**Associated Students
University of California**

Brand Guidelines
Spring 2014

ASUC Official Seal Logo

Primary Seal

Primary Stacked

Stacked

Watermark (White at 20%)

1-Color Berkeley Blue
Pantone 282

1-Color California Gold
Pantone 1235

1-Color Black

Watermark option

ASUC Office Logos

ASUC Office logos shall be reserved for the following applications

Letterhead / Business Cards / and other FORMAL applications.

ASUC Logo Files
asuc.org/branding

Berkeley Brand
brand.berkeley.edu

Photography
gallery.berkeley.edu

Primary Horizontal

ASUC Office of The
PRESIDENT

Primary Stacked

ASUC Office of The
PRESIDENT

Paired
w/ Seal

Office Logos Type-only HORIZONTAL

Office Logos Type-only STACKED

Pair with 2-Color Official Seal or use Type-only Office Logos

Official Seal

EAVP *Office of the*
**External Affairs
Vice President**

Official Seal

AAVP *Office of the*
**Academic Affairs
Vice President**

Official Seal

EVP *Office of the*
**Executive
Vice President**

Official Seal

SAO Student
Advocate's
Office

Official Seal

EAVP
Office of the
**External Affairs
Vice President**

Official Seal

AAVP
Office of the
**Academic Affairs
Vice President**

Official Seal

EVP
Office of the
**Executive
Vice President**

Official Seal

SAO
Student Advocate's
Office

Official Seal

ASUC
SENATE

*Please note the scale of the seal
in relation to horizontal and
stacked versions of the logo.*

● *Horizontal: Seal > Logo-type*
● *Stacked: Seal ≈ Logo-type*

Dark Color BG options

ASUC Office of The
PRESIDENT

ASUC Office of The
PRESIDENT

ASUC Informal Logo

	Resources
ASUC Informal logo shall be reserved for the following applications	ASUC Logo Files **asuc.org/branding**
Apparel / Posters / Flyer's / and other INFORMAL applications.	
	Berkeley Brand **brand.berkeley.edu** Photography **gallery.berkeley.edu**

Primary Horizontal

Primary Stacked

2-Color	1-Color Berkeley Blue Pantone 282	1-Color California Gold Pantone 1235	1-Color Black (Greyscale @ 50%)

Stacked

Horizontal

Dark Color BG options

Freight Text Pro

Aa Bb **Cc**

Book   Semibold   Black

Please limit the use of typefaces in producing colllateral for ASUC. Use Berkeley approved Freight Text Pro in the shown weights. These fonts are available for download by request at:

brand.berkeley.edu

When Freight Text is unavailable please use *'Georgia'* as an alternate.

Freight Sans Pro

Aa **Bb** **Cc**

Book   Semibold   Black

Freight Sans Pro may be used in addition to Freight Text for added flexibility. These fonts are available for download by request at:

brand.berkeley.edu

When Freight Sans is unavailable please use *'Lucida'* as an alternate.

Berkeley Blue

PANTONE® 282

C	100
M	071
Y	010
K	047

R	000
G	050
B	098

HEX#
003A70

California Gold

PANTONE® 1235

C	000
M	032
Y	100
K	000

R	253
G	181
B	021

HEX#
F2A900