Guidelines for Use of Bren School Logo

One of the goals of any business or organization is to establish a familiar, recognizable, and consistent identity. Like other such entities, the Bren School works hard to accomplish this and then to maintain consistency in terms of the message, tone, look, and feel of our paper and electronic publications and presentations. Our logo is an important element in that effort; it is THE graphic representation of the Bren School, and in order for it to do its job – that is, to serve as a familiar, immediately recognizable identity element of the school, it has to be presented in a consistent manner.

There are essentially three acceptable versions of the Bren logo. They appear below:

We have three versions in order to accommodate various uses and graphic contexts. In each case, however, the wave-circle-oak leaf motif remains consistent, as are the colors, the font (Verdana; reflecting the preferred font in Bren publications, such as brochures, website text, etc.), the name (Bren School, not Donald Bren), the use of the ampersand (not the word "and" spelled out). Further, nothing in the circle-wave-oak-leaf element has been added, removed, or otherwise altered. In a word, the logo has *integrity*.

Because it is so important to maintain the logo's consistency and clarity—so that anyone seeing it knows that "it" is "us," it is also important for anyone using the Bren logo for any purpose to follow these guidelines.

1. The Logo
Use one of the three versions of the logo above. **Do not change it in any way, except to size proportionally as needed.** Do not add circles, incorporate images, change the font, etc. Make sure that it does not overlap or "crash" into other graphic elements. The logos above, by the way, are samples. To secure a logo for a project, please send e-mail to media@bren.ucsb.edu. We will send you a high- or low-resolution version, as needed, in short order.

2. Exceptions
a. Occasionally, a part of the logo may be isolated and used as a graphic element. But this use is permitted ONLY if the circle-wave-oak leaf logo appears intact elsewhere on the example in question. Therefore, if the oak leaf, part of the wave, or some combination is pulled out to use as a screened-back (semi-transparent) design element, the whole, intact logo (one of the three versions above) must also appear.

Exceptions of this kind need to be reviewed by James Badham, Bren senior writer and media liaison.

b. The logo may be presented in black and white in a black-and-white presentation.

3. Incorporating the logo into a design
The Bren logo may be placed within a design motif, provided the design is appropriate to the standing, mission, and reputation of the Bren School, AND provided that the logo is one of the three versions above and is intact. For instance, if a design motif included running a flurry of leaves across a T-shirt, the Bren logo could be placed inside the flurry, but it could not be incorporated into a leaf form. The guideline is to leave space around the logo so that it doesn't become linked to other design elements. Please submit all such designs to James Badham for review and consideration before proceeding further.

4. **Bren logo products**
Particularly with respect to Bren garb and gear (T-shirts, sweatshirts, tote bags, mugs, etc.), it is the responsibility of the student who heads up the annual Bren garb design and sale to a) ensure that students read and understand these guidelines before they begin creating designs and b) to submit all student designs for Bren logo products to James Badham for approval BEFORE DISTRIBUTING THEM FOR A VOTE.

Thanks very much for your careful attention to these guidelines. If you have any questions, please contact James Badham at media@bren.ucsb.edu, or stop by his office at Bren 2522.