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- Merchandise
The Berkeley Law identity is an integrated system of logos and stationery components that serve the school and its affiliates. This style guide documents design and graphic standards for two variations on the identity: Berkeley Law and Berkeley Law/Affiliate.
Berkeley Law Logos

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

Berkeley Law/Affiliate Logo
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.

Please note that the Berkeley Law logos are customized wordmarks and final pieces of artwork. They should never be typeset, nor inserted in copy.

Center for Law, Energy & the Environment
A custom logo with the Berkeley Law identity is provided for each of the centers and clinics.

These custom logos exist as final pieces of logo artwork and should not be typeset.

Note: Although only the 2-color version of the custom logos are shown here, each exists as final artwork in the following color formats:

- 2-color PMS
- 2-color CMYK
- 1-color Grayscale
- All black line art
- All white (reversed) line art

Affiliate Symbol
The University of California, Berkeley, seal may be replaced with an affiliate symbol at each affiliate’s discretion. See pages 30–32 for examples.
The University of California, Berkeley, seal may be used on any communication materials produced by the school or its affiliates. The seal may NOT be modified in any way.

The seal may be used in conjunction with the primary logo, as shown on the folder on page 25.
Our graphic identity primary color palette—Berkeley Law Blue, Berkeley Law Gray, black, and white—was selected to give us a strong visual tie to the university.

The secondary color—Berkeley Law Light Gray was selected to support the identity system.

The Berkeley Law colors are based on the PANTONE® Color Standard specified below. For matching, refer 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 manual are for demonstration purposes only. For accurate color standards refer to the current edition of the PANTONE® Color Formula Guide.
Positive Reproduction

2-Color Logos
Berkeley Law Blue and Berkeley Law Gray

Berkeley Law
UNIVERSITY OF CALIFORNIA

Center for Law, Energy & the Environment

1-Color Logos
Black and 68% screen of black

Berkeley Law
UNIVERSITY OF CALIFORNIA

Center for Law, Energy & the Environment

Line Art Logos
Black

Berkeley Law
UNIVERSITY OF CALIFORNIA

Center for Law, Energy & the Environment

2-Color Reproduction
Positive reproduction of the Berkeley Law logos in two colors—with “Berkeley Law” in Berkeley Law Blue and “University of California,” or “University of California [affiliate name]” in Berkeley Law Gray—is the preferred expression of our graphic identity.

1-Color and Line Art Reproduction
The Berkeley Law logos may also be reproduced in black and a 68% screen of black and in all black. However, the use of these alternatives should be limited.

Note: Please see page 8 for recommended background colors on which to use the positive expressions of the Berkeley Law graphic identity elements.
Reverse Reproduction

All of our logos may be reversed out of black. Do not use Berkeley Law Blue against black background.

Note: See pages 9–10 for recommended use with background colors and images.
The preferred background colors for positive reproductions of the Berkeley Law logos are white and Berkeley Law Light Gray.

As a general rule, the background color should never compromise the readability or integrity of the Berkeley Law, Berkeley Law/Boalt Hall, or Affiliate graphic identity marks, nor should the value of the background color compete with the graphic identity colors.
In addition to black (see page 7), the preferred background color for reverse reproductions of the Berkeley Law logos is Berkeley Law Blue. But the logo may also be reversed out of other dark colors or images.

As a general rule, the background color or image should never compromise the readability or integrity of the Berkeley Law identity mark, nor should the value of the background compete with the graphic identity colors.
To the left is an example of how to apply reverse reproduction of Berkeley Law logos to a background image.

As a general rule, the background color or image should never compromise the readability or integrity of the Berkeley Law identity mark, nor should the value of the background compete with the graphic identity colors.
I-Color Seal
PANTONE® Cool Gray 11
100%

I-Color Seal
PANTONE® Cool Gray 11
15%

I-Color Seal
PANTONE® Cool Gray 11
7%

I-Color Seal
Black
68%

I-Color Seal
Black
10%

I-Color Seal
Black
5%

Line Art Seal
Black
100%

I-Color and Line Art Reproduction

The University of California, Berkeley, seal may be reproduced in PANTONE® Cool Gray 11 or black. Only 100%, 15%, or 7% of Cool Gray 11 may be used, given the application.

A 20% screen of PANTONE® Cool Gray 11 is used to reproduce the seal on various stationery items (see page 19).

