> <div>HEX #00B0DA</div>	<div>Founder's Rock</div> <div>Pantone® 5405</div> <div>C 071 M 030 Y 013 K 045</div> <div>R 045 G 099 B 127</div> <div>HEX #3B7EA1</div>	<div>Pacific</div> <div>Pantone® 431</div> <div>C 045 M 027 Y 017 K 051</div> <div>R 070 G 083 B 094</div> <div>HEX #46535E</div>	<div>Ion</div> <div>Pantone® 381</div> <div>C 023 M 000 Y 089 K 000</div> <div>R 207 G 221 B 069</div> <div>HEX #CFDD45</div>	<div>Soy Bean</div> <div>Pantone® 7745</div> <div>C 025 M 000 Y 091 K 025</div> <div>R 133 G 148 B 056</div> <div>HEX #859438</div>
<div>Rose Garden</div> <div>Art Studio</div> <div>Pantone® 1925</div> <div>C 000 M 098 Y 046 K 000</div> <div>R 238 G 031 B 096</div> <div>HEX #EE1F60</div>	<div>Medalist</div> <div>Pantone® 7550</div> <div>C 000 M 034 Y 098 K 012</div> <div>R 196 G 130 B 014</div> <div>HEX #C4820E</div>	<div>Golden Gate</div> <div>Pantone® 7417</div> <div>C 001 M 085 Y 088 K 000</div> <div>R 237 G 078 B 051</div> <div>HEX #ED4E33</div>	<div>Wellman Tile</div> <div>Pantone® 7416</div> <div>C 000 M 069 Y 098 K 012</div> <div>R 217 G 102 B 031</div> <div>HEX #D9661F</div>	<div>South Hall</div> <div>Pantone® 7602</div> <div>C 011 M 068 Y 095 K 062</div> <div>R 108 G 051 B 002</div> <div>HEX #6C3302</div>
<div>Lap Lane</div> <div>LEAD Center</div> <div>Pantone® 326</div> <div>C 085 M 000 Y 045 K 000</div> <div>R 000 G 178 B 165</div> <div>HEX #00B2A9</div>	<div>Bay Fog</div> <div>Pantone® 7535</div> <div>C 007 M 010 Y 022 K 020</div> <div>R 221 G 213 B 099</div> <div>HEX #DDD5CF</div>	<div>Stone Pine</div> <div>Pantone® 450</div> <div>C 040 M 040 Y 080 K 055</div> <div>R 088 G 079 B 041</div> <div>HEX #584F29</div>	<div>Sather Gate</div> <div>Pantone® 558</div> <div>C 025 M 002 Y 030 K 004</div> <div>R 185 G 211 B 182</div> <div>HEX #B9D3B6</div>	



NICKNAME

Ursa

URSA, in Latin means 'Bear'. It is also the name given to one of the most well know constellations. Ursa Major is a constellation visible throughout the year in most of the northern hemisphere. It has a companion called Ursa Minor, or 'Little Bear.'

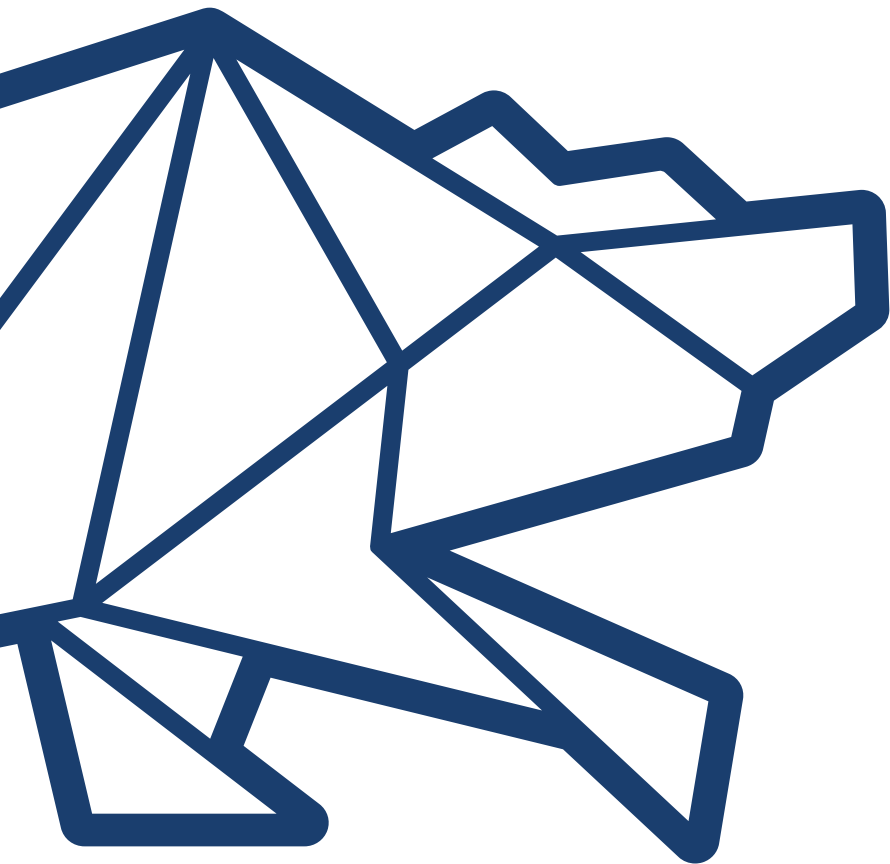
While this variation of our landmark is not directly derived from the Ursa Major constellation, it does have similar characteristics and appears to be formed by a connecting pattern of points and line.

