

The Brand Training Triple Shot

Workshop 1: Strategy & visual design



WHAT IS A BRAND?

A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

– Seth Godin

WHAT DO BRANDS
STAND FOR?

Coca-Cola[®]

HAPPINESS



patagonia[®]

ENVIRONMENT

DON'T BUY THIS JACKET



It's Black Friday, the day in the year retail turns from red to black and starts to make real money. But Black Friday, and the culture of consumption it reflects, puts the economy of natural systems that support all life firmly in the red. We're now using the resources of one-and-a-half planets on our one and only planet.

Because Patagonia wants to be in business for a good long time—and leave a world inhabitable for our kids—we want to do the opposite of every other business today. We ask you to buy less and to reflect before you spend a dime on this jacket or anything else.

Environmental bankruptcy, as with corporate bankruptcy, can happen very slowly, then all of a sudden. This is what we face unless we slow down, then reverse the damage. We're running short on fresh water, topsoil, fisheries, wetlands—all our planet's natural systems and resources that support business, and life, including our own.

The environmental cost of everything we make is astonishing. Consider the F2 jacket shown, one of our best sellers. To make it required 135 liters of

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

water enough to meet the daily needs of two glasses a day of 45 people. Its journey from its origin as 60% recycled polyester to our Reno warehouse generated nearly 20 pounds of carbon dioxide, 24 times the weight of the finished product. The jacket left behind, on its way to Reno, two-thirds its weight in waste.

And this is a 60% recycled polyester jacket, knit and sewn to a high standard. It is exceptionally durable, so you won't have to replace it as often. And when it comes to the end of its useful life we'll take it back to recycle into a product of equal value. But, as is true of all the things we can make and you can buy, this jacket comes with an environmental cost higher than its price.

There is much to be done and plenty for us all to do. Don't buy what you don't need. Think twice before you buy anything. Go to patagonia.com/CommonThreads or scan the QR code below. Take the Common Threads Initiative pledge, and join us in the 9th "R": to reimagine a world where we take only what nature can replace.

patagonia
patagonia.com



*If you sell your used Patagonia product on eBay® and take the Common Threads Initiative pledge, we will credit your product on patagonia.com for no additional charge.

SAVE THE PLEDGE

“This jacket comes with an environmental cost higher than its price.. Don't buy what you don't need. Think twice before you buy anything.”



Join us in the Common Threads Partnership

I'd like to become a partner in the Common Threads Partnership to reduce excess consumption and give the planet's vital systems a rest from pollution, resource depletion and greenhouse gases.



Patagonia agrees to build useful things that last, to repair what breaks and recycle what comes to the end of its useful life.



I agree to buy only what I need (and will last), repair what breaks, reuse (share) what I no longer need and recycle everything else.



I would like to receive the Common Threads Partnership e-newsletter on reducing our environmental footprint and living within the planet's means.



I would like to receive Patagonia's customer emails.

[Privacy Policy](#)

TAKE THE PLEDGE



SOUTHWESTSM

FREEDOM



IS BERKELEY
A BRAND?

**Let me take you
on UC Berkeley's
branding journey.**

PERCEPTION

Protests...

(Free Speech Movement)

More protests...

(Civil Rights Movement)

Even more protests....
(Disability Rights Movement)

Tie-die...

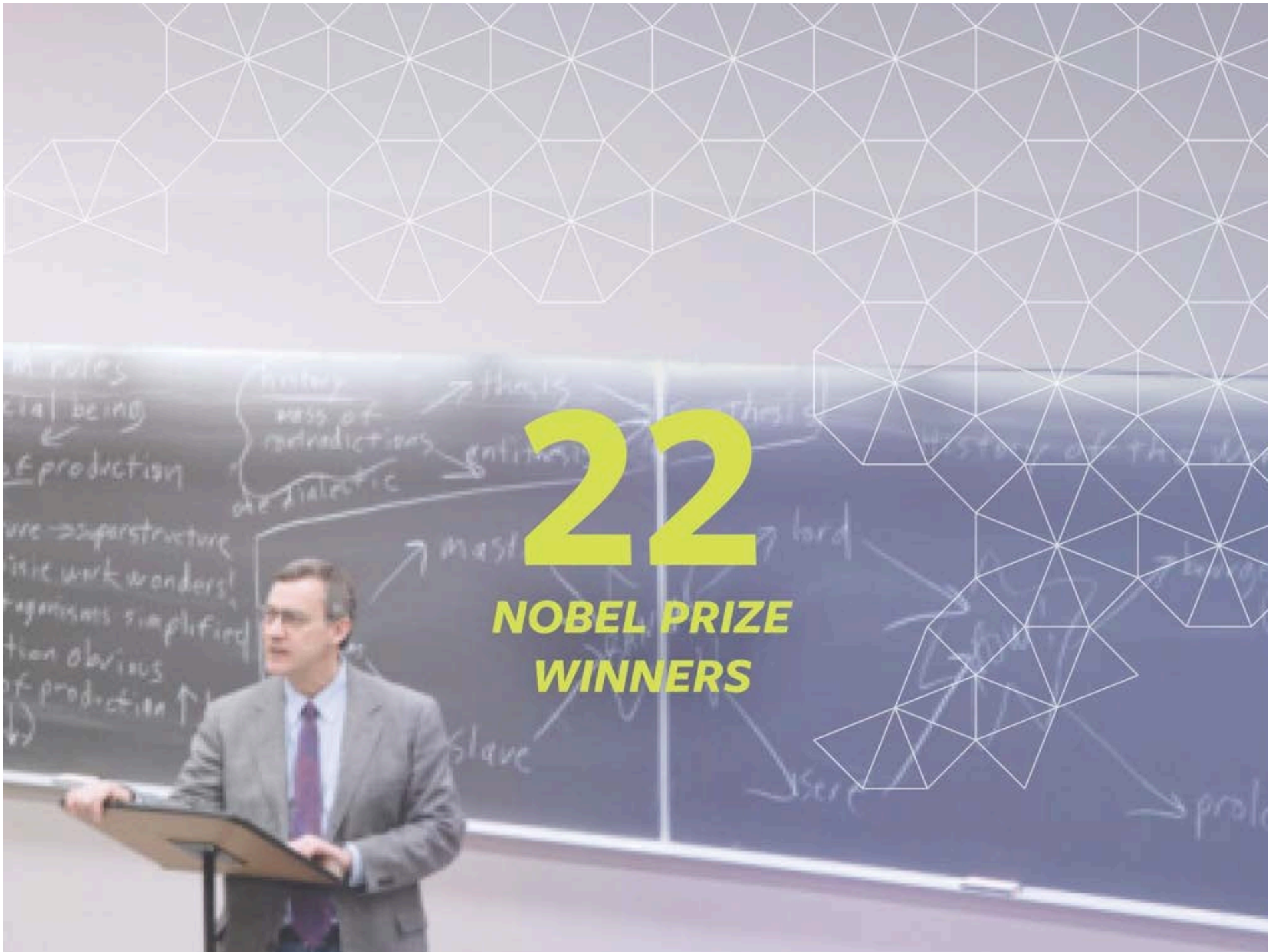
Long-haired, guitar
strumming hippies...

And that old classic:
surfboard atop a
VW beetle...

