Leading Through Innovation

University of California
Berkeley
Haas School of Business

Haas School of Business
Identity Standards Style Guide

Graphic Toolkit

At the Haas School of Business, UC Berkeley, we are fortunate to benefit from the strong brand of the school itself, as well as the unique and prominent brand of the wider university.

To preserve the integrity and impact of our brand name, it is critical that we establish a cohesive identity in everything that we do. Without a cohesive strategy that reinforces a consistent look and feel, we risk diluting the power of our brand. Therefore, every touch point—advertising, brochures, websites, etc.—must adhere to the high standards that have made our brand strong.

These guidelines have been specifically created to provide the graphic tools necessary to visually preserve and grow the value and integrity of the Haas School of Business brand.

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Identity Overview

The formal name of the school remains Haas School of Business, University of California, Berkeley. The formal name remains prominent on all stationery, business cards, email signature lines, official printed materials, websites, and so on.

Discontinued Use of Walter A. Haas
Because of the proliferation of sub-brands within the Haas School, and for the purpose of abbreviating and standardizing how we refer to our organization, Walter A. Haas is no longer used to identify the school. The school should be referred to only as the Haas School of Business, not the Walter A. Haas School of Business.

Berkeley-Haas
Berkeley-Haas is an acceptable shorthand way of referring to the Haas School of Business at the University of California, Berkeley. Berkeley-Haas offers an effective way to tap the power of the internationally recognized UC Berkeley brand while at the same time building up the brand of the Haas School.

By integrating Berkeley-Haas into our vocabulary, we now have a shorter, uniform way of referring to the school that references both the school and larger university. Its use is encouraged wherever it makes sense, both in written and oral communications. Berkeley-Haas is particularly well suited for external use (that is, outside of campus), where the Haas brand is not as well known as the UC Berkeley brand, or internally, as shorthand among groups of existing students, faculty, and staff. Over time, its use will help increase the name recognition of the Haas School of Business, especially outside the Bay Area. The following pages include some tips and guidelines for using the Berkeley-Haas name.

Tagline
Leading Through Innovation is the school's official tagline. While there is no official wordmark for the tagline, it may be produced in standard type, using an acceptable font (see typeface section). It is secondary to the school's official wordmark logo and should not be used in place of the official wordmark, but may be used along with it.

Identity Overview

Written Communication: Formatting and Iconography

Examples

Instead of
John Smith, professor of organizational behavior at the Haas School of Business at the University of California, Berkeley.

You could say
John Smith, Berkeley-Haas professor of organizational behavior.

Instead of
John Smith graduated from the Haas School of Business at the University of California, Berkeley.

You could say
John Smith graduated from Berkeley-Haas.

General Usage
Berkeley-Haas offers an effective way to tap the power of the internationally recognized UC Berkeley brand while at the same time building up the brand of the Haas School.

By integrating Berkeley-Haas into our vocabulary, we now have a shorter, uniform way of referring to the school that references both the school and larger university.

Exceptions

In some cases, the name Berkeley-Haas might be confusing because it is not clear whether the expression refers to the university or the business school. In such circumstances, it is fine to say or write Haas School of Business, Haas School, or just Haas. **Using Berkeley-Haas is not mandatory.** Use your judgment. Below are a few examples of programs and titles that both do and do not work with Berkeley-Haas.

NO CHANGE
The Berkeley MBA

Haas Fund

NEW
The Berkeley-Haas PhD Program

Exceptions
Managers may consider whether or not to adopt Berkeley-Haas for the names of existing or new programs. There is no mandate to change names, although some managers have opted to do so. Please consult with Marketing & Communications if you have questions.

Identity Overview

Written Communication: Formatting and Iconography

CORRECT
Berkeley-Haas

INCORRECT

BerkeleyHaas

BERKELEY/Haas

Berkeley-Haas must be hyphenated, with only the initial letters "B" and "H" capitalized. Berkeley-Haas may be used only within regular text—no italics or quotation marks.

CORRECT
As the second-oldest business school in the United States, the Haas School of Business at the University of California, Berkeley is one of the world's leading producers of new ideas and knowledge in all areas of business—which includes the distinction of having two of its faculty members receive the Nobel Prize in Economics since 1994. Berkeley-Haas offers 6 degree granting academic programs...

INCORRECT
The culture of Berkeley-Haas is defined by four key principles—question the status quo; confidence without attitude; students always; and beyond yourself.

In written communications, Berkeley-Haas should only be used in text following introduction of the formal name of the school: Haas School of Business, University of California, Berkeley. Do not use it as the initial reference to the school.

Do not refer to the name of the school as the Berkeley-Haas School of Business in writing. The proper use is just Berkeley-Haas (after the full name of the school and university has been introduced earlier).

CORRECT FIRST USE
He is a student at Berkeley-Haas.

He is a student at the Haas School at UC Berkeley.

INCORRECT FIRST USE
He is a student at the Berkeley-Haas School of Business.

Primary Haas Word Mark

University of California
Berkeley
Haas School of Business

The official logo/wordmark of the school remains the same.

The bottom line of the official logo/wordmark, Haas School of Business, is now in sans serif font. The old version (in all the same serif font) is no longer in use.