USAGE

This version of our logo is our primary symbol and should be used in most cases.

RESTRICTIONS

URSA should never appear gold. That rendering is reserved for ARKTOS. Besides appearing in an assigned unit color, the Student Union URSA bear will only appear in Berkeley Blue (PMS 282), White or Black.





ASUC

StudentUnion



NICKNAME

Arktos

ARKTOS, in Greek means 'Bear'. The Arctic is named from this Greek word in reference to the northern constellations of Ursa Major and Ursa Minor.

Because this variation of our brand mark is faceted and has that crystallized look it made sense to name it Arktos. This version of the logo is secondary to URSA and should be used sparsely and reserved for special occasions only.

USAGE EXAMPLES

- Topping Out Ceremony
- Awards Ceremonies
- Grand Opening
- Specialty Swag Items

RESTRICTIONS

The Student Union ARKTOS signature should only appear with golden facets on a Berkeley Blue background.

IMPROPER USAGE

Right & Wrong

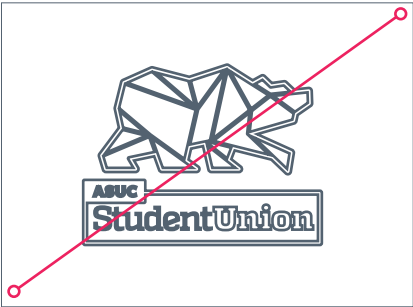
We don't want to come across all gloom and doom, but there is a right and a wrong way to present our logo.

To maintain consistency throughout our identity application it is essential that the brandmark is never altered in any way. Please keep in mind that the integrity of the Student Union brand is diminished when the signature is used incorrectly.

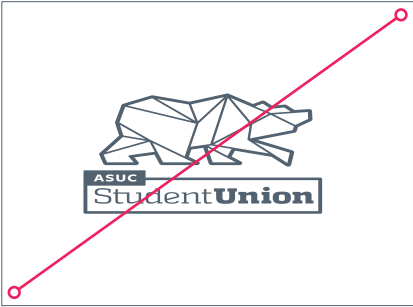
The guidelines shown here, will also apply to the alternative configurations of our unit signatures. It is essential that the brandmark is always reproduced from the master artwork provided by our department.



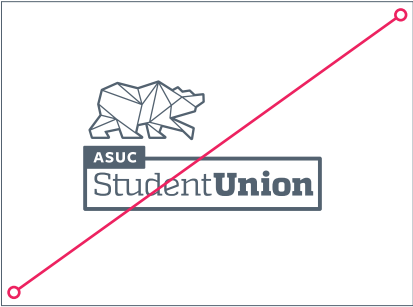
DO NOT
Attempt to recreate a new unit signature or use any non-approved typefaces.



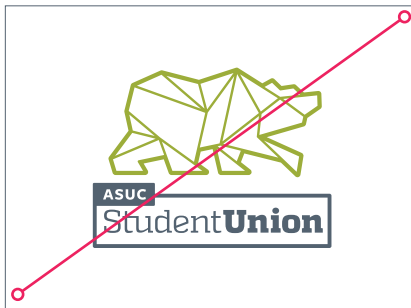
DO NOT
Outline or create a stroke around any portion of the signature.



DO NOT
Distort the brandmark or any other elements of the signature.

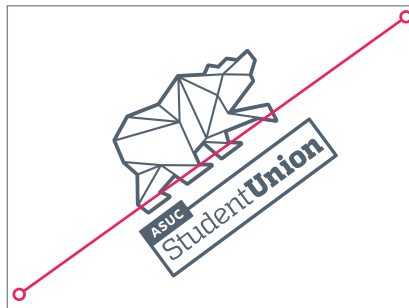


DO NOT
Re-arrange any elements of the signature to create a new brandmark variation.