REALITY

22

**NOBEL PRIZE
WINNERS**





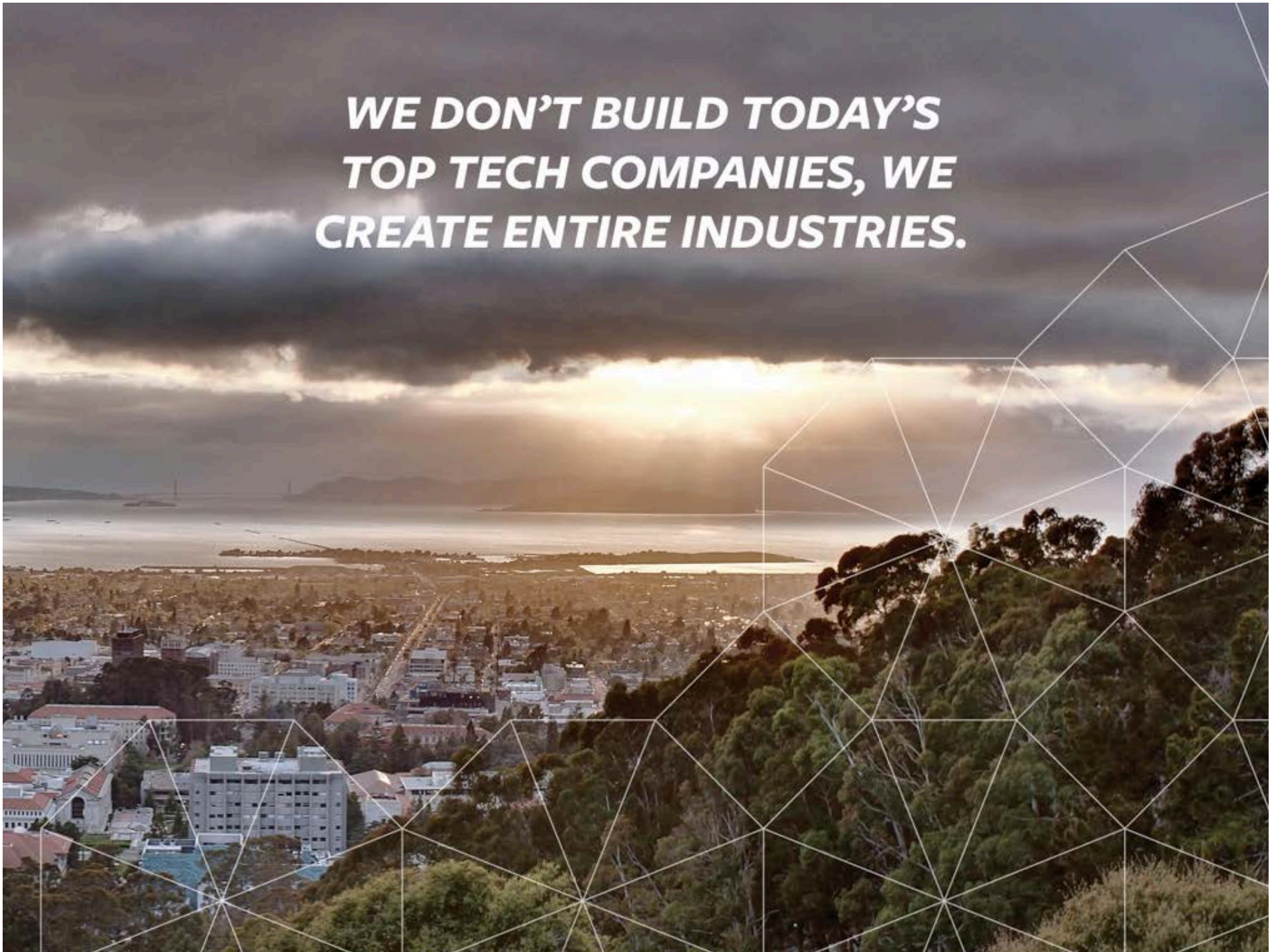
**A CURE FOR
MALARIA**

A photograph of three swimmers in a pool during a race. The swimmer in the foreground is wearing a yellow cap with 'Cal' written on it. The swimmer in the middle is wearing a white cap with a red 'S' and a green tree. The swimmer in the background is wearing a white cap. The water is blue and splashing. The background is a blurred green field.

**AT THE LAST
SUMMER
OLYMPICS,
CAL WON
ENOUGH GOLD
MEDALS TO
RANK US 6TH
IF WE WERE
A COUNTRY**

Data : 2012 Olympics

***WE DON'T BUILD TODAY'S
TOP TECH COMPANIES, WE
CREATE ENTIRE INDUSTRIES.***



22

***ELEMENTS ON THE
PERIODIC TABLE***



Our challenge was to
close the gap between
PERCEPTION AND REALITY

OUR GOALS

To tell a compelling, forward-thinking story that resonates with existing perceptions and creates a rational and emotional connection with the people we care about.

To give multiple audiences a clear reason to believe in the future of Berkeley and an urgent motivation to support it.

To inspire internal audiences to take part in this story, and to collectively and individually benefit.

OUR PROCESS

1



PERCEPTION
STUDY



INTERVIEWS/
FOCUS GROUP/
AUDITS

2



STRATEGY/
POSITIONING/
AUDIENCE
MESSAGING

3



THE
BIG
IDEA

4



PACKAGING OF
THE BIG IDEA



MANY
SAMPLE
TOUCHPOINTS

5



TOOLS/
EXERCISES/
WORKSHOPS FOR
COMMUNICATORS



BRAND
GUIDELINES

Our peers.

Stanford



STANFORD

Freedom of Choice

STANFORD'S UNDERGRADUATE PROGRAMS AT A GLANCE

As large and multidimensional as Stanford is, it's important to be able to scan the University's academic programs to find the one—or more than one—that might be right for you. This compilation provides what you need to assess each program and determine what degrees are offered, how many course units are required, whether research opportunities are available, and what concentrations you can choose from. You can also review a selection of course titles. Finally, each listing will give you a sampling of careers pursued by graduates of that program.

- | | | | |
|--------------------------------------|---|--|---------------------------------|
| African and African American Studies | Comparative Literature | French | Mathematics |
| American Studies | Comparative Studies in Race and Ethnicity | Geological and Environmental Sciences | Mechanical Engineering |
| Anthropology | Computer Science | Geophysics | Music |
| Archaeology | Design | German Studies | Native American Studies |
| Architectural Design | Drama | History | Philosophy |
| Art Practice | Earth Systems | Human Biology | Physics |
| Asian American Studies | East Asian Languages and Cultures | International Relations | Political Science |
| Biochemical Engineering | Economics | Italian | Product Design |
| Biomedical Engineering | Education | Jewish Studies | Psychology |
| Chemical Engineering | Electrical Engineering | Latin American Studies | Public Policy |
| Chemistry | Engineering | Linguistics | Religious Studies |
| Chicana/o Studies | Engineering Physics and Engineering | Management Science and Engineering | Science, Technology and Society |
| Civil and Environmental Engineering | English | Materials Science and Engineering | Social Science |
| Classics | Environmental Engineering | Mathematical and Computational Science | Sociology |
| Communication | Finance and Media Studies | | Synthetic Systems |
| | | | Urban Studies |





HARVARD UNIVERSITY

HARVARD MEDICAL SCHOOL

Harvard Health Letter

VOLUME 32 NUMBER 4 FEBRUARY 2007

Back surgery: To have or not to have
Indecision is understandable, even a good idea, in light of inconclusive research results and lack of clear physical indicators.

If your back bothering you, or the "Back Basics" report? Do you have a history of back pain? Do you have a family history of back pain? Do you have a job that requires a lot of heavy lifting? Do you have a job that requires a lot of heavy lifting? Do you have a job that requires a lot of heavy lifting?



Back pain is an extremely common condition. About 80% of Americans experience it at least one hour of it some time during their lives. Back pain can be acute or chronic. It can be caused by many things, including muscle strains, ligament sprains, and disc herniations. It can also be caused by more serious conditions, such as osteoarthritis, spinal stenosis, and spondylolisthesis. Back pain is a complex condition, and the best way to manage it depends on the underlying cause. In many cases, surgery is not the best option. It is important to consult with a healthcare professional to determine the best course of action for your specific situation.

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Harvard School of Public Health website interface showing navigation tabs (Academics, Admissions, Research, Faculty, Student Life, News, Alumni, Make a Gift) and various content sections like "Public Health Threats Aftermath of 9/11" and "Nutrition Clubs in schools".



Generations of Leaders



I CHOOSE HARVARD...

because an undergraduate housing assignment can lead to friends who will cheer you on for a lifetime

OFFICE OF RESOURCE DEVELOPMENT • SPRING 2010
The Benefactor
PARTNERS IN DISCOVERY

HARVARD
MAGAZINE



AN UNPARALLELED STUDENT EXPERIENCE
Support the Harvard College Fund
ADAMS HOUSE RESIDENTS SHOW THEIR SPOT ON HOUSING DAY.

A quest for healthy, productive aging motivates giving

In 1965, Paul Glenn launched the Glenn Foundation for Medical Research in his quest to extend the healthy productive years of biological aging. In 2007, his mission led him to Harvard Medical School, where the first of his generous gifts of \$5 million established the Paul Glenn Laboratories for the Biological Mechanisms of Aging. Glenn made his second gift in 2009.



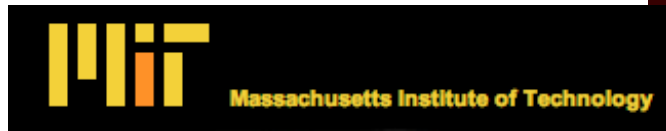
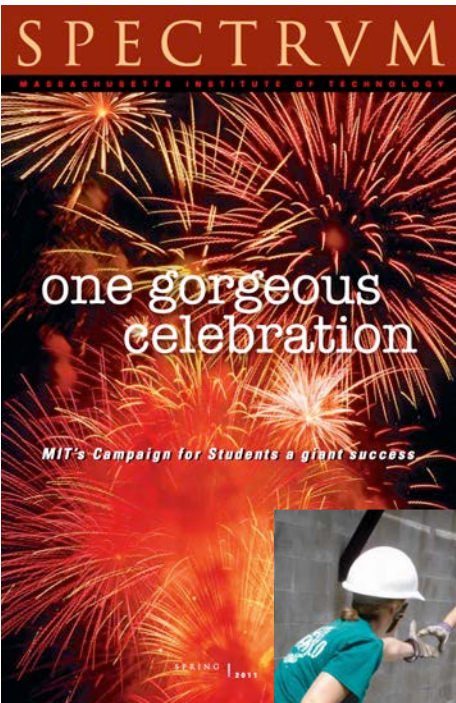
Paul Glenn (left), founder of the Glenn Foundation for Medical Research, leads an annual symposium at HMS that draws researchers on aging from around the country. Dean Jeffrey Flier, MD, welcomed the attendees.