The reproduction of 7% PANTONE® Cool Gray 11 is for large-scale prints, such as part of a background. See on Berkeley Law folder (page 25).

When PMS Cool Gray 11 is not available, a screen of black may be used as a replacement. The corresponding percentage of black is underneath each PANTONE® color.

Note: See page 12 for recommended background colors and guidelines for the University of California, Berkeley, seal.
The preferred background colors for reverse reproductions of the University of California, Berkeley, seal are Berkeley Law Blue, black, and PANTONE® Cool Gray 11. When using a background color, use only line art white.

As a general rule, the background color should never compromise the readability or integrity of the Berkeley Law identity mark, nor should the value of the background color compete with the graphic identity colors.
Clear Space

A minimum clear space must surround all versions of the Berkeley Law logo. No other design elements may be positioned within this space, including typography, photography, or illustration. More clear space is always preferred.

The minimum clear space is based on the cap height of the upper case “B,” expressed as “x,” and is measured from the top, right, left, and bottom edges of the logo.

Seal

A minimum clear space must surround all versions of the University of California, Berkeley, seal. No other design elements may be positioned within this space, including typography, photography, or illustration. More clear space is always preferred.

The minimum clear space is based on the distance between the edge of the seal to top of the star, or “x.”
Minimum Size for Print

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 the 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

Do Not alter the arrangement of the logo in any way.

Do Not reproduce any version of the logo in colors other than those specified on page 6-9.

Do Not reproduce the logo smaller than the minimum size specified on page 14.

Do Not attempt to typeset the logo.

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.
Acceptable Patterns

The examples at left illustrate acceptable uses of our graphic identity in the form of a pattern. These patterns may be used on merchandise or backdrops, as depicted on pages 43–45.
The following pages provide guidelines to ensure the consistent, professional appearance of all school correspondence. Here you can find offset printing templates for Berkeley Law, Berkeley Law and Berkeley Law/Affiliate.

Offset printing is used for high-volume printing, due to advantages in quality and efficiency. These high-volume print jobs are performed by professional printers with PANTONE® Uncoated Colors. A list of offset printing templates appears on the following page.
Stationery for Offset Printing: Berkeley Law

Berkeley Law Stationery
Offset templates are available for printing stationery.

Offset Printing Templates
- Business Card
- Standard Letterhead
- Envelope #10
- Monarch Letterhead
- Monarch Envelope
- Note Card
- Note Card Envelope
- Memo Pad
- Pocket Folder

Electronic Templates (See pages 33–41)
- Letterhead
- Envelope #10
- Mailing Label
- Fax Cover Letter
- PowerPoint Presentation

The primary typefaces for print are Gill Sans Light and Gill Sans Regular.
**Standard Letterhead**

**Berkeley Law Logo**

A Berkeley Law logo should be 1.75" in width. It should be positioned 1" from the left trim, and 0.5" from the top trim.

**Address**

Address box content should be in a flush-left format. The address should be 0.5" from the top of the trim. Measuring from the left side of the address box, it should be 2" from the right trim. The address font is Gill Sans Light at 8.5 points on 12 points of leading.

**Seal**

The seal should be 1" in width, and located 0.5" from the right trim and 0.5" from the bottom trim.

**#10 Envelope**

**Berkeley Law Logo**

A Berkeley Law logo should be 1.5" in width. It should be positioned 0.25" from the left trim, and 0.25" from the top trim.

**Address**

Address box content should be in a flush-left format. It should be 0.25" to the right of the logo and 0.25" from the top trim. The address font is Gill Sans Light at 7.25 points on 10 points of leading.

**Paper**

Mohawk Superfine Ultra White Eggshell 70-lb Text
Berkeley Law Business Card

Front
The Berkeley Law logo should be 1.25" in width and located 0.1875" from the left and top trim.

The information block should be flush-left format and located 0.25" to the right of the logo. It is set in Gill Sans Light, 7.5 points on 8.25 points of leading. The name appears in Gill Sans Regular, all caps. "Tel," "Fax," and "Cell" appear in 7.25-point Gill Sans Regular.

Back
The University of California, Berkeley, seal is 1.5" wide and centered with 1" on the right and left sides, and 0.25" on top and bottom. The seal should be 30% PMS Cool Gray 11 UNCOATED.

Typesetting Standard
The business card shown here demonstrates the typographic system in which names and numbers should be displayed.