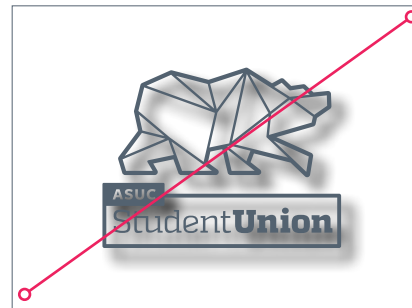
DO NOT

Change colors, or use any other non-approved colors.



DO NOT

Rotate the brandmark or create any dynamic composition with the signature.

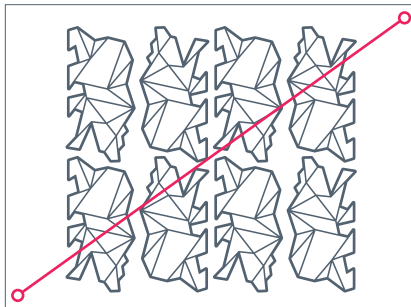


DO NOT

Use any drop-shadows or outer-glows.

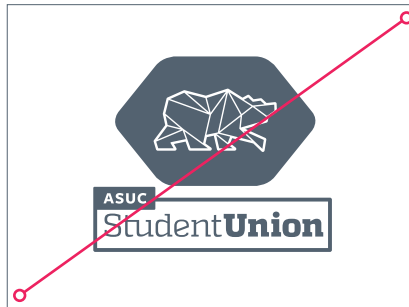
These are several examples of incorrect usage but this list is by no means complete.

If you are faced with using the logo in application that you find questionable or not included in this manual, please contact the Student Union Marketing department.



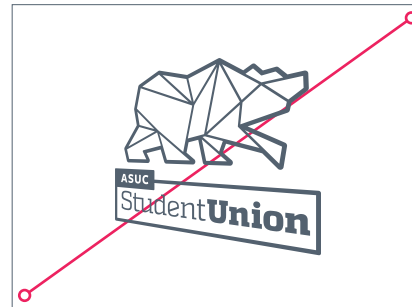
DO NOT

Create any pattern or texture using any elements of the brandmark.



DO NOT

Add any other elements to the brandmark, or enclose in a containing shape.



DO NOT

Put the brandmark on a perspective.

MARKETING DEPARTMENT CONTACT

Telephone:

510-642-0942

E-mail:

unionmarketing@berkeley.edu

BRANDMARK

ASUC Student Union

asuc.berkeley.edu

The ASUC (Associated Students of the University of California) Student Union is a department within the Division of Student Affairs that serves as the financial and support arm of UC Berkeley's Student Government. The ASUC Student Union is committed to all students and an inclusive campus community, thereby enhancing the student experience at UC Berkeley. To this end we aim to provide high quality services and programs that foster experiential learning opportunities and ensure a sustainable organization.



ASUC

Student**Union**



UNIT BRAND COLORS

At our highest level (Student Union) we are Blue & Gold. A two-color version of our brandmark must ALWAYS appear on a blue background with URSA appearing in white. If you need to use a different dark colored background please use a 1-color version that offers the highest contrast.

Approved 1-color applications are Berkeley Blue, White & Black.

Berkeley Blue

Pantone® 282

C 100 M 071 Y 010 K 047

R 000 G 050 B 098

HEX #003262

California Gold

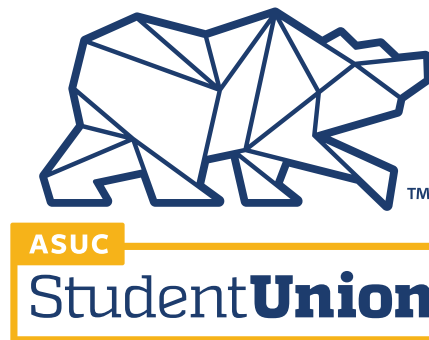
Pantone® 1235

C 000 M 032 Y 100 K 000

R 253 G 181 B 021

HEX #FDB515

UNIT SIGNATURE VARIATIONS



Stacked

This variation is our primary signature and is the preferred option for most instances.

This 2-color version uses the designated brand color for the logo-type container only and not the Bear. URSA Bear will only appear in Berkeley Blue or White on a Blue Background.



Condensed

This condensed version offers flexibility when working with size restrictions. Use sparingly.