Unofficial Haas Word Mark

Berkeley
Haas

The unofficial Berkeley-Haas logo was developed exclusively for rare occurrences where the standard logo is too detailed to be legible. For example, it is currently used as the primary logo on iphone applications. Please seek approval from marketing & communications before using this unofficial logo. *An unofficial Berkeley-Haas logo may be developed and approved for wider use in the future.*

Email signatures should not use Berkeley-Haas—only use the formal name: Haas School of Business, University of California, Berkeley.

Identity Overview

Haas tagline

Leading Through Innovation

Univers 45
Initial cap
70% Black

Tagline with Haas logo

University of California
Berkeley
Haas School of Business

x

x

Leading Through Innovation

University of California
Berkeley
Haas School of Business

x

x

Leading Through Innovation

Haas Tagline with logo
Tagline should be justified in size to the width of word mark whether boxed or unboxed. Spacing from the word mark should follow example shown here. While the tagline must be relative in size to the logo, it does not necessarily need to be placed directly below the logo.

Tagline integrated into text

Elestem oluptatibus *Leading Through Innovation* poreperor sernatus nonectium fugitat ant expelis ad quis reperae simet et antisseculpa dero officia vellectatem re sequam volore sam ad mos nostincias aperum incit, vellaut officto cusdaest anturio ssequi dem endit qui dolupta ex exerat est, to min ressunt, quiae eum.

Haas Tagline in text
The tagline when included in a sentence should be set in italics and initial caps.

Tagline integrated into email

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: http://www.haas.berkeley.edu/

Leading Through Innovation

Haas Tagline in email
Always italic.

Logos & Branding

The power of our brand lies in the underlying strength of the University of California, Berkeley, as well as in the reputation of the Haas School of Business.

The University of California, Berkeley, brand is synonymous with prestige, free speech, and world-changing achievements. The Haas School brand has quickly evolved to mean innovative leadership, teamwork, and business excellence. Because of these differences—and because the different aspects of our brand are more powerful among different audiences—capturing and conveying a universal sense of brand can be challenging. For example, prospective students may place more value in the larger Berkeley brand, while alumni may feel a stronger affiliation with the more specific Haas brand. The local business community may be very familiar with the Haas brand, while global business leaders may better appreciate the Berkeley brand.

Our formal Haas School logo (primary word mark on the following page) leverages both the strength of the university, as well as the school. It also gives external audiences the complete formal name of our institution. Therefore, the official logo should be used whenever possible, particularly when facing external audiences. If the official logo does not appear on either the front or back cover, both Haas School of Business and University of California, Berkeley must at least appear in print in the standard font(s).

Official Haas Logo
It is important to remember that regardless of what part of the school, specific program, or individual center we are promoting, the Berkeley and Haas brands are extremely powerful and should be leveraged as much as possible. Secondary and tertiary brands (logos for individual centers, for example) are not as strong and should, therefore, not be used independent of the school's primary brand.

Use of the University Seal
Because the official Haas logo (primary word mark) incorporates the larger university brand, while simultaneously identifying the Haas School, the official university seal is not necessary and is not to be used for Haas-specific communication.

Logos and Branding

Overview

Primary Haas Word Mark

University of California
Berkeley
Haas School of Business

Secondary Sub-Brand Word Mark:

TheBerkeleyMFE

The Berkeley-Haas PhD

TheBerkeleyMBA

University of California
Berkeley
Haas School of Business

Columbia Business School

BERKELEY-COLUMBIA EXECUTIVE MBA

Tertiary Sub-Brand Word Marks (select examples)

center for
UC Berkeley
executive education

Haas@**Work**

CENTER FOR TEACHING EXCELLENCE
University of California, Berkeley | Haas School of Business

Lester Center for Entrepreneurship

CENTER for **NONPROFIT** and **PUBLIC LEADERSHIP**
Haas School of Business, UC Berkeley

Primary Word Mark
The primary word mark (official logo) must appear prominently on all formal correspondence and collateral. It should appear on the cover page (or front page) of all official letters, brochures, websites, etc. Because the Berkeley and Haas School brands are more universal and stronger than any other brand within the Haas School, the primary word mark should be the most prominent logo when it appears with other sub-brand logos.

Secondary Word Marks
This family of word marks quickly associates our unique brand with our key products— the degree programs. These logos may be used with the official logo, but must be presented as secondary to the official logo. The exception is the Berkeley-Columbia Executive MBA Program logo, which may be used independently, as both schools' primary logos are incorporated into the program logo.

Tertiary Word Marks
These word marks include logos for centers, non-degree programs, and campaigns. In all cases, these logos should not be used independently, without the official logo or official name of the Haas School of Business, UC Berkeley.

Logos and Branding

Haas Primary Word Mark

University of California
Berkeley
Haas School of Business

University of California
Berkeley
Haas School of Business

boxed

Primary Word Mark
The primary word mark comes in two variations: boxed and unboxed.
Note that the font in the bottom line of the new version of the official word mark has been changed to a sans serif font.

Unboxed Version
The unboxed version of the logo should only be used when layered over a white or light background. It may also be a good solution when applying the logo to branded items like t-shirts, etc.

