EVENTS COUNCIL
CAMPUS TRADEMARKS AND LICENSING
9/12/19
DESIGN EXPECTATIONS
DESIGN EXPECTATIONS

- UC San Diego, not UCSD.
- For academic and administrative units, the official campus logo is always preferred over athletics logos or setting the campus name in regular type.
- The campus logo should be on all branded merchandise.
- The logo does not need to be the most dominant element, but it should be prominent enough to clearly communicate a connection to campus.
DESIGN EXPECTATIONS

• All **brand guidelines** regarding color, spacing, etc. should be followed when designing merchandise.

• **Trademark symbols** for the campus name and marks must be included, as indicated on CLC art sheets. Sizing can vary based on the piece, but the designer is responsible for including the marks.

• Technical or size constraints? Contact CSP.
# LICENSING ART SHEETS

## UC San Diego

**Current Revision Date:** 11/01/18

| Established: | 1960 |
| Location: | San Diego, CA |
| Mascot: | Tritons |
| Mascot Name: | King Triton |
| Conference: | California Collegiate Athletic Association |

### Verbiage

- University of California San Diego™
- UC San Diego™
- Tritons®
- UCSD® - Usage limited to orders purchased by the UCSD bookstore

### Colors

#### Blue
- PANTONE 2767 C
  - MADEIRA Rayon: 1043 Polyneon: 1967

#### Gold
- PANTONE 116 C
  - MADEIRA Rayon: 1125 Polyneon: 1624

#### Institutional Gold
- PANTONE 1245 C
  - MADEIRA Rayon: 1025 Polyneon: 1791

#### White
- Madeira Rayon: 1001 Polyneon: 1801

#### Black
- PANTONE Process Black C
  - MADEIRA Rayon: 1000 Polyneon: 1800

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

### Institutional Marks

- **Institutional Gold:** PMS 1245 C

### Primary Athletics Marks

1. UC San Diego
2. UC San Diego
3. UC San Diego
4. UC San Diego
5. UC San Diego
6. UC San Diego
7. UC San Diego
8. UC San Diego
9. UC San Diego
PROCESS FOR ORDERING BRANDED MERCHANDISE

• **All vendors must be licensed via CLC.** This protects our brand and minimizes the risk of using a vendor who employs business practices counter to the UC code of conduct.

• Licensed vendors submit art through CLC’s web portal for review.
  → The Office of Trademark and Licensing reviews for appropriate trademark symbols.
  → CSP reviews for brand consistency.

• **Review adds time to the overall approval and manufacturing process.** Please plan accordingly.
CAMPUS RESOURCES

- Campus brand guidelines
  - brand.ucsd.edu
  - ucpa-brand@ucsd.edu

- Office of Trademark and Licensing
  - ucsandiegobookstore.com/t-trademark.aspx
  - UCSDLicensing@ad.ucsd.edu
LICENSING RESOURCES

• CLC’s website
  → imgcollegelicensing.com

• Search for licensed vendors and products
  → imgcollegelicensing.com/Licensing-Info/Client-License-List.aspx

• Become a licensed vendor
  → imgcollegelicensing.com/Licensing-Info.aspx
THANK YOU