UC ANR Program Brand Guide

12. 2025

Your brand logo is the face of the UC ANR brand when communicating with your members and the public. Your logo is crucial for establishing a recognizable and consistent presence across all marketing platforms.

Your new logo consists of three elements:
— the brand symbol
— the brand wordmark
— the gold divider.

The Brand Symbol is the element that brings the voice and symbolism to the logo. It visually represents your mission.

The Brand Wordmark states the name of your program above the name of the parent company typography.

The Gold Divider is a structural element that binds the brand logo together and ties the new design back to the overall UC ANR brand.

The format seen here is the only acceptable format. All other formats must be approved prior to usage.

For questions or requests please contact the Strategic Communications Department at:

lforbes@ucanr.edu

530-750-1204

Three Line Lock-up

Brand Symbol   Gold Divider   Brand Wordmark

Program Title:
Myriad Pro Bold, UC ANR Blue

Parent Brand:
Myriad Pro Semi-Bold, UC ANR Gray

x   x

UC ANR Policy Institute
University of California
Agriculture & Natural Resources

X

x   x

Clearspace equals x.

Please allow a safe area of white space around all four sides of the logo equal to the height of the three lines of text in the Brand Wordmark, as demonstrated by **X.**

This ensures that the brand stands on its own.

Four Line Lock-up

Brand Symbol   Gold Divider   Brand Wordmark

Program Title: Myriad Pro Bold, UC ANR Blue

Parent Brand:
Myriad Pro Semi-Bold, UC ANR Gray

x   x

UC Sustainable Agriculture
Research & Education Program
University of California
Agriculture & Natural Resources

X

x   x

Please allow a safe area of white space around all four sides of the logo equal to the height of the bottom three lines of text in the Brand Wordmark, as demonstrated by **X.**

This ensures that the brand stands on its own.

Approved Logo Color Versions

The horizontal full-color logo, displayed on a white background, is the standard treatment and should be prioritized across applications.

If you must use background color, make it light, neutral, and no stronger than 10% opacity. For special cases, contact Linda Forbes, UC ANR Director of Strategic Communications, for guidelines on how to resolve your particular challenge.

In addition t o the full-color logo, you may use the UC ANR blue logo, the UC ANR black logo and the UC ANR reverse white logo as needed.

The logo should never be smaller than 2.25 inches wide. This size is the standard size for printed marketing pieces.

Full Color

UC ANR Policy Institute
University of California
Agriculture & Natural Resources

Black

UC ANR Policy Institute
University of California
Agriculture & Natural Resources

UC ANR Blue

UC ANR Policy Institute
University of California
Agriculture & Natural Resources

Reverse to White

UC ANR Policy Institute
University of California
Agriculture & Natural Resources

Stacked logos

Stacked logos are included in your toolkit. **They can be used only with permission from your department head in situations where the horizontal logo will not fit.**

UC Organic Agriculture Institute
University of California
Agriculture & Natural Resources

UC Sustainable Agriculture Research & Education Program
University of California
Agriculture & Natural Resources

UC ANR Policy Institute
University of California
Agriculture & Natural Resources

Informatics & GIS
University of California
Agriculture & Natural Resources

Social media icons

Icons

The icons (visual symbols) in the logos should **only be used for social media communications in social media platforms**, not in place of the standard logo in any other type of usage. It is permissible to use the icon as a design element only if the standard program logo is used first in the reading order of any communication.

Logo Misuse

The overall purpose of a branding effort is to gain awareness, and ultimately, instant recognition of the primary brand through consistent and correct applications. The Don'ts provide specific variables to avoid.

Logos cannot be combined with other words or images in any way that appears to create a new customized logo. Ensure that there is sufficient space between the official logo and other design elements to avoid appearing as co-branding.

In addition to the example to the right, **DO NOT DO THE FOLLOWING:**

- Do not position the logo on angles.
- Do not add elements to the logo.
- Do not change the size of the graphic elements of the logo.
- Do not lock up promotional slogans to the logo.
- Do not place the logo on distracting or complex backgrounds.
- Do not use the logo as a headline or within body copy.