Horizontal

Use this variation when you have height restrictions. (i.e. On a barrel of a pen)

UNIT LOGO

Event Services

eventservices.berkeley.edu

Event Services at the Student Union provides comprehensive event planning and consultation as well as versatile venue spaces. They will partner with you to arrange the appropriate venue space and plan a successful event within your budget and can assist you with all of the event planning details, including catering, linens, décor, and audio-visual.

The venue spaces offered by our event services are ideal locations for academic, community and company events, and conferences. They host many types of events, from seminars to public conferences and even weddings.



EventServices

ASUC STUDENT UNION



UNIT BRAND COLOR

Lawrence

Berkeley Secondary Color Palette: Vibrants

Pantone® 306

C 079 M 000 Y 006 K 005

R 000 G 176 B 218

HEX #00B0DA

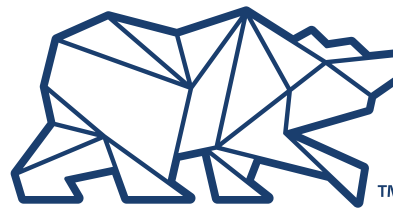
This designated brand color adds flexibility to the overall branding of the Student Union while allowing opportunity for each unit to have individuality within our identity system.

75%

50%

25%

UNIT SIGNATURE VARIATIONS



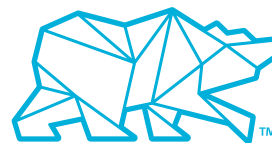
EventServices

ASUC STUDENT UNION

Stacked

This variation is our primary signature and is the preferred option for most instances.

This 2-color version uses the designated brand color for the logo-type container only and not the Bear.



**Event
Services**

ASUC STUDENT UNION

Condensed

This condensed version offers flexibility when working with size restrictions. Use sparingly.



EventServices

ASUC STUDENT UNION

Horizontal

Use this variation when you have height restrictions. (i.e. On a barrel of a pen)

UNIT LOGO

Berkeley Art Studio

artstudio.berkeley.edu

The Berkeley Art Studio has a rich history of providing affordable quality art instruction in ceramics, design, drawing, painting, and photography. Registration is open to the entire community along with students, faculty, and staff. The Berkeley Art Studio, at the ASUC Student Union, is a welcoming place for students and artists at various skill levels and there is always a discount for currently enrolled UC Berkeley students. It has proven to be more than just a space but a community of artists committed to their craft.



BERKELEY

ArtStudio



UNIT BRAND COLOR

Rose Garden

Berkeley Secondary Color Palette: Vibrants

Pantone® 1925

C 000 M 098 Y 046 K 000

R 238 G 031 B 096

HEX #EE1F60

This designated brand color adds flexibility to the overall branding of the Student Union while allowing opportunity for each unit to have individuality within our identity system.

75%

50%

25%

UNIT SIGNATURE VARIATIONS



Stacked

This variation is our primary signature and is the preferred option for most instances.

This 2-color version uses the designated brand color for the logo-type container only and not the Bear.



Condensed

This condensed version offers flexibility when working with size restrictions. Use sparingly.



Horizontal

Use this variation when you have height restrictions. (i.e. On a barrel of a pen)

UNIT LOGO

LEAD Center

lead.berkeley.edu

The Leadership, Engagement, Advising, and Development (LEAD) Center is the University of California, Berkeley's hub for leadership advising, programs, and initiatives. They support student organizations, undergraduate and graduate student government, fraternities and sororities, Cal Debate, The Student Environmental Resource Center, The Green Initiative Fund, and Campus-wide leadership programs.

Students can visit the LEAD Center for answers to general and specific questions about getting involved at Cal, leadership programs, student group funding, and advising. Whether students are thinking about joining their first organization, or they are seasoned officers, our team, specialized in the functional and topical areas of student activities, can help them navigate Cal and refine their leadership potential.



LEADCenter

ASUC STUDENT UNION



UNIT BRAND COLOR

Lap Lane

Berkeley Secondary Color Palette: Brights

Pantone® 326

C 085 M 000 Y 045 K 000

R 000 G 165 B 162

HEX #00A598

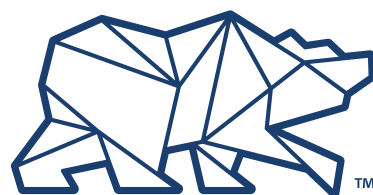
This designated brand color adds flexibility to the overall branding of the Student Union while allowing opportunity for each unit to have individuality within our identity system.

75%

50%

25%

UNIT SIGNATURE VARIATIONS



LEADCenter

ASUC STUDENT UNION

Stacked

This variation is our primary signature and is the preferred option for most instances.

