

School of Public Health

# Brand Guide

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# Introduction

# Why a School of Public Health Brand Guide?

We all want to tell the engaging, authentic stories about our School and its community—what we do, why it's important, why we're different (better!) than other schools of public health! While there are many different audiences and messages, the tools in this book should help us all tell the SPH story in a consistent way that elevates all voices to the benefit of our community and in service of its short- and long-term goals.

# Who should use this guide?

Any School of Public Health faculty member, staff member, or student who is communicating on the School's behalf to an external or internal audience should benefit from referring to this guide. For example:

- Research center staff can review the “Telling the SPH Story” section when crafting content for their websites or writing press releases about their latest projects.
- Anyone tasked with creating a flyer, brochure, or sign should refer to the logo usage, typography, and color sections to bring their creations to life in a way that is recognizably “SPH.”
- Social media account managers can draw inspiration for their content and guidance for their graphics.

# What went into this guide?

Our UC Berkeley School of Public Health Brand Guide draws heavily on the Berkeley Brand Guidelines, which were developed in 2013 via a broad perception study, distillation of Berkeley's differentiators and strengths, and development of a clear positioning and messaging platform. There are many advantages to aligning closely with the Berkeley Brand—in addition to the robust strategic process behind the brand development, UC Berkeley is the most recognized and highly ranked public university in the world and has an incredible built-in brand value. We also want to contribute to telling the Berkeley story as we tell our SPH story.

Additionally, to find our own School of Public Health voice and positioning, we underwent an exercise with a vendor to determine the best ways to bring to life the unique differences in the Berkeley approach to public health. This process included a competitive messaging analysis; review of existing materials and survey results; and more than 14 hours of conversation with faculty, alumni, donors, and current students.

# Telling Our Story

# What is positioning?

Positioning is how we need to be thought of in the minds of our most important audiences in order to be successful. Positioning should be:

- » Differentiated
- » Motivational
- » Sustainable

Positioning should go beyond a “definition” and serve as the conceptual core for all that we say and do. It is how we want people to feel when they experience the School, and what they should remember as they walk away.

Please note that our positioning statement is not intended as verbatim marketing copy, but rather as an inspiration for how we talk about ourselves as a School.

Please visit <http://brand.berkeley.edu/brand-platform/> for UC Berkeley’s positioning statement and creative platform.





# Our positioning statement

## **Where complex health problems meet unconventional thinking**

Berkeley Public Health connects UC Berkeley's radical DNA with the School's deep commitment to community-engaged public health action. We believe collaboration and cross-pollination of the creative ideas, rich data, and massively motivated people here at Berkeley and beyond is the best way to tackle the increasingly complex health issues facing California and the world—particularly among our most vulnerable populations.

# Our vision, mission, and values

The vision, mission, and values that we refined and finalized during our 2015 Strategic Planning process are an additional conceptual core for telling our SPH story. We want to convey our deeply rooted commitment to our mission, vision, and values, because they are our reason for being.

## **Our Vision**

Healthy People, Locally and Globally

## **Our Mission**

We improve population health, especially for the most vulnerable, through:

- » Preeminent education that challenges convention and develops diverse leaders who transform the health of our communities
- » Transformational research on the major public health threats and opportunities of today and tomorrow
- » Radical collaborations to meet priority health needs and achieve health equity in our increasingly diverse communities

## **Our Values**

- » Health as a Right
- » Strength Through Diversity
- » Think Forward
- » Impact First

# UC Berkeley's key strengths

According to Berkeley's brand process, these are the four key strengths that differentiate Berkeley from other universities. The School of Public Health embodies all four of these strengths in many, many ways. When showing and telling your stories, think about ways to highlight these strengths.

## **CONVICTION | EXCELLENCE | SCALE | DIVERSITY**

### *How to Use Them*

**Conviction:** Connect your message to an unwavering belief, cause, or higher calling.

**Excellence:** Share stories about individual or collective achievements that outshine anything attempted before.


**Scale:** Demonstrate the impact of our efforts to make the world a healthier, safer place.

**Diversity:** Show the unique ways we connect disciplines, projects, and people to create new paradigms that can transform the world.