HARVARD COLLEGE Office of Admissions. About Harvard College. The pursuit of excellence has long been a hallmark of Harvard. Since its founding in 1636, the College has assembled promising students and distinguished faculty and provided them with an environment and resources to develop their talents to the fullest.

Training the first generation of autism specialists
Autism affects one out of 100 children in the U.S. Nancy Lunie Marks, MD, is a pediatric neurologist and professor of pediatrics at Harvard Medical School. She is also a member of the Nancy Lunie Marks Clinical and Research Fellowship Program in Autism.

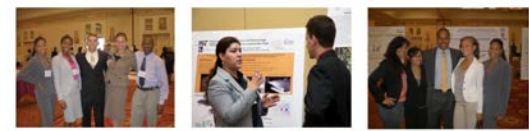
"I've spent a lifetime looking for answers and searching the best treatments for people with autism. Now that Harvard has joined in this quest, it is my hope that this new partnership will result in new treatments for people with autism, and hope for their families." —Nancy Lunie Marks

Harvard School of Engineering and Applied Sciences. Uncoiling enigmas. Researchers study cucumber tendrils to understand a counterintuitive spring.

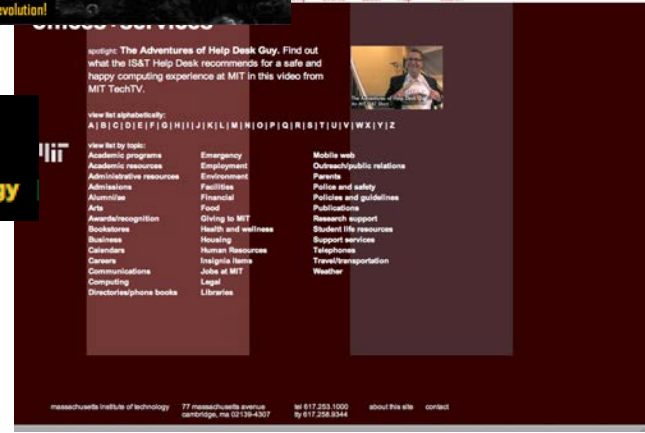


MIT Graduate School Clinic

Friday, October 14th, 2011
Barnes Hall Auditorium (Room 100)
Noon -1pm (lunch provided)



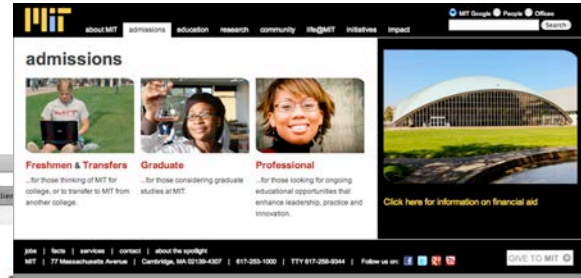
Interested in grad school? Considering a Masters or PhD?
Join us for an interactive clinic that covers the unwritten rules of preparing for, applying to, & succeeding in grad school led by actual grad students!



Two degrees. Two years. Unbounded possibilities.
MITLGO
Leaders for Global Operations



MIT SCHOOL OF ENGINEERING | MIT SLOAN SCHOOL OF MANAGEMENT



MIT School of Science

ABOUT RESEARCH PROGRAMS ACADEMIC PROGRAMS ALUMNI & FRIENDS
NEWS & HONORS INFORMATION FOR FACULTY, POSTDOCS, AND STAFF

MIT SCIENCE IN THE SPOTLIGHT

NEW SCHOOL OF SCIENCE WEBSITE

UPCOMING EVENTS

September 17, 2012
["Challenges and Excitement of Space Exploration"](#)

October 3, 2012
["The Climate History of Mars: A Geological Perspective"](#)

October 22, 2012
[A P. Harvey Price Lecture / Geoscientist, Controlling Brain Circuits with Light](#)

TODAY'S MIT SCIENCE EVENTS

- [NASS Seminar - Jimmy Booth \(Columbia\)](#)
- [Thesis Defense](#)
- [Challenges and Excitement of Space Exploration](#)
- [Nuclear and Particle Theory Seminar](#)
- [Biological Chemistry Seminar Series](#)

Our look.



Berkeley Engineering
2011
BERKELEY ENGINEERING
at a glance
EDUCATING LEADERS
CREATING KNOWLEDGE
SERVING SOCIETY
COLLEGE OF ENGINEERING | UNIVERSITY OF CALIFORNIA, BERKELEY

University of California, Berkeley School of Public Health
Berkeley Health
The Magazine for Blood and Health
YOUR PASSPORT TO A CHANGING WORLD
GETTING A TASTE OF THE WORLD

EXCHANGE IDEAS CHANGE THE WORLD
Picture YOURSELF @ Berkeley
Berkeley UNIVERSITY OF CALIFORNIA
SIGN UP AT pictureyourself.berkeley.edu

Care @ Berkeley
FRIENDS
WINTER 2010
Doing More with Less:
The Impact of Budget Cuts on Social Services in California
ALSO INSIDE:
Improving Communication between Immigrant Parents and their Children
What Every Social Worker Needs to Know about Serving Veterans
Using Data to Inform Practice in School-Based Social Work
The New Foster Care: Policy, Practice and Data

California
Guest Safety and Security
Smoke and fire detectors in your rooms and in all common areas immediately alert the UCFO and the Berkeley Fire Department, and make you in the event of a fire. According to the law, you must vacate the building when the alarm sounds, the detectors, see the elevators, fire extinguishers and fire alarms are located on each residence hall floor.
Emergency exits are located at both ends of hallways. Evacuation plans and alternate exit locations are posted near the elevators in most buildings. When you check in, please familiarize yourself with the locations of the emergency exits and fire extinguishers.
During an Earthquake
• A small earthquake in the Bay Area can produce rather dark and bright periods that last for 10 to 20 seconds. The small movements of the ground in an earthquake can be felt in the interior of buildings. More casualties result from falling objects and debris.
• Be prepared for aftershocks which could be as serious as the initial earthquake.
• If you are outdoors, stay calm and seek shelter under a table. Do not try to stand up. If you are in a car, stay in it. Do not use elevators. If you are outdoors, stay away from buildings and structures. Move away from objects that could fall.
After an Earthquake
• Check for injuries. Do not attempt to move seriously injured people unless they are in imminent danger.
• Check for leaks. Electrical, gas, water, and telephone lines should be shut off and repaired. Do not use gas stoves or appliances, or drive over gas leaks.
• Do not touch downed power lines.
• Listen for special instructions from emergency officials.
• Do not take the law into your own hands until you are authorized to do so.

**EDUCATING LEADERS
CREATING KNOWLEDGE
SERVING SOCIETY**
Berkeley School of Social Welfare

Doing More with Less:
The Impact of State Budget Cuts on Social Services, and Clients, in California
BY BETH HOFFMAN
"Ber" sits on a chair in the lobby of the Berkeley Student Center. She looks thoughtful. She wears glasses, has a serious expression, and is looking directly at the camera. Over the past few weeks, her face has been a mix of emotions. She is a graduate student at the University of California, Berkeley, and is currently on a sabbatical leave from her job at the University of California, Berkeley. She is a graduate student at the University of California, Berkeley, and is currently on a sabbatical leave from her job at the University of California, Berkeley. She is a graduate student at the University of California, Berkeley, and is currently on a sabbatical leave from her job at the University of California, Berkeley.

Fall 2009

University of California
Berkeley
Haas School of Business
ALUMNI | CURRENT STUDENTS | COMMISSIONERS & RECRUITERS | CONTACT Search Haas
Programs Faculty & Research About Haas Institutes & Centers Executive Education Give to Haas
Where New Thinking Thrives
Integrated into the innovative San Francisco Bay Area, Haas excels in producing fresh ideas. Meet our people who lead through
NEWS

2011-2012 SEASON
music dance theater
Cal Performances
UNIVERSITY OF CALIFORNIA, BERKELEY
calperformances.org

BIO ENERGY CONNECTION
Fall 2011
SIZING UP AVAILABLE LAND
Making the Most of Marginal Lands
Promising New Energy Crops
Doing More With Less
PLUS:
An Illinois Farmer Digs In California's Surprising Finding
A UK Report on Energy and Ethics

OLLI @ Berkeley
Osher Lifelong Learning Institute
September 30- November 10
Members - Friends
olli.berkeley.edu
An educational program for older adults who are learning for the joy of it.



Cal



UNIVERSITY OF CALIFORNIA BERKELEY

SCIENCE @ Cal



BEAR FACTS

University of California Berkeley

College of Chemistry

UNIVERSITY OF CALIFORNIA, BERKELEY



THE Berkeley Blog



RICHARD AND RHODA GOLDMAN SCHOOL OF PUBLIC POLICY UNIVERSITY OF CALIFORNIA, BERKELEY

COLLEGE OF Natural Resources UNIVERSITY OF CALIFORNIA, BERKELEY



Berkeley UNIVERSITY OF CALIFORNIA



BerkeleyLaw UNIVERSITY OF CALIFORNIA

UC Berkeley School of Information



Berkeley University of California

University of California Berkeley Haas School of Business



School of Public Health UNIVERSITY OF CALIFORNIA, BERKELEY

UNIVERSITY OF CALIFORNIA BERKELEY Graduate School of Education



UC Berkeley | NewsCenter

THE Berkeley Blog

TOPICAL QUESTIONS, CAMPUS LIFE and PUBLIC OPINION from UC BERKELEY

Arts, Culture & Humanities | Business & Economics | Energy & Environment | Health & Medicine | Politics & Law | Science Tech

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Virtuous voting

Claude Fischer, professor of sociology | 5/21/12

As the 2012 campaigns start to accelerate, they strive to motivate their supporters – to get them off their passive positions, get them to talk up the party candidates, and at least get them to vote. Political scientists and political practitioners have learned that American elections, with their cynical turnouts, ... [More >](#)

How much of the grid can be renewable?