This 2-color version uses the designated brand color for the logo-type container only and not the Bear.



LEAD
Center

ASUC STUDENT UNION

Condensed

This condensed version offers flexibility when working with size restrictions. Use sparingly.



LEADCenter
ASUC STUDENT UNION

Horizontal

Use this variation when you have height restrictions. (i.e. On a barrel of a pen)

TYPOGRAPHY

Typography is what language looks like.

ELLEN LUPTON

Writer, curator, and design educator

Typography is the art and technique of arranging type in order to make the language it forms most appealing for learning and recognition. The arrangement of type involves the selection of typefaces, point size, line length, leading (line spacing), adjusting the spaces between groups of letters (tracking) and adjusting the space between pairs of letters (kerning).

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to all of our communication pieces.



Quadon



Quadon is the corporate typeface of the ASUC Student Union. It has a wide range of typographic features and alternative glyphs which makes it extremely flexible.

It comes in nine different weights with matching italics. From the sensitive but sharp thinner weights to the punchy and powerful heavy weights, Quadon is well-suited for a wide range of versatile tasks, which makes it a perfect addition to the pre-defined fonts (Freight) of UC Berkeley.

If Quadon is unavailable to you, or you need a web-safe alternative, Roboto Slab (Google Font) may be substituted.

CLASSIFICATION

Slab Serif

USAGE

- Headlines •Subheads •Captions •Body Text

QUADON THIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON ULTRA BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON EXTRA BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
QUADON HEAVY	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Freight Sans Pro

Aa

Freight Sans is one of the approved UC Berkeley brand fonts (from the Freight family) and acts as the bridge between brands for our typographic palette. It has six weights, all with matching italics and small caps, and is appropriate for most uses, from subheads to captions. If Freight Sans is unavailable to you, or you need a web-safe alternative, Lucida Sans Pro may be substituted.

CLASSIFICATION

Humanist Sans Serif

USAGE

- Subheads •Captions •Body Text

FREIGHT SANS PRO LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FREIGHT SANS PRO BOOK ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FREIGHT SANS PRO MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FREIGHT SANS PRO SEMIBOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FREIGHT SANS PRO BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FREIGHT SANS PRO BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Web & Alternates



Web safe fonts are fonts that are pre-installed by many operating systems. While not all systems have the same fonts installed, you can use a web safe font that looks similar so as not to disrupt our brand perception.

Lucida Sans is a 'system font' on all modern computer operating systems, and is a standard default typeface for websites and should be used to replace Freight Sans.

Roboto Slab is a free Google font that is available for download and can also be embedded into your website.

Our substitute typeface should be used whenever our other typefaces are not available or cannot be embedded into a supplied document. For example: web pages, HTML e-mail, Microsoft documents (such as Word or Powerpoint).

LUCIDA SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LUCIDA SANS PRO DEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO SLAB THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO SLAB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO SLAB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO SLAB BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

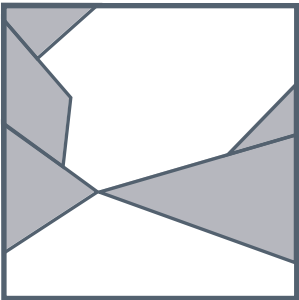
GRAPHIC ELEMENTS

The Prism



Prisms*

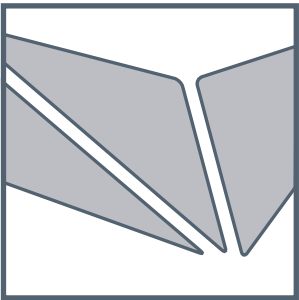
The prism element from UC Berkeley’s graphic palette is the foundation for the Student Union visual identity and has been expanded upon to create our own graphic toolkit. The following elements are the visual representation of the Student Union brand and will be added to accordingly based on opportunity and new design trends.



Frames

The prism frames are a reinterpretation of UC Berkeley’s aperture and prism elements.

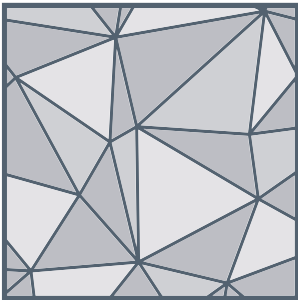
These frames create a dynamic composition and are used primarily to create separation on a page with a designated space for photography and body copy.



Windows

The window structures are directly related to the facets created by our bear symbol.

These elements also create a dynamic composition that can frame one image or multiple supporting images.



Textures

The prism texture is based on UC Berkeley’s tessellation patterns but less structured.

They provide a subtle gradation of color and can be used throughout photography and within prism frames.



