

# UCLA Brand Guidelines

This document is an export of the brand.ucla.edu Guidelines website on 05/22/2024

Always refer to the website for the latest information:

<https://brand.ucla.edu/identity/department-logos>

## Department Logos

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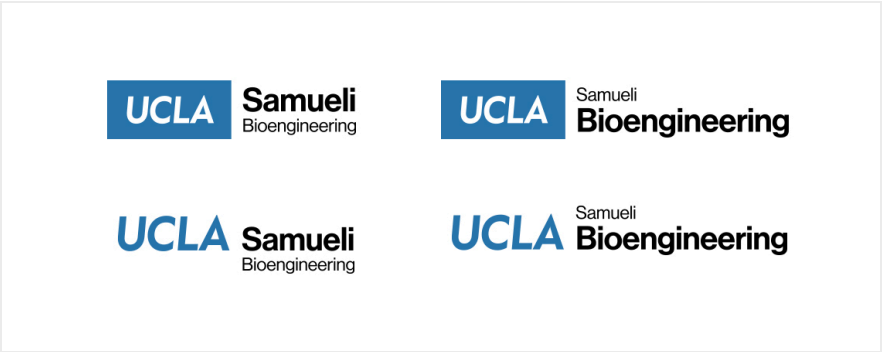
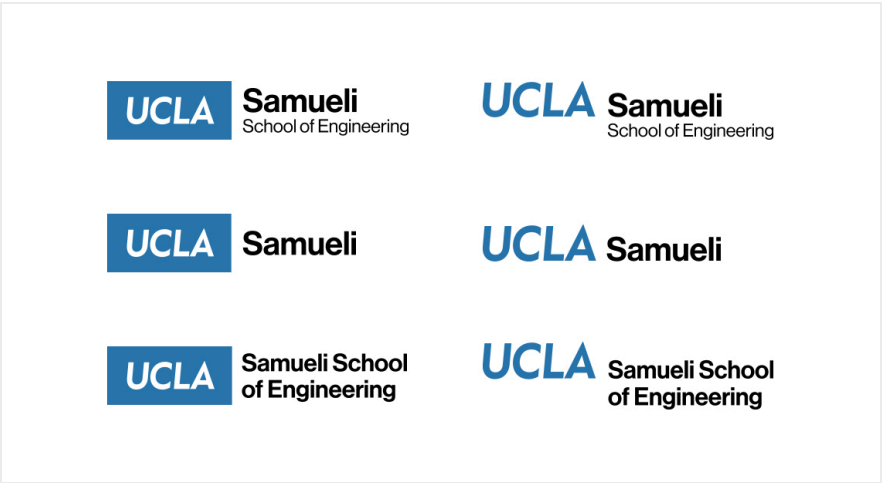
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The School or Department Logo — sometimes called a lockup or signature — combines the campus logo with the name of a school or department.

# Logo System



Use of the standard department logo system is **required** for all academic and administrative units. Modifications are not permitted, but the logo system has a great deal of flexibility built in.

The Samueli School of Engineering adopted the department logo system in spring 2018. Their logos illustrate the options provided and the flexibility of the system.

## Boxed or Unboxed

The preferred version of the school logo uses the boxed UCLA logo with the name “Samueli School of Engineering.” There’s an alternate version using the unboxed UCLA logo.

## Full Name or Shortened Name

In certain contexts — for instance, messages for alumni, students or faculty of the school — the “School of Engineering” wording is dropped, so the logo reads simply “UCLA Samueli.” Those audiences already know that Samueli is an engineering school.