Steven Weiseman, associate director of the Center for Law, Energy and the Environment | 5/20/12

How far can we go in converting our power supply to renewable sources? On June 15th, the National Renewable Energy Laboratory provided a partial answer when it released a "Renewable Energy Futures Study". The team undertaking this analysis was comprised of experts from the Massachusetts Institute of Technology, as well ... [More >](#)

The iron cage: Why it's so hard to escape mass incarceration

Jonathan Simon, professor of law | 6/20/12

For more than three decades state and local officials, egged on by the mass media and interested public employee unions, stacked the growth of prison systems in almost every state by greatly expanding the ... [More >](#)

A reader weighs in on:
The Nobel Prize that wasn't
Nathan Thoma, MD said:
Thank you for this historical context on such an important subject. Few can do such pioneering work. Use of these substances has become mainstream, I suspect, among the young and the middle-aged, raising both consciousness and moral and legal issues. How do you do it now? The issue is so close ... [More >](#)

UC Berkeley | Student Affairs

Academic Services

in the residence halls

Academic Advising

Peer Advisors | GPA Calculator | Resources | Home

Academic Services offers advising on common topics such as:

- Course Planning
- College & major requirements
- Important deadlines
- Career advice
- College transitional issues

Peer Advisors offer evening drop-in hours in the Academic Services Centers and are also available in the dining centers and via e-mail. In collaboration with the College of Letters & Science *Finding Your Way* program, professional college advisors are also available for individual appointments and drop-in advising at every residential unit.

Peer Advising Drop in and Office Hours

	Tabling Hours	Office Hours
Unit 1	Mon. 6:00-8:00PM (Crossroads)	Mon. 8:30-10:30PM (U1 ASC)
Unit 2	Mon. 6:00-8:00PM (Crossroads)	Tues. 8:00-10:00PM (U2 ASC)
Unit 3	Tues. 6:00-7:00PM (Cafe 3)	Thurs. 4:00-6:00PM (U3 ASC)

UC Berkeley | Recreational Sports

UNIVERSITY OF CALIFORNIA • BERKELEY

Home | Facilities/Hours | Membership | Employment | Services | About Us | Events | Our Partners | Play On

Students. Athletes. For Life

Join the RSP

Group Exercise | Intramural Sports | Martial Arts | Massage | Mind/Body | Open Recreation | Outdoor Adventure | Sport Clubs | Wellness Wheel | Workout | Youth Programs

Highlights from Recreational Sports

WorkFIT U Program

This month's Residential Student Service Program newsletter featured an article on the RSP WorkFIT U program. The article shows how the WorkFIT U program has succeeded in helping numerous CAL student members attain their goals of a healthier lifestyle. To read the article in its entirety, download the Residential Student Service Program newsletter here. The article can be found on page 4 of the newsletter.

Intro to Olympic Weightlifting Class #25

Introduction to Olympic Weightlifting is the ideal class for the beginner weight lifter. In this class you'll learn the basics to the "Yang Clean" and associated assisted lifts as well as how to lift safely and effectively. For more information on how to sign up visit our Olympic Weightlifting class page. The next class session begins on June 25.

Naked JUICE

Our Partners

Follow & Share: Google+, Facebook, Twitter, LinkedIn

News Center

- New Newsletter
- WorkFIT U Program
- Health: Pools Closed 6-8 AM
- Intro to Olympic Weightlifting
- Student Summer Membership
- Events Management and Assessment
- IM Sports: Where Are You?
- Take a Health Assessment: Sports Services

Inside Look: Videos | Photos

HOME | BLOG | OUR BLOGGERS | ADMISSIONS | PICTURE

Berkeley UNIVERSITY OF CALIFORNIA GOLDEN BEAR BLOG

Search the Blog

BERKELEY

Welcome Events August 20-24, 2012

Check back here in August for more information!

Home | Have You Done This? | Photos! | Calapalooza (Last Year!)

Fall Welcome 2012 starts on August 20!

Fall 2012 Welcome

Fall Welcome Events will occur during the week of August 20-24, 2012. This is a perfect opportunity for students to visit campus departments, take tours, participate in orientation sessions and workshops, and make some new friends before the fall semester gets too hectic. Check back here in July for more information.

Want to see what went on last year?

BUY TICKETS | DONATE TO CAL | SHOP STORE

Presented by AT&T Yellow Pages

CALIFORNIA GOLDEN BEARS

OFFICIAL WEBSITE OF CAL ATHLETICS

SPORTS | SCHEDULES | INSIDE ATHLETICS | BEAR BAKERS | TICKETS | FAN ZONE | MULTIMEDIA

HEADLINES | VIDEO | CALENDAR | BEAR BLOG

McK in Be 2700-510-... LEA 0% APR For 60

UNDERGRADUATE RESEARCH @ BERKELEY

Home | Why Do Research? | URAP | Resources | Opportunities | Publish | Calendar | Listserve

Undergraduate Research at Berkeley

Berkeley is well known for its dynamic research environment. As an undergraduate, there are many ways for you to participate in this vital research community. The excitement of research infuses the classroom, where new knowledge and breakthroughs enliven the learning process.

NEWS FLASH

EVENTS

more events @ on our calendar

Submit a research event @

UC Berkeley

CalParents

About Cal Parents | Campus News | Calendars & Events | Visiting the Campus | Make a Gift - Support Cal

Academics

- Financial Information
- Housing
- Student Services & Opportunities
- Jobs & Careers

UC Berkeley Cal Parents

Share | More Info

0:00 / 7:19

Prospective Students & Families

Considering collegat? Let us help you choose Berkeley [more >](#)

The Bancroft Library

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» Research Programs

» Reference & Access Services

» Events, Exhibits, Publications

» Friends of the Bancroft Library

Pre-order Bancroft materials with the [Online Request Form](#)

Search The Bancroft Library Website

DISCOVERING BANCROFT

New on Exhibit

Located in The Bancroft Corridor

CURRENTLY ON EXHIBIT

Click here for further details

Artists' Books

A Selection from The Bancroft Library

Our voice.

“Berkeley is consistently rated among the top institutions in the world for the quality and breadth of its research enterprise, for the scholarly distinction of its faculty, for the excellence of its Ph.D. programs, and for the amount of funding received in support of its research programs.”

“Berkeley’s core research community is made up of some 1,800 full-time faculty, 10,000 graduate students, and approximately 1,400 post-doctoral fellows from throughout the world. In addition, many undergraduate students participate in cutting-edge research projects as part of their coursework.”

“Top-ranked graduate programs, world-class faculty, and a richly diverse community of students in one of the world’s most innovative regions.”

**We can do
better.**

POSITIONING | DEFINED

What is positioning?

Positioning is how you want to be thought of in the minds of your most important audiences. It is not what you are or how you express it, it's about what you want people to remember when they walk away.

FINDINGS | CURRENT MESSAGE PLATFORM

The World's Greatest Public University

+

-

FINDINGS | CURRENT MESSAGE PLATFORM

The World's Greatest Public University



Established and well known

Based on breadth and depth,
excellence and access



FINDINGS | CURRENT MESSAGE PLATFORM

The World's Greatest Public University



Established and well known

Based on breadth and depth,
Excellence and access

Excellence and access now less
differentiating from the privates



Concerns over funding and
viability

Prestige should be earned, not
communicated

FINDINGS | CURRENT MESSAGE PLATFORM

The World's Greatest Public University



Established and well known

Based on breadth and depth, excellence and access

Public mission is recognized and appreciated

Real-world engagement is a valuable differentiator

Excellence and access now less differentiating from the privates



Concerns over funding and viability

Prestige should be earned, not communicated

FINDINGS | CURRENT MESSAGE PLATFORM

The World's Greatest Public University



Established and well known

Based on breadth and depth,
Excellence and access

Public mission is recognized
and appreciated

Real-world engagement is a valuable
differentiator

Excellence and access now less
differentiating from the privates

“Public” feels like a qualification, or an
apology to some



Concerns over funding and
viability

Creates misleading perceptions about
funding sources

Prestige should be earned, not
communicated

Enables everyone to criticize the
university's decisions and future

LOOKING BEYOND THE WORLD'S
GREATEST PUBLIC UNIVERSITY

LOOKING BEYOND THE WORLD'S GREATEST PUBLIC UNIVERSITY

INTANGIBLE ATTRIBUTES

Socially conscious

Free-thinking

Open and tolerant

Down-to-earth

Independent

Chaotic

Self-reliant

Quirky

COMMON THEMES

Real World

Potential

Dynamism

Optimism

Leadership

Public Value

POSITIONING
CONCEPT

CREATIVE PLATFORM | POSITIONING

UC Berkeley reimagines
the world by challenging
convention to shape the
future.

