



UC San Diego

CENTER FOR OPERATIONAL EXCELLENCE

# LEAN, LUNCH & LEARN WORKSHOP

## "UC San Diego Brand 101"

SEPTEMBER 7, 2023



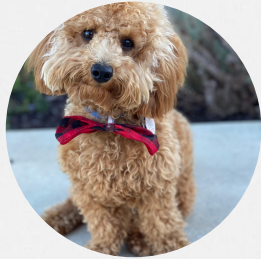


Our Sponsor:

**MARIE CARTER-DUBOIS**

Associate Vice Chancellor for Resource  
Administration, Office of EVC

# CENTER FOR OPERATIONAL EXCELLENCE



**Ahren Crickard**  
Director



**Kevin Waldrop**  
Assistant Director



**Kate Balderston**  
Sr. Strategic Initiatives Mgr

THE "TEAM"





COE WEBSITE  
L3 Workshops

## Lean, Lunch & Learn Workshops

Lean, Lunch & Learn (L3) Workshops featuring a discussion on a best practice in Academic Affairs. The Best Practices group, composed of Academic Affairs Assistant Deans, will prioritize topics for the L3. The goal is to come up with a best practice by the end of each L3 workshop.

*Submit your idea for an L3 Workshop - send us an [email](#).*

### Next L3 Workshop

Topic: **Campus Documentation Best Practices**

When: **October 14, 2022, 11:00 a.m. - 11:45 a.m.**

Recent changes have brought about the need to produce and locate instructions FAQs KBAs tips and policies. Come hear about the latest guidance from Campus Platform Technologies and share your best practices in deciding when to use Blink Collab ServiceNow KBAs or other sources.

Join us for this information workshop on your documentation needs - What goes where?

[REGISTER](#)

### Previous L3 Workshops

[+ Expand All](#)

- ▶ SEP 2022: Staff Team Building
- ▶ AUG 2022: Fiscal Reporting - Overview & Updates
- ▶ JUL 2022: Resources to Train HR Contacts
- ▶ FEB 2022: Student Employee Onboarding Checklist

[+ Expand All](#)



The logo for UC San Diego, featuring the text "UC San Diego" in a serif font with a horizontal line underneath "UC".

UC San Diego

CENTER FOR OPERATIONAL EXCELLENCE

# LEAN, LUNCH & LEARN WORKSHOP

## "UC San Diego Brand 101"

SEPTEMBER 7, 2023

A top-down view of a wooden desk. In the top left, a portion of a silver laptop is visible. To its right is a small white pot containing a green plant. In the center, a white speech bubble contains the name and title of Erin Shepler. Below this, the text 'WELCOME OUR GUESTS' is written in a bold, yellow, sans-serif font. Underneath that, another white speech bubble contains the name and title of Jessica Scherer. To the right of the center, there is a white coffee cup filled with dark coffee, a small pile of green and yellow snacks, and a white pen with a silver clip. In the bottom left corner, a white ruler with black markings is visible.

**Erin Shepler**

EXECUTIVE DIRECTOR  
MARKETING

**WELCOME OUR GUESTS**

**Jessica Scherer**

CREATIVE DIRECTOR  
CREATIVE AND DIGITAL STRATEGY



UNIVERSITY COMMUNICATIONS

# UC San Diego Brand

September 7, 2023

# Why Refresh the Brand?



Established in 1960, UC San Diego has been shaped by exceptional scholars who aren't afraid to push boundaries, challenge expectations and redefine conventional wisdom in order to make our world better. The only criterion, our founders had for their campus was that it must be distinctive — **AND BEING EXPERIMENTAL HAS BEEN THE NORM SINCE DAY ONE.**

# GOALS & OBJECTIVES

- Update and Evolve Unified Institutional Brand
- Meaningfully Connect with Current and Prospective Audiences
- Break through Outside of West Coast
- Position as Academic and Healthcare Leader
- Grow Local and Global Mindshare



# Brand Positioning

# BRAND POSITIONING

- Every successful brand is built on a solid foundation. We call this the **brand positioning**. Brand positioning is both a guiding light and a foundation for our brand. It helps shape new messaging and brand experiences by grounding them in an authentic and ownable perspective that is unique to UC San Diego.
- Our positioning consists of: brand purpose, brand pillars and brand tone. These serve as checks and balances that support our brand.



## BRAND PURPOSE

**CURIOSITY MUST**

We have always been united by a collective thirst for discovery. A world-class public research institution born out of an experiment. Bright minds bridging difference and discipline in this place where vibrancy radiates from our people, our terrain and our pursuit—convening and charting bold discovery and even greater impact. Intrepid, inspired, interconnected, we share a unique perspective shaped by our multitudes. One that sees the world, sees individuals and their needs; ripples out, reciprocates and responds. Awe-inspiring innovation forged by awe-inspired people who look up and out with a sense of wonder seeded with responsibility. Because when you see the world for all that it is and can be, how could you not want to save it? And for UC San Diego, that's never been a question of "can" but always our distinct vocation and a realization of "must".