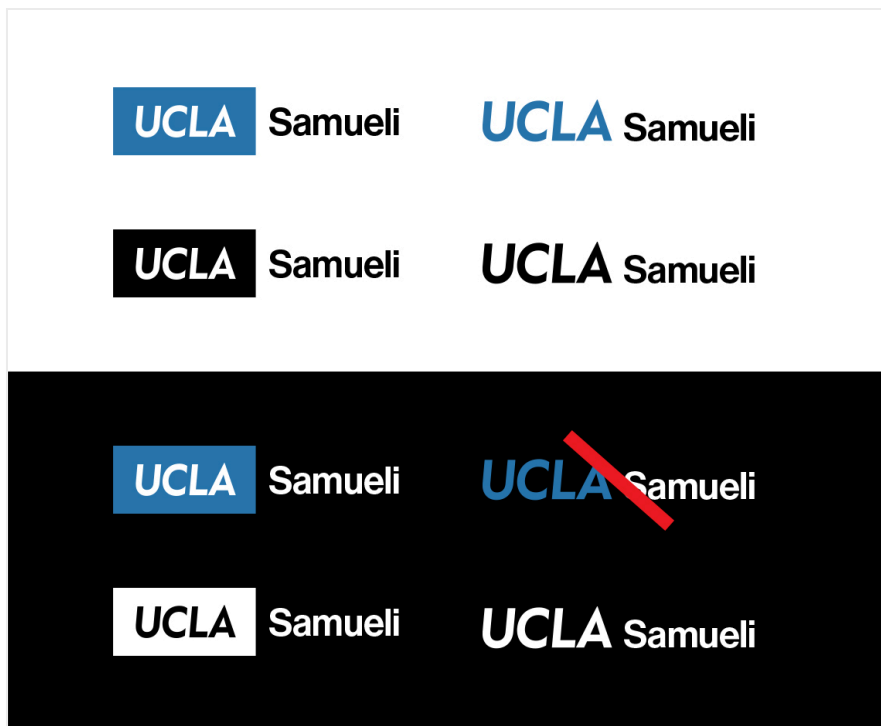
## Emphasis on School or Department

Departments have logos with two versions of their names. One version emphasizes the school name, with the department in smaller type. The other version reverses that relationship, putting the school name in small type and maximizing the department’s name. That way either the school or the department can be highlighted as needed.

## Other UCLA Systems

Please note that [UCLA Health](#) has additional graphic hierarchies on the clinical side to convey structure accurately. UCLA Athletics uses the [script logo](#).

# Logo Colors



Department logos typically appear in combinations of UCLA Blue and black, as shown. All black, all white and all blue department logos are also acceptable. Never use the department logo in gray or grayscale.

## The boxed version of the department logo can be:

UCLA Blue and black on white background (preferred)

UCLA Blue and white on black or dark background

All black on white background

All white on black or dark background

## The unboxed version of the department logo can be:

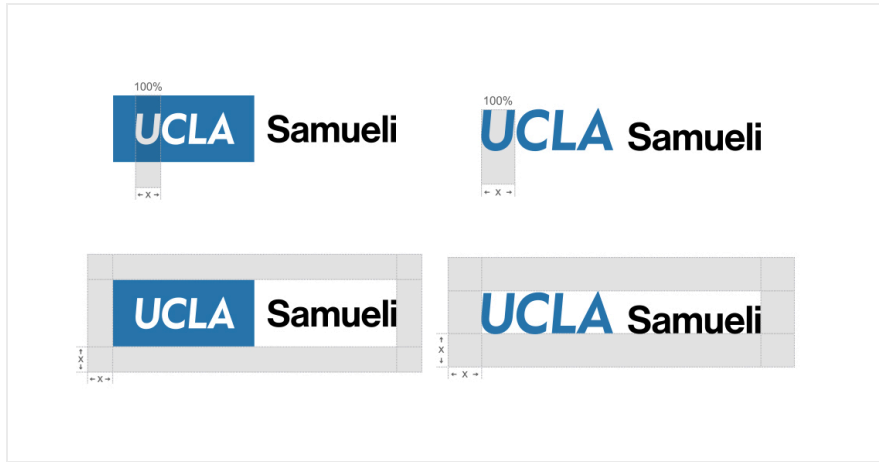
UCLA Blue and black on white background

All black on white background

All white on black or dark background

Always use the logo artwork from the brand bundle prepared for you by UCLA Marketing. Learn how to [request](#) one for your department below.

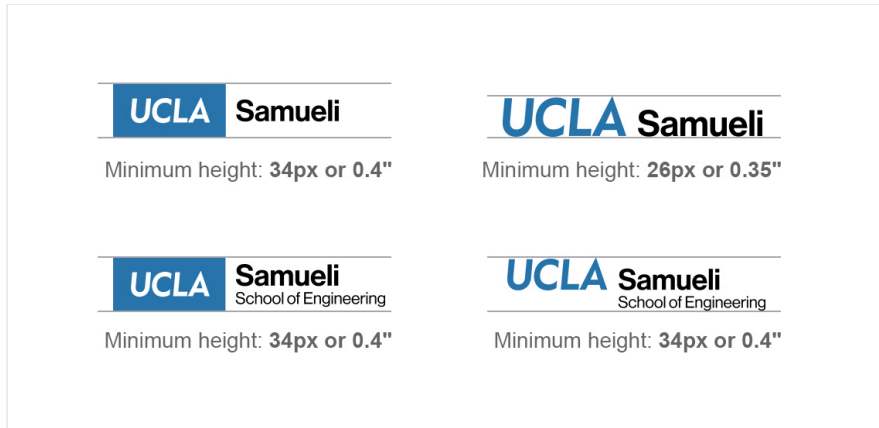
# Minimum Clear Space



Never crowd department logos. Like the campus logo, they need clear space, “buffer” space, to achieve visual impact. Use the width of the letter “U” to gauge the amount of clear space that’s needed.