CREATIVE PLATFORM | POSITIONING

WHAT: UC Berkeley reimagines the world

HOW: by challenging convention

WHY: to shape the future.

CREATIVE PLATFORM

**Bringing
the positioning
to life**

CREATIVE PLATFORM

**REACH
FURTHER**



Walking across the graduation stage when you were told you'd never walk again.

**Spending
months observing
telescopic data from the
South Pole to
DISCOVER that a new
time period existed
13 billion years ago.**





**The game is over
when we say it is.**

cato meo .

Innimici autē mei uiuunt et
confirmati sunt super me
multiplicati sunt qui ode-
runt me inique

Qui retribuunt mala pro
bonis detrahebant michi q̄
manū sequēbā conuulsi
et tēpore meo dñe dñe
meus ne dulcedens amē
Intende in adiutorium me-
um domine deus salutis mee.

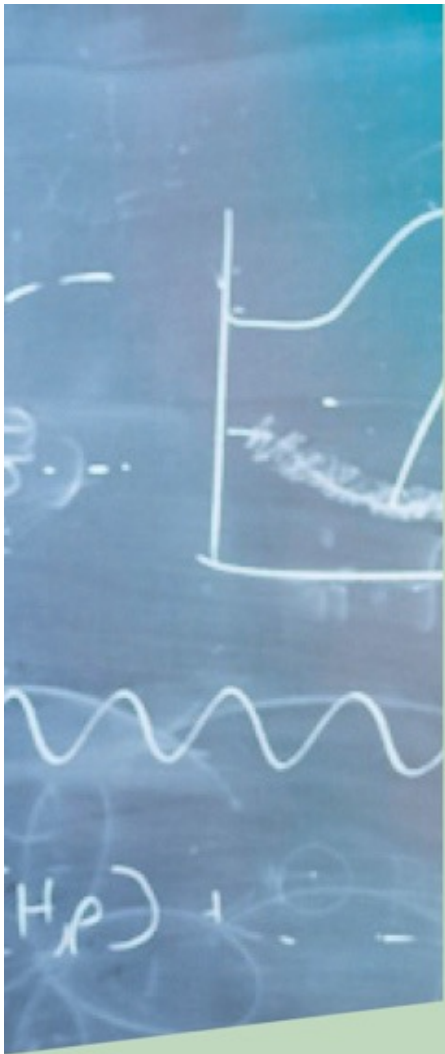
Gloria patri et filio : et spū s̄c̄o
Sicut erat in principio et n̄c̄
et semp̄ et in sc̄la seculorū Am̄.

Revela dño m̄a tuā.

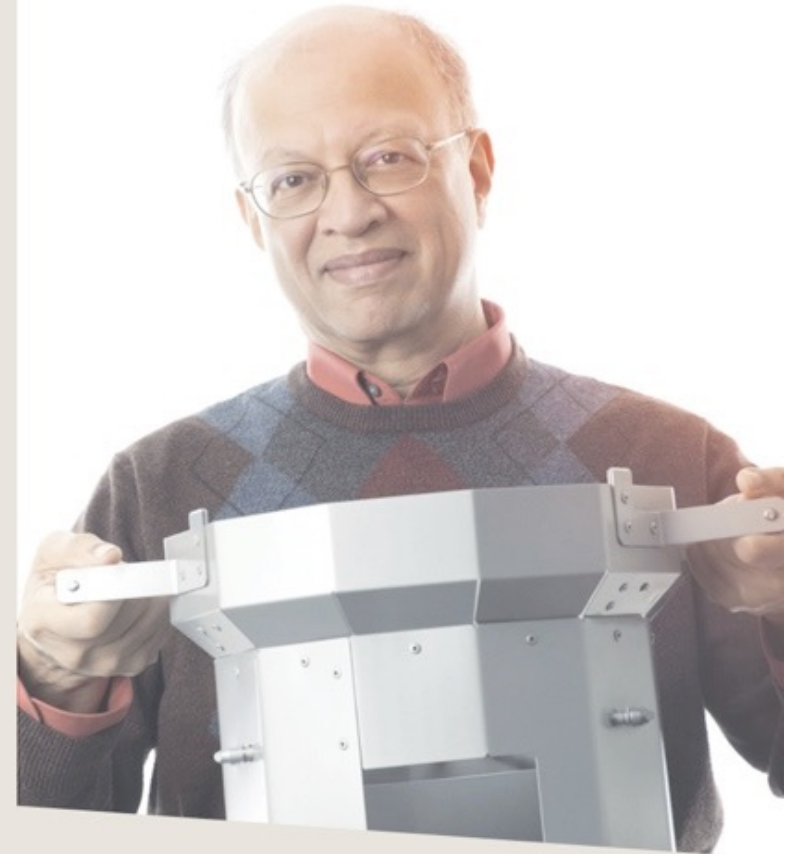


Preserving the past is often
the best path toward the future.

Concaluit cor meum et in
meditatione mea exardet



**Sending more graduates to
Teach for America than any
other school in the country.**



**Giving Darfur refugees
hope and a warm meal
with a single invention.**

CREATIVE PLATFORM | BRAND FILM

BRAND ELEMENTS
VERBAL

BRAND ELEMENTS | VERBAL

You can reach further with
CONVICTION.

Connect your message to
an unwavering belief,
cause, or higher calling.



BRAND ELEMENTS | VERBAL

You can reach further with
EXCELLENCE.

Share stories about
individual or collective
achievements that outshine
anything attempted before.



BRAND ELEMENTS | VERBAL

You can reach further with
SCALE.

Demonstrate the impact of Berkeley's efforts to improve the world around us or change an individual's life in an extraordinary way.



BRAND ELEMENTS | VERBAL

You can reach further with
DIVERSITY.

Show the unique ways in which
Berkeley connects disciplines,
projects and people to create
new paradigms that can
transform the world.



BRAND ELEMENTS | VERBAL

CONVICTION, EXCELLENCE, SCALE AND DIVERSITY.

These are four key strengths that differentiate Berkeley from other universities. If each communication message we develop leverages one or more of these strengths, our creative platform will come to life with depth, breadth and longevity.

Remember, “Reach Further” is not a tagline; it’s the theme to build your stories on.

BRAND ELEMENTS | VERBAL

Our Tone

CURIOUS / INTENSE /

OPTIMISTIC / INFLUENTIAL

/ SOCIALLY CONSCIOUS /


INDEPENDENT / REAL / OPEN

BRAND ELEMENTS | VERBAL

Creative Brief

A strategic tool to help you create the most effective communications.

For brochures, advertisements, film scripts, websites, magazine articles and other stories.



CREATIVE BRIEF

Name: _____

Today's Date: _____

Contact Info: _____

Office: _____

Due Date: _____

Project Title: _____

Medium of Communication: _____

Audience(s): _____

Key Message: _____

Proof Points: _____

Call to Action: _____

Additional Considerations: _____

STRENGTHS (Check all that apply.)
One or more of our key strengths should come through in the content of every communication.

CONVICTION EXCELLENCE
 SCALE DIVERSITY

TONE (Check all that apply.)
Choosing specific traits of the Berkeley brand to highlight will help you communicate with a consistent voice.

CURIOUS INTENSE INFLUENTIAL
 OPTIMISTIC REAL INDEPENDENT
 OPEN SOCIALLY CONSCIOUS

VISUAL SPECTRUM
Our brand can flex in many directions depending on what's appropriate for the audience. Choose the right balance for your communication here.

	FORMAL	
SUBTLE	<div style="border: 1px solid black; width: 20px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> • </div>	BOLD
	CASUAL	

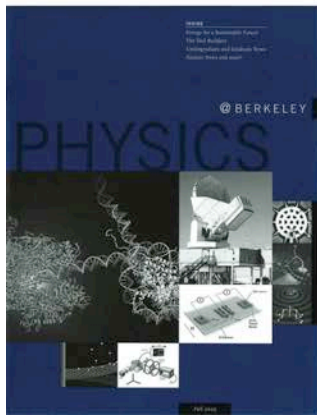
Applying the Creative Brief

MAGAZINE

Strength:

Tone:

