



UNIVERSITY OF CALIFORNIA  
*Style Manual* Berkeley

*Berkeley Style Manual and digital files online:*

*[identity.berkeley.edu](http://identity.berkeley.edu)*

*Last updated: 11/21/2002*

*University Seal, Berkeley Signature,*

*Typography, and Format Components*

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# Why Is this Style Guide Important?

A strong coherent visual identity is critical to UC Berkeley's public image.

The purpose of this manual is to provide guidelines that help you support a consistent and cohesive visual identity within Berkeley's decentralized environment.

The consistent use and thoughtful application of these guidelines on every form of official communication reinforces awareness of Berkeley, increases the University's visibility, promotes its premier academic reputation and builds loyalty.

## STRENGTHENING BERKELEY'S IDENTITY

Dear colleagues:

The University of California, Berkeley is the world's most distinguished public research university. All of us who care about Berkeley share a commitment to build and maintain that distinction.

Projecting a strong and coherent identity for our great University is one important way we can communicate the excellence of Berkeley to the world.

Another of Berkeley's hallmarks — and one of its great strengths — is the independence offered by our decentralized environment. Within this diverse context, however, I believe the University as a whole will benefit if everyone uses consistent design and editorial standards.

I ask for your cooperation and support in using the Berkeley Style Manual. Working together, we can strengthen Berkeley's public image, increase awareness of our many contributions, and build loyalty among our many constituencies.



ROBERT M. BERDAHL  
*Chancellor*

# The Identifying Components



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# Components

## The Identifying Components



University of California  
**Berkeley**

Code  
University Old Style

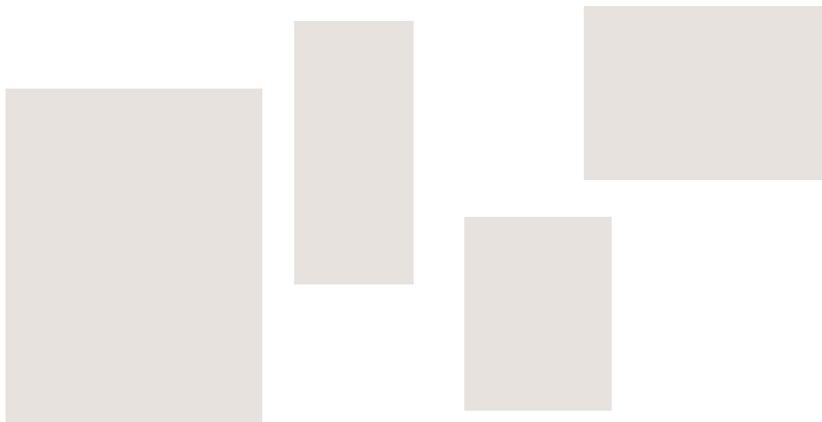
The University relies on the consistent use of a few simple components to identify itself. Here are the components:

**Seal** — The main identifying component is the University seal, which has been adapted from the original seal designed in 1895 by Tiffany & Co. The consistent use of the University seal (also referred to as the University logo) in the recommended colors will reinforce the identity of the University.

**Signature** — Another component is the *University of California, Berkeley* signature and its consistent placement depending on the particular publication. Berkeley is generally emphasized over University of California through elements of size, placement, color, and style.

**Typeface** — A third component is the exclusive use of the typeface designed for the University of California—University Old Style. This classic and highly legible serif font is flexible enough to work across all media.

**Format** — Standardized formats and dimensions give coherence and similarity to the many publications produced by the University and provide ease of printing, handling, and mailing.



## University Seal

Circa 1910



Circa 1930's



Circa 1996



Two versions of the seal are available. They are:

**University seal** — This is a replica of the original corporate seal designed in 1895 by Tiffany & Co., but with the words “Seal of” deleted. Use the University seal on letterhead and business cards. It may be used for any official University or campus purpose, but should be accompanied with a version of the “Berkeley signature” to reinforce its relationship to the Berkeley campus.