Boxed Version
The boxed version of the logo has great versatility as the white box and drop-shadow sets off the word mark from any type of background chosen whether it be complex or simple.

Logos and Branding

Haas Primary Word Mark: Color

Positive Reproduction

2-Color: Black and PMS 286

University of California | Black

Berkeley | PMS 286

Haas School of Business | Black

2-Color Boxed: Black and PMS 286

University of California | Black

Berkeley | PMS 286

Haas School of Business | Black

For full color usage only

Drop shadow:
20% Black
Offset: 0
Size: .094˝

Greyscale: Black and 50% Black

University of California | Black

Berkeley | 50% Black

Haas School of Business | Black

High Contrast: Black

University of California

Berkeley | Black

Haas School of Business

Color for positive reproduction
The word mark comes in several color options. It is preferred wherever possible to use the 2-color version, but it is understood that in some cases black and white or greyscale is the only available.

Logos and Branding

Haas Primary Word Mark: Color

Reverse Reproduction

High Contrast: White on black Background

University of California
Berkeley
Haas School of Business

High Contrast: White on Grey (50% Black) background

University of California
Berkeley
Haas School of Business

High Contrast: White on Haas Blue background

University of California
Berkeley
Haas School of Business

Logos and Branding

Haas Primary Word Mark: Clearspace

University of California
Berkeley
Haas School of Business

University of California
Berkeley
Haas School of Business

Unboxed Clearspace
The clear space for the logo should be equal to the space from the initial cap of the word "University" to the hairline running underneath. That height is indicated with an "x" on the diagram to the left.

Boxed Clearspace
The clear space for the boxed version of the logo is the same as the unboxed version, but in this case the clear space is measured out from the surrounding box.

Primary Word Mark: Minimum Size

University of California
Berkeley
Haas School of Business
— 1.25" —

University of California
Berkeley
Haas School of Business
— 1.5" —

Minimum Size
The word mark shouldn't ever be reproduced smaller then 1.25" wide for the unboxed version and 1.5" for the boxed version. The word mark loses legibility at smaller sizes. When adapting the logo for web usage be thoughtful about legibility as pixilation can be more prominent when used at a smaller size.

Logos and Branding

Haas Primary Word Mark: Incorrect Usage

Do Not tilt or transform the word mark in any way.

Do Not compress or extend the word mark in any way.

Do Not reproduce the word mark in colors other than those on page 12.

Do Not alter the composition or change font of the word mark.

Do Not add modifiers to the word mark.

Do Not reorganize or extract elements of the word mark.

Do Not set the word mark on a photographic background.

Do Not set the word mark on competitive backgrounds that will detract from readability.

Do Not reverse logo out of black or dark backgrounds.

Primary Boxed Word mark: Incorrect usage

Do Not add a keyline to the box surrounding the word mark.
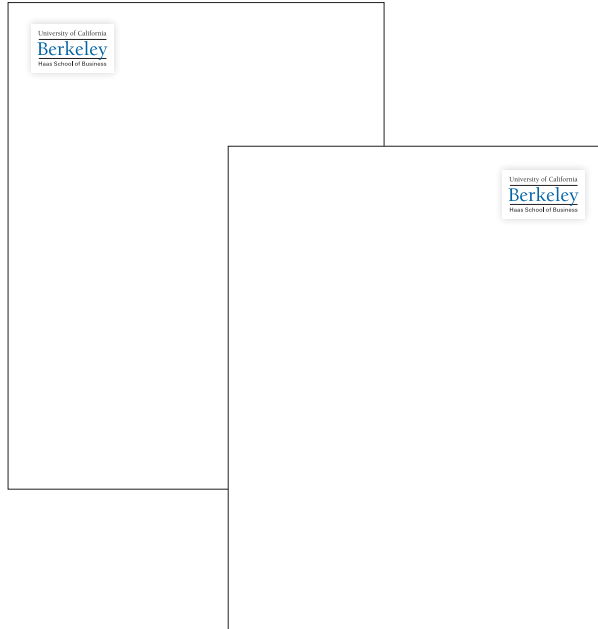
Do Not alter the box color surrounding the word mark.
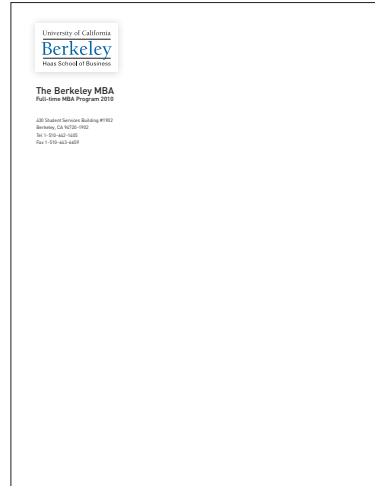
Do Not alter ratio of word mark to box.