If you need additional clarification, please, don't improvise. Instead, contact the Strategic Communications Department at:
lforbes@ucanr.edu
530-750-1204

Logo Don'ts

Do not reposition logo elements positions

Do not change fonts

Do not change colors

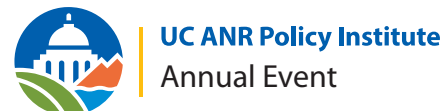Do not distort the proportions of the logo when resizing.

Do not use filter effects on logo

Do not use unapproved colors

Do not add or subtract text

Background Do's and Don'ts

When branding your communications, the background you place your logo on deserves careful consideration. Please review some of the best practices for logo placement below.

The standard placement for colored logos is a white background. If you must use a colored background, choose a neutral color and tint the color back to 10%.

Do not place a logo on any background that camouflages elements of the logo.

Don't: The blue components of the logo are camouflaged and the background is too dark.

Do: Background is tinted back to 10%. Logo is fully visible

Don't: Yellow bar is camouflaged and background is too dark.

Do: Background is tinted back to 10%. Logo is fully visible
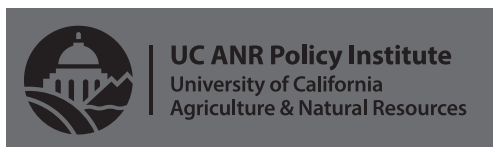
Black and white logos

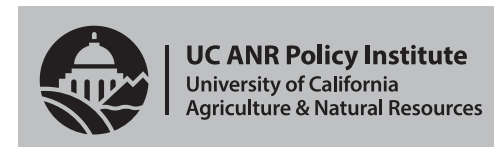Do not use the white logo on light backgrounds.

Do: Use the white logo on dark backgrounds.

Do not use the black logos on dark backgrounds.

Do: Use the black logos on light backgrounds.

Black and white logos are ideal for using with photographs. Select solid, uncomplicated, "quiet areas" of the photograph to place the logo. Make sure that there is good contrast and between the logo and the background so that the logo is easy to read.

UC ANR Brand Colors

Primary Palette

UC ANR Blue

C 100 M66 Y0 K0
RGB 0 95 174
HEX 005FAE

UC ANR Gold

C0 M27 Y100 K0
RGB 254 189 16
HEX FeBe10

UC ANR Cyan

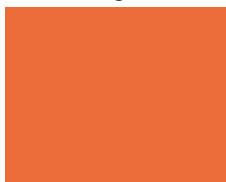C100 M31 Y0 K0
RGB 0 136 206
HEX 0088CE

UC ANR Gray

C0 M0 Y0 K70
RGB 109 10 13
HEX 6D6F71

Accent Palette

Burnt Orange

C0 M70 Y85 K2
RGB 237 109 56
HEX ED6D38

Orange

C0 M50 Y100 K8
RGB 228 137 27
HEX E4891B

Gold

C10 M43 Y95 K0
RGB 227 155 46
HEX E39B2E

Light Green

C59 M17 Y100 K6
RGB 115 158 61
HEX 739E3D

Dark Green

C59 M13 Y100 K40
RGB 76 117 41
HEX 4C7529

Sky Blue

C85 M24 Y0 K0
RGB 0 150 214
HEX 0096D6

Brown

C32 M56 Y100 K17
RGB 156 107 40
HEX 9C6B28

Red

C10 M95 Y95 K10
RGB 199 45 39
HEX C72D27

Support Font

When applying informational, marketing or business text to materials that are using your brand, please use the Myriad Pro Font Family. Myriad pro has a full selection of weights and styles, including the fonts shown here:

Official UC ANR Fonts

• Myriad Pro family

• Minion Pro family

Acceptable Substitute Fonts

Use Myriad Pro and Minion Pro whenever available. If these fonts are not accessible, Calibri, Arial, Helvetica, or Times New Roman may be used as substitutes.

Myriad Pro	Myriad Pro Italic	Myriad Pro Condensed	Myriad Pro Condensed Italic
ABCDE Regular	ABCDE Regular	ABCDE Regular	ABCDE Regular
ABCDE Semi Bold	ABCDE Semi Bold	ABCDE Semi Bold	ABCDE Semi Bold
ABCDE Bold	ABCDE Bold	ABCDE Bold	ABCDE Bold

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