**Berkeley seal** — A version of the University seal that includes “Berkeley” in the ribbon was designed in 1996 in agreement with systemwide policy. It can not be used on letterhead and business cards. It may be used for official Berkeley campus purposes and for marketing and promotional purposes. It is a registered trademark and should be accompanied by the trademark notice, ®, whenever possible.

The present official corporate seal, designed by Tiffany and Co. was adopted by the Regents on August 9, 1910. The seal has the words “[Seal of the]\* University of California, 1868” printed around the rim of a circle. Within the circle is an open book with the letter “A” at the top of one page. The book symbolizes the accumulation and dissemination of knowledge, the letter “A,” the beginning of wisdom. A streamer flows across the lower portion of the book with the words of the University motto, “Fiat Lux,” sometimes written in English as “Let There Be Light.” Above the book is a five-pointed star with rays of light streaming downward, symbolizing the discovery and dissemination of knowledge.

\*“Seal of the” is deleted on the “unofficial” version.

From “Delegation of Authority — Policy to Permit Use of the Unofficial Seal,” Office of the President, April 8, 1983

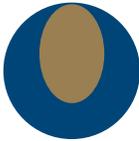
# Recommended University Colors



Pantone 540 blue  
Pantone 874 metallic



Pantone 540 blue  
Pantone 139 yellow



Screen seal in  
Pantone 294 blue



Line seal in  
Pantone 294 blue



Pantone Solid to Process:  
540 blue  
C=100 M=47 Y=0 K=47  
139 yellow  
C=0 M=38 Y=100 K=23.5

## Alternate University colors



Pantone 540 blue  
Pantone 7408 yellow



Pantone 294  
(brighter)  
Pantone 116



Pantone 540 blue  
Pantone 123 yellow

## Guidelines for using the seal:

Recommended colors: Use Pantone 874 metallic or Pantone 139 yellow and 540 or 294 blue. Use of 874 or 139 is crucial to allow all parts of the seal to read prominently.

Use the one-color screen or line version for pieces that require a brighter color. The screen dot size should be 133 line or finer.

Do not alter or obscure the seal in any way.

Do not substitute colors or rearrange the order of the colors.

Use only one seal on any one surface of your layout.

Minimum size requirement is 3/4" or 4.5 picas in diameter.

Downloadable versions of the University and Berkeley seals are available at the Berkeley Identity Resources Web site: [identity.berkeley.edu](http://identity.berkeley.edu)

## Examples of improper colors:



## Berkeley Signature



*University of California, Berkeley* (a federally registered trademark) is the official name of the campus and should be used in first reference. In second references use UC Berkeley, Cal, or the University. Do not use University of California at Berkeley, UCB, U.C.B., U.C. Berkeley, U.C.–Berkeley or Cal Berkeley.

When used as a design signature, *Berkeley* is generally emphasized and set apart from *University of California*. This strengthens and maintains the integrity of our identity. *Berkeley* is generally set in University Old Style while *University of California* can be set in other fonts as well.

You can use the Berkeley signature with or without the University seal. The signatures can be used in both horizontal and vertical configurations. The version you choose will depend on your layout. Other variations in size, color, font, placement, etc. can also be used to highlight *Berkeley*.

The comma in the *University of California, Berkeley* signature is dropped in these graphic treatments.



## Typography

“And the thought occurred to me that no university with a university press, so far as I could recall, possessed a type which had been designed for its exclusive use, and I could not help wondering why the head of some great university had not tried to gain greater distinction for its publications by acquiring a type which should be the university’s own.

...I again brought up the matter of the name, as I felt that the child should be legitimized, and I suggested a name so descriptive and simple that I am amazed it had not occurred to me long before— “University Old Style” — what could be better?