# Logos and Branding

Haas Primary Word Mark: Positioning

Front covers

University of California
Berkeley
Haas School of Business

University of California
Berkeley
Haas School of Business

TheBerkeleyMBA

Haas School of Business,
University of California, Berkeley

TheBerkeleyMBA
Haas School of Business,
University of California, Berkeley

Back covers

University of California
Berkeley
Haas School of Business

The Berkeley MBA
Full-time MBA Program 2010

430 Student Services Building #1902
Berkeley, CA 94720-1902
Tel 1-510-642-1405
Fax 1-510-643-6659

Preferred placement
Because the Haas brand is stronger than any sub-brand within the school, it is recommended that the primary word mark be used on covers of most print materials. While positioning may vary, top right or left are the recommended locations on front covers.
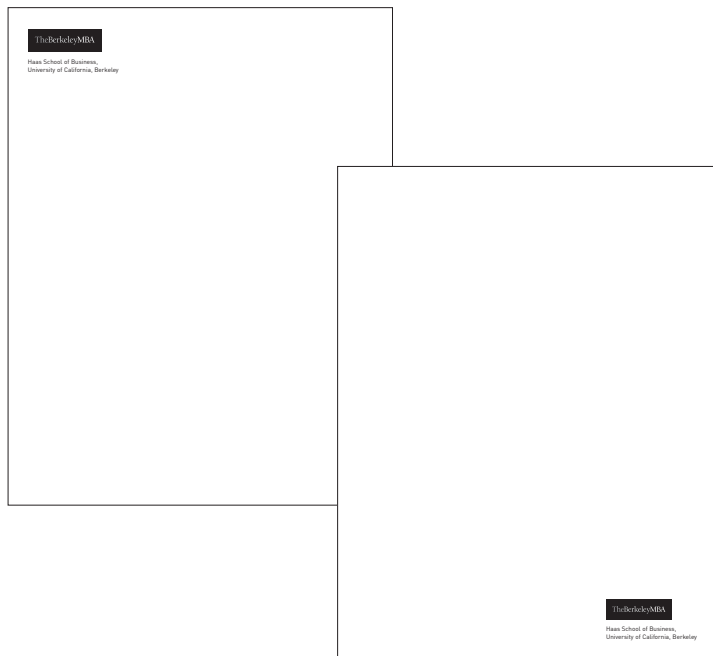
In some cases, a secondary or tertiary sub-brand logo may serve as the primary and single logo on a front cover. However, if the primary word mark is not used on the front cover, the words "Haas School of Business, UC Berkeley" or some acceptable variation of the full school and university names must appear alongside the secondary or tertiary logo. Also, if the primary word ,ark does not appear on the cover, it should appear on the back cover.

Logos and Branding

Haas Primary Word Mark: Examples in use

**Admissions Brochure
Front & Back covers**

Full-time MBA Program 2011
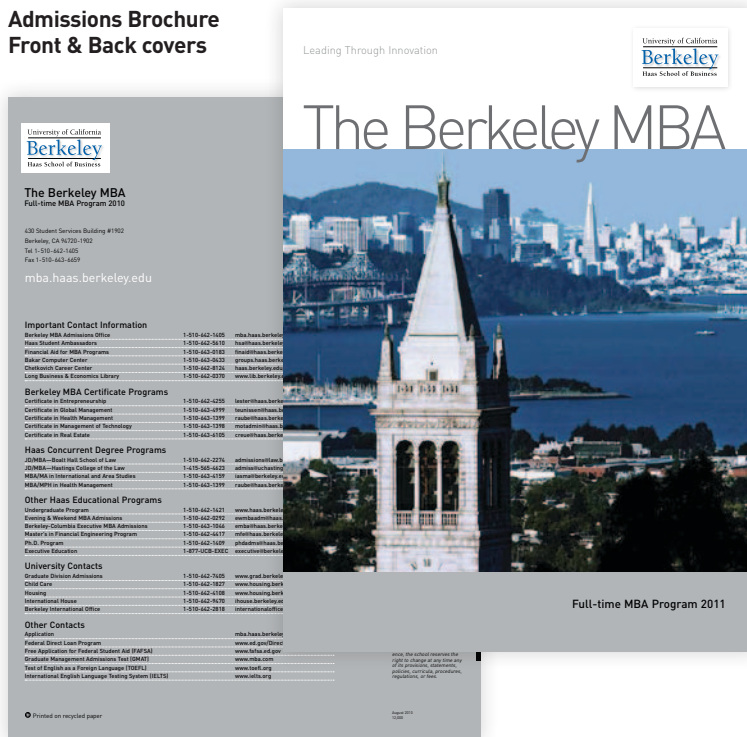
Website

Logos and Branding

Haas Secondary Logos: Program Word Marks

Full-Time Program & Evening & Weekend Program Logo

TheBerkeleyMBA

MFE Program Logo

TheBerkeleyMFE

PhD Program Logo

The Berkeley-Haas PhD

Berkeley-Columbia Program logo

University of California
Berkeley
Haas School of Business

Columbia
Business
School

BERKELEY-COLUMBIA EXECUTIVE MBA

Using Secondary Logos
Secondary logos should be used for program-specific materials. They should not be used to represent the school in general. They must be used as secondary to the primary Haas word mark.

Logos and Branding

Program Word Marks Usage

Color

40% Black   20% Black   White

100% Black
Font: Berkeley Medium

Minimum Size

1.5"

Using Secondary Logos
Please use only the word mark as provided by Marketing & Communications. Alterations to the logos are unacceptable.

