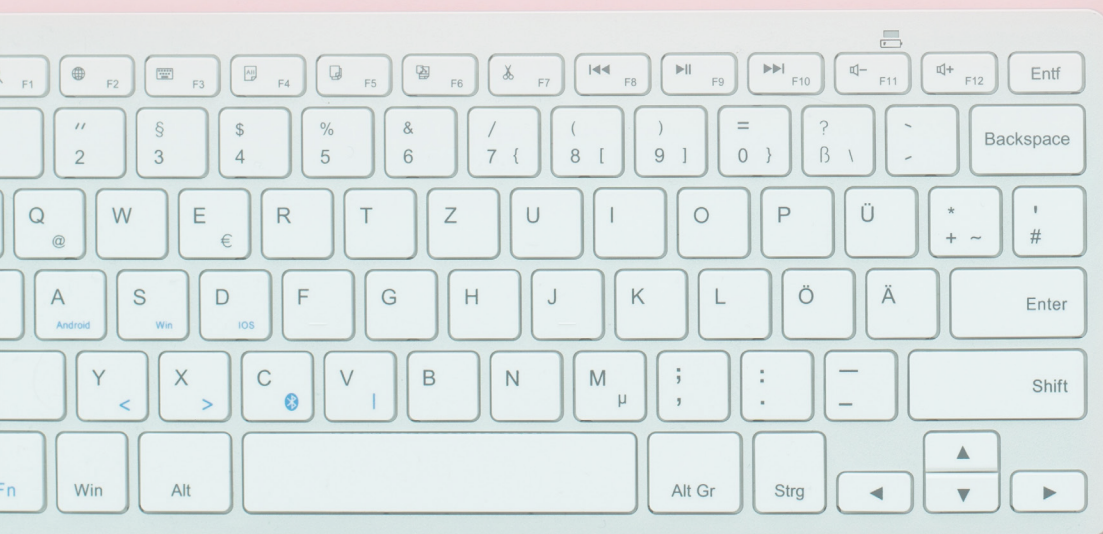


A Brand Guideline



Introduction

UCSB Extension has changed its name to UCSB Professional and Continuing Education | Extension. This new name speaks to our offerings here. Our name change, logo change and branding change are designed to impart a clean look that is our own while also leveraging UCSB's brand equity as a whole.



Appearance

Crisp imagery combined with strategically placed boxes.



Specs (Leading & Sub Colors)