# BRAND PILLARS

BRAND PURPOSE

**CURIOSITY MUST**

BRAND PILLARS

OUR ENTERPRISE

**EMPOWER  
INCLUSIVE  
EXCELLENCE**

OUR SPACE & PLACE

**ENGAGE,  
EXCHANGE,  
CONVERGE**

OUR CULTURE & COMMUNITY

**INSPIRE  
PURPOSE**

OUR IMPACT

**ENHANCE  
COMMUNITY  
FOR HUMANITY**



# BRAND TONE

## BRAND PURPOSE

**CURIOSITY MUST**

## BRAND PILLARS

### OUR ENTERPRISE

**EMPOWER  
INCLUSIVE  
EXCELLENCE**

### OUR SPACE & PLACE

**ENGAGE,  
EXCHANGE,  
CONVERGE**

### OUR CULTURE & COMMUNITY

**INSPIRE  
PURPOSE**

### OUR IMPACT

**ENHANCE  
COMMUNITY  
FOR HUMANITY**

## BRAND TONE

**COURAGEOUS**

**SINCERE**

**CONSEQUENTIAL**

**AGILE**

**COLLECTIVE**

# UC San Diego's Visual Brand

# BRAND ARCHITECTURE

UC San Diego

UC San Diego  
ACADEMIC AFFAIRS

## Standard Campus Sub-brands

- Academic divisions and schools (including academic medicine)
- Administrative and VC units
- Research centers and programs

UC San Diego Health

Clinical Health

 **UC San Diego**

Athletics



# STANDARD CAMPUS SUB-BRAND LOGOS

UC San Diego

UC San Diego  
SCHOOL OF ARTS AND HUMANITIES

UC San Diego  
HUMAN RESOURCES

UC San Diego  
SCHOOL OF MEDICINE

UC San Diego  
SCHOOL OF ARTS AND HUMANITIES  
Department of Theatre and Dance

UC San Diego  
HUMAN RESOURCES  
Staff Education and Development

UC San Diego  
SCHOOL OF MEDICINE  
Department of Neurosciences

# COLOR

## CORE



## ACCENTS



## NEUTRALS





# TYPOGRAPHY

**THIS IS  
REFRIGERATOR  
DELUXE HEAVY  
AND EXTRABOLD.**

Refrigerator Deluxe is a condensed sans serif that is used primarily in headlines. Its bold yet grounded nature reflects UC San Diego's spirit of curiosity.

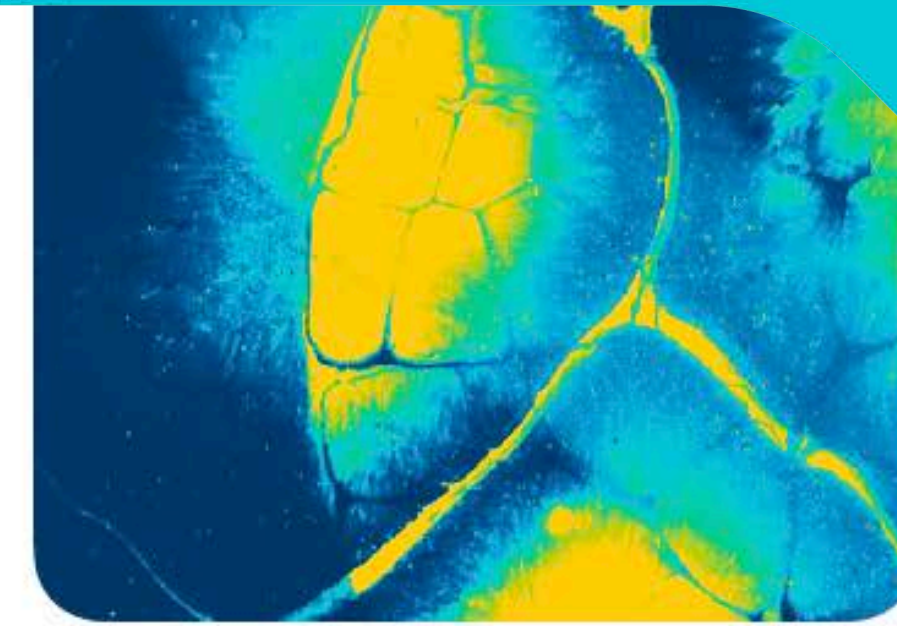
**This is Brix Black  
*(Italic)*, Bold *(Italic)*,  
Medium *(Italic)*, and  
Regular *(Italic)*.**

The primary body font for all university materials, Brix is a geometric sans serif that prides itself on legibility. Available in various weights, Brix can provide contrast and emphasis to establish clear hierarchy in text.



