OFFICE OF COMMUNICATIONS
SERVICES & RESOURCES

The Office of Communications serves the law school by leading the schoolwide communications program and by providing direct service to individual people and units. Contact us at communications@law.berkeley.edu

MEDIA RELATIONS

We conduct a proactive media relations program that highlights the work of our faculty and positions Berkeley Law as a leader in legal education. (Contact: Susan Gluss, sgluss@law.berkeley.edu)
- Conduct media outreach: place stories, edit opinion pieces, arrange interviews, and issue news releases and advisories
- Connect journalists with faculty experts & maintain experts list
- Develop strategies for publicizing conferences, releasing research reports, announcing groundbreaking programs and policy initiatives, etc.
- Provide training for on-record and on-camera interviews; produce Media Training Guide
- Publish In the News, a compilation of scholarly quotes in the media.
- Report news on our Twitter account (http://twitter.com/BerkeleyLawNews)

Faculty Experts
We maintain a list of faculty experts to help journalists identify sources of expert commentary. To add yourself to the list, contact Susan Gluss. She will want to know your areas of expertise and availability for time-sensitive interviews.

WEB

We partner with IS&T to manage the school Web site. We handle content, design, and other non-technical aspects of the site. (Contact: Michael Bazeley, mbazeley@law.berkeley.edu)
- Home page: news stories, major events & other timely content
- For Faculty & Staff: quick links to frequently accessed pages
- Our Faculty: faculty profiles & photos, publications, honors & awards, faculty experts
- Newsroom: news briefs, recently published works, faculty experts, faculty newsmakers (In the News), BBB, communications services & contacts

Honors & Awards
We welcome news of honors and awards. Send announcements to communications-req@law.berkeley.edu. Access from the home page via Our Faculty http://www.law.berkeley.edu/203.htm

Recent Works from the Community
Please tell us about newly published books or other major works. Send announcements to communications-req@law.berkeley.edu. Access from the home page via Newsroom. http://www.law.berkeley.edu/95.htm
The BBB (Boalt Bulletin Board)
The BBB is an online announcements tool for faculty, staff, and students. Faculty can post any items of interest, including job notices for student assistants. Access from the home page via Newsroom. http://bbb.berkeleylawblogs.org/

Faculty Profiles
Your online faculty profile is an important source of information for students and the public—and your responsibility to update. Access from the home page via Our Faculty.

For instructions on updating your profile, enter “update faculty profiles” in the Web site search box. Key points:

- **Main profile text and photos:** To create a profile or to update the text or photo of an existing profile, send a request to communications-req@law.berkeley.edu.

- **CVs and publications:** You or your assistant can update CVs and publications following the directions on the Web page cited above.

- **Phone, fax & numbers:** These are tied to a central records system and can be changed only by IS&T. Contact them at trouble@law.berkeley.edu.

Publications

We produce the school’s flagship publications and a variety of other schoolwide and program-specific materials. These include:

- **Transcript:** a semiannual alumni magazine with news and feature articles about the school and members of the school community (Contact: Jared Simpson, jsimpson@law.berkeley.edu)

- **Viewbook:** an annual student-recruitment piece—and the only publication that provides a comprehensive overview of the school (Contact: Andrew Cohen, acohen@law.berkeley.edu)

- **Dean’s letter:** a semiannual update on the state of the school for alumni, faculty & staff (Contact: Sybil Wyatt, swyatt@law.berkeley.edu)

- **Brochures and other literature** for specific programs (Contact: Sybil Wyatt)

Fundraising

The school is engaged in an unprecedented $125 million campaign. The Communications team collaborates with central and unit fundraisers to help meet campaign goals. Access information from the home page via Giving. (Contact: Sybil Wyatt)
BERKELEY LAW IDENTITY

The University of California, Berkeley, School of Law is a premier law school at a world-class university, committed to a broad public mission.

Education: Our highly distinguished faculty members prepare students for careers in a world of rapid change, complexity, and opportunity that will require leaders with multidisciplinary training, global perspective, and adaptable skills. Our curriculum provides a solid legal and ethical foundation, and is enriched by courses in emerging fields and hands-on experience.

Engagement: We use our substantial intellectual capital to help solve real-world problems and to create a more just society. Our research centers are incubators of legal thought and facilitators of informed, effective action. Our legal clinics empower students to work on real cases in diverse fields. And our faculty members collaborate actively with colleagues across the university and around the world.

Environment: We are a vibrant community of people who respect and help each other and are passionately engaged in life. We are part of one of the world’s great universities, with access to an unequaled number of top-10 departments. And we are located in the San Francisco Bay Area, known for its leadership in science, technology, business, culture, and the arts, plus its entrepreneurial spirit, multiculturalism, and natural beauty.

