



Poster title

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Summary and background

inclusion in posters, and summarizes some of the UC San Diego graphic identity guidelines which can be used to achieve a unified look and feel. It is also useful simply as a template with an pre-established and coherent aesthetic.

Look-and-feel points:

- This poster conforms to UC San Diego guidelines in its use of colors (see the middle column), though *not* in its use of fonts. The UC San Diego primary font set is proprietary and must be purchased in order to be used (see the typographic information under the third column header in this poster). This poster uses *Trebuchet MS* and *Calibri*
- This poster uses vertical columns to better permit viewing by multiple individuals
- The University of California, San Diego has settled on identifying itself as “UC San Diego” in a compromise between the specificity of “University of California, San Diego” and the brevity of “UCSD”. The problem with “UCSD” being in part that it can easily be confused with or misheard as “UCSB”, “UCSC”, or “USD”.
- The entire UC San Diego “Graphic Identity Guidelines and Policies” can be found here: <http://www.ucsd.edu/guidelines/ucsdgigp.html> (as of 24 Apr 08, however, it is out of date).

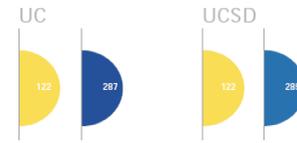
2nd column header

University of California, San Diego UCSD Color Palette: Primary and Secondary Palettes

PRIMARY COLOR PALETTE

UC Primary Colors
PANTONE Blue 287
PANTONE Gold 122

UCSD Primary Colors
PANTONE Blue 285
PANTONE Gold 122



SECONDARY COLOR PALETTE: Secondary colors that work well with the UC and UCSD primary colors have been selected to assist in campus identity development. Fifteen colors and four neutral tones complement the UC primary colors. These are especially

PANTONE® is a registered trademark of Pantone, Inc. It is also called the PANTONE MATCHING SYSTEM (PMS).

1. UCSD Secondary Yellows
PANTONE 123
PANTONE 124
PANTONE 136

2. UCSD Secondary Cool Blues
PANTONE 295
PANTONE 541
PANTONE 653

3. UCSD Secondary Greens
PANTONE 562
PANTONE 576
PANTONE 582

4. UCSD Secondary Warm Blues
PANTONE 2593
PANTONE 2617
PANTONE 520

5. UCSD Secondary Orange & Reds
PANTONE 152
PANTONE 173
PANTONE 185

NEUTRAL COLOR PALETTE

UCSD Secondary Red Blues
PANTONE Warm Gray 5
PANTONE Cool Gray 5
PANTONE Beige 4685
BLACK



How were the secondary colors chosen?
Secondary palette were selected by first surveying the colors used by a variety of campus departments and divisions whose materials were created independently. Interestingly, they chose surprisingly similar colors that

have received positive responses from both the campus and the public. These colors formed the core palette, which was expanded to offer more choices to the campus community.

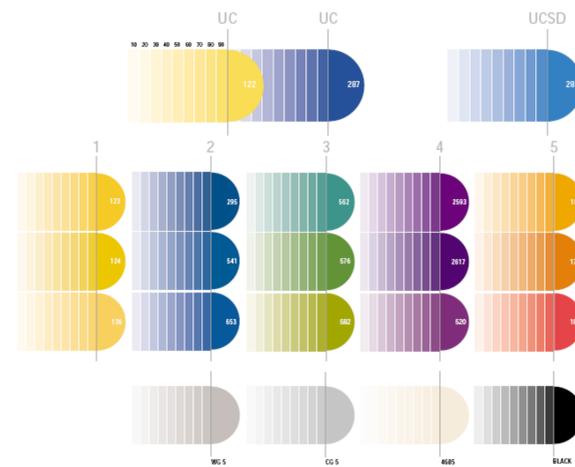
NOTE: The colors above are reproduced in four-color process ink. Consult a PANTONE® selection guide for accurate color.

Figure caption

The background color of this text box is at the 80% tint level of the official UC gold color

COLOR PALETTE VARIATIONS

TINT VARIATIONS: The color palette may be expanded by using tint variations of the primary and secondary colors. Examples below show tints in increments of 10 percent.



Colors

The pages to the left and the right are excerpted from the UCSD Guidelines book, and describe a coherent color scheme that can give your poster a coherent look and feel that also matches the UCSD identity.

3rd column header

TYPOGRAPHIC IDENTITY

UCSD typographic identity takes many forms, encompassing university publications, all environmental and wayfinding graphics, vehicles, clothing, and all applications including electronic media, that visually represent the campus.

This section is intended to identify typography considered primary to UCSD's identity. Additional type suggestions are included to assist the campus community achieve coordinated and consistent materials.

The fonts listed provide an overview of typographic presence on campus. Alternate fonts can be employed in publications. Section 7, for design applications; however, use of the recommended fonts in key areas of a publication will contribute to successful and effective implementation of the UCSD identity system.

UCSD TYPOGRAPHY

ROTIS SERIF: Required font for the UCSD nameplate and secondary nameplate system.

MINION: Required font for the UC and UCSD stationary envelope, and letterhead package. Minion is also the established font for the UCSD signage system. Whenever possible, it is the preferred type for UCSD vehicles. Minion is a primary font in the UCSD identity guidelines stationary section and in the UCSD Healthcare identity guidelines.

GARAMOND: Established font for the UCSD Healthcare signage system.

META: A secondary sans serif font for the UCSD Healthcare stationary identity.

SUBSTITUTE FONTS

TIMES ROMAN or **TIMES:** May be substituted for Minion in the UC and UCSD stationary, envelope, and letterhead package, and on vehicles. Times is a font common to most computers.

SECONDARY FONTS

Secondary fonts are for use when more than one font is required for a design or publication.

ARIAL and **HELVETICA:** Suggested sans serif secondary fonts for use when more than one font is required.

Rotis Serif
Minion
Times
Arial
Helvetica

Fonts

Here are the typography pages from the guidelines book.

UCSD TYPOGRAPHY

ROTIS SERIF
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

MINION REGULAR
Alternate font: Times Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

GARAMOND
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

META
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

SUBSTITUTE FONTS

TIMES ROMAN
Substitute font: Minion Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

SECONDARY FONTS

ARIAL REGULAR
Secondary font: Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

ROTIS SERIF ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

MINION ITALIC
Alternate font: Times Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

GARAMOND ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

META ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

TIMES ITALIC
Substitute font: Minion Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

HELVETICA
Secondary font: Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/,;:!'***-)

Conclusions, perhaps



Mid-column header

Vector-image logos

Despite the bad look of these graphics, they are vector-images that will print at 'infinite' resolution. There are more available at the website given above.

• Also note the TDLC logo at the top right of the poster, and the UCSD logo at the top left.

• The TDLC logos are not yet 'perfect' — they can only really be used against a white background. If anyone improves on them, please email trottier@gmail.com



University of California, San Diego

References

Acknowledgments

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