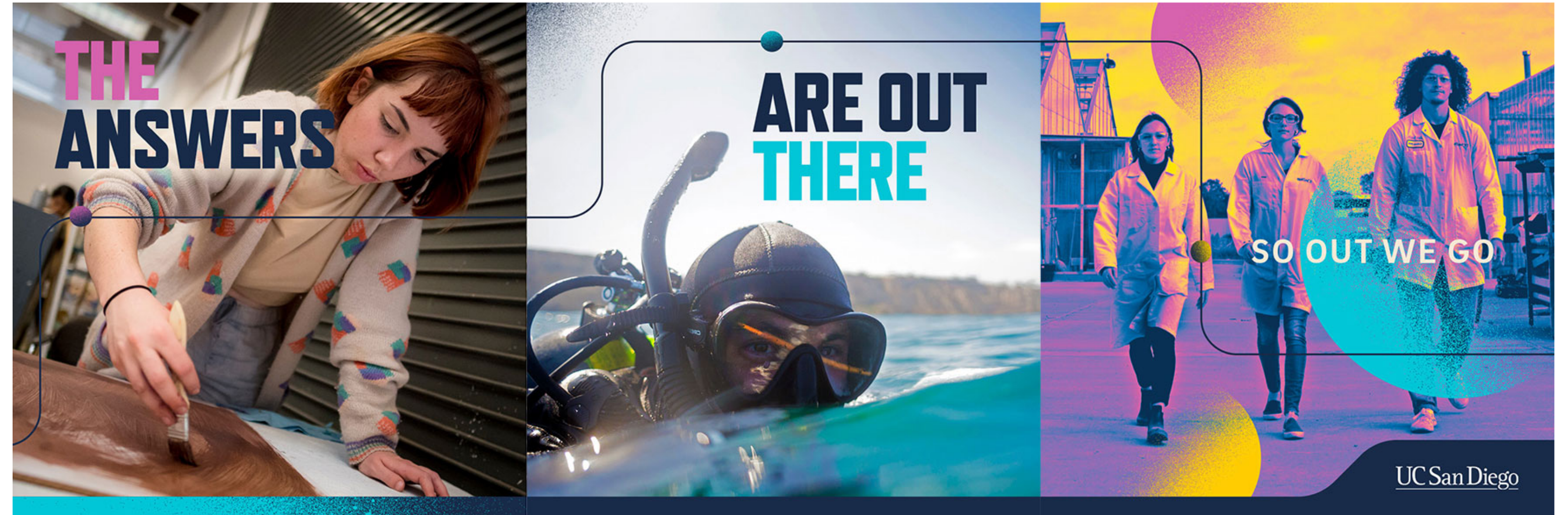
# PHOTOGRAPHY

- [ucsandiego.photoshelter.com](https://ucsandiego.photoshelter.com)
- For access to the invite-only galleries, users first need to create a **free** PhotoShelter account using their **primary UC San Diego email address**.
- To request access to galleries after signing up for a PhotoShelter account, email [univcomms-photovideo@ucsd.edu](mailto:univcomms-photovideo@ucsd.edu).





# GRAPHICS





# The Brand in Action



# GRAPHICS AND COLLATERAL

**HAPPY HERSTORY MONTH**

Celebrating Women Who Tell Our Stories

**UC SAN DIEGO COMMENCEMENT JUNE 17-18 2023**

COMMENCEMENT.UCSD.EDU #UCSD2023

**“WE CANNOT SEEK ACHIEVEMENT FOR OURSELVES AND FORGET ABOUT PROGRESS AND PROSPERITY FOR OUR COMMUNITY.”**

— CÉSAR CHÁVEZ

**THE ENGINE OF CREATIVE INNOVATION**

How do we upend convention for the next generation of artists, scholars and changemakers? In the School of Arts and Humanities, our outside-the-box teaching helps instill skills like critical thinking, ethical questioning and creative expression. The school spans six departments: literature, history, philosophy, theatre and dance, visual arts and music. Initiatives like the Institute of Arts and Humanities and the Institute for Practical Ethics meld disciplines. Armed with foundational knowledge, transferable skills and enduring experience, our graduates don't just impact the workforce — they transform our world.

Our forward-looking vision fuels the enduring engine of cross-campus innovation. Through unexpected interdisciplinary partnerships, we spark a deeper understanding of the human experience—its creation, design, interpretation and evaluation—for the greater good. Our collective mission? To help all students learn from the past, engage with the present and imagine the future.

Widening our impact means investing in opportunities to tear down traditional disciplinary borders. It means tying arts to engineering, pairing ethics with ecology, and connecting social justice with geography. It means unleashing possibilities for students, faculty and staff through scholarships, fellowships and endowments. And it means creating an environment that celebrates experimentation, collaboration and courage— all under one enterprising roof.

At the University of California San Diego, visionary donors help us unleash a diverse community of doers: those who imagine unexpected answers that can transform humanity for the better. Together, we foster bold scholars, researchers, healers, entrepreneurs and creators. Because here, breaking new ground is the norm—and people are the point.