GRAPHIC ELEMENTS

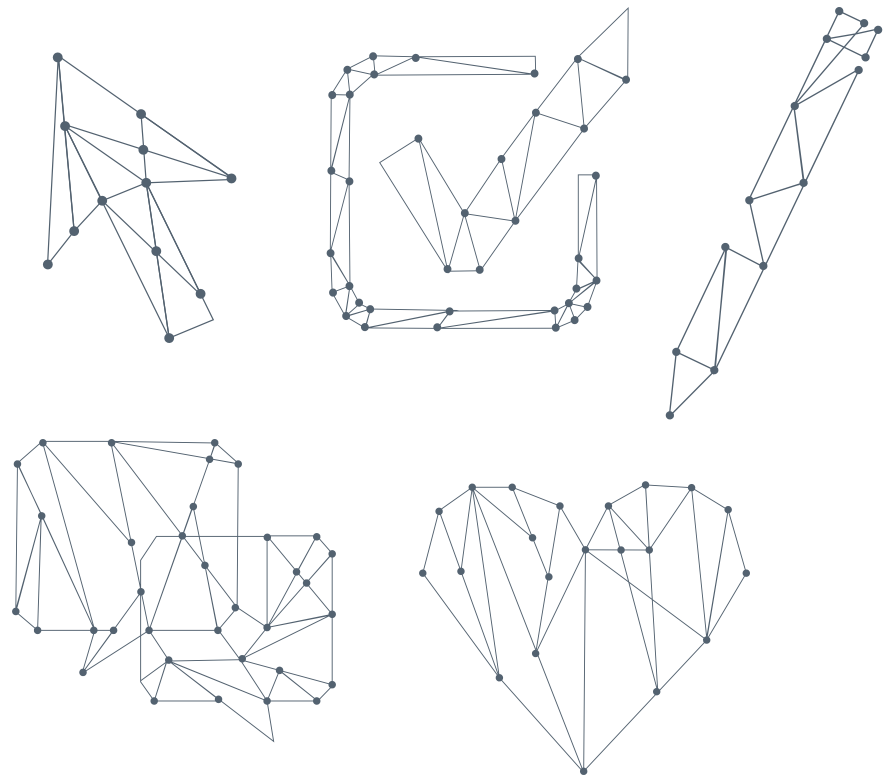
Iconography

Icons serve as an important visual aid in any graphical communication. Their primary function is to serve as a common visual language, removing the possibility of open interpretation or ambiguity.

Presenting our content or messages in a clear, concise manner will facilitate the user's experience by guiding them to where they want to go. Icons are the perfect way to succinctly convey written content via visual cue whilst adding interest to a design.

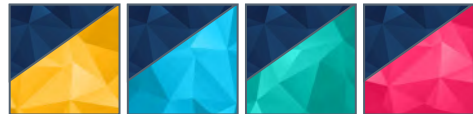
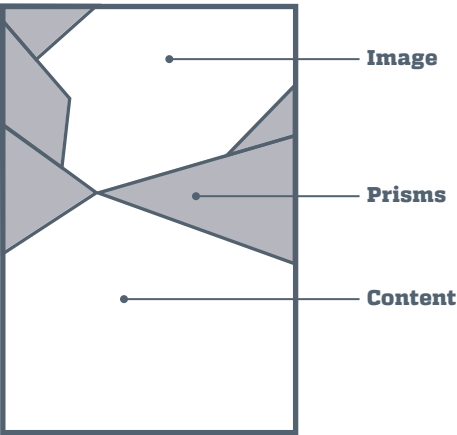
Icons are best used in conjunction with text-based content. Ideally, they should accurately represent the content, indicating a function, or information to a user.

We are currently developing a palette of icons based on the prism element of our visual identity and will be utilizing them across most if not all of our communication platforms.



EXAMPLE USAGE

Prism Frames



The following pages will show examples of application templates for each unit.

How to use them

The prism frames are a reinterpretation of UC Berkeley's aperture and prism elements from its graphic toolkit. It's meant to reinforce the Berkeley brand but give the ASUC Student Union its own personality. Because we are a part of student life on this campus, these frames are meant to convey that sense of dynamic energy.

CONSIDERATIONS

- ➔ This element is meant to create a frame for a supporting image.
- ➔ Typically 3-5 prism elements will create a frame on a page.
- ➔ Use the appropriate unit color combination.
- ➔ The predominant color should be the designated unit color.
(approximately a 6:4 ratio)
- ➔ Prisms should never be just a solid color. It must always have a prism texture within that facet.