Sizing
The word mark shouldn't ever be reproduced smaller than 1.5". The secondary logos lose legibility at smaller sizes. When adapting the logo for web usage be thoughtful about legibility as pixilation can be more prominent when used at a smaller size.

Color Palettes

Color is one of the most basic components used to establish brands.

These color palettes maximize brand recognition and consistency of user experience for Haas-branded materials. It unifies the look and feel of the brand and serves as the basis for design. Materials should not deviate from the palettes on the following pages, unless approved by the Marketing & Communications.
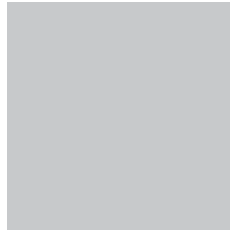
Color

Primary Palette

Core Palette
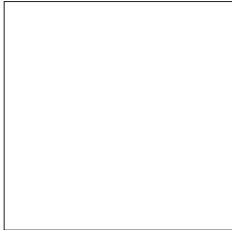
White	Pantone Cool Gray 9	Pantone Cool Gray 4
	CMYK 0C 0M 0Y 50K	CMYK 0C 0M 0Y 25K
	RGB 146R 148G 150B	RGB 198R 199G 201B
	HEX #929496	HEX #c6c7c9

Core Palette
The core palette serves as the base for design. The white and gray shades provide a clean, modern look, which complements the brand.
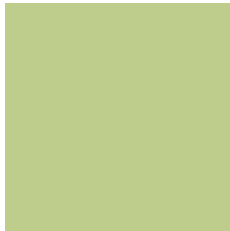
Accent Palette

Muted
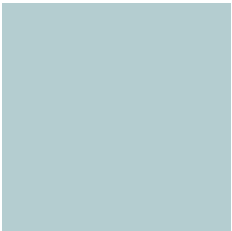
Pantone 5503	Pantone 7403	Pantone 7492	Pantone 7413
CMYK 18C 0M 6Y 15K	CMYK 10C 15M 56Y 0K	CMYK 28C 9M 56Y 0K	CMYK 14C 38M 64Y 0K
RGB 185R 203G 207B	RGB 224R 206G 137B	RGB 192R 202G 141B	RGB 204R 162G 111B
HEX #b9cbcf	HEX #e0ce89	HEX #c0ca8d	HEX #cca26f

Accent Palette
The accent palette is made up of a four color palette including blue, yellow, green and orange in two vibrancies: muted and vivid. Keeping in mind that white should always be the primary color representing the Haas brand, the accent color palette when used thoughtfully and sparingly is appropriate.
Accent colors can be used for subhead typography and boxed elements.

Vivid

Pantone 2925	Pantone 7406	Pantone 376	Pantone 159
CMYK 64C 24M 3Y 0K	CMYK 0C 24M 100Y 9K	CMYK 48C 14M 77Y 0K	CMYK 10C 59M 69Y 7K
RGB 113R 159G 207B	RGB 218R 178G 46B	RGB 155R 178G 106B	RGB 187R 120G 87B
HEX #719fcf	HEX #dab22e	HEX #9bb26a	HEX #bb7857

Haas Blue

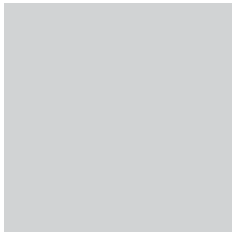|	Pantone 286
	CMYK 100C 66M 0Y 2K
	RGB 0R 93G 170B
	HEX #275da6

Haas Blue
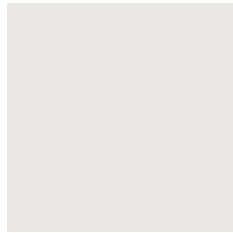Haas Blue is unique to the Haas brand and is meant to be primarily used in the logo only.

Color

Neutral Palette

Light

Pantone	Cool Gray 4
CMYK	0C 0M 0Y 25K
RGB	198R 199G 201B
HEX	#c6c7c9

Pantone	7534
CMYK	5C 4M 6Y 3K
RGB	229R 228G 225B
HEX	#e5e4e1

Dark

Pantone	Cool Gray 11
CMYK	0C 0M 0Y 70K
RGB	109R 110G 112B
HEX	#6d6e70

Pantone	Cool Gray 9
CMYK	0C 0M 0Y 50K
RGB	146R 148G 150B
HEX	#929496

Pantone	7530
CMYK	30C 25M 40Y 20K
RGB	149R 147G 130B
HEX	#959382

Neutral Palette
These variations on the core gray colors may be used when deviation from the standard gray is necessary for clarity or differentiation.

Berkeley-Columbia Palette

Pantone	446
CMYK	68C 62M 60Y 50K
RGB	63R 63G 63B
HEX	3f3f3f

Pantone	746
CMYK	100C 0M 0Y 10K
RGB	0R 157G 215B
HEX	009dd7

Berkeley-Columbia Palette
The BCMBA program is a uniquely co-branded program that has its own color palette. This palette is to be used with the BCMBA program only.