**7<sup>TH</sup> IN THE NATION**  
Time-based media/new media; fine arts program ranked 10th best (*U.S. News & World Report*)

**5<sup>TH</sup> IN THE WORLD**  
Best MFA program in theatre and dance (*Hollywood Reporter*)

**RENOWNED FACULTY**  
Including winners of the Pulitzer Prize, the Tony Award and the MacArthur “Genius Grant” Fellowship

**THE CONRAD PREBYS CONCERT HALL**  
Acoustically one of the finest small concert halls in the world.

DEPARTMENT OF MUSIC

Together with your philanthropic support, we can shore up our strengths and propel our 2,300 undergraduates, graduate students and faculty to make art, to make history, to make a difference.

**LEARN MORE AT [GIVING.UCSD.EDU](https://giving.ucsd.edu)**

UC San Diego



# WEBSITES

A-Z Site Index Blink

UC San Diego

ABOUT ACADEMICS ADMISSIONS AND AID RESEARCH AND INNOVATION STUDENT LIFE SUPPORT UC SAN DIEGO

RESEARCH GROWTH TOPS \$1.76 BILLION

At UC San Diego, curiosity drives us to discover the unknown and invent groundbreaking solutions for a better future. During fiscal year 2023, we earned \$1.76 billion in research funding, up from \$1.64 billion the previous year. This marks more than a decade of sustained growth in research funding and encompasses an increasingly complex and ambitious research portfolio year-over-year.

LEARN ABOUT RESEARCH AT UC SAN DIEGO

UC SAN DIEGO UNVEILS ARTPOWER'S 2023-24 SEASON

In celebration of its 20-year anniversary, ArtPower at UC San

ALUMNI UC San Diego

Events Alumni Networks Perks Career We Are Tritons Get Involved

Congratulations Graduates

You did it! Welcome to the Alumni family. Wherever you go, UC San Diego will always be your home away from home.

FIND RESOURCES

Go Tritons!

As a UC San Diego graduate, you are automatically a part of the Alumni Association. No fees, no need to sign-up. All the perks. We're your resource to stay connected to the university and each other, to assist you as you grow professionally and inspire the next generation of alumni.

Alumni Events

From Signature Programs and campus experiences, to regional events closer to home, UC San Diego is available to you virtually and in-person, year-round. From innovative experiences and career development panels to cultural events — feed your curiosity at an

Volunteer Opportunities

Be Present. Be Involved. Be the Difference. As Tritons, we're a spirited, passionate bunch. We routinely embrace curiosity, even when outside our comfort zones. Best of all, we make things happen. Pick your cause or join a group. Chances are, we've got just the right



# PAID MEDIA AND DIRECT MAIL

**THE UNKNOWN  
IS IMMINENTLY  
KNOWABLE.**



The speed of knowledge doubles, then redoubles, then doubles again. What is unknown today will be common knowledge tomorrow. At UC San Diego, we are dedicated to seeing the world from new perspectives, seeking uncommon solutions to the world's biggest problems through groundbreaking research, and advancing new knowledge.

Visit [ucsd.edu](https://ucsd.edu) and see how we turn the unknown into the known.

• [UC San Diego](https://ucsd.edu)



FY22/23 IMPACT REPORT

# THANKS

FOR YOUR INCREDIBLE SUPPORT

**3,724**  
ALUMNI VOLUNTEERS

It's because of volunteers like you that our collective Triton community is able to make a lasting difference in the lives of so many.

Volunteering allows me to give back to the local community by sharing my knowledge, skills and passion to connect people with one another and organize events that bring people together, whether it's a professional networking event or casual yoga, hiking or happy hour at an alumni-owned business. The UC San Diego Alumni Club makes a large city feel like a community that supports and lifts one another up to create a positive impact in peoples' lives.

**Kimelton Kim '19**  
San Diego Regional Club Leader

**TOP 3**  
ways alumni impacting s  
SCHOLARSHIP  
EVENT SU  
REGIONAL

**TOGETHER**  
we're crea  
meaningful c  
**11,600**  
TOTAL VOLU  
**15,750**  
HOURS VOLU

**THIS YEAR**  
**2,357**  
alumni began their  
volunteer journey serving  
the Triton community.

**THANKS**  
FOR YOUR INCREDIBLE SUPPORT

UC SAN DIEGO VOLUNTEER  
APPRECIATION WEEK  
APRIL 17-21, 2023

UC San Diego  
ALUMNI



# AND MUCH, MUCH MORE!

# DISCOVER WHAT MOVES YOU

From students pursuing an education that will launch their futures to physician-scientists advancing lifesaving bench-to-bedside medical research to creators unlocking unique ways to express what it means to be human, philanthropic support empowers our dedicated explorers to chart a daring course, setting tomorrow in motion.

## SUPPORT YOUR PASSION AT UC SAN DIEGO.

Learn more at [giving.ucsd.edu](https://giving.ucsd.edu).




## UC San Diego Triton Center

Triton Center will create a welcoming arrival destination for Tritons.

