Cal Alumni Association
Brand and Identity Guidelines

September 2009
Mission
Our mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. Together with our campus partners, we will inform, involve, and inspire all alumni to support the University.

Vision
Our vision is to be the primary campus-wide alumni relations organization responsible for building a broad alumni community that supports the University.

Positioning
To all alumni who graduated and campus units that want to connect with alumni, CAA is the hub that connects all alumni to the university and to each other.

The CAA connects thousands of alumni each year via programs and communications vehicles, plus it leads the Alumni Relations Council to share best practices among campus units that want to reach alumni.

Cal Alumni Association Personality
Cal Alumni Association is:
Welcoming
Helpful
Well-connected
Well-informed
Professional
Intelligent
A “go-to” person
Full of school spirit
Action-oriented
A good friend
A strong communicator
The preferred presentation of the Cal Alumni Association logo is in 2 colors using Pantone 294 (blue) and Pantone 123 (gold). It is preferred that the logo always appear on a white background.

If a design warrants, the logo may be reproduced on a background that is a screened back percentage of Pantone 294 (blue) or Pantone 123 (gold). The tint should range between 5% and 20%. The campanile windows should reverse to white.

Pantone® is a color matching system that provides a worldwide color language for the selection presentation, specification, communication, reproduction and control of color.

All color in this manual is printed four-color process and not with Pantone colors. Pantone colors were matched as closely as possible.

Pantone is a registered trademark of Pantone, Inc., New Jersey.
One-Color Logo Presentation - Preferred Option

The logo can also be reproduced in one color. The only acceptable colors for a one-color applications are Pantone 294 (blue) and black.
One-Color Logo Presentation - Reversed Color Option

The logo may be reversed from black and any of the CAA palette colors, except red, when the colors are used at 100%.

Our color palette is shown on page 9.
Approved Colors for Logo

When printing on coated paper, specify
- Pantone 294 C (Blue)
- Pantone 123 C (Gold)
- Pantone 874 C (Metallic Gold)

When printing on uncoated paper, specify
- Pantone 294 U (Blue)
- Pantone 115 U (Gold)
- Pantone 874 U (Metallic Gold)

When printing process colors, specify
- CMYK 100/55/0/35 (Blue)
- CMYK 0/20/95/0 (Gold)
- CMYK 0/20/50/30 (Metallic Gold)

For online usage, specify
- HTML 003478 (Blue)
- HTML FDC82F (Gold)
- HTML BC9B6A (Metallic Gold)

For PowerPoint and other screen displays, specify
- RGB 0/52/120 (Blue)
- RGB 253/200/47 (Gold)
- RGB 188/155/106 (Metallic Gold)

These color indications are printed 4-color process and are not accurate representations of the actual Pantone colors.
A selection of 9 colors have been assembled to create a color palette for Cal Alumni Association. The full color palette reflects the personality of CAA and allows for the creation of exciting collateral materials that will create a consistent look and feel for CAA.

Pantone 294 (Blue)
Pantone 123 (Gold)
Pantone 152 (Orange)
Pantone 3145 (Turquoise)
Pantone 5125 (Eggplant)
Pantone 575 (Green)
Pantone 7536 (Neutral)
Pantone 1805 (Red)
Pantone 874 (Metallic Gold) - Do not screen

Samples of these colors screened back to 50% and 25% are shown. Screening at any percentage is acceptable when also used with the color at 100%.

It is not acceptable to screen the metallic gold.

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<table>
<thead>
<tr>
<th>Coated Stock</th>
<th>Uncoated Stock</th>
<th>CMYK</th>
<th>HTML</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
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<td>100/5/35</td>
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<td>0/52/120</td>
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<tr>
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<td>Pantone 115U</td>
<td>0/20/95</td>
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<tr>
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<td>Pantone 144U</td>
<td>0/62/100</td>
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<td>225/112/0</td>
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<tr>
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<td>Pantone 512U</td>
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<td>6A4061</td>
<td>106/64/97</td>
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<td>Pantone 7536U</td>
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</tr>
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<td>Pantone 1805C</td>
<td>Pantone 1797U</td>
<td>5/80/70</td>
<td>AA272F</td>
<td>170/39/47</td>
</tr>
<tr>
<td>Pantone 874C</td>
<td>Pantone 874U</td>
<td>0/20/30</td>
<td>BC9B6A</td>
<td>188/155/106</td>
</tr>
</tbody>
</table>
Logo Typeface

University Old Style Black, University Old Style Demi with a .106 point stroke, and University Old Style Demi with a .213 point stroke are the typefaces used to create this logo. The kerning (space between letters) for each letter has been adjusted to be most visually correct.

Do not try to recreate the logo using the typeface.
Clear Space and Minimum Size

**Clear Space**
No type or other element should encroach on the logo. The area for clear space to the left, below and to the right of the logo should be the height of the small cap letter “N.” The clear space above the logo should be four “N” heights above the small cap letters of the logo.

**Minimum Size**
The full logo should not be rendered with the campanile smaller than \( \frac{3}{8} \)” tall.
The only acceptable colors for one-color applications are Pantone 294 (blue) and black.

This option should only be used if you expect second generation copies to be made for distribution.

We provide this logo because some copy machines can not reproduce the screened tints that are in our preferred logo.
Type-Only Treatment and Other Backgrounds

**Type-Only Treatment**
In rare cases, the type-only treatment may be used in place of the logo and type application. This should only happen when the print technique or application is deemed to be too small for the campanile to reproduce nicely — on a pen, for example.

It is not acceptable to use the campanile illustration alone.

**Other Backgrounds**
The logo should never appear over patterned backgrounds or photographs.