Names

- Our official name is the University of California, Berkeley, School of Law. With external audiences, we use our name in full or in one of two abbreviated forms: UC Berkeley School of Law or Berkeley Law.
- We use the name Boalt Hall with alumni and with the internal law school community.

Approved
University of California, Berkeley, School of Law
UC Berkeley School of Law
Berkeley Law
Boalt Hall (within the “family”)
GRAPHIC IDENTITY SYSTEM

The Berkeley Law graphic identity consists of a family of logos representing the school and its affiliates, plus corresponding suites of materials for correspondence, presentation, and other purposes.

Berkeley Law Logo
This is the primary expression of the school’s identity.

Berkeley Law/Boalt Hall Logo
This variation on the Berkeley Law logo is reserved for communication with alumni and other members of the internal law school community.
Berkeley Law/Affiliate Logos
Custom logos are available to all the school’s affiliates. Each juxtaposes the Berkeley Law logo with the name of a single center, institute, or clinic.

University of California, Berkeley, Seal
The UC Berkeley seal is an important element in our graphic identity. Providing a traditional counterpoint to the contemporary design of our logo, it appears on a variety of stationery and presentation items.
Offset Printing Templates

Templates are available for creating components of the stationery system via offset printing. These high-volume print jobs are performed by professional printers.

*Offset printing templates are available in all three treatments: Berkeley Law, Berkeley Law/Boalt Hall, Berkeley Law/Affiliate*

- Business Card
- Standard Letterhead
- Standard Letterhead, Customized
- Envelope #10
- Envelope #10, Customized
- Monarch Letterhead
- Monarch Letterhead, Customized
- Monarch Envelope
- Monarch Envelope, Customized
- Note Card
- Note Card Envelope
- Memo Pad
- Pocket Folder

Electronic Templates

Electronic templates are available for desktop publishing of correspondence and presentations requiring offset printing. All materials created using these electronic templates may be printed on laser or inkjet printers (preferably color).

*Electronic templates are available in all three treatments: Berkeley Law, Berkeley Law/Boalt Hall, Berkeley Law/Affiliate*

- Standard Letterhead
- Envelope #10
- Mailing Label
- Fax Cover Sheet
- PowerPoint Presentation

Berkeley Law Affiliates: Additional Options

- Letterhead with affiliate symbol substituting for the university seal
- Letterhead with list of faculty/student practitioners

To place orders or to answer questions about the Berkeley Law graphic identity system, contact Bobbi Sloan at rsloan@law.berkeley.edu. For information about the Berkeley Law identity program, contact Sybil Wyatt at swyatt@law.berkeley.edu.
THE COMMUNICATIONS TEAM

We are located at the school’s Center for Research & Administration at 2850 Telegraph Ave.

Sybil Wyatt
Executive Director of Communications
swyatt@law.berkeley.edu
1.510.642.4143
Contact regarding:

- major communications and marketing initiatives
- communications plans for advancing school or unit-specific goals
- publications for the school’s central functions, departments, and programs
- fundraising communications
- communications office management

Jared Simpson
Associate Director of Communications
jsimpson@law.berkeley.edu
1.510.643.6147
Contact regarding:

- news stories for the school’s Web site home page
- all aspects of the alumni magazine, Transcript
- access to writing services, internally and externally

Susan Gluss
Media Relations Director
sgluss@law.berkeley.edu
1.510.642.6936
Contact regarding:

- media outreach, including placing stories, editing opinion pieces, arranging interviews, and issuing news releases and advisories
- developing media relations strategies for advancing school or unit-specific goals
- media training for on-record and on-camera interviews
- updates to the faculty experts list
- In the News, a compilation of faculty quotes in the media
Michael Bazeley
Editorial Director of Electronic Media
mbazeley@law.berkeley.edu
1.510.643.8010
Contact regarding:

- any non-technical aspect of the Berkeley Law Web site
- Web content for the home page, About Us, Academics, Our Faculty, Newsroom, and Student Life
- blogs
- the BBB, an online newsletter for students, faculty, and staff
- the online events school calendar
- eNews, an electronic newsletter for alumni and friends

Andrew Cohen
Senior Communications Writer
acohen@law.berkeley.edu
1.510.642.1654
Contact regarding:

- content he is developing for the Web, the Transcript, the viewbook, or other projects

Bobbi Sloan
Senior Communications Coordinator
rsloan@law.berkeley.edu
1.510.642.8526
Contact regarding:

- identity services and resources, including logo files, letterhead templates, and branded merchandise
- publications coordination, including cost estimating, purchasing, and liaising with vendors