Berkeley Gold

Pantone	139
Pantone	Metallic 874
CMYK	0C 38M 100Y 23K
RGB	183R 135G 39B
HEX	b78727

Berkeley Gold
The University's gold may be used as a background color. However, rendering fonts or wordmarks in gold should be avoided.

Typography

Consistency in typography is an essential element in brand identity.

Because the Haas School is synonymous with innovation and energy, modern typefaces have been chosen to represent the school. All of the following acceptable typefaces are sans serif fonts.

It is also important to consider the treatment of typefaces and headers. Consistent use of typography will help build an immediately recognizable image for Haas over time through use in all communication materials.

Typography

Haas Primary

Univers Family

Univers 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 46

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@#$%^&**

Univers 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 56

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@#$%^&**

Univers 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 66

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 75

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 77

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Haas Primary Font Family
The Univers font family is the primary font. It is a clean, precise typeface with a contemporary character. Its characteristics make it well suited to represent the Haas brand. The typeface has been chosen because its modern, sleek look compliments the brand. It is also used in Web applications for typographic elements that are non-HTML.

Using Typography

Examples

SUBHEAD TREATMENT 1 ← Subhead 1: Univers65/All Caps/9.5pt/100% Black

Headline Style

Main Heads:
Univers 45
Upper & Lower case
48 pt/-30 tracking
50% Black

Subhead treatment 2 ← Subhead 2: Univers 45/ Upper & Lower case/ 13pt/100% Black

Body text ea atur sint es ni as seruntibus eveles es dolor ad molestet aut esciisi minulpa pra nus, iur sin peditat usantis delest, sero berepti onectiorerum quasper spidem volor sequam issus as ut dolum reris maximet aut quo officid que di cor moditatur alitae ad que voluptate nosapid ut intibeate cum ad eumet laut debis ellupta vellor assit quid quam ditatius, coraest aut hariaepero temoluptur aliquidel il exernam incipsae pration pero te eatur asi ium hari nullor aut quae quam rem assitatecepe coreicae omni dolorios nes que voluptum dellest maximpost quunt mi, sunt adi des aut arit, excearciis et, corem acepediscid molorro es et miliquamet mi, volest mo volestios sed magnimodior animolu ptatio. Odit volenis soluptam volo di con nietur?

Body Text:
Unnivers 45
Upper & Lower case
9.5/12 pt
100% Black

Sidebar text

Headline
Subhead Treatment

Ficae nobit invelen dellendus, con conet et lam lab intur? Excereped mo to molorehenis mincto tem qui rem. Icae sit ut et voluptaspe venemquis dipsus, seceriore doles audam, accum quia cum quodiae nulparc ipitatet moluptat. As alibusamet omnist faccupta sequo dendam eaquam rest ipsam quaepernam audamet voluptae min pra dici omnita volut volut quiaeeperped quisincius volorro dolores dis enimus earuntiam aut et libusdam ernam vit, odio. Et viducipsunt excerov idebit alignime nat.

Headline
Subhead Treatment

Ficae nobit invelen dellendus, con conet et lam lab intur? Excereped mo to molorehenis mincto tem qui rem. Icae sit ut et voluptaspe venemquis dipsus, seceriore doles audam, accum quia cum quodiae nulparc ipitatet moluptat. As alibusamet omnist faccupta sequo dendam eaquam rest ipsam quaepernam audamet voluptae min pra dici omnita volut volut quiaeeperped quisincius volorro dolores dis enimus earuntiam aut et libusdam ernam vit, odio. Et viducipsunt excerov idebit alignime nat.

Consistent Typography
Consistent use of typography will help build an immediately recognizable image for Haas over time through use in all communication materials.

Typographic Hierarchy
The sans serif typography used in the Haas School's collateral reflects the school's contemporary, innovative brand.

Color Treatment
Choosing colors from the Haas neutral palette is preferred when using typography with major headlines set at 50% black and all other type elements primarily black. Body text color should always be 100% black for best reproduction and legibility. Using the accent color palette for subhead elements is also an option.

Typography

Haas Web

HTML Typography: Verdana

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Verdana Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Non HTML/Art elements: Univers Family

Univers 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 46

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Univers 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Univers 56

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Web Typography

HTML
Verdana is used for all HTML text elements.

Headers and Art Elements
The Univers font is used for all text elements that are not HTML.

Typography

Berkeley/Columbia Program Web

Print: Helvetica Neu

Helvetica Neu 45 light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Helvetica Neu 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Helvetica Neu 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Web: Arial Font Family

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
*1234567890!@#$%^&**

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Berkeley-Columbia Program Typography.
Being a uniquely co-branded program, the BCEMBA program has a unique set of fonts for both print and web application. Again, these fonts should be used for this program specifically and not applied to other aspects of the Haas school.

Using images

Images contribute to the look and feel of marketing collateral, and are integral to conveying the brand.

Therefore, it is important to strive for consistency in what types of photos are used, as well as how they are used.

When selecting photos, it important to consider a wide range of factors, including the following:

- Relevancy: do the photos represent the right groups, activities, events, or individuals?

- Emotion/Feeling: do the photos convey energy and enthusiasm as opposed to stagnancy or boredom?

- Usage Rights/Permissions: do you have the necessary permissions to use the photos?

