



ASSOCIATED STUDENTS

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# BRAND GUIDELINES

UC San Diego

# ASUCSD OFFICIAL LOGOS

## FULL COLOR



## 1-COLOR BLACK



## 1-COLOR WHITE



## FULL COLOR HORIZONTAL



## 1-COLOR ICONS



For use only when official logo is too small.

## 1-COLOR BLACK HORIZONTAL



## 1-COLOR WHITE HORIZONTAL



### 1. ASUCSD OFFICIAL LOGOS

### 2. OFFICE LOGOS

### 3. COLORS, FONTS & TYPOGRAPHY

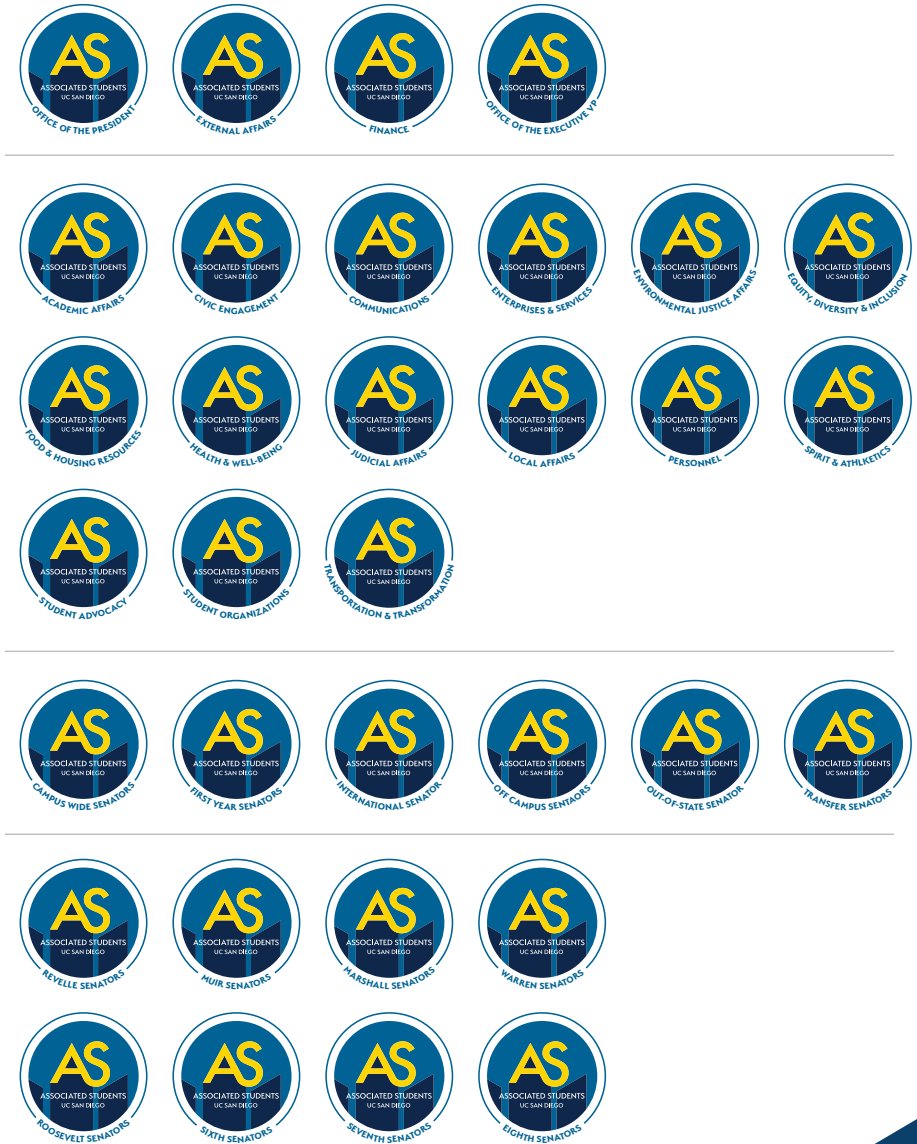
### 4. LOGO ELEMENTS

### 5. LOGO USAGE

### 6. BRAND USAGE

# OFFICE LOGOS

## FULL COLOR SUB LOGOS



## 1-COLOR BLACK & WHITE OFFICE LOGO



Available for  
ALL offices

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5. LOGO USAGE
6. BRAND USAGE