Gold

PMS 7549 C
C0 M28 Y100 K0
R254 G188 B17
#FEBC11

Navy

PMS 2955 C
C100 M60 Y10 K53
R0 G54 B96
#003660

Black

PMS Process Black
C0 M0 Y0 K100
R0 G0 B0
#000000

Aqua

PMS 633 C C98
M6 Y10 K29 R4
G133 B155
#04859B

Sea Green

PMS 7716 C
C83 M0 Y40 K11
R11 G168 B154
#0BA89A

Moss

PMS 7496 C
C46 M6 Y100 K42
R122 G141 B57
#7A8D39

Coral

PMS 7597 C C0
M85 Y100 K4
R239 G86 B69
#EF5645

Light Gray

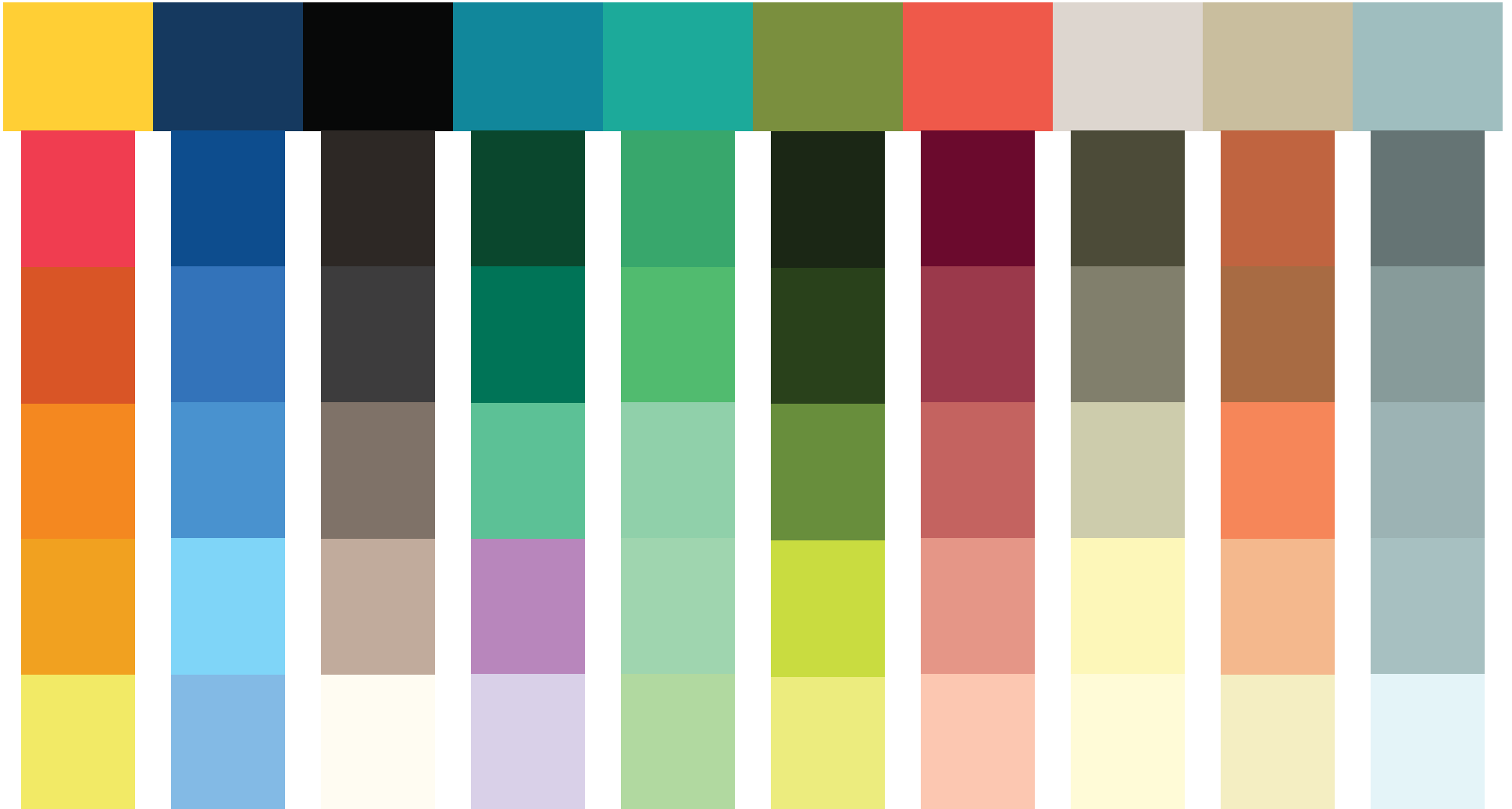
PMS 428 C C10
M4 Y4 K14 R220
G225 B229
#DCE1E5

Clay

PMS Warm Gray 1C
C3 M3 Y6 K7 R220
G214 B204
#DCD6CC

Mist

PMS 5493 C C47
M4 Y16 K16
R156 G190 B190
#9CBEBE



Appearance

Sincere imagery combined with strategically placed boxes. (text heavy example.)

Avoid images with icons or text.



Typography
Nunito Sans — Primary Typeface

Extra Light
Lorem ipsum dolor sit amet

Light
Lorem ipsum dolor sit amet

Regular
Lorem ipsum dolor sit amet

SemiBold
Lorem ipsum dolor sit amet

Bold
Lorem ipsum dolor sit amet

Black
Lorem ipsum dolor sit amet

Typography
Produkt — Secondary Typeface

Thin
Lorem ipsum dolor sit amet

Light
Lorem ipsum dolor sit amet

Roman
Lorem ipsum dolor sit amet

Medium
Lorem ipsum dolor sit amet

Heavy
Lorem ipsum dolor sit amet

Black
Lorem ipsum dolor sit amet

Logos

PaCE

Regular "Santa Cruz"

UC **SANTA BARBARA**
Professional and
Continuing Education

UC **SANTA BARBARA**
Professional and
Continuing Education

UC **SANTA BARBARA**
Professional and
Continuing Education

Short "San Miguel"



Logos

International Programs

Regular "Santa Rosa"

UC **SANTA BARBARA**
International
Programs

UC **SANTA BARBARA**
International
Programs

UC **SANTA BARBARA**
International
Programs

Short "Anacapa"

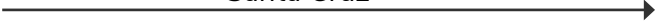


Logos

Correspondence



Santa Cruz



UC **SANTA BARBARA**
Professional and
Continuing Education



Santa Rosa



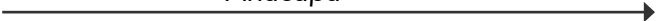
UC **SANTA BARBARA**
International
Programs