The following pages contain examples of the sorts of photos that should and should not be used to represent Berkeley-Haas.

Using images

Profiles: Image sizing options

Profile images should be used in the following visual hierarchy:

Primary (Full-page Profiles)

The Primary full-page image may include the full figure or the figure from the knees up. It's very important to be thoughtful about the environment surrounding the figure. It should be engaging and interesting without being overwhelming.

Secondary (Small Inset Profiles)

These smaller profile images should be shot with the same considerations as the full-page images, but should include the figure from the torso up. These images should never be run larger then 3" x 4".

Tertiary (Headshots)

The figure in the headshot should be shot from the shoulders up and can be shot in either a natural environment or in a studio setting. These images should never be run larger than 1" x 1.5" in both print and web publication.

Profile Image Size Ratios

Tertiary 1:56

Secondary 1:16

Primary 1:1
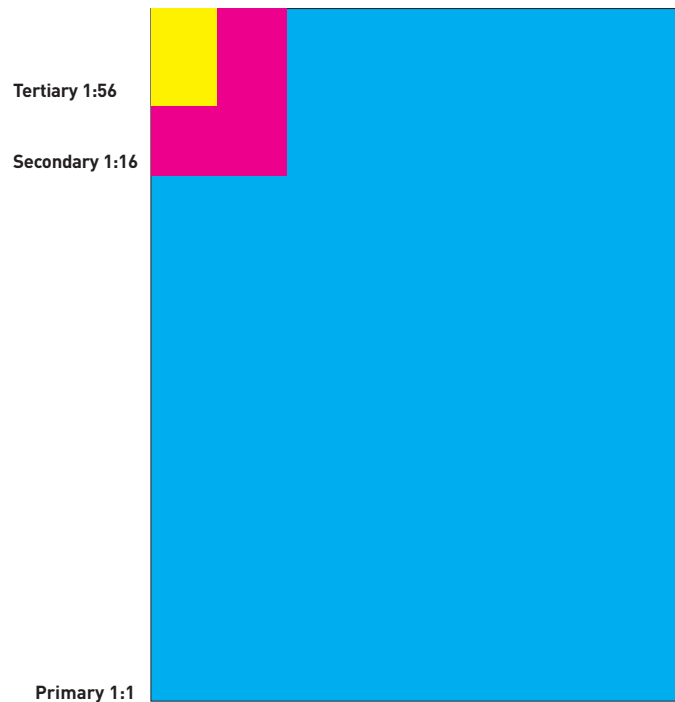
Using images

Profiles

Figure and Environment
For both print and web profiles, photographs should include background imagery or pattern, rather than a flat canvas.

Dynamic
Avoid studio headshots. Whenever possible profile images should be shot with natural lighting and in an engaging environment.

Cropping
Be thoughtful about the figure within the image box. Make sure to not awkwardly cut off heads or limbs where appropriate.

Using images

Classroom

Point of View
Avoid awkward croppings of wide shots. Contrast between near and far can add character and dimension to shots.

Vibrant and Engaged
Use student shots that show engagement and happiness rather than boredom or disengagement.

Diverse
Avoid shots that lack diversity in gender or ethnicity.

Cropping
Avoid awkward cropping of background students.

Using images

Architectural/Environmental

University Images
Use iconic images of the Berkeley campus when addressing audiences that may be more familiar with or have a greater affinity for the Berkeley brand than the Haas brand. This often includes audiences outside the Bay Area.

Haas Campus
Use images of the Haas campus when audiences are likely to be familiar with the Haas brand. You can also use images of the Haas school in conjunction with university images for general audiences. The architecture of the campus is a visual extension of the Haas brand.

People and Place
Using photos that show people is often preferable, as it adds energy and context to architectural shots.

Natural beauty
Location is a key strength of the Haas brand. You are encouraged to use images that showcase the natural beauty and energy of the Bay Area. Do not use altered images that may give a false or negative sense of location.

Using images

Groups

People & Environment
Where ever possible group people in natural environments. The environment itself can tell an engaging story. Avoid fake propping and artificial lighting.

Groupings
Avoid static clusters of people aligned in rows. Also, limit group size whenever possible.

Events

Focused
Event photos should have a central focus. Avoid large, ambiguous crowd images.

Contents
Choose photos that demonstrate scholarly engagement whenever possible (appropriate). Avoid shots that portray alcohol consumption. Blur all name tags or badges to protect subject anonymity.

Email Signatures

Over time, the wide range of programs, centers, and groups at Berkeley-Haas has led to significant differences in the ways in which people associate themselves with the school. This is most evident in email signatures.

Students, faculty, and staff should follow the guidelines and examples on these pages when creating their email signatures. Important things to keep in mind when creating your signature:

• The full and proper name for the school, Haas School of Business, UC Berkeley, should appear in the signature. Other variations, such as Berkeley-Haas or Walter A. Haas School of Business, should not be used.

• The only art that may be used to represent a program or group in a Haas email signature is the school or program (or group) logo. Do not use both logos-choose one or the other. Do not include banners or photos to represent your affiliation with Haas. **Note that any art used in email often does not appear or may appear as empty image icons, depending on the recipient's email browser settings.**

• Signatures should contain consistent 10-12 point font, all black, grey, or blue, and no bold or italic text (exception: the school tagline should be italicized).