[I reserved] in my own mind the hope that the type I have made for the University of California might prove so distinctive that the mere mention of “University Old Style” would be enough at once to identify it as the exclusive property of the first university press in America, if not the world, to commission its own type face, and that its use herein would serve also to preserve to posterity the name of its designer.”

—Frederic W. Goudy, L.H.D., LITT.D.

*Typologia; Studies in Type Design and Type Making;*

University of California Press, 1940

In 1938 the Regents invited renowned type designer Frederic W. Goudy to design a unique font for the University of California. The typeface Goudy crafted was called University Old Style. That type font was redrawn and digitized in 1994 by designer Richard Beatty. This font is now the exclusive typeface for the University of California, Berkeley. Using it gives a recognizable look to all communication materials.

This classic and highly legible serif font is flexible enough to work across all media. University Old Style is preferred for body copy and may also be used for headlines, especially in materials requiring an elegant, classical tone. Whenever possible, type should be set without hyphenation.

The digital version of University Old Style is available on the Berkeley Identity Resources Web site ([identity.berkeley.edu](http://identity.berkeley.edu)) for desktop publication. Please note that this typeface is not to be confused with Berkeley Oldstyle which is a different font.

Complementary sans serif fonts that work well with University Old Style are Futura, Univers, and Gill Sans. These fonts also work across all media. These fonts are covered by copyright and can not be distributed electronically.

Cde

## University Old Style

University Old Style Roman

*University Old Style Italic*University Old Style Demi / *Demi Italic*University Old Style Bold / ***Bold Italic***

University Old Style Sign

UNIVERSITY OLD STYLE SMALL CAPS

UNIVERSITY OLD STYLE SMALL CAPS SIGN

UNIVERSITY OLD STYLE TITLING

University Old Style Black / ***Black Italic***

Standardizing type families helps maintain a consistent look and feel across all campus media. The suggested fonts are the most authentic digital versions available. These classic type families include:

University Old Style–1938

Regents of the University of  
California

Futura–1927

licensed by Adobe from  
Fundicion Tipografica  
Neufville

Univers–1957

licensed by Adobe from Frutiger

Gill Sans–1927

licensed by Adobe from  
Monotype Corp.

Ab  
San Serif Suggestions

## Futura

Futura Regular

**Futura Heavy****Futura Bold**

## Univers

**Univers Extra Black**

## Gill Sans

Gill Sans Regular

**Gill Sans Bold****Gill Sans Extra Bold**

In QuarkXPress, University Old Style's letterspacing can be modified. Recommended tracking (removing space between letters) for various point size ranges are:

Berkeley  
0-24 point size/0 tracking (normal)

University Old Style  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 ;:~?!@#\$\$%^&\*()

Berkeley  
24-72 point size/-5 tracking

University Old Style Italic  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
 1234567890  
 ;:~?!@#\$\$%^&\*()

Berkeley  
72-100 point size/-7 tracking

University Old Style Bold  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
 1234567890  
 ;:~?!@#\$\$%^&\*()

Berkeley  
100+ point size/-10 tracking

University Old Style Sign  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 ;:~?!@#\$\$%^&\*()

University Old Style Small Caps  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 ;:~?!@#\$\$%^&\*()

University Old Style Titling  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890  
 ?!\$&

## Formats

### Common Trim Sizes:

9" x 12"	folders
8½" x 11"	booklets, catalogs, reports
4" x 9"	rack-size pamphlets
6" x 9"	programs, small brochures
5½" x 8½"	economical half size
11" x 14"	campus poster size
11" x 17"	tabloid size
3½" x 2"	business card

Use of standard format sizes are standard whenever possible, makes materials easy to handle, package, print, and duplicate. Unique sizes can be used for special occasions such as events, seminars, and conferences.

Common formats help order the other identifying components and give similarity to the many publications produced by the University. These common formats also benefit users who mix publications from various units on campus. For example, folders provided by one unit can hold materials from another unit, saving money and providing strong graphic continuity at the same time.