BEFORE _____

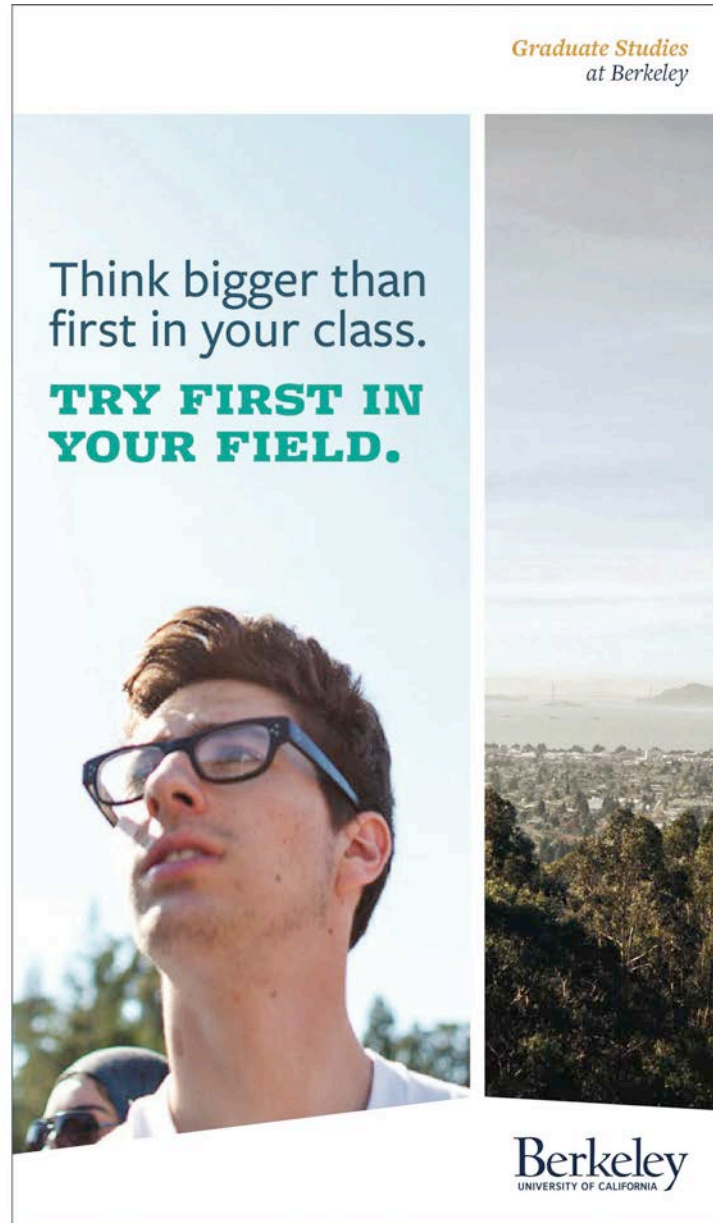
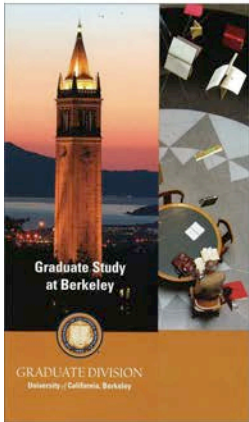


BROCHURE

Strength:

Tone:

BEFORE —

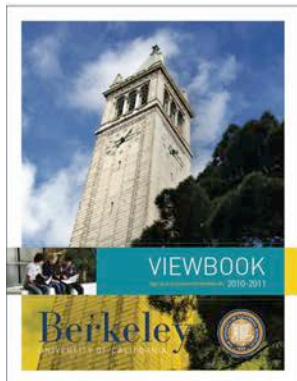


VIEWBOOK

Strength:

Tone:

BEFORE —



This isn't the place where you discover your drive.

We know you already have it.

2012-13 Prospective Student Guide

Berkeley
UNIVERSITY OF CALIFORNIA

The advertisement features a large, semi-transparent image of a student in a classroom, looking thoughtful. The text is overlaid on the right side. At the bottom right, there is a smaller image of the Sather Gate at Berkeley, with people walking through it. The Berkeley logo is at the bottom right.

TODAY'S EXERCISE

TODAY'S EXERCISE : WRITE A CREATIVE BRIEF & A HEADLINE

CRAFTING YOUR OWN REACH FURTHER STORY

Reimagine the story given to you in the new “reach further” voice.

Exercise One: Fill out the creative brief

Exercise Two: Write a new headline

Berkeley
UNIVERSITY OF CALIFORNIA

CREATIVE BRIEF

Name: _____ Office: _____
Today's Date: _____ Due Date: _____
Contact info: _____ Project Title: _____

Medium of Communication: _____

Audience(s): _____

Key Message: _____

Proof Points: _____


Call to Action: _____ Additional Considerations: _____

STRENGTHS (Check all that apply.)
One or more of our key strengths should come through in the content of every communication.

CONVICTION EXCELLENCE
 SCALE DIVERSITY

VISION SPECTRUM
Our brand can flex in many directions depending on what's appropriate for the audience. Choose the right balance for your communication here.

FORMAL

SUBTLE		BOLD
<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
CASUAL		

TONES (Check all that apply.)
Choosing specific traits of the Berkeley brand to highlight will help you communicate with a consistent voice.

CURIOUS INTENSE INFLUENTIAL
 OPTIMISTIC REAL INDEPENDENT
 OPEN SOCIALLY CONSCIOUS

BRAND ELEMENTS
VISUAL

BRAND ELEMENTS | LOGO

Berkeley
UNIVERSITY OF CALIFORNIA

BRAND ELEMENTS | LOGO

PRIMARY USAGE



BRAND ELEMENTS | LOGO

PRIMARY USAGE



Berkeley
UNIVERSITY OF CALIFORNIA



Berkeley
UNIVERSITY OF CALIFORNIA

BRAND ELEMENTS | LOGO



Make sure that clear space is maintained around the logo for legibility and prominence.

BRAND ELEMENTS | SEAL

The Berkeley seal is reserved for use on our most official communications.

It may also be used on other communications to formally designate that the document or digital message is an official UC Berkeley communication.



BRAND ELEMENTS | COLOR

There are two Berkeley color palettes, the primary and the secondary. Each palette has its own subgroupings of colors.

Primary Palettes



Berkeley Blue



Founder's Rock



California Gold



Medalist

BRAND ELEMENTS | COLOR

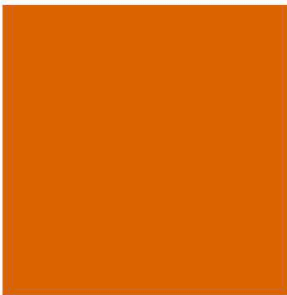
The secondary palette is broken into four groups.

NEUTRALS

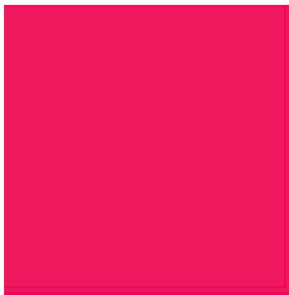
VIBRANTS

BRIGHTS

DARKS



Wellman Tile



Rose Garden



Golden Gate



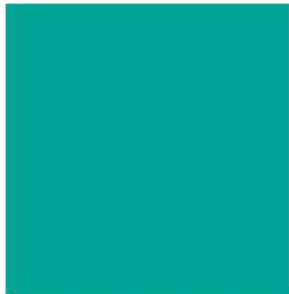
South Hall



Bay Fog



Lawrence



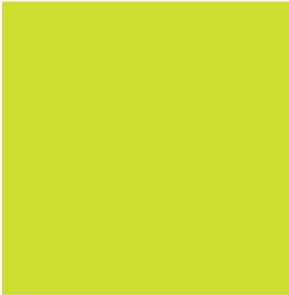
Lap Lane



Pacific



Sather Gate



Ion



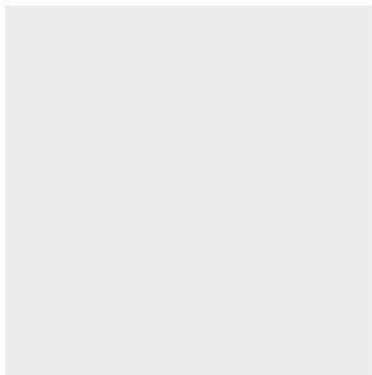
Soybean



Stone Pine

BRAND ELEMENTS | COLOR

We have also introduced two new greys to improve web accessibility and provide more design options online.



Grey

Hex EEEEEE



Web Grey

Hex 888888

BRAND ELEMENTS | COLOR



© PACIFIC | PANTONE® 431

© SOUTH HALL | PANTONE® 7602

© GOLDEN GATE | PANTONE® 7417

© LAFAYETTE | PANTONE® 326

© CALIFORNIA GOLD | PANTONE® 123

© BERKELEY BLUE | PANTONE® 282

© WHITE SPACE

BRAND ELEMENTS | COLOR

The image displays a vertical stack of color swatches. From top to bottom, the colors are: white, light grey, dark blue-grey, gold, dark blue, and dark blue. Each color swatch is accompanied by a label on its right side. At the top right, there is a small 2x2 grid diagram with a yellow dot in the top-left quadrant. The grid is labeled 'FORMAL' (top), 'CASUAL' (bottom), 'WET' (left), and 'DRY' (right).

