

# UC ANR Program Brand Guide

12. 2025

# UC ANR Program Brand Guide

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:

**[forbes@ucanr.edu](mailto:forbes@ucanr.edu)**  
**530-750-1204**

## Three Line Lock-up

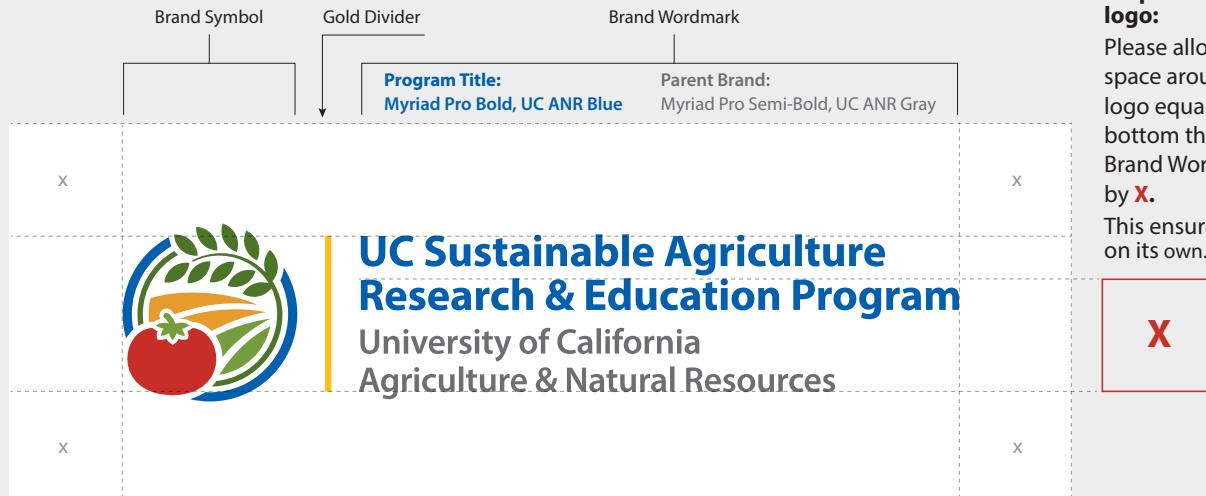


### Required clearspace around the logo:

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



### Required clearspace around the logo:

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.

# UC ANR Program Brand Guide

## 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 to 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.



# UC ANR Program Brand Guide

## 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:

**forbes@ucanr.edu**

**530-750-1204**

## Logo Don'ts

Do not reposition logo elements positions



Do not use filter effects on logo



Do not change fonts



Do not use unapproved colors



Do not change colors



Do not add or subtract text



Do not distort the proportions of the logo when resizing.



# UC ANR Program Brand Guide

## 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



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.



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

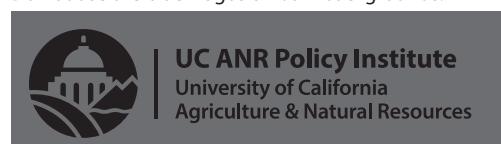


### Black and white logos

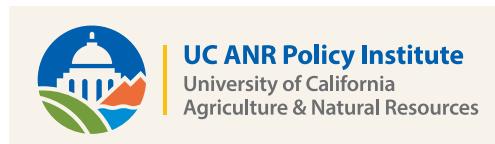
Do not use the white logo on light backgrounds.



Do not use the black logos on dark 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.



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



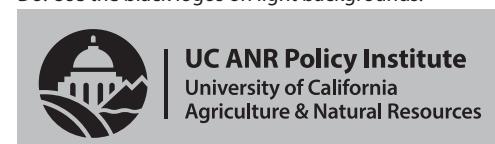
Do: Background is tinted back to 10%. Logo is fully visible



Do: Use the white logo on dark backgrounds.



Do: Use the black logos on light backgrounds.



# UC ANR Program Brand Guide

## UC ANR Brand Colors

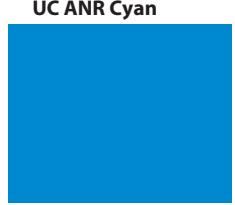
### Primary Palette



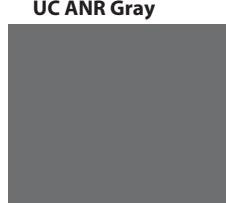
UC ANR Blue



UC ANR Gold



UC ANR Cyan

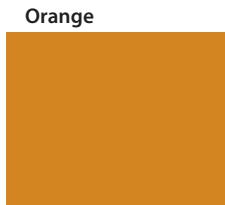


UC ANR Gray

### Accent Palette



Burnt Orange



Orange



Gold



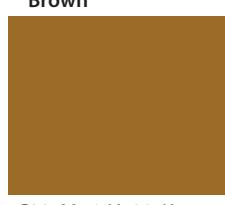
Light Green



Dark Green



Sky Blue



Brown



Red

### Support Font

Myriad Pro

Myriad Pro Italic

Myriad Pro Condensed

Myriad Pro Condensed Italic

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.

ABCDE

Regular

ABCDE

Semi Bold

ABCDE

Bold

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

**forbes@ucanr.edu**

**530-750-1204**