The name of the school should always be spelled out completely.

Phone, fax, and cell numbers should always begin with the number "1" followed by the area code. A period is to be used to separate the numbers with no space in between. The use of fax and cell numbers is optional.

Paper
Mohawk Superfine Ultra White Eggshell 100-lb Cover

Note: These rules apply to all the stationery pieces.
Monarch Letterhead

Berkeley Law Logo

The Berkeley Law logo should be 1.5" in width. It should be positioned 0.5" from the left trim, and 0.5" from the top trim.

Address

Address box content should be in a flush-left format. The address should be 0.5" from the top of the trim. Measuring from the left side of the address box, it should be 1.75" from the right trim. The address font is Gill Sans Light at 7.5 points on 9.5 points of leading.

Seal

The seal should be 1" in width and located 0.5" from the right trim and 0.5" from the bottom trim.

Monarch Envelope

Berkeley Law Logo

The Berkeley Law logo should be 1.5" in width and positioned 0.25" from the top and left trim.

Address

Address box content should be in a flush-left format. It should be 0.25" to the right of the logo and 0.25" from the top trim. The address font is Gill Sans Light at 7.25 points on 10 points of leading.

Paper

Mohawk Superfine Ultra White Eggshell 70-lb Text
The Berkeley Law logo should be 1.75" in width and positioned 0.375" from the left trim, and 0.375" from the top trim.

**Address**

Address box content should be in a flush-left format. The address should be 0.25" from the right side trim. The address font is Gill Sans Light at 8 points on 10 points of leading.

**Paper**

Generic White Paper
Note Card

Berkeley Law Logo
The Berkeley Law logo should be 1.75" in width, and positioned 0.375" from the left trim, and 0.375" from the top trim.

Paper
Mohawk Superfine Ultra White Eggshell 100-lb Cover

Note Card Envelope

Berkeley Law Logo
The Berkeley Law logo should be 1.75" in width and positioned 0.25" from the top and left trim, and 0.25" from the left trim.

Address
Address box content should be in a flush-left format. It should be 0.25" to the right of the logo and 0.25" from the top trim. The address font is Gill Sans Light at 7.25 points on 10 points of leading.

Paper
Mohawk Superfine Ultra White Eggshell 70-lb Text
Berkeley Law Mailing Label

Berkeley Law Logo
The Berkeley Law logo should be 1.25” in width and positioned 0.25” from the left trim, and 0.25” from the top trim.

Address
Address box content should be in a flush-left format. It should be 0.25” from the left trim, and positioned under the logo. The distance between the logo and the address should be the same height as the “B” in Berkeley Law. The address font is Gill Sans Light at 6 points on 8 points of leading.

Paper
Avery 5168 Laser Compatible White Mailing Labels
The Berkeley Law logo is 2.75" wide. It is positioned 0.5" from the top trim and —measuring from the left side of the logo—is 3.25" from the right trim.

Paper
Mohawk Superfine Ultra White Eggshell 100-lb Cover
The University of California, Berkeley, seal may be replaced with an affiliate symbol at each affiliate’s discretion. Please refer to pages 30–32 for examples. The seal and affiliate symbol are to be printed in 30% PMS Cool Gray 11 UNCOATED.

**Offset Printing Templates**
- Business Card
- Standard Letterhead
- Envelope #10
- Monarch Letterhead
- Monarch Envelope
- Note Card
- Note Card Envelope
- Memo Pad
- Pocket Folder

**Electronic Templates (See pages 33–41)**
- Letterhead
- Envelope #10
- Mailing Label
- Fax Cover Sheet
- PowerPoint Presentation

**Note:** Please refer to Berkeley Law section (page 18) for items not depicted. An affiliate symbol may replace the University of California, Berkeley seal at each affiliate’s discretion. Do not use both seal and affiliate symbol on stationary items. Affiliate logos must meet offset printing standards.
Standard Letterhead

Berkeley Law/Affiliate Logo

The Berkeley Law/Affiliate logo should be 1.75" in width. It should be positioned 1" from the left trim and 0.5" from the top trim.

Address

Address box content should be in a flush-left format. The address should be 0.5" from the top of the trim. Measuring from the left side of the address box, it should be 2" from the right trim. The address font is Gill Sans Light at 8.5 points on 12 points of leading.

Seal

The seal should be 1" in width, and located 0.5" from the right trim and 0.5" from the bottom trim.

