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UCSD NAMEPLATE

NAMEPLATE: A distinctive typographic font applied to the university name and the names of its divisions, schools, departments, and programs.

The suggested official UCSD typography has been created from the Adobe font Rotis Serif Regular. This is also the font used as the basis for the UCSD logotype.

University of California, San Diego

Horizontal
Nameplate (Rotis Serif Regular)

VERTICAL FLUSH LEFT AND INDENT NAMEPLATES: Two versions of the nameplate are recommended when space limitations or design call for a vertical treatment.

Option 1 is a three-line stack as shown below.

Option 2 is a three-line stack with an indentation of the words "San Diego." The left edge of the "S" should line up with the right edge of "f" in the word "of."

University
of California
San Diego

Vertical Flush Left (OPTION 1)
Nameplate
(Rotis Serif Regular)

University
of California
San Diego

Vertical Indent (OPTION 2)
Nameplate
(Rotis Serif Regular)

? **What if Rotis is not on my computer? How can I obtain the font or have a nameplate created?** At this time, the Rotis font must be purchased from Adobe, or a graphic image of the UCSD nameplate can be provided electronically upon request from the UCSD Publications Office.

? **I have the Rotis font but when I try to reproduce the nameplate it does not look the same. Why?** The nameplate examples in these guidelines have been individually kerned and stylized. Contact the UCSD Publications Office for help in achieving the desired results for your nameplate. A graphic image of the UCSD nameplate will be provided electronically upon request.

? **How do I use the nameplate on my publications?** The guidelines have been developed for maximum flexibility for the campus community. See Section 7 for examples of how the nameplate can be applied to publications.

UCSD PREFIX AND SECONDARY

NAMEPLATE CHARACTERISTICS: The prefix UCSD should precede the nameplate of a division, school, or department when it is not used in conjunction with the UCSD logo.

UCSD School of Medicine

UCSD Prefix	Nameplate (Rotis Serif)

UCSD NAMEPLATE AND SECONDARY

NAMEPLATE CHARACTERISTICS: A division, school, or department nameplate need not be prefixed with UCSD when used in conjunction with the UCSD nameplate. Nameplates should be flush left.

University of California, San Diego
Division of Physical Sciences

University Nameplate	
Division/School Nameplate	

UCSD LOGO AND SECONDARY

NAMEPLATE CHARACTERISTICS: When used with the preferred horizontal UCSD logo a division, school, or department nameplate should appear in flush left alignment with the "U" in the UCSD logotype.



Department Name 11 pt. type / 12 pt. leading Flush left aligned with the "U" as shown.

TYPOGRAPHIC IDENTITY

UCSD typographic identity takes many forms, encompassing university publications, all environmental and wayfinding graphics, vehicles, clothing, and all applications including electronic media, that visually represent the campus.

This section is intended to identify typography considered primary to UCSD's identity. Additional type suggestions are included to assist the campus community achieve coordinated and consistent materials.

The fonts listed provide an overview of typographic presence on campus. Alternate fonts can be employed in publications, Section 7, for design applications; however, use of the recommended fonts in key areas of a publication will contribute to successful and effective implementation of the UCSD identity system.

Rotis Serif
Minion
Times
Arial
Helvetica

UCSD TYPOGRAPHY

ROTIS SERIF: Required font for the UCSD nameplate and secondary nameplate system.

MINION: Required font for the UC and UCSD stationery, envelope, and letterhead package. Minion is also the established font for the UCSD signage system. Whenever possible, it is the preferred type for UCSD vehicles. Minion is a primary font in the UCSD identity guidelines stationery section and in the UCSD Healthcare identity guidelines.

GARAMOND: Established font for the UCSD Healthcare signage system.

META: A secondary sans serif font for the UCSD Healthcare stationery Identity.

SUBSTITUTE FONTS

TIMES ROMAN or **TIMES:** May be substituted for Minion in the UC and UCSD stationery, envelope, and letterhead package, and on vehicles. Times is a font common to most computers.

SECONDARY FONTS

Secondary fonts are for use when more than one font is required for a design or publication.

ARIAL and **HELVETICA:** Suggested sans serif secondary fonts for use when more than one font is required.



Are these the only fonts I can use in design?

It is preferred that certain elements of all publications, signs, collateral materials, and vehicles use the fonts listed as appropriate. (Section 4, Nameplate; Section 5 & 6, Stationery; Section 7, Design Application; Section 8, Signage)

However, in publication design, it often is necessary to use fonts and typography that relate to specific audiences. That is why the identity is applied only to specific types of information (i.e., department name, contact information, etc.). This allows for flexibility in the overall design of materials.

UCSD TYPOGRAPHY

ROTIS SERIF

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)

MINION REGULAR
 Alternate font: Times Roman

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)

GARAMOND

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)

META

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)

ROTIS SERIF ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/.,:;!?"'“-)*

MINION ITALIC
 Alternate font: Times Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/.,:;!?"'“-)*

GARAMOND ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/.,:;!?"'“-)*

META ITALIC

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/.,:;!?"'“-*)

SUBSTITUTE FONTS

TIMES ROMAN
 Substitute font: Minion Regular

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)

TIMES ITALIC
 Substitute font: Minion Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&\$@#%/.,:;!?"'“-)*

SECONDARY FONTS

ARIAL REGULAR
 Secondary font: Helvetica

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)

HELVETICA
 Secondary font: Arial

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 (&\$@#%/.,:;!?"'“-*)



What if all of these fonts are not on my computer?