Title One

Headline Two Goes Here


Sat. 01/24/15

Tertiary Information Goes Here



ASUC
Student**Union**


EXAMPLE USAGE



Campus life thrives here.

Live. Work. Play.

We can help you with that. Nam hit pliae. Itam rescilit re, occus molorit a simaxim sit dolorio officitibus ant et, quis alitatemolut re plaborum utemposte ni vendus audam necus abo. Itatem comniss ecantias et aliqua ssunti qui blam rectae que molorerem quae volupta tiunduc imolor sa dolo tes mod modigendae si coreiust idus alici inuit ei molorernam erum conseq- uis que suntium commissit.



ASUC Student Union
Berkeley Blue & California Gold combination



Navigate to a great event.

We can help you with that.

We can help you with that. Nam hit pliae. Itam rescilit re, occus molorit a simaxim sit dolorio officitibus ant et, quis alitatemolut re plaborum utemposte ni vendus audam necus abo. Itatem comniss ecantias et aliqua ssunti qui blam rectae que molorerem quae volupta tiunduc imolor sa dolo tes mod modigendae si coreiust idus alici inuit ei molorernam erum conseq- uis que suntium commissit.



Event Services
Lawrence & Berkeley Blue combination



You're more creative than you think.

Tap into it here.

We can help you with that. Nam hit pliae. Itam rescilic re, occus molorit a simaxim sit dolorio officibus ant et, quis alitatemolul re plaburum utemposte ni vendus audam necus abo. Itatem comniss ecatis et aliqua ssunti qui blam rectae quae molorerem quae volupta tiunduc imolor sa dolo tes mod modigendae si coreiust idus alici inil el molorernam erum consequis que suntium comnissit,



Berkeley Art Studio

Rose Garden & Berkeley Blue combination



Define your story. Discover yourself.

Your path to success begins here.

We can help you with that. Nam hit pliae. Itam rescilic re, occus molorit a simaxim sit dolorio officibus ant et, quis alitate-molul re plaburum utemposte ni vendus audam necus abo. Itatem comniss ecatis et aliqua ssunti qui blam rectae quae molorerem quae volupta tiunduc imolor.

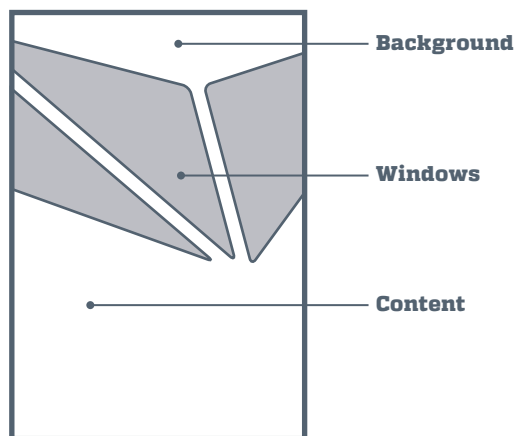


LEAD Center

Lap Lane & Berkeley Blue combination

EXAMPLE USAGE

Prism Windows



How to use them

The window structures are directly related to the facets created by our bear symbol. These elements also create a dynamic composition that frame an image or multiple supporting images.

CONSIDERATIONS

- Window shapes are commonly pulled directly from some sort of combination from our bear symbol (but not exclusively).
- Typically 3-4 window facets will create a dynamic composition.
- Window facets should be enlarged to bleed off the page.
- Windows should bleed off at least two edges of a page.
- You may have one image fill all the windows or use multiple images and have one image per window.
- The background should be a full bleed of color without a texture.
- Use the appropriate unit color as the background.

The following pages will show examples of application templates for each unit.



Title One

Headline Two Goes Here

Sat. 01/24/15

Tertiary Information Goes Here



ASUC
Student**Union**

EXAMPLE USAGE



Campus life thrives here.

Live. Work. Play.

We can help you with that. Nam hit pliae. Itam rescilit re, occus molorit a simaxim sit dolorio officibus ant et, quis alitatemolut re plaborum utemposte ni vendus audam necus abo. Itatem comniss ecantias et aliqua ssunti qui blam rectae que molorerem quae volupta tiunduc imolor sa dolo tes mod modigendae si corehust idus aliei init ei molorernam erum consequis que suntium comnissit.



ASUC Student Union
Berkeley Blue & California Gold combination




Navigate to a great event.

We can help you with that.

We can help you with that. Nam hit pliae. Itam rescilit re, occus molorit a simaxim sit dolorio officibus ant et, quis alitatemolut re plaborum utemposte ni vendus audam necus abo. Itatem comniss ecantias et aliqua ssunti qui blam rectae que molorerem quae volupta tiunduc imolor sa dolo tes mod modigendae si corehust idus aliei init ei molorernam erum consequis que suntium comnissit.