# Public Health the Berkeley Way

We *know* that there is a Berkeley difference and that our approach to public health is valuable and unique. But often times, academic institutions describe themselves in very similar ways. There is a “sea of sameness” to the benefits they tout that includes: expert faculty, ideal location, multidisciplinary approach, global alumni network, experiential learning, and students who really want to change the world for the better. Sound familiar? The following are some suggestions that will help us stand out in an authentic way:

**Emphasize the benefit of being Berkeley:** More than just a beautiful location in the beautiful Bay Area, the Berkeley campus is a place where people work together to reimagine the world, by challenging convention to shape the future. At the School of Public Health, we harness all the innovative, unorthodox thinking happening across campus and channel it into the health sciences for an unconventional approach to the complex problems facing society.



**Share our frustration with the status quo:** We are not content with the inequity that is at the root of so many of the systemic health problems facing California and the world. The headlines today are dominated by public health crises and we live in an age where things are moving ever more quickly. We are committed to taking action and bringing immediacy, urgency, and real-world currency to the field of public health. We believe change comes from being audacious and bold, but also from being tireless and resilient.

**Tell the stories of our faculty and alumni, who are not only public health experts but pioneers who have shaped the field itself:** The School of Public Health has a long tradition of trailblazers who were/are not only experts in their areas of study but have transformed the ways of thinking around public health itself. This isn't just our legacy but something that's happening now, today. We have an opportunity to share those stories and become a leading voice in the field of public health.

**Talk about the unique ways we engage with communities:** One area where our School has pioneered and continues to lead the way is in Community-Based Participatory Research (CBPR). We believe in working *with*, not just in or on communities. Not only is this the right thing to do, it helps us have an even greater transformative impact on the health of populations locally and globally.

# Creative positioning for prospective students

When communicating with prospective students, we want to convey that Berkeley Public Health is not for everyone. We want to avoid fitting in or comparing ourselves to other schools, but instead speak directly to those we believe will thrive and matriculate successfully and use the experience and exposure to UC Berkeley to their advantage.

## **#MindsWanted**

At the UC Berkeley School of Public Health, we're on the hunt for certain kinds of minds. Unrestrained and unconventional minds, curious minds. Minds self-directed enough to thrive in our unique campus culture. Undergrad, masters, and doctoral minds with an open-source spirit. Minds always exploring, seeking the radical collaborations needed to master the complex public health problems we face in California and the world.

# Our name

For external facing audiences, here are all the acceptable ways to refer to our School:

## **Formal**

University of California, Berkeley School of Public Health

First usage in a story, letter, press release etc.:

The UC Berkeley School of Public Health

## **Subsequent uses**

School of Public Health

School

Berkeley Public Health

For **internal audiences** like faculty, staff, or students, you can also use the acronyms SPH or SPHers. But try to avoid using SPH for external audiences because it's not differentiating and not widely known as an acronym.

## **Unacceptable ways to refer to the School, particularly for external audiences**

U.C. Berkeley School of Public Health

UC-Berkeley School of Public Health

UCB School of Public Health

UCB SPH

# Logo, Sub-Brands & Swirl



## SPH Logo

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Primary logo

The School of Public Health logo was designed to align with Berkeley's brand standards. The primary logo consists of the Berkeley wordmark in Berkeley Blue and Public Health set in the font Freight Book. The primary version is two color, with Public Health in Medalist.

The logo should be used for all print applications, including letterhead, flyers, invitations, and publications. This logo should also be used for web applications, except when using the [Open Berkeley](#) web platform. The horizontal version of the SPH logo should be used with Open Berkeley.

For downloadable logo files, please visit <http://sph.berkeley.edu/communications/brand-guide-and-resources>

Please note that, although we have dropped “School of” from the logo, the full name of the School remains the UC Berkeley School of Public Health.

Primary logo

The primary logo features the word "Berkeley" in a large, dark blue, serif font. To its right, the words "Public Health" are stacked vertically in a smaller, orange, sans-serif font.

Horizontal logo

The horizontal logo consists of the word "Berkeley" in a dark blue, serif font, followed by the words "Public Health" in an orange, sans-serif font.