● WHITE SPACE

● HAV'FOG | PANTONE® 7535

● PACIFIC | PANTONE® 431

● MEDALIST | PANTONE® 7550

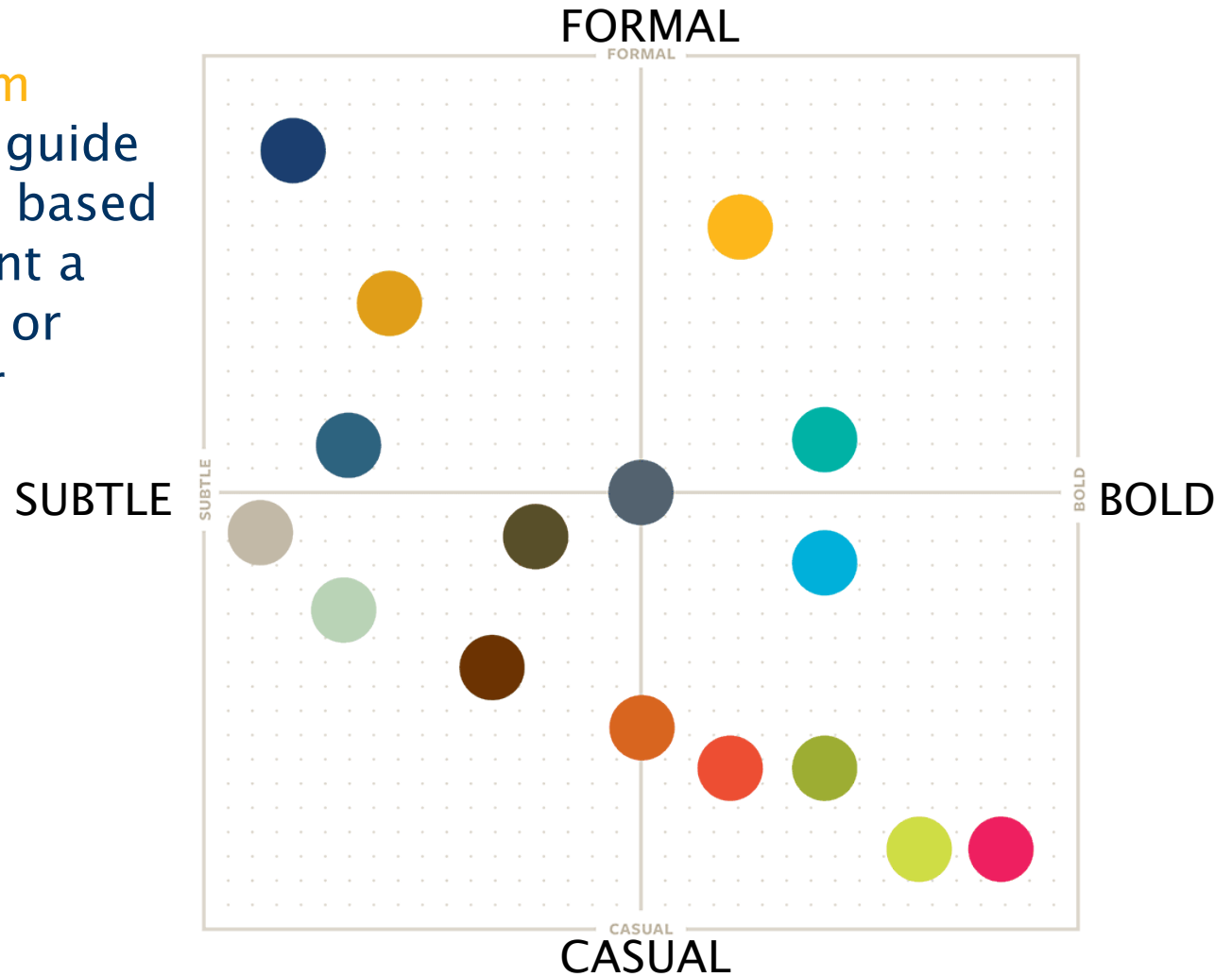
● FOUNDER'S ROCK | PANTONE® 5405

● CALIFORNIA GOLD | PANTONE® 123

● BERKELEY BLUE | PANTONE® 282

BRAND ELEMENTS | COLOR

The **Visual Spectrum** selector is a useful guide for selecting colors based on whether you want a piece that is subtle or bold, and formal or casual.



BRAND ELEMENTS | TYPE

The Freight family is the recommended typeface to be used on all campus communication pieces. (Exception: Microsoft Office programs)

It was selected because it is warm, open and legible at all sizes.

**Freight
Sans**

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

**Freight
Text**

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

Aa Aa

**Freight
Micro**

Aa Aa

Aa Aa

Aa Aa

Aa Aa

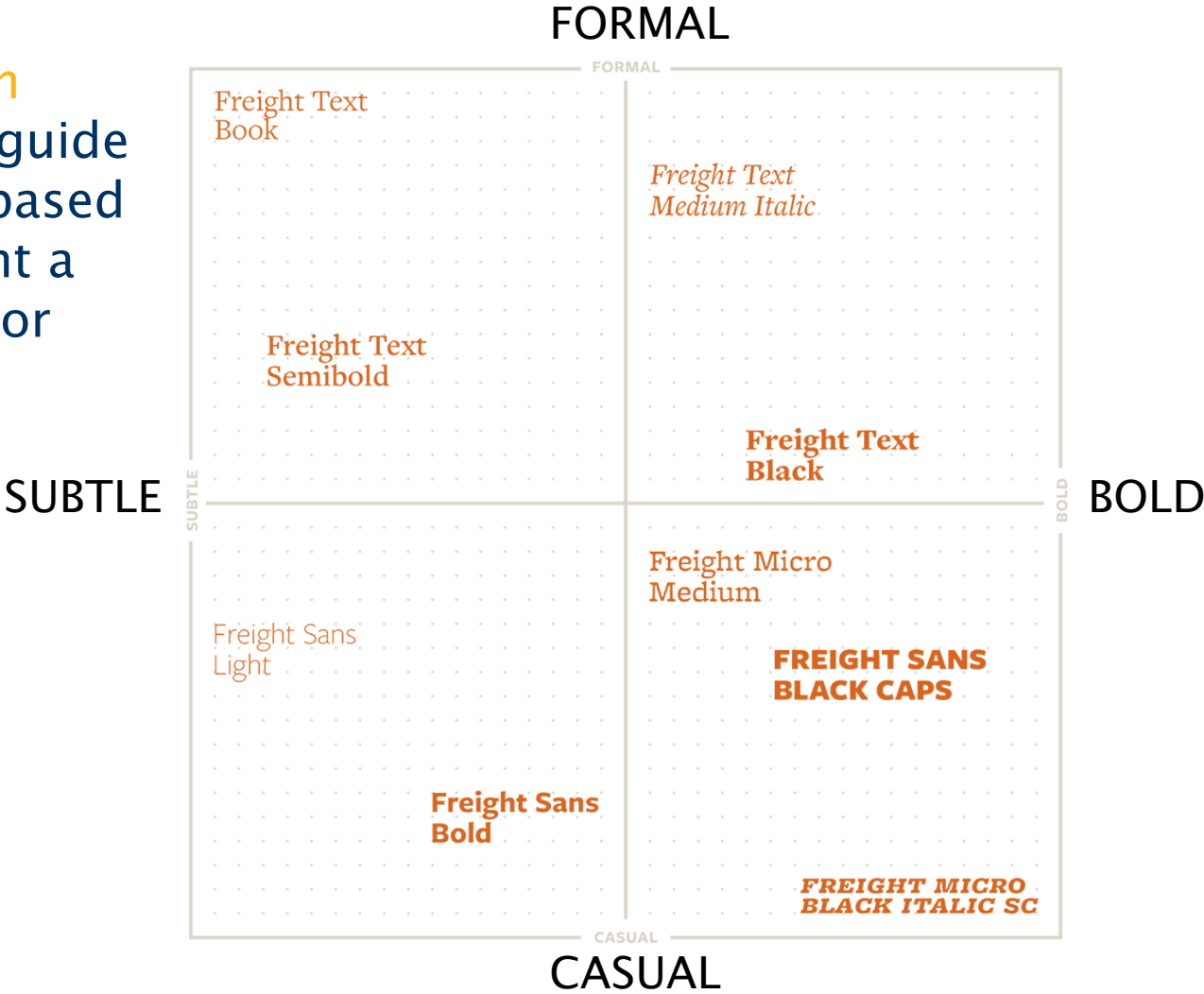
Aa Aa

Aa Aa

To get a font license for your department, register with your CalNet ID on gallery.berkeley.edu and then send an email request to gallery@berkeley.edu.

BRAND ELEMENTS | TYPE

The **Visual Spectrum** selector is a useful guide for selecting fonts based on whether you want a piece that is subtle or bold, and formal or casual.



BRAND ELEMENTS | PHOTOGRAPHY

Topical photography is the best way to capture the impact and passion unique to Berkeley. These photos are specific—directly related to the content being communicated.



BRAND ELEMENTS | PHOTOGRAPHY

Cultural photography captures our “Berkeleyness.”

Whether the subject is architectural, such as the Campanile, or more human, like the Big Game Rally, these photos show the people and places that make Berkeley the place that it is.



gallery.berkeley.edu

BRAND ELEMENTS | PHOTOGRAPHY

Historical photography is used to show our legacy. These images should be used in a supporting role and should rarely be used as primary photography.



BRAND ELEMENTS | PHOTOGRAPHY

Light leaks are created when light seeps in through the cracks in a camera body or lens.

Use this Photoshop layer technique to refresh existing photographs and give them a bright, warm feeling.