Departments will probably not own all of the fonts listed. Times and Arial fonts are common to most PC and Mac platforms. The other fonts can be purchased by individual departments or obtained by

contracting design work with the Publications Office or other campus services.

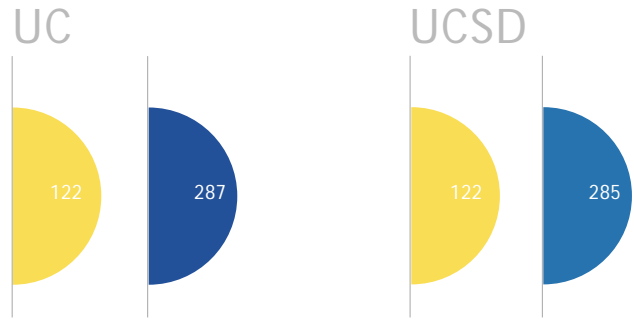
PRIMARY COLOR PALETTE

UC Primary Colors

PANTONE Blue 287
PANTONE Gold 122

UCSD Primary Colors

PANTONE Blue 285
PANTONE Gold 122



SECONDARY COLOR PALETTE: Secondary colors that work well with the UC and UCSD primary colors have been selected to assist in campus identity development. Fifteen colors and four neutral tones complement the UC primary colors. These are especially

useful to departments and divisions wishing to create families of publications. Various hues and tint combinations can be used. Suggestions follow.

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1. UCSD Secondary Yellows

PANTONE 123
PANTONE 124
PANTONE 136

2. UCSD Secondary Cool Blues

PANTONE 295
PANTONE 541
PANTONE 653

3. UCSD Secondary Greens

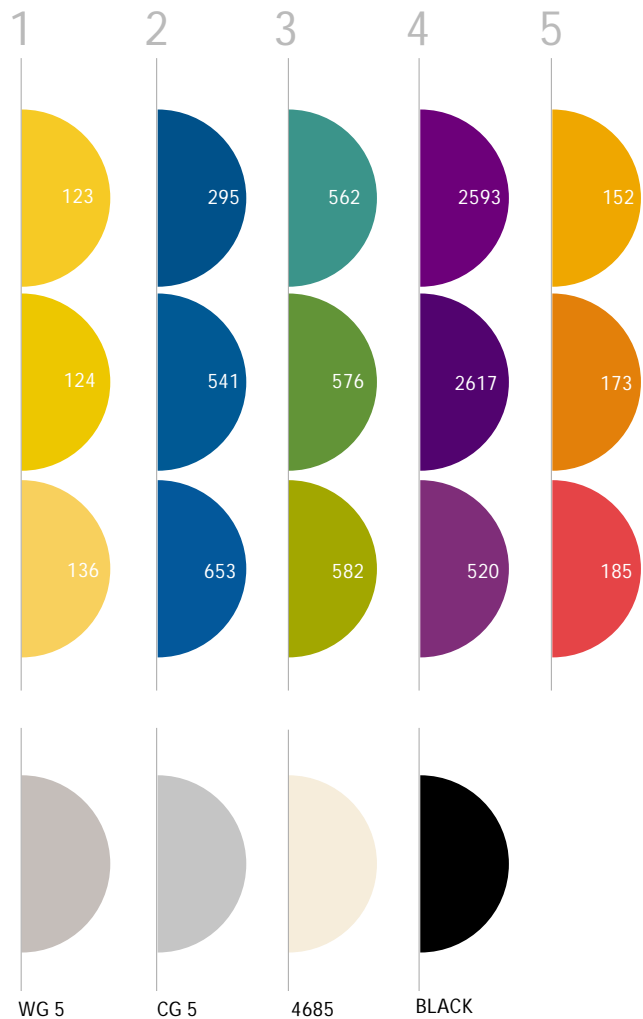
PANTONE 562
PANTONE 576
PANTONE 582

4. UCSD Secondary Warm Blues

PANTONE 2593
PANTONE 2617
PANTONE 520

5. UCSD Secondary Orange & Reds

PANTONE 152
PANTONE 173
PANTONE 185



NEUTRAL COLOR PALETTE

UCSD Secondary Red Blues

PANTONE Warm Gray 5
PANTONE Cool Gray 5
PANTONE Beige 4685
BLACK

? How were the secondary colors chosen?
Secondary palettes were selected by first surveying the colors used by a variety of campus departments and divisions whose materials were created independently. Interestingly, they chose surprisingly similar colors that

have received positive responses from both the campus and the public. These colors formed the core palette, which was expanded to offer more choices to the campus community.

NOTE: The colors above are reproduced in four-color process ink. Consult a PANTONE® selection guide for accurate color.

COLOR PALETTE VARIATIONS

TINT VARIATIONS: The color palette may be expanded by using tint variations of the primary and secondary colors. Examples below show tints in increments of 10 percent.

