Visual Identity Guide
UCSB Bren School

Effective July 2020

This is the Bren School's "lockup" which is a version of the UCSB logo that includes our school's name. It may be referred to as the "Bren logo" informally. Please use original files. Do not reproduce, change proportions, or skew logo.

Alternate color versions of the lockup may be used when a single color is needed, such as printing merchandise, black/white designs, or as needed. The original 2-color lockup should be used primarily, as much as possible.

Just the "Leaf Artwork" may be used in special cases, such as certain merchandise, or for artistic effect, but should not be substituted for the lockup on letterhead, websites, or collateral.

Bren Logo Colors

These are the brand colors used in the Bren School lockup, websites, and collateral.

Color:
Bren Leaf Green

Color:
UCSB Navy

Leaf Green:

PMS 7737C
CMYK:
64/5/100/1

RGB:
121/165/64
#79A540

This color is unique to Bren's lockup (logo) and doesn't appear on the website.

Navy:

PMS 2955C
CMYK:
100/60/10/53

RGB:
0/54/96
#003660

Web Colors (RGB)

These are the RGB colors used on the Bren website: bren.ucsb.edu. Whenever possible, they should be used as a color palette on faculty websites, lab/group websites, and other official Bren affiliations. Note: Colors present differently from browser to browser.
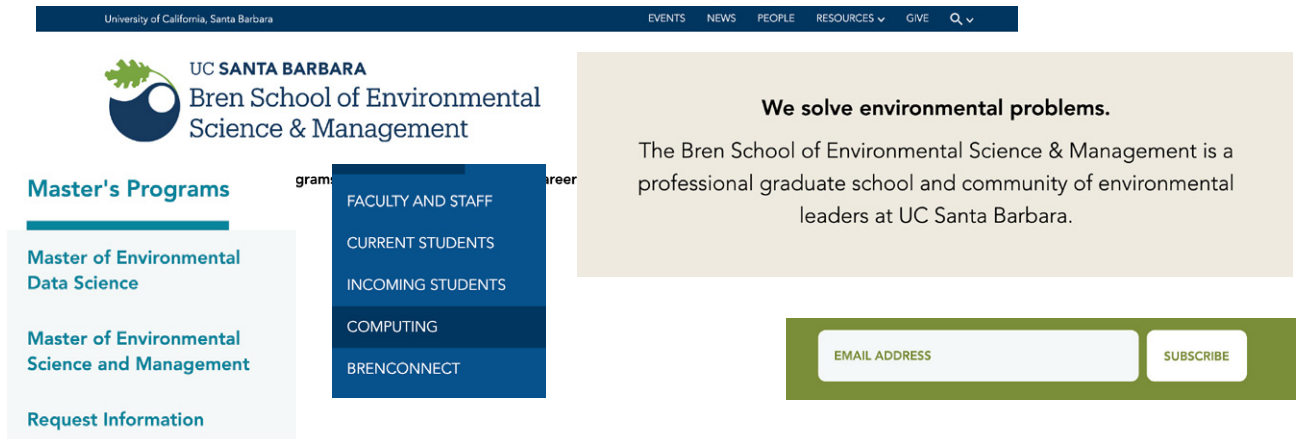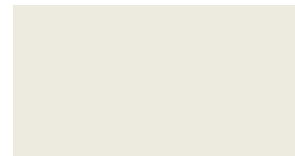
UCSB Navy
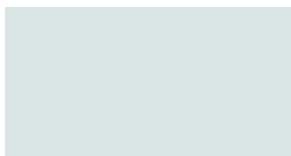
RGB:
0/54/96
#003660

UCSB Aqua

RGB:
4/124/145
#047C91

UCSB Sandstone Light

RGB:
237/234/223
#EDEADF

UCSB Moss

RGB:
109/125/51
#6D7D33

not to be confused with
Bren Leaf Green used
ONLY in the lockup (logo)

UCSB Mist Light

RGB:
218/230/230
#DAE6E6

Menu blue

RGB:
0/90/163
#005AA3

Print Colors (CMYK)

These are nearly the same colors in the web palette, but CMYK values for print. Also assume that pure black and white may also be used in print.
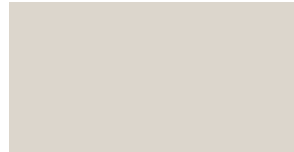
UCSB Navy

CMYK:
100/60/10/53
PMS 2955C

UCSB Aqua

CMYK:
98/6/10/29
PMS 633C

UCSB Clay

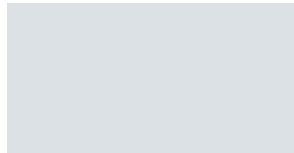CMYK:
3/3/6/7
PMS Warm Grey 1C

UCSB Moss

CMYK:
46/6/100/42
PMS 7496C

UCSB Mist

CMYK:
47/4/16/16
PMS 5493C

UCSB Light Grey

CMYK:
10/4/4/14
PMS 428C

Bren Leaf Green

CMYK:
64/5/100/1
PMS 7737C

UCSB Coral

CMYK:
0/85/100/4
PMS 7597C

UCSB Sea Green

CMYK:
83/0/40/11
PMS 7716C

Typography

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UC SANTA BARBARA
Bren School of Environmental Science & Management

Typeface:
Produkt

Typeface:
Avenir in CAPS

UC SANTA BARBARA
Bren School of Environmental Science & Management

UCSB Visual Identity Guidelines call for use of **Avenir** and **Produkt**. Avenir is the primary typeface and should be used in body, subheads, and headlines. Produkt is for very large headlines and quotes.

Examples: brand.ucsb.edu/visual-identity/typography