

# UC ANR Program Brand Guide

12. 2025

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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.

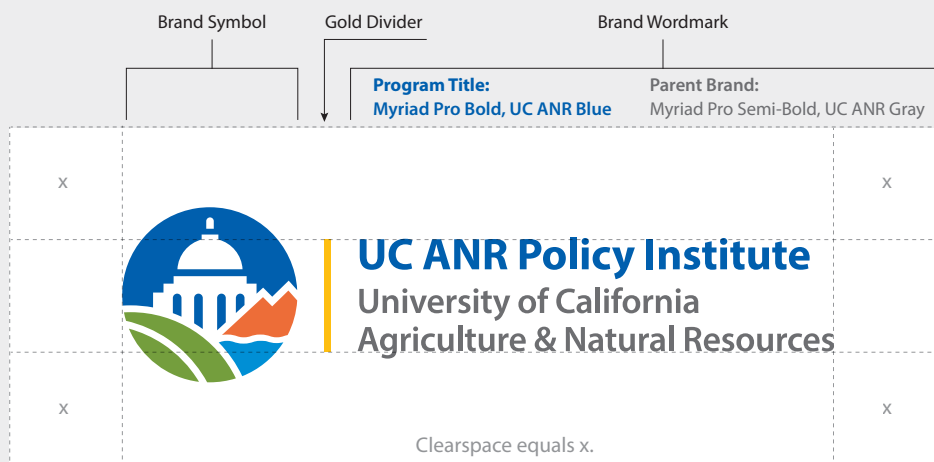
The format seen here is the only acceptable format. All other formats must be approved prior to usage.

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

**lforbes@ucanr.edu**

**530-750-1204**

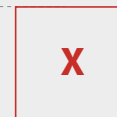
## Three Line Lock-up



### 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:  
**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.



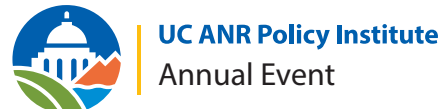
Do not use filter effects on logo



Do not use unapproved colors



Do not add or subtract text



# 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.



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.



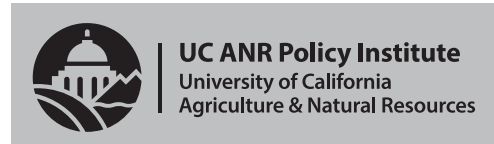
Do not use the black logos on dark backgrounds.



Do: Use the white logo 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 Program Brand Guide

## 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



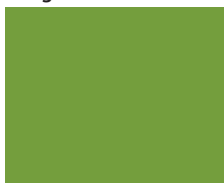
C0 M50 Y100 K8  
RGB 228 137 27  
HEX E4891B

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

ABCDE

Regular

ABCDE

Semi Bold

ABCDE

Bold

Myriad Pro Italic

ABCDE

Regular

ABCDE

Semi Bold

ABCDE

Bold

Myriad Pro  
Condensed

ABCDE

Regular

ABCDE

Semi Bold

ABCDE

Bold

Myriad Pro  
Condensed Italic

ABCDE

Regular

ABCDE

Semi Bold

ABCDE

Bold

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

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530-750-1204