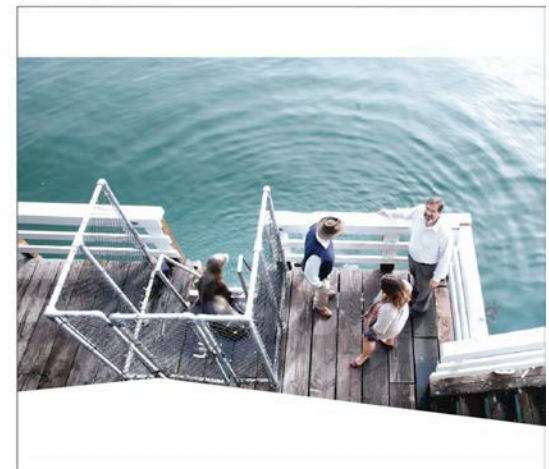
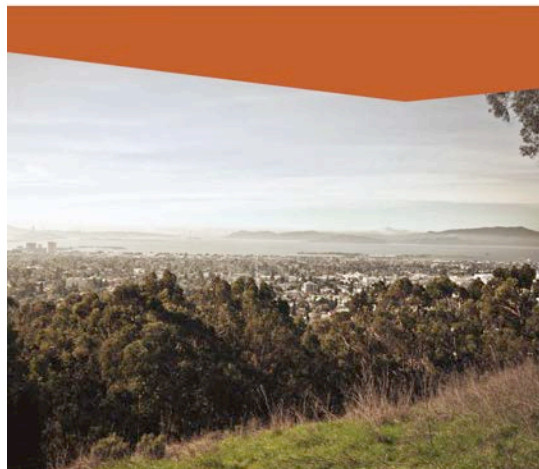
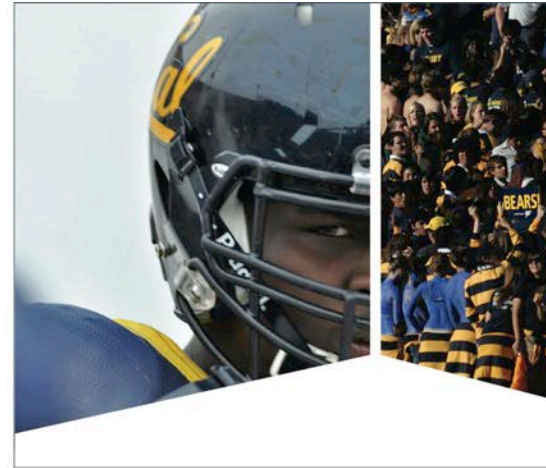


Downloads and directions for use at brand.berkeley.edu

BRAND ELEMENTS | GRAPHIC ELEMENTS

Structural elements are used to maintain consistency within complex page hierarchies.

Use these geometric shapes to contain labeling, contextual information and logos within documents.

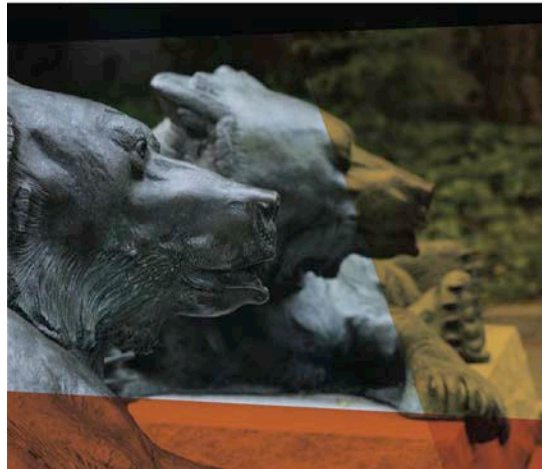


Downloads at brand.berkeley.edu

BRAND ELEMENTS | GRAPHIC ELEMENTS

Apertures are graphic shapes that add visual interest to an image.

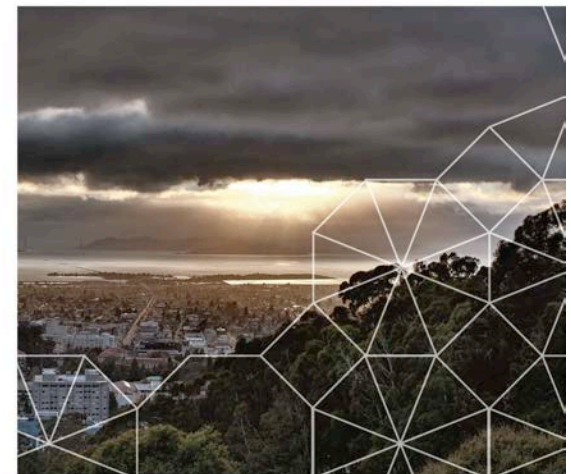
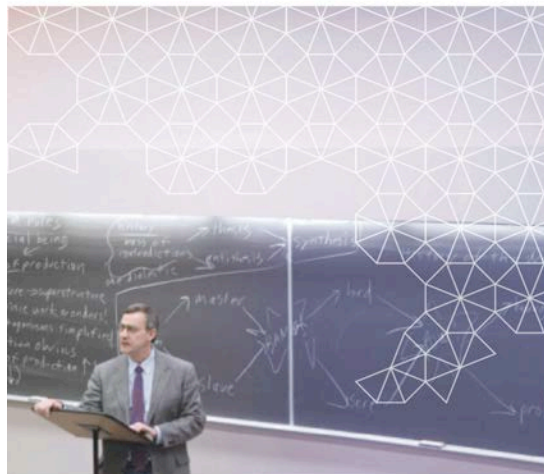
Use them to emphasize a specific part of an image or to add color to an image that may not be completely engaging on its own.



Downloads at brand.berkeley.edu

BRAND ELEMENTS | GRAPHIC ELEMENTS

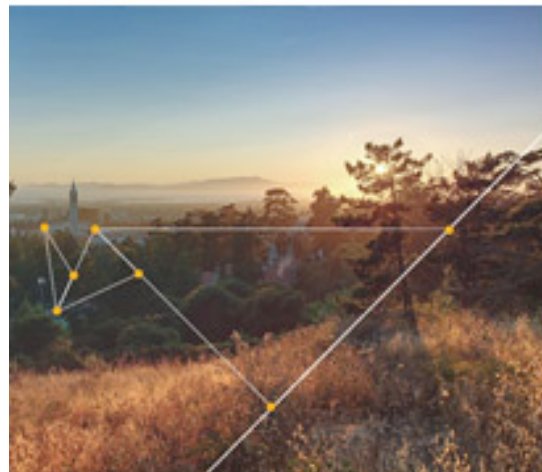
The **tessellation** pattern adds texture and depth when overlaid onto photography. The tessellation pattern should always be white, set to between 50 and 80 percent opacity in Adobe Creative Suite.



Downloads at brand.berkeley.edu

BRAND ELEMENTS | GRAPHIC ELEMENTS

Prisms can be used in a variety of ways—as a solid-colored ribbon, an outlined pattern or an image magnifier—to add visual interest to a piece.



Downloads at brand.berkeley.edu

COMMUNICATIONS SUPPORT

BRAND WEBSITE

brand.berkeley.edu

UC Berkeley

Berkeley Brand

Brand ▾ Identity ▾ Visual design ▾ Web design ▾ Social media ▾ Resources ▾

Berkeley Brand Guidelines

From visual design to social media, this site provides tools and guidelines for campus communicators, designers and social media butterflies. Our collective work is what builds the Berkeley brand, and our team is always available to help you do just that. If you have questions or feedback, our inboxes are open.

- Quick start guide**
Get up and running with the brand tool kit
- Get trained!**
Interested in a brand training session?
- Get famous!**
Send us your showcase-worthy items!

Berkeley brand video

Innovation campaign theme video

Piano campaign video

Guidelines
Downloads
Support

BRAND BOOK

**Brand
Guidelines**
brand.berkeley.edu



Berkeley
cognized and ranked as
greatest public university
the world.

...n opening minds since 1868, and our core values of
...ersity, respect and access to all have never wavered
...l. No other university—public or private—offers the
...ination of academic excellence, access, commitment

to public service and athletic prowess like Berkeley. So in the face of
state budget cuts and general malaise over public education, how
do we get our message across?

What makes Berkeley truly stand out are our intangibles: the
openness, freedom and acceptance—academically and artistically,
politically and culturally—that are impossible to communicate with
just statistics and facts. We all need to communicate in a way that
engenders excitement, confidence and a desire to participate in
our mission.

THIS IS AN EXCITING TIME FOR BERKELEY.

While some see reduced funding as an
obstacle, we recognize it as an opportunity
to develop a stronger Berkeley voice. Our
reputation extends far beyond the Bay
Area, making a transformative impact
on everything from education and the
environment to local and global economies.
This document is a guide to identifying
and communicating our unique future-
oriented stance, in a way that we collectively
contribute to Berkeley's success.

Download the pdf
from the brand site

BRAND TEAM SUPPORT

BRAND / MARKETING

Ram Kapoor

DESIGN

Hulda Nelson

WEB

Sara Leavitt

DIGITAL GALLERY

Melani King

SOCIAL MEDIA

Kathryn Bader

Email: brand@berkeley.edu

THANK YOU