## SPH Logo

Primary logo usage

When using the School's logo, be sure that both the wordmark and type are legible. If the legibility of either element is poor, please use approved alternative color versions. (See *next page*.)

See (<http://brand.berkeley.edu/visual-design/>) on the Berkeley Brand site for more information about appropriate background colors for accessibility and visibility.

Berkeley Public Health



# SPH Logo

## Alternative Color Logos

Alternative color logos are available to use when the primary logo has poor legibility. Approved alternative color logos:

- Berkeley Blue
- Black
- White

**Do not** create SPH logos in any other colors. Readability should guide which logo color you use.



# SPH Logo

## Improper Logo Usage

The SPH logo should not be manipulated or altered. Here are some examples of improper logo use.



Do not stretch, condense or alter the dimensions of the logo.



Do not change the font of Public Health.



Do not skew, bend or rotate logo.



Do not change the color of logo or parts of logo.



Do not rearrange elements of logo.



Do not further stack logo.

# SPH Logo Sub-Brand

Sub-Brands, Collaborations & Partnerships

The School's academic departments and non-academic departments, programs, and centers use a sub-brand logo style.

Collaborations and partnerships have unique Berkeley brand interpretations. Centers, institutes, programs, interdisciplinary units and external collaborations have the flexibility to incorporate signature icons or logos into the Berkeley lockup.

You can request a logo lockup for your academic program, non-academic unit, or research center from the School's Communications department, through the [SPH Communications Intake Form](#).

## Academic Programs

Academic programs are aligned with a single college or school. For digital applications and general applications, academic programs use a casual lockup without an endorsing line for their parent sub-brand.

However, when appropriate, a formal lockup can be used for printed materials that may require a stronger association with the School. These lockups may be set on one or two lines.



## SPH Logo Sub-Brand

Sub-Brands, Collaborations & Partnerships

### Non-academic departments & centers

Non-academic departments, programs, and units that are aligned with the School follow the sub-brand lockup style, but can include an approved icon. Endorsing lines are used. These lockups may be set on one or two lines.



### Research centers

Research centers affiliated with the School also follow the sub-brand lockup style, but can include an icon if they have one. Endorsing lines may or may not be used. These lockups may be set on one or two lines.



# SPH Swirl

## Swirl Usage

The SPH swirl is no longer in the logo lockup, but still can be used for social media, web and print purposes as a design element.

The SPH swirl is a versatile graphic element. Its squarish proportions make it ideal for social media use. It also can be used to add interest to print and web layouts.

### Color

There is no standard color for the swirl. Instead, color can be applied to the swirl that best enhances the visual design it is placed in.



# SPH Swirl

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Swirl Usage

## Transparency

The swirl can also be used as a transparent or tinted design element.



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Here is an example of proper swirl use.





# SPH Swirl

## Improper Swirl Usage

Although the SPH swirl has broader usage than the logo, there are still ways to use the swirl improperly.

Here are some examples of improper swirl use.



Do not alter swirl proportions. Stretching or compressing the swirl is not acceptable.



Do not deconstruct the swirl. The swirl is a singular object. Moving, removing, or replacing parts is not acceptable.



Do not make sections of swirl different colors. Coloring sections differently is not acceptable.

# Color Palette

# Color Palette

## Print and Web Applications

The SPH color palette pulls from the overall Berkeley Brand color palette. The color scheme is youthful and energetic. Its boldness—Ion, Soybean, Wellman Tile, Rose Garden, and Lawrence—is tempered with the University’s Heritage and Alternative Heritage colors, and the versatile neutral Web Gray.

### Print and web applications

For online usage, Web Gray becomes a primary color. Ion and California Gold are not ideal for web applications, such as text, and are substituted with the darker Soybean and Medalist.

### Print applications

#### Primary SPH Colors



#### Secondary SPH Colors



#### Tertiary SPH Colors



### Web applications

#### Primary SPH Colors



#### Secondary SPH Colors



#### Tertiary SPH Colors



# Color Palette

## Color Values

For print projects, use the following CMYK color builds. They were adjusted for the best reproduction in print and do not match Pantone® Color Bridge breakdowns.