It’s fine to align the left hand edge of the logo with your text or image. The empty space in the margin will function as the necessary clear space.

# Minimum Size



Never use department logos below the minimum size, measured vertically. Note that the unboxed two-line logo with “School of Engineering” needs more vertical space than the one-line version.

The one-line unboxed version should be at least 0.3” high in print, equivalent to 26 pixels high online. The two-line unboxed version should be at least 0.4” high in print, equivalent to 30 pixels high online.

The boxed versions should be at least 0.4” high in print, equivalent to 30 pixels high online.

# Other Graphics

Campus units — including but not limited to centers, institutes and ORUs — who have previously used other unique logos as part of their visual identities can maintain the use of those existing graphics for a limited time while transitioning to the department [logo system](#). Work with your [communications or marketing point of contact](#) to determine the timeline for that transition.

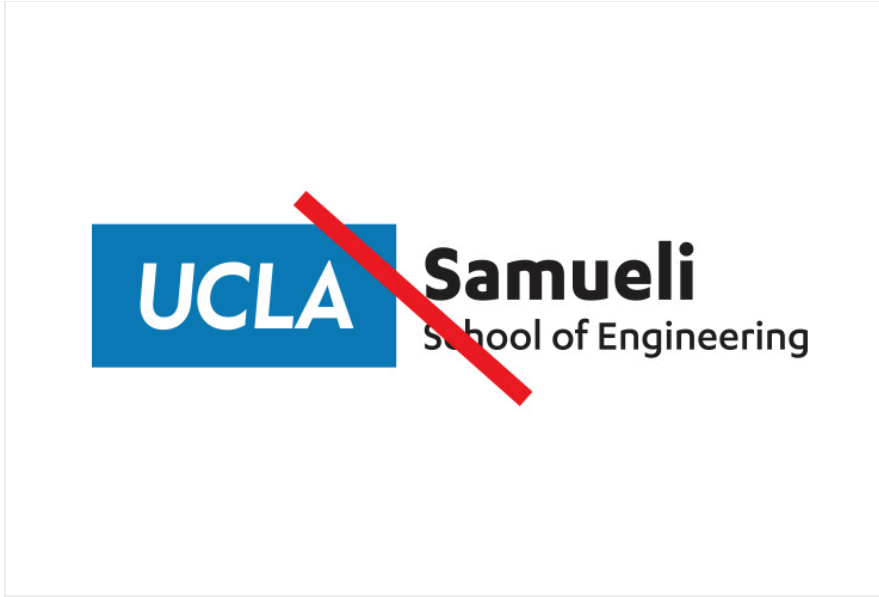
A wide range of [print templates](#) and [email templates](#) — stationery, event invites, newsletters and more — have been provided to guide your usage of the campus and department logos during this transition. Employ your existing graphic in the ample white space opposite the department logo available on any given template.

The default “GRFK” on these templates denotes the area where your graphic should be placed to ensure it stands out, without detracting from the department logo. Neither the height nor the width of the graphic may exceed the dimensions of the boxed UCLA logo; give the audience the visual reminder that your unit lives within a larger department and UCLA.

On applications where space is limited — on, say, a mug or a keychain — simply use the [campus logo](#).



# Do Not



Do not attempt to create your own department logos or variations of department logos. Please coordinate with your communications or marketing director to use existing logos until the official brand bundle is delivered.



Do not mimic the department logo style for other purposes such as organization or lab names.



Once the official brand bundle digital masters are delivered, do not alter them in any way.



Do not introduce outlines or outline type into the department logo.



Do not change the spacing between the campus logo and the name.



Do not alter the color or weight of department logo elements.



Do not alter the campus logo or rotate the department logo off the baseline.



Do not change the size of any element of the department logo.

**Note:** These examples are illustrative only. Not one of these altered logos has ever been used by the Samueli School of Engineering.