UC Regents  
Executive Architect: LMN Architects  
Contractor: McCarthy Building Companies, Inc.  
In an emergency, CALL CAMPUS POLICE: 9-1-1 or 619-594-5111  
24 Hour Construction Emergency: 858-500-7885

plandesignbuild.ucsd.edu

WINTER 2026



## SEE THE POSSIBILITIES

For 10 years, the Chancellor's Associates Scholarship Program (CASP) has provided full scholarships, academic resources and support services to more than 2,300 Tritons. For alumni like Nitzana Alzalde '18, the scholarship offered financial flexibility to explore internships and serve as a CASP Peer Leader.

*"I had the chance to intern at the U.S. Department of Justice, which inspired me to pursue a full-time career as a public servant. Today, I am serving the community through my work in the legal field."*

Help students see the possibilities in their future. Learn more at [chancellorsassociates.ucsd.edu/possibilities](https://chancellorsassociates.ucsd.edu/possibilities) or call (858) 822-2540.




## LIMITLESS IMPACT

THAT'S ECON 101 AT UC SAN DIEGO.

EXPLORE NOW



## UC San Diego CAMPUS PROFILE FALL 2023

### TRANSFORMING THE STUDENT EXPERIENCE

At UC San Diego, we prefer the path less traveled. And it has led us to remarkable new ways of seeing and making a difference in the world. Our campus is dedicated to providing all students with dynamic spaces to live, learn and play — and is poised to become one of the nation's premier residential campuses.

After two decades as one of the most successful programs in NCAA Division II, the university's athletics program joined the NCAA Division I competition in 2020.

As the campus transformation unfolds, UC San Diego continues its momentum toward becoming a top destination for arts, culture, health care and research. The university recently debuted the Epstein Family Amphitheater, a state-of-the-art performing arts venue, as well as its new downtown hub UC San Diego Park & Market. The UC San Diego Stuart Collection has grown to encompass nearly two dozen artworks, with unique pieces featured across campus from noted contemporary artists. Two trolley stations have also opened at UC San Diego, connecting the university to the greater region like never before.


#### SOCIAL MOBILITY

More than one-third of first-year and over half of transfer students who enroll at UC San Diego will be the first generation in their family to graduate from college.

46% of newly enrolled California resident undergraduates were Pell recipients.

70% of UC San Diego's undergraduates receive some form of financial aid.

Since 2013, more than 2,200 students have received a life-changing scholarship created by Chancellor Pradeep K. Khosla to improve social mobility.



#### BY THE NUMBERS

**3,800+** Faculty members\*

**150,772** Freshman and transfer applications

**42,968** Students

\*Honors include Nobel Prize, Fields Medal, Pulitzer Prize, National Medal of Science, Presidential Medal of Freedom, Grammy Award

#### NATIONAL AND GLOBAL RANKINGS

**No. 3 best public college** in the nation  
*Forbes*

**No. 8 public university** for providing an outstanding education at an affordable price  
*Princeton Review*

**8th best public university** in the nation  
*U.S. News & World Report*

**21st best** university in the world  
*Academic Ranking of World Universities*

## UC San Diego

### ADVANCING SOCIETY

According to the latest overview of innovation in the state of California system, our research program has led to over 90 new invention disclosures and over 90 new patents.

UC San Diego seeks to empower a diverse group of students by uniting unique perspectives to develop solutions. The latest developments from the campus include a new app that helps users administer CPR and a custom-made prostheses.

At the Design and Innovation Building together to spark learning, technology and entrepreneurship. The floor is designed to help the campus community. The Basement — a student-focused incubator — helps students participate in startup incubators, entrepreneurship programs and more.



#### GIVING BACK

Thanks to the support of more than 100 donors, the university raised more than \$3 billion over the course of the recently concluded 10-year campaign. UC San Diego, becoming the youngest university in the nation to surpass a multibillion-dollar fundraising goal.



# **Brand Tools for Your Every Day**



# WE ARE ALL BRAND ADVOCATES

- Consistency is critical to building a strong brand identity. We each play a role in protecting and promoting the UC San Diego brand.
- Publications intended for alumni, prospective students and other external audiences must be reviewed by University Communications for brand review. See "[Brand Approval](#)"
- While no official review is necessary, publications for internal audiences – from pizza party announcements to orientation brochures – must all follow brand guidelines (PPM 400-2) to help contribute to a strong brand identity.

## SAMPLE CREATIVE BRIEF

UC San Diego

### DEPARTMENT OF LITERATURE AD – PRINT

PROPOSED MESSAGING AND CREATIVE APPROACH

#### OBJECTIVES

Create a compelling and memorable advertisement that showcases UC San Diego's commitment to breaking boundaries, fostering creativity, and driving innovation in education, research, and community engagement. This ad should inspire prospective students, faculty, and partners while reinforcing UC San Diego's position as a top-tier academic institution.