#10 Envelope

Berkeley Law/Affiliate Logo

The Berkeley Law/Affiliate logo should be 1.25" in width. It should be positioned 0.25" from the left trim, and 0.25" from the top trim.

Address

Address box content should be in a flush-left format. It should be 0.25" to the right of the logo and 0.25" from the top trim. The address font is Gill Sans Light at 7.25 points on 10 points of leading.

Paper

Mohawk Superfine Ultra White Eggshell 70-lb Text
Monarch Letterhead
Berkeley Law/Affiliate Logo
The Berkeley Law/Affiliate logo should be 1.5" in width. It should be positioned 0.5" from the left trim, and 0.5" from the top trim.

Address
Address box content should be in a flush-left format. The address should be 0.5" from the top of the trim. Measuring from the left side of the address box, it should be 1.75" from the right trim. The address font is Gill Sans Light at 7.5 points on 9.5 points of leading.

Seal
The seal should be 1" in width, and located 0.5" from the right trim and 0.5" from the bottom trim.

Monarch Envelope
Berkeley Law/Affiliate Logo
The Berkeley Law/Affiliate logo should be 1.25" in width and positioned 0.25" from the top and left trim.

Address
Address box content should be in a flush-left format. It should be 0.25" to the right of the logo and 0.25" from the top trim. The address font is Gill Sans Light at 7.25 points on 10 points of leading.

Paper
Mohawk Superfine Ultra White Eggshell 70-lb Text
NAME
Title One
Title Two
University of California, Berkeley
School of Law
203 Boalt Hall
Berkeley, CA 94720-7200
Tel 1.510.643.6204
Fax 1.510.642.9893
Cell 1.510.642.1234
name@law.berkeley.edu
www.law.berkeley.edu

Back
An affiliate symbol may replace the University of California, Berkeley seal at each affiliate's discretion. The color of the symbol must be 30% PMS Cool Gray 11 UNCOATED. Affiliate symbol artwork must be high resolution for offset printing.

If the affiliate symbol is round, it should be 1.5" wide and centered with 1" on the right and left sides, and 0.25" on top and bottom. If the affiliate symbol is square, it should be 1.25" wide and centered.

Paper
Mohawk Superfine Ultra White Eggshell 100-lb Cover
Electronic templates are used in cases when offset printing is not practical or desirable. These templates can be customized by the user and produced on laser or inkjet printers. Unless stipulated, templates are available for all three identity suites: Berkeley Law and Berkeley Law/ Affiliate.
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, 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. In an initial state of design this is very important.

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, 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. One can concentrate on the important elements of design rather than the content of the copy; the leading, the line length, the depth of the copy and even the running around of graphics is done with the dummy copy. In an initial state of design this is very important. Although this may not seem important, it actually is. It is placed here in lieu of the type to be used.

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, 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. In an initial state of design this is very important.

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, 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. 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. 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.
Berkeley Law/Affiliate Electronic Letterhead

Letter Formatting
Letter content is in a flush-left format. The letter should begin 2" from the top trim, and 1" from the left trim. The right margin should be set to 1.5", and the copy should not extend past that point.

The recommended font for correspondence is Times New Roman®, 11 points on 16 points of leading. If needed, a blank second sheet may be used. Change the top margin to 1".

Address box content should be in a flush-left format. The address should be 0.5" from the top of the trim. Measuring from the left side of the address box, it should be 2" from the right trim. The address font is Gill Sans Regular, 8.5-point type on 12 points of leading.

Affiliate Logo
The Affiliate logo should always be 1.5" wide. When scaling the logo in Microsoft Word, hold down the shift key while reducing the bounding box to ensure the logo remains in its exact proportion.

Affiliate Symbol
Center and clinic symbols should be 1" wide and should be positioned 0.5" from the right trim, and 0.5" from the bottom trim.

Paper
Mohawk Superfine Ultra White Eggshell 70-lb Text

*Times New Roman is a universal system font for both PC and Macintosh.

Note: This letterhead is not for offset printing.
This electronic letterhead template is available for clinics or centers that need to list names of practitioners on their letterhead. To edit address box or list of names, double-click on the text. To exit edit mode, double-click outside of the box.

**Letter Formatting**

Letter content is in a flush-left format. The letter should begin 2" from the top trim, and 2.25" from the left trim. The right margin should be set to 0.75", and the copy should not extend past that point.