# COLORS, FONTS & TYPOGRAPHY

## OFFICIAL COLORS & VALUES



### PANTONE 2767 C

Hex #182B49  
RGB 18, 40, 75  
HSB 217, 76%, 30%  
CMYK 100, 87, 42, 41



### PANTONE 3015 C

Hex #00629B  
RGB 0, 99, 148  
HSB 203, 100%, 61%  
CMYK 100, 58, 21, 4



### PANTONE 116 C

Hex #FFCD00  
RGB 255, 206, 2  
HSB 48, 100%, 100%  
CMYK 0, 18, 100, 0



### BLACK

Hex #231F20  
RGB 35, 31, 32  
HSB 345, 11%, 14%  
CMYK 0, 0, 0, 100



### WHITE

Hex #FFFFFF  
RGB 255, 255, 255  
HSB 216, 0%, 100%  
CMYK 0, 0, 0, 0

## LOGO FONT

Serenity

Available on Adobe Fonts 

Serenity Light

*Serenity Light Italic*

Serenity Medium

*Serenity Medium Italic*

Serenity Demi Bold

*Serenity Demi Bold Italic*

Serenity Bold

*Serenity Bold Italic*

Serenity Heavy

*Serenity Heavy Italic*

## DOCUMENT FONT

EB Garamond

Available on  Google Fonts

EB Garamond Medium

*EB Garamond Medium Italic*

EB Garamond Semi Bold

*EB Garamond Semi Bold Italic*

EB Garamond Bold

*EB Garamond Bold Italic*

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# LOGO ELEMENTS

## AS ICON & WATERMARK



AS

AS

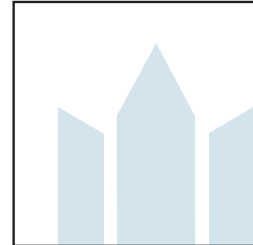
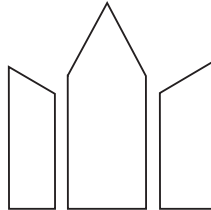
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For use in small logos and watermarks and ONLY in the official colors

## TRIDENT ELEMENT

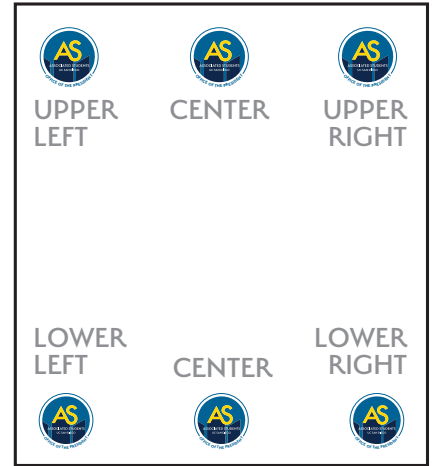
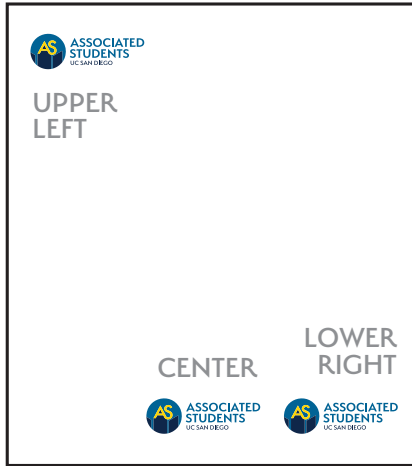
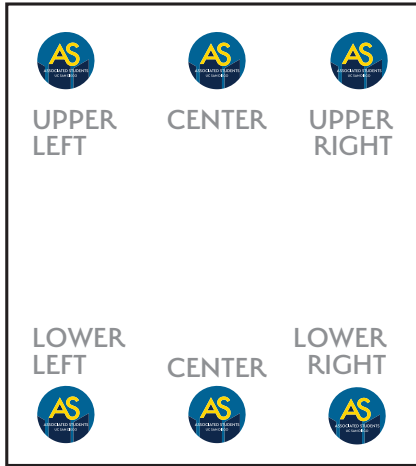


For use as design elements and watermarks and ONLY in the official colors

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# LOGO USAGE

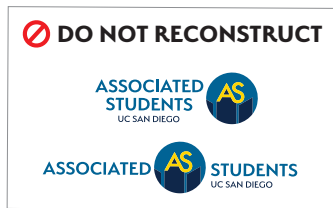
## PLACEMENT FOR PRINT & DIGITAL



## CLEAR SPACE



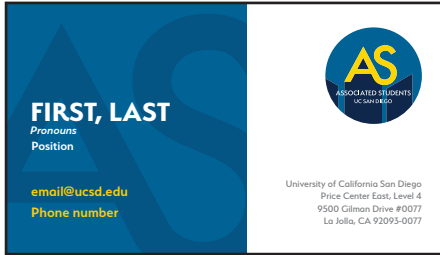
## RESTRICTIONS



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# BRAND USAGE

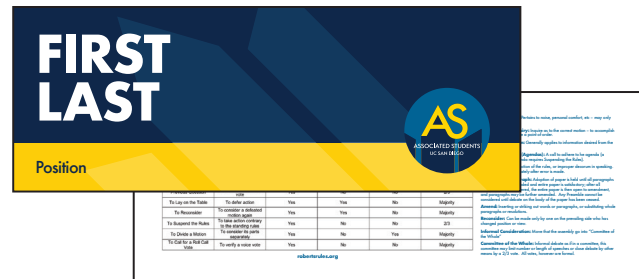
## BUSINESS CARDS



## LETTERHEAD



## NAME PLACARDS



## ZOOM BACKGROUNDS



## SLIDE TEMPLATES



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UC SAN DIEGO

For any questions about the brand guidelines,  
please email the Chief Communications Office at  
[ascco@ucsd.edu](mailto:ascco@ucsd.edu)