San Miguel



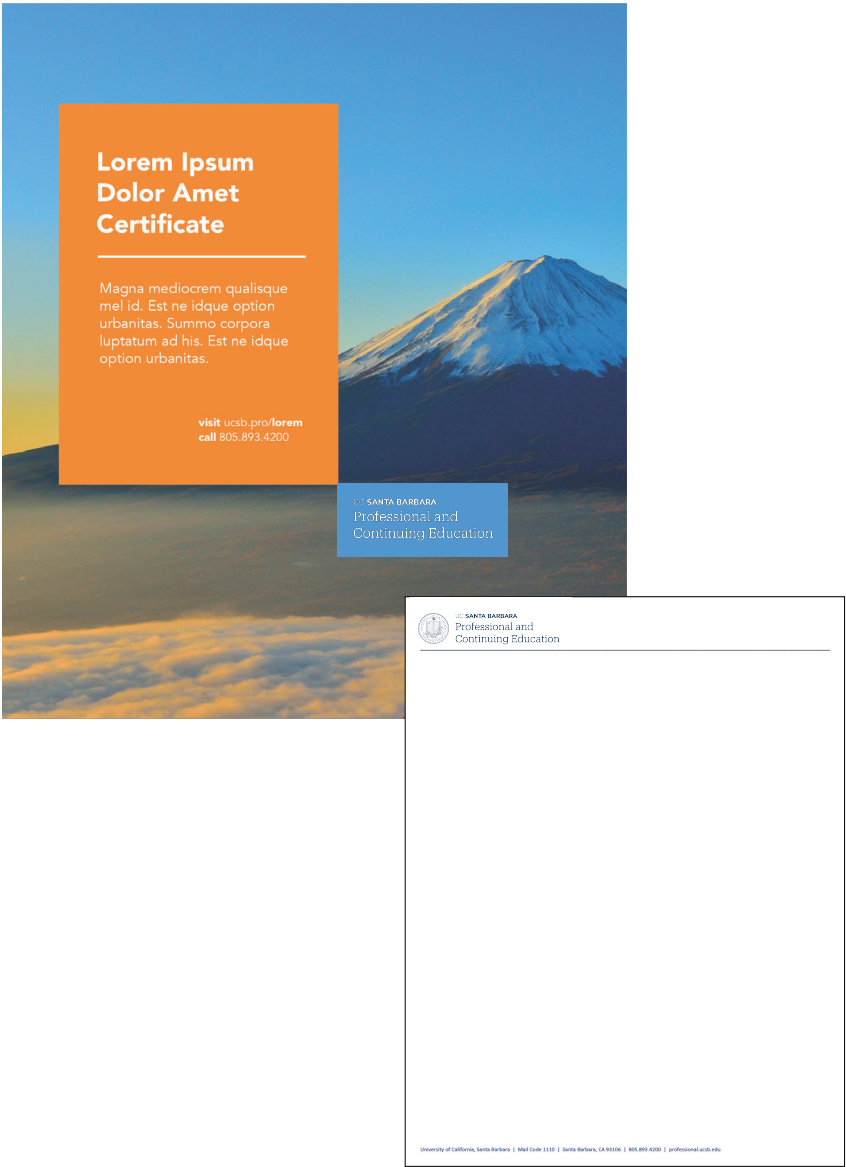
Anacapa



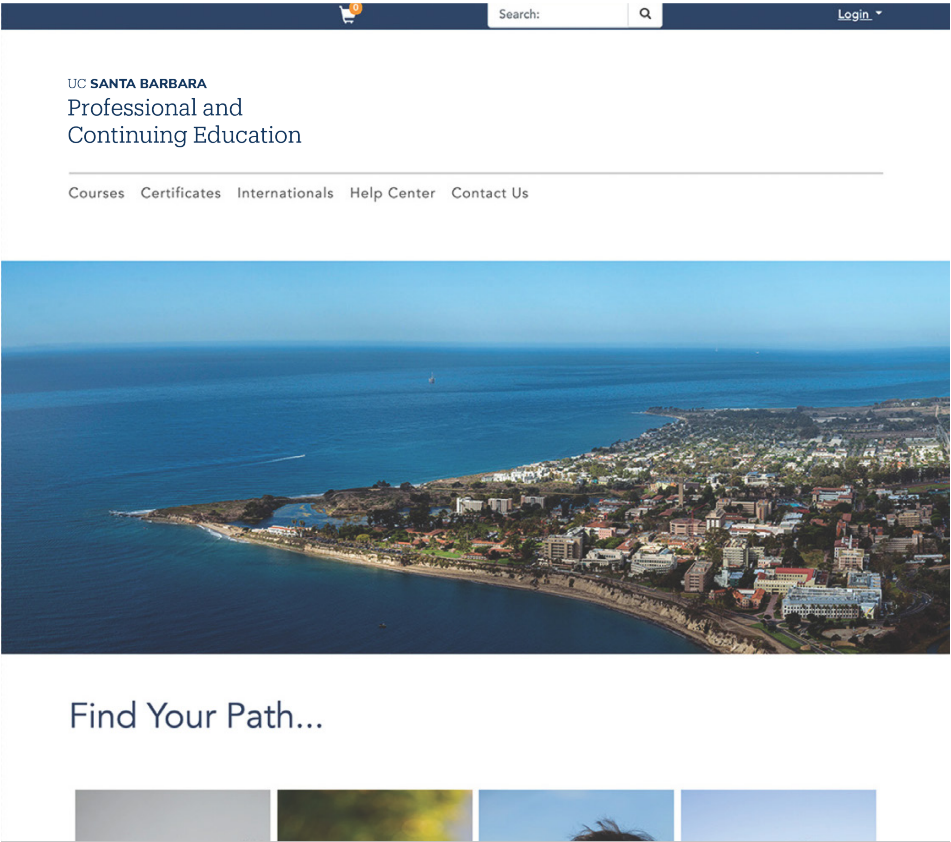
Logos

Usage

Print (Flyer & Letterhead)



Web



Logos

Usage: Short Logo

As we transition to branding our “PaCE” & “P” logos we need to remember when and when not to use them.

Pros = visual simplicity, vertical spacing, artistic composition (not all text), intrigue, identity (no connection with Extension) Cons = connection with UCSB branding, vertical spacing, identity



Who Are We?

PaCE represents
(inspiration of logo in
relation to us)

Magna mediocrem
qualisque mel id. Est ne
idque option urbanitas.
Summo corpora
luptatum ad his.

visit ucsb.pro/lorem
call 805.893.4200

UCSB
PaCE



Logos

Usage - Partnerships

“In partnership with” OR “In Collaboration with” | Logo to use = “Santa Cruz”

Third party website:



UC SANTA BARBARA
Professional and
Continuing Education

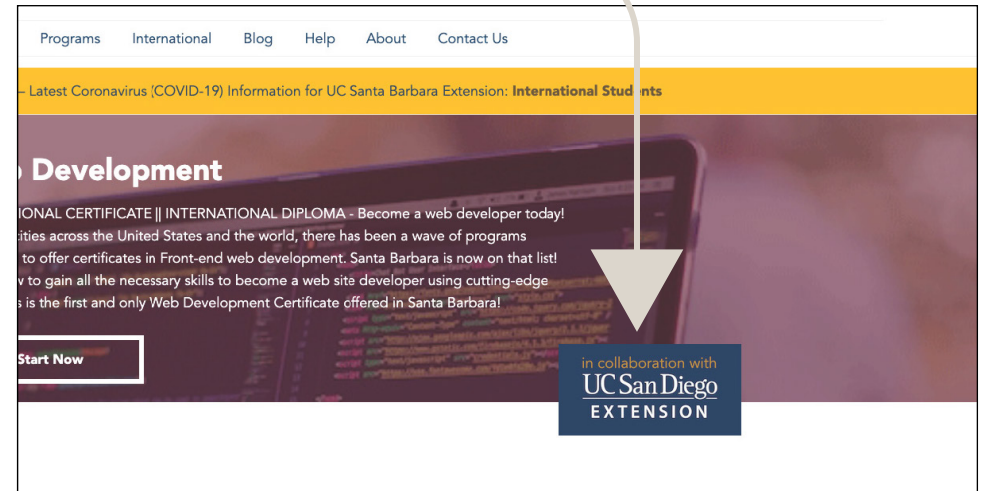
In partnership with
Zschool

HOME OUR PROGRAMS ABOUT REGISTER & PAY

Welcome to the Executive Certificate Programs offered by UCSB Professional and Continuing Education in partnership with Zschool

Continue your education, advance your career, and improve your life! It all starts here at UCSB PaCE. Designed to make you more marketable in today's economy, our courses and certificate programs are taught by practicing professionals, selected for their industry expertise and exceptional teaching abilities. Immediately apply what you've learned and make an instant impact at your organization.

PaCE website:



Programs International Blog Help About Contact Us

Latest Coronavirus (COVID-19) Information for UC Santa Barbara Extension: **International Students**

Web Development

INTERNATIONAL CERTIFICATE || INTERNATIONAL DIPLOMA - Become a web developer today! Across the United States and the world, there has been a wave of programs to offer certificates in Front-end web development. Santa Barbara is now on that list! Gain all the necessary skills to become a web site developer using cutting-edge technology. This is the first and only Web Development Certificate offered in Santa Barbara!

Start Now

in collaboration with
UC San Diego
EXTENSION

Dos vs don't

- Light blue box **covering** too much photo, dark blue box not **staggered**
- Photo **placement** incorrect
- Color **scheme** doesn't match photo. Try to find similar tones in photo. (If going for bold colors, let one contrast the other)