#### OVERARCHING MESSAGING THEMES

UC San Diego is where boundaries are shattered, ideas are born, and knowledge is pursued without limits. It's a place where the extraordinary becomes the everyday.

#### CREATIVE APPROACH

##### Visual Style:

- Bold and vibrant visuals that reflect UC San Diego's oceanfront location and its modern campus architecture.
- Incorporate shots of students and faculty engaged in research, innovation, and community service.
- Showcase the natural beauty of the campus and the surrounding area.

##### Narrative:

- Develop a compelling storyline that follows the journey of a diverse group of students, faculty, and community members as they break through personal and academic boundaries.
- Highlight UC San Diego's contributions to various fields, such as science, technology, arts, and social impact.
- Emphasize the collaborative and interdisciplinary nature of UC San Diego's approach to education and research.

#### MESSAGING EXAMPLES / BRAINSTORM

Anything but old school. [Feature images of young, diverse faculty in action.]

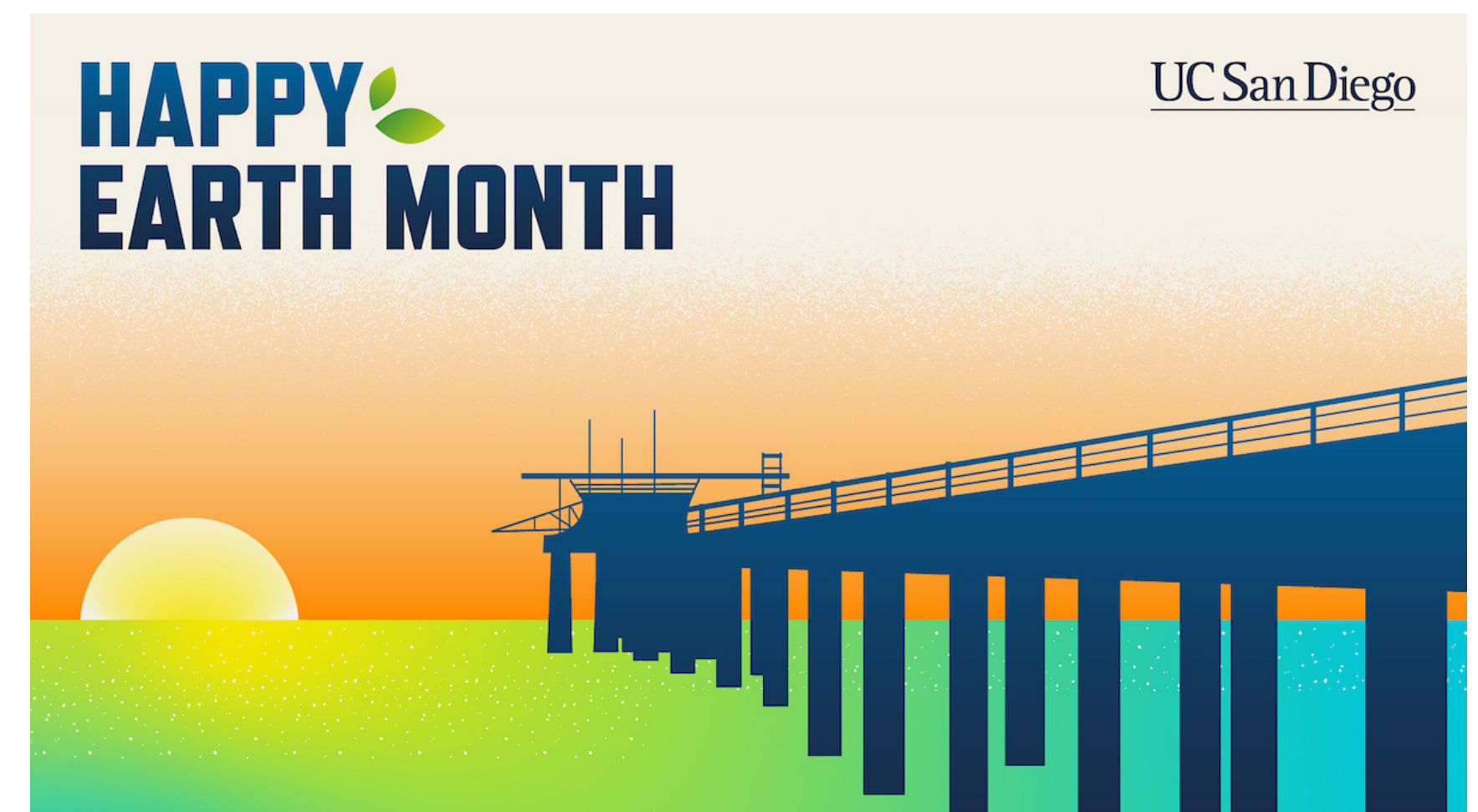
Impact. Impact. Only here. [Image of footprint on the sand. Several images of the impact of economics in action.]

