The Berkeley Law identity is an integrated system of logos and stationery components that serve the school and its affiliates. This overview documents design and graphic standards for three variations on the identity: Berkeley Law, Berkeley Law/Boalt Hall, Berkeley Law/Affiliate.
Berkeley Law Identity: Positive Reproduction

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. Any questions regarding usage should be directed to rsloan@law.berkeley.edu.

Logos
There are three types of logos within the system, each with its own purpose.

Berkeley Law Logo
This is the primary expression of the school’s identity. It is appropriate for use with most audiences, particularly external ones.

Berkeley Law / Boalt Hall
This variation on the Berkeley Law logo is used primarily in communication with alumni.

Berkeley Law / Affiliate Logos
A custom logo is available to each of the school’s affiliates. These custom logos juxtapose the Berkeley Law logo with the name of a single center, institute, or clinic.

Logo artwork is available for:
Positive reproduction
• 1-Color (black & 55% black)
• 2-Color (blue & gray)
• Line art (black)
Reverse reproduction
• Line art (white)

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 new logo. It appears on a variety of stationery and presentation items.

Seal artwork is available for:
Positive reproduction
• 1-Color (black & 55% black)
• 2-Color (blue & gray)
• Line art (black)
Reverse reproduction
• Line art (white)

* Please see next page for file extensions.
File Extensions
All files end with an extension: .ai or .png.
• .ai files are Adobe Illustrator files for offset printing, and are vector files that can be enlarged to any size.
• .png files are files that have a small file size. These are used for electronic templates such as electronic letterheads, fax covers, web and powerpoint presentations. .png files cannot be enlarged without losing image quality.
Our graphic identity primary color palette—Berkeley Law Blue (Pantone 2945U), Berkeley Law Gray (Pantone Cool Gray 11), black, and white—was selected to give us a strong visual tie to the university.

The Berkeley Law colors are based on the PANTONE® Color Standard specified below. For matching, refer to printers and other suppliers to the current editions of PANTONE® Color Publications. It is strongly recommended that drawdowns be requested with each print job to ensure that the identity PMS colors are accurate.

*Always make sure to match Berkeley Law Blue to a PANTONE® 2945 UNCOATED chip. PANTONE® 2945 Coated is a much brighter color and is not the correct expression of Berkeley Law Blue.

Since differences in substrate and process can affect color, the CMYK equivalents provided at left are guidelines only and should not be considered to provide an exact match.

Note: Colors shown throughout this overview are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE® Color Formula Guide.
Minimum Size

To preserve the integrity of our identity, we must ensure that our logos are always recognizable and readable, and that the graphic identity stands out from other design elements. Reproductions below this size are not permitted since the letter forms or the wordmark may begin to fill in, thereby compromising readability.

The minimum allowable print reproduction size for all our logos is 1" in width, with the width measured from the left edge of the “B” in Berkeley to the right edge of the letter “w” in Law.

Seal
The minimum allowable print reproduction size of the University of California, Berkeley, seal is 0.75" in width. The width is measured from the left edge to the right edge of the seal.
Design Control

<table>
<thead>
<tr>
<th>Do Not</th>
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</thead>
<tbody>
<tr>
<td>alter the arrangement of the logo in any way.</td>
<td>reproduce any version of the logo in colors other than those specified.</td>
<td>reproduce the logo smaller than the minimum size specified on page 14.</td>
<td>attempt to typeset the logo.</td>
</tr>
</tbody>
</table>

Do Not attempt to reshape the logo into an arc.

Do Not change the type size of one part of the logo.

Do Not enclose the logo within boxes or shapes defined by white or any other background color.

Do Not reverse the logo in a busy area of an image.

As the key visual expression of Berkeley Law, we must treat all the elements of our identity with respect. We must also ensure a singular and unified impression across all applications. The examples at left illustrate unacceptable uses of our graphic identity. The Berkeley Law identity must not be compromised or manipulated in any way and should always be reproduced from approved artwork.
Templates are used for creating components of the stationery system via offset printing. These high-volume jobs are performed by professional printers using PANTONE® Uncoated Colors. Any questions regarding usage should be directed to rsloan@law.berkeley.edu.

**Offset Printing Templates:**

- Berkeley Law
  - 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
  - Mailing Label
  - Pocket Folder
Offset Printing Components: Berkeley Law/Boalt Hall

Templates are used for creating components of the stationery system via offset printing. These high-volume jobs are performed by professional printers using PANTONE® Uncoated Colors. Any questions regarding usage should be directed to rsloan@law.berkeley.edu.

Offset Printing Templates:
Berkeley Law/Boalt Hall
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- Monarch Letterhead
- Monarch Letterhead, Customized
- Monarch Envelope
- Monarch Envelope, Customized
- Note Card
- Note Card Envelope
- Memo Pad
- Mailing Label
- Pocket Folder

Pocket Folder

Monarch Letterhead & Envelope

Standard Letterhead & Envelope #10 & Business Card

Mailing Label

Note Card & Envelope

Memo Pad
Offset Printing Components: Affiliates

Templates are used for creating components of the stationery system via offset printing. These high-volume jobs are performed by professional printers using PANTONE® Uncoated Colors. Any questions regarding usage should be directed to rsloan@law.berkeley.edu.

Offset Printing Templates:
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
• Mailing Label
• Pocket Folder
Electronic Templates: Berkeley Law

Electronic templates are available for desktop publishing of correspondence, presentations, and other materials not requiring offset printing. Certain elements of the templates are fixed, such as the logo, and others are editable, such as the address block. Specifications are built into the templates and are detailed in the Berkeley Law Style Guide. All materials created using these electronic templates may be printed on laser or inkjet printers (preferably color). These templates should not be used for offset printing. Any questions regarding usage should be directed to rsloan@law.berkeley.edu.

Electronic Printing Templates:
Berkeley Law
• Letterhead
• Envelope #10
• Fax Cover Sheet
• Mailing Label
• PowerPoint Presentation
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the text to be used, so that it will resemble a complete job in every respect. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important.

Complimentary Close,

Name of Writer

Title Line 1
Title Line 2
The copy you are now reading is not the actual text to be typeset. It is placed here in lieu of the type to be used in order to familiarize copyeditors with the copy content. For now, its purpose is for size and color only. Although this may not seem important, it actually is. By producing an initial comp with dummy copy, we can test the physical aspects of the message and make sure that it is not a problem. In an initial state of design this is very important.

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