Event Services
Lawrence & Berkeley Blue combination



You're more creative than you think.

Tap into it here.

We can help you with that. Nam hit pliae. Itam rescilit re, occus molorit a simaxim sit dolorio offictibus ant et, quis alitatemolut re plaborum utemposte ni vendus audam necus abo. Itatem commiss ecatias et aliqua ssunti qui blam rectae que molorerem quae volupta tiunduc imolor sa dolo tes mod modigendae si coreiust idus alici init el molorernam erum consequis que suntium commissit.

■■■  **Berkeley ArtStudio**

Berkeley Art Studio

Rose Garden & Berkeley Blue combination



Define your story. Discover yourself.

Your path to success begins here.

We can help you with that. Nam hit pliae. Itam rescilit re, occus molorit a simaxim sit dolorio offictibus ant et, quis alitate-molut re plaborum utemposte ni vendus audam necus abo. Itatem commiss ecatias et aliqua ssunti qui blam rectae que molorerem quae volupta tiunduc imolor.

■■■  **LEADCenter**
ASAC STUDENT UNION

LEAD Center

Lap Lane & Berkeley Blue combination

SOCIAL MEDIA

We are social

Social media is one of the most powerful branding tools available for our organization. Which is why we’ve worked hard over the last year to establish the ASUC Student Union on platforms that are best suited for our programs and services.

We have established a presence on Facebook, Twitter and Instagram and will look to further our interactions on new platforms that we find relevant to our units and student needs.



FACEBOOK

ASUCStudentUnion
facebook.com/ASUCStudentUnion



TWITTER

@asuc_union
twitter.com/asuc_union



INSTAGRAM

asucstudentunion
instagram.com/asucstudentunion

#asucunion

Our most common hash-tag when referencing the ASUC Student Union.



Our Voice

There's a difference between voice and tone. For example: You have the same voice all the time, but your tone changes. You might speak in one tone to your closest friends and family, and a different tone in a professional setting. Your tone may also change depending on the emotional state of the person you're addressing. You wouldn't use the same tone of voice with someone who's scared or upset as you would with someone who you've been joking with.

The same goes for us when crafting messages, whether on our website or on social media. Our voice doesn't change much from day to day, but our tone changes all the time. When you're writing, consider our audiences state of mind, the setting in which your interacting with them, and the relationship we have with them.

- Humorous but not inappropriate.
- Personal but not overly intimate.
- Genuine but not appearing insincere.
- Informal but not reckless.
- Fun but not over the top.

WHAT'S NEXT?

It is the intent of our marketing department to continue to develop our brand assets and explore new ways of establishing our presence on the UC Berkeley campus.

With a rich history to pull from and a new forward thinking identity we have a strong foundation and a tremendous amount of momentum moving into the 2015-2016 year. We will continuously assess our brand perception to ensure that the messaging is consistent with the values that are set forth in this book.

We look forward to the opening of our new facilities and welcoming the diverse communities of UC Berkeley to truly become the heartbeat of campus life.

- ➔ Custom Iconography.
- ➔ Prism based typography/Font.
- ➔ Prism based Illustrations of Berkeley landmarks.
- ➔ Custom stationary and letterhead.
- ➔ Brand Ambassador award.
- ➔ Motion graphics bumpers for digital signage.
- ➔ Continuous assessment of brand perception with our audiences.



CONTACT

For all questions and comments regarding usage and/or development of the ASUC Student Union brandmark and its visual identity please contact the marketing department.

TIFFANY DREYER

Director of Marketing
E-mail: tdreyer@berkeley.edu

JOEL FELIX

Senior Design Manager
E-mail: jfelix@berkeley.edu

MARKETING DEPARTMENT

All other questions
E-mail: unionmarketing@berkeley.edu

COLOPHON

This book was lovingly crafted at the heart of Lower Sproul plaza within the Student Union marketing department while listening to a variety of indie hits.

Designed by Joel Felix on a 27" iMac under the advisement of Tiffany Dreyer, Director of Marketing and Art Programs.

The body copy was typeset in Quadon, designed by Rene Bieder in 2013, and subheads were typeset in Freight Sans, designed by Joshua Darden in 2004 for Garage Fonts.

Published using Blurb, a flexible online publishing platform founded by UC Berkeley alumni Eileen Gittins.

Printed on Blurb's sustainably sourced Semi-Matte, 80# (118GSM) paper manufactured by New Page.