Email signatures

Preferred Variations of email signatures:

Simple version

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
Office: 510.643.9977
Web: http://www.haas.berkeley.edu/

Black

Haas Blue or Black

Signature with Primary Word Mark

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: http://www.haas.berkeley.edu/

University of California
Berkeley
Haas School of Business

Signature with Secondary Word Mark

Craig Kaufman
MBA Candidate
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: http://www.haas.berkeley.edu/

University of California
Berkeley
Haas School of Business
Columbia Business School
BERKELEY-COLUMBIA EXECUTIVE MBA

Berkeley-Haas
Email signatures should not use Berkeley-Haas—only use the formal name: Haas School of Business, University of California, Berkeley

What You Must Include
All signatures should at minimum contain a name, job title, school and university names, and a phone number (automated email accounts excluded).

What You *May* Leave Out
While formatting should be consistent with this guide, email signature information may vary. Physical addresses, telephone numbers (cell and LAN lines), and web addresses are optional.

What You *Should* Leave Out
While some information may be omitted, adding additional information should be avoided. For example, listing multiple web addresses, including multiple wordmarks, or adding other unnecessary information should be avoided.

Phone Number Style
You may use either periods or dashes in phone numbers.

Email signatures

Variations of email signatures:

Signature with tagline

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: http://www.haas.berkeley.edu/

Leading Through Innovation

Black

Haas Blue or Black

Black and italicized

Signature with social media icons

Craig Kaufman
Sr. Marketing and Communications Manager
Haas School of Business
University of California, Berkeley
2000 Center Street, Suite 400
Berkeley, California 94704-1996
Office: 510.643.9977
Web: http://www.haas.berkeley.edu/

Caution
Any art used in email signatures (logos or social media icons included) may not appear in a recipients email browser, depending on the recipient's browser settings.

Language & Mechanics

The Haas School uses AP Style (Associated Press Style) as a baseline standard for all language and mechanics usage.

The following pages contain only exceptions to Associated Press Style. Follow Associated Press Style in all other cases.

If you have questions about language or mechanics usage, please consult the Marketing & Communications.

Language & Name Mechanics

Program Name Usage

Below are the official names of each of the Haas degree programs:

The Haas Undergraduate Program

The Berkeley MBA Program

The Berkeley Evening & Weekend MBA Program

The Berkeley Master of Financial Engineering Program

The Berkeley-Columbia Executive MBA Program

The Berkeley-Haas PhD Program

When referring to the official name of a program, capitalize the first letter in each word. However, in sentences, when you are not using the full official name of the program, capitalize only the proper nouns. Also, do not use the ampersand (&) in evening and weekend when not referring to the official name of the program.

...Berkeley MBA students...

...evening and weekend program courses...

...evening and weekend MBA students...

...the undergraduate program at Berkeley-Haas...

...full-time Berkeley MBA students...

"Full-time" is not part of the official name of The Berkeley MBA Program. However, it is often necessary to include it to differentiate between programs. When using "full-time" to refer to the Berkeley MBA Program in a sentence, you should capitalize the "F" only when using it as part of the official name of the program:

...The Full-time Berkeley MBA Program...

When using "full-time" to refer to the Berkeley MBA Program in headers or titles, you may capitalize the "T" as well:

The Full-Time Berkeley MBA Program

Full-Time Program

Language & Name Mechanics

Alumni vs Alumnus

Alumnus refers to a male only; the male plural is alumni.

Alumna refers to a female only; the female plural is alumnae.

Mixed groups are referred to as alumni.

Alum may be used for colloquial purposes.

Commas

Unlike Associated Press Style, Haas does use the serial comma (comma before the last item in a series):

The Haas community consists of faculty, students, and staff.

Degrees

Unlike Associated Press Style, Haas does not use periods when referring to abbreviated degrees: BA, MBA, MFE, PhD.

Graduation Years with Degrees

When writing a graduation year following a degree, use the last two digits of the year, without any additional punctuation:

MBA 11

Mike Smith, MBA 11

States

Follow Associated Press Style when abbreviating states. However, in many cases, you should spell out the entire state.

Web Addresses

When a web address contains "www," it is not necessary to include the "http://." You may also omit the "www" (optional).

www.berkeley.columbia.edu

berkeley.columbia.edu

However, you may wish to include the "http://" with addresses that do not contain "www" (optional).

http://students.haas.berkeley.edu

Contacts

The marketing & communications office at Berkeley-Haas oversees marketing standards across the entire organization.

Therefore, it is usually a good idea to contact the department upon beginning any significant communications project.

Marketing & communications can provide advice, recommendations, and vendor contacts, as well as answer any style-related questions you may have. In addition to contacting the individuals below, you may visit the department website at www.haas.berkeley.edu/marcom.

Primary contacts:
Craig Kaufman
Sr. Marketing & Communications Manager
ckaufman@haas.berkeley.edu
510.643.9977

Rich Kurovsky
Executive Director of Marketing & Communications
kurovsky@haas.berkeley.edu
510.642.5939