#### VISUAL EXAMPLES



# ZOOM BACKGROUNDS

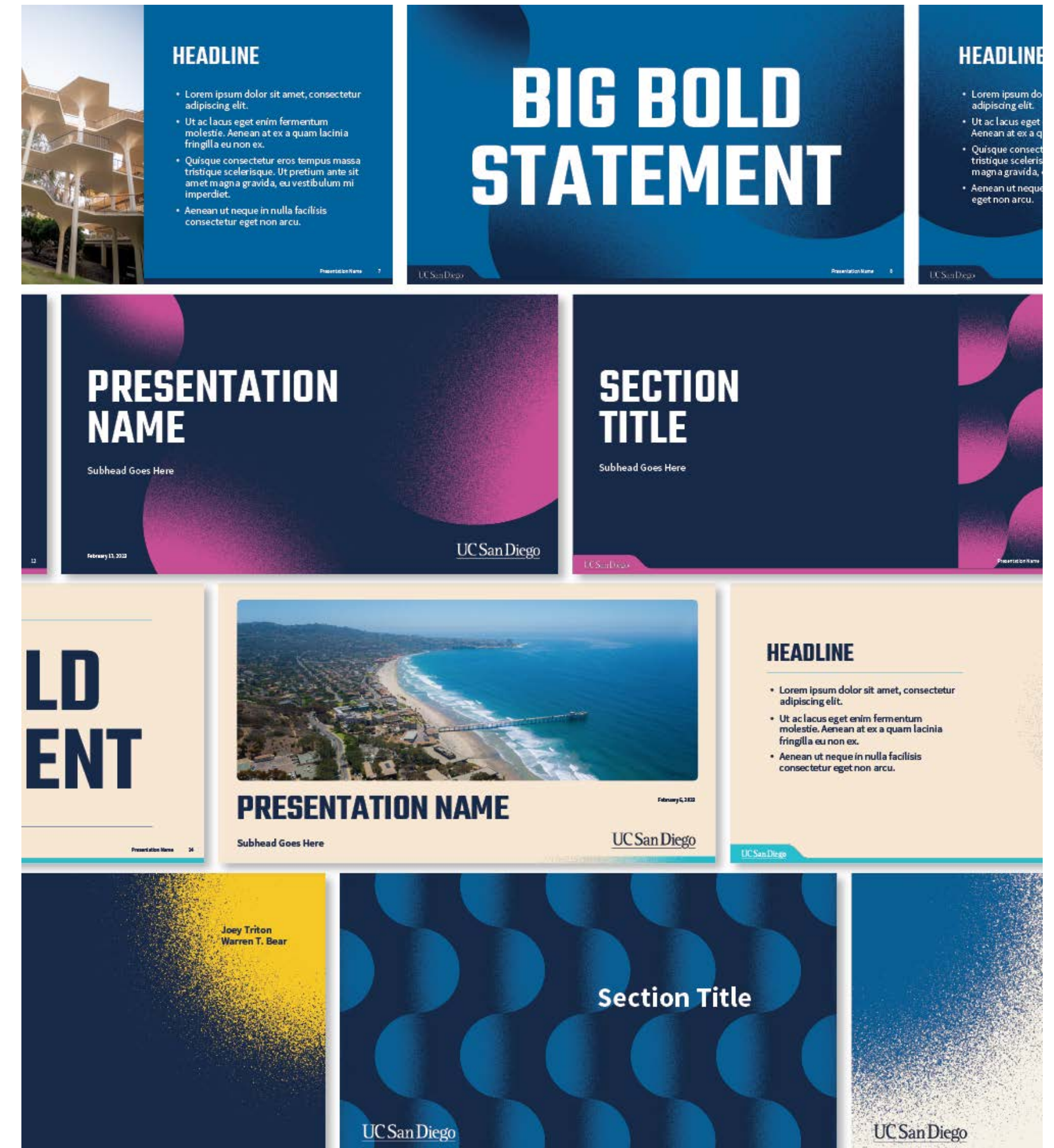
- UC San Diego has branded Zoom backgrounds for all of your needs. From the everyday to special event recognition to celebration months.
- Find Zoom backgrounds on [brand.ucsd.edu](https://brand.ucsd.edu) or on [Photoshelter](#).





# PRESENTATION TEMPLATES

- UC San Diego has branded PowerPoint presentations available for use by our faculty and staff. Tips on how to use the templates are included directly in the PowerPoint files.
- Current PowerPoint templates are on [brand.ucsd.edu](https://brand.ucsd.edu) or can be [downloaded here](#). Note, you must be logged into Google with your @ucsd email address.