For web projects, use the assigned HEX numbers.

Pre-made swatches can be downloaded from [brand.berkeley.edu](http://brand.berkeley.edu).

### Founder's Rock

C | 50 M | 41 Y | 41 K | 05  
Hex: 3B7EA1

### Medalist

C | 00 M | 34 Y | 98 K | 12  
Hex: 888888

### Ion

C | 23 M | 00 Y | 89 K | 00  
Hex: CFDD45

### Web Gray

Hex: 888888

### Soybean

C | 25 M | 00 Y | 91 K | 25  
Hex: 859438

### Wellman Tile

C | 00 M | 69 Y | 98 K | 12  
Hex: D9661F

### Rose Garden

C | 00 M | 98 Y | 46 K | 00  
Hex: EE1F60

### Lawrence

C | 79 M | 00 Y | 06 K | 05  
Hex: 00B0DA

### California Gold

C | 00 M | 32 Y | 100 K | 00  
Hex: FDB515

# Typography

# Typography

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The university typeface, **Freight**, features Sans, Text, and Micro fonts. The Freight family was selected by campus because it is warm, open, and legible at all sizes.

You can request permission to download the Freight family of fonts for print projects with the following form [brand.berkeley.edu/wp-content/uploads/2017/01/Font-request-form1.pdf](http://brand.berkeley.edu/wp-content/uploads/2017/01/Font-request-form1.pdf)

If you are building a website using a platform other than [Open Berkeley](#) or [Berkeley Brand web templates](#), you will need to enter into licensing agreement with [Typekit](#) in order to use Freight fonts. The basic cost runs \$8 per month (1M page views per month).

If you do not have Freight fonts or need to use a more universal font, Georgia can be substituted for Freight Text or Micro, and Lucida Sans or Open Sans can be used in place of Freight Sans.

**Please see the [Berkeley Brand Guidelines](#) for a complete explanation of how typography is used within the Berkeley brand.**

## FREIGHT SANS

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California

Aa Aa Aa Aa Aa Aa  
Aa Aa Aa Aa Aa Aa  
Light Book Medium Semibold Bold Black

## FREIGHT TEXT

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California

Aa Aa Aa Aa Aa Aa  
Aa Aa Aa Aa Aa Aa  
Light Book Medium Semibold Bold Black

## FREIGHT MICRO

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California

Aa Aa Aa Aa Aa Aa  
Aa Aa Aa Aa Aa Aa  
Light Book Medium Semibold Bold Black

# Graphic Elements

# Graphic Elements

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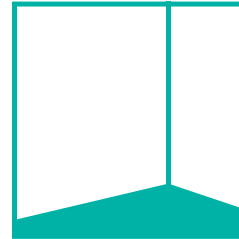
The School of Public Health uses three of the graphic elements provided by Berkeley's brand guidelines. The graphic elements are all rooted in the ideas of light and are composed of a diverse set of elements. These elements appear whole when seen together, but can be broken apart and explored individually.

When used consistently, these elements create continuity among families of materials. For example, a center or programs could adopt one of these elements to be its primary visual direction, or could use a mix of two elements for all of its communications. Alternatively, it could use all three but focus on one element for a campaign, event or initiative.

**[Please see the Berkeley Brand Guidelines for a complete explanation of the uses of graphic elements.](#)**

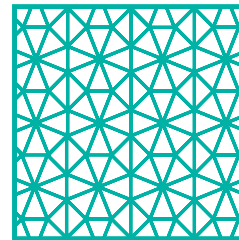
## STRUCTURAL ELEMENTS

The structural elements are the nuts and bolts of our layouts. They contain key information, logos and other elements that create clarity, order and continuity in all our pieces of communication.



## TESSELLATIONS

The tessellation is a pattern constructed of octagons, themselves constructed of eight individual triangles. Use the pattern to add subtle texture to layouts.



## APERTURES

Apertures are created from triangles and work to focus on a single part of an image or add bold fields of color to a piece.

The School sometimes uses an outline version of the aperture.