The recommended font for correspondence is Times New Roman*, 11 points on 16 points of leading. If needed, a blank second sheet may be used. Change the top margin to 1".

Address box content should be in a flush-left format. The address should be 0.5" from the top of the trim. Measuring from the left side of the address box, it should be 2" from the right trim. The address font is Gill Sans Regular, 8.5-point type on 12 points of leading.

**Affiliate Logo**

The Affiliate logo should always be 1.5" wide. When scaling the logo in Microsoft Word, hold down the shift key while reducing the bounding box to ensure the logo remains in its exact proportion.

**Paper**

Mohawk Superfine Ultra White Eggshell 70-lb Text

*Times New Roman is a universal system font for both PC and Macintosh.

**Note:** This letterhead is not for offset printing.
Envelope Formatting

On the #10 envelope, the address block is positioned 1.75" from the top trim, and 4.125" from the left trim.

The recommended system font for correspondence is Times New Roman*, 11 points on 16 points of leading.

Return address box content should be in a flush-left format. The return address should be 0.25" from the top of the trim. Measuring from the left side of the address box, it should be 1.75" from the right trim. The address font is Gill Sans Regular, 7.25-point type on 10 points of leading.

Affiliate Logo

The Affiliate logo should always be 1.5" wide. When scaling the logo in Microsoft Word, hold down the shift key while reducing the bounding box to ensure the logo remains in its exact proportion.

Paper: #10 Envelopes

Mohawk Superfine Ultra White Eggshell
70-lb Text

*Times New Roman is a universal system font for both PC and Macintosh.

Note: These envelopes are not for offset printing.
Mailing Label Formatting

The address block on the 3.5" x 5" mailing label should be positioned 2" from the top trim and 2.25" from the left trim.

The recommended system font for correspondence is Times New Roman*, 11 points on 16 points of leading.

Return address should be in a flush-left format. It should be 0.25" from the left trim, and positioned under the logo. The distance between the logo and the return address should be the same height as the “B” in Berkeley Law. The return address font is Gill Sans Regular, 6 point-type on 8 points of leading.

Affiliate Logo

The Affiliate logo should always be 1" wide. When scaling the logo in Microsoft Word, hold down the shift key while reducing the bounding box to ensure the logo remains in its exact proportion.

Paper: Mailing Labels

Avery Shipping Label Laser 5168

*Times New Roman is a universal system font for both PC and Macintosh.

Note: These mailing labels are not for offset printing.
Fax Cover Sheet Formatting

On the fax cover sheet, the text block should be positioned 0.5" from the last line, 0.5" from the left trim, and 0.5" from the right trim. The recommended system font for correspondence is Times New Roman,* 11 points on 16 points of leading.

The address font is Gill Sans Regular; 8.5 points on 12 points of leading.

Affiliate Logo

The Affiliate logo should always be 1.5" wide. When scaling the logo in Microsoft Word, hold down the shift key while reducing the bounding box to ensure the logo remains in its exact proportion.

*Times New Roman is a universal system font for both PC and Macintosh.
A simple customizable PowerPoint template is available for your use.

**Title Slide**
The recommended font for presentation title is Gill Sans Regular, 28 points on 32 points of leading. The presentation title should be positioned 1.75" from the top of the slide and 0.75" from the left.

The presenter’s name and date should be 3" from the top of the slide and 0.75" from the left. The recommended font size is 20 points on 26-point leading.

**Slides**
The recommended font for a slide title is Gill Sans Regular, 28 points on 32 points of leading. The slide title should be positioned 0.5" from the top of the slide and 0.75" from the left.

Recommended font size for headline and copy is 20 points on 26 points of leading. The headline should be 1.75" from the top of the slide and 0.75" from the left.

When creating PowerPoint presentations, clarity and brevity are key. Copy should be kept to a minimum to support the verbal presentation.
Any logo in the Berkeley Law identity can be expressed in various forms of media. See the following pages for examples.
Application Examples
Pages 42–44 show examples of how Berkeley Law logos might be applied to promotional or specialty items.
Merchandise

Application Examples
Pages 43–45 show examples of how Berkeley Law logos might be applied to promotional or specialty items.
Merchandise

Application Examples
Pages 42–44 show examples of how Berkeley Law logos might be applied to promotional or specialty items.

- Cap
- Mug
- Lanyard