# CANVA

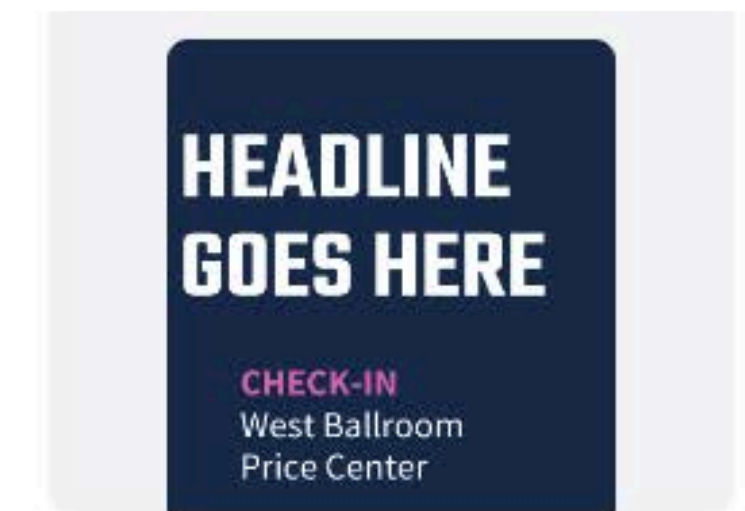
- The Canva for Teams platform at UC San Diego provides access to easy-to-use branded templates across all channels that are pre-approved and customizable. It limits access to just the colors and fonts within UC San Diego brand standards, making it easy to ensure brand consistency.
- UC San Diego Canva for Teams is available as an annual subscription.
  - Individual Seats: \$95 (over 25% discount of traditional Canva Pro license)
- Additional seats are available. [Learn more.](#)



Emma Email Header-Yellow Grit (1240 x 650 px)



Emma Email Header-BlueGrit (1240 x 650 px)



AFrame Sign-Simple-Navy.pdf  
Smooth Plastic Sign (24 x 36 in)



AFrame Sign  
Smooth Plastic



AFrame Sign-Grit Frame-Turquoise...  
Smooth Plastic Sign (24 x 36 in)



AFrame Sign-Simple-Yellow.pdf  
Smooth Plastic Sign (24 x 36 in)



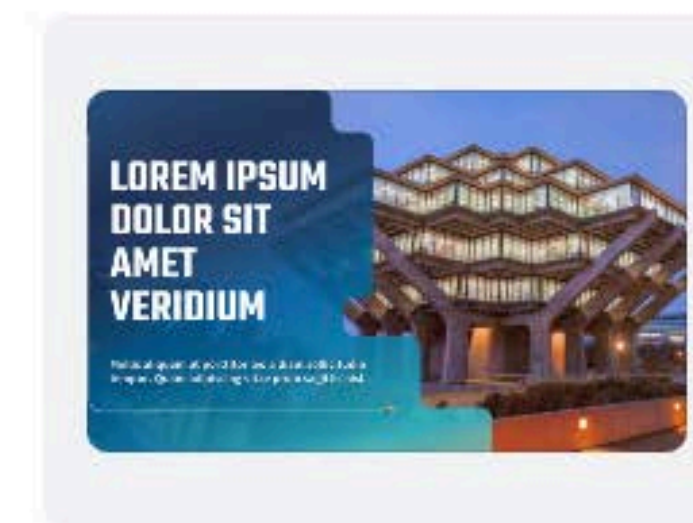
Generic Flyer-Simple Grit.ai  
8.5 x 11 in



Event Flyer-Notepad (Large)



2223-018-Linkedin-1200x627.ai (LinkedIn Single Image Ad)



2223-018-TwitterPost-1600x900  
Twitter Post



2223-018-Facebook2-1200x630.ai  
1600 x 840 px



2223-018-Story Book



# COMING SOON!

- **September**
  - A refresh to the existing branded PowerPoint templates (bug fixes, reduced file size)
  - Three additional PowerPoint and Keynote templates (simplified designs with traditional colors/spirit-forward and formal options)
  - All templates available in Google Slides
- **Winter Quarter**
  - Google Doc Templates: Agenda, Memo, Meeting Minutes, Project Intake Form, Marketing and Communications Plan, etc.



# Resources



# RESOURCES

- Campus brand guidelines: [brand.ucsd.edu](https://brand.ucsd.edu)
- Marketing review and approval:  
[brand.ucsd.edu/using-the-brand/brand-review-and-approval](https://brand.ucsd.edu/using-the-brand/brand-review-and-approval)
- Media gallery: [ucsandiego.photoshelter.com](https://ucsandiego.photoshelter.com)
- Brand questions and logo requests: [brand@ucsd.edu](mailto:brand@ucsd.edu)



**Thank you!**



# Appendix



# THE COLLEGES

- Co-branded logo is preferred configuration for most use cases.
- Sub-brand logo is ideal when space is especially limited and there is room for only one identifying mark.

UC San Diego



UC San Diego

**REVELLE COLLEGE**



CAMPUS LOGO

UC San Diego

UC San Diego

**ACADEMIC AFFAIRS**



Q & A







THANKS!



# CENTER FOR OPERATIONAL EXCELLENCE

[coe@ucsd.edu](mailto:coe@ucsd.edu)

Ahren Crickard, Kevin Waldrop, Kate Balderston