

Table of Contents

01	Who We Are
02	The Four Pillars of ASUCD
03	Brand Platform
04	Identity Elements
18	Brand Assets
24	Applying the Brand
26	Elements of Storytelling

Who We Are

OUR MISSION

The Associated Students, University of California, Davis (ASUCD) improve the quality of campus life by providing resources and services to cultivate a culture of involvement and student leadership. Join us as ASUCD connects the dots between all facets of our campus and builds tomorrow, together.

BRAND MANTRA

Building tomorrow, together; Connecting the dots

Our brand mantra invites students to take ownership of our campus and shape the future of our generation both at the University of California, Davis (UC Davis) and beyond. It brings us back to the heart of why ASUCD was founded back in 1915, when students identified problems on campus and took the initiative to devise a solution so that their peers and future students could have a better tomorrow. Our mantra also emphasizes collaboration, as our mission counts on the contribution of each individual.



The Four Pillars of ASUCD

basic services

Units

Aggie Reuse Store
ASUCD Garden
Bike Barn
Coffee House
Housing Advising for Undergraduate Students (HAUS)
Refrigerator Services
The Pantry
Unitrans

Other

ASUCD HQ
Community Housing Listing (CHL)

media

Units

Aggie Studios
Creative Media
KDVS
The California Aggie

advocacy

Units

Campus Center for the Environment (CCE)

Other

ASUCD Awards Endowment
Student Government

- Executive—Executive Office, Office of the External Affairs Vice President (OEAVP)
- Legislative—Senate, Commissions, Committees
- Judicial—Judicial Council

Club Finance Council
Cultural Days
Legal Services

social

Units

Entertainment Council
Picnic Day
Whole Earth Festival

Other

Lawntopia
Sunset Fest
Operations Restore
Maximum Freedom (ORMF)

Brand Platform

ASUCD CORE VALUES

Our driving motivations behind everything we do.

The core values make up our brand platform and distill our beliefs into four themes. This creates a structure for how we talk about ASUCD and lays the foundation of our identity and messaging. Our brand platform provides a framework for both internal and external communications and should also be reflected in how all of our individual units carry themselves.

Personality

Character traits that guide our voice and expression:

- Open-minded
- Proactive
- Transparent
- Optimistic

Avoid representing the ASUCD brand in a way that highlights a negative context or storyline. Please adhere to the [UC Davis Principles of Community](#).

DIVERSITY & INCLUSION

ASUCD provides a platform for students of all backgrounds to take ownership of their university. **Transparency**—honest and open communication—is the key to ASUCD’s performance. Every day, our goal is to celebrate our differences and what it means to be an Aggie.

COLLABORATION

There are many opportunities for cross-functional collaboration. ASUCD is a team-oriented organization that values **vibrant** individuals coming together to achieve common goals. We aspire to connect the dots between different aspects of our campus.

COMMUNITY IMPACT

One of ASUCD’s fundamental goals is to create a **proactive** and positive lasting impact on the UC Davis community. Our units work hard all year to create environmentally-friendly events and opportunities to support fulfilling lifestyles at UC Davis.

PROFESSIONAL DEVELOPMENT

ASUCD provides hundreds of opportunities for **student leaders** to develop themselves professionally. We believe that mentorship is a key factor in nurturing healthy professional development.

Identity Elements

LOGO

When looking at the association as a whole, we saw how each unit reaches a different student population or part of campus. Our units are able to connect students with other students as well as to the activities they enjoy. That's when it all fits together. The circle, already known to represent wholeness and community, was the perfect shape to convey the most important message of ASUCD: oneness. We extended this across our identity—each unit and individual's contribution to the association is represented by a dot.

The ASUCD logo is comprised of five dots over the ASUCD wordmark. The four of the five circles on the right side of the logo represent the four pillars of ASUCD, which encompass all of our units and programs. These four pillars converge into the single circle on the left-hand side of the logo, representing the singular set of values that we all strive to live out and operate under.

These five dots express how ASUCD is made up of the sum of its parts, which are all of equal importance. ASUCD thrives based on everyone's contribution and cannot function properly if even one pillar is not aligned in harmony with the rest.

Note: The ASUCD logo represents the entire community as a whole and, therefore, is a critical brand asset. It is vital that the logo stays consistent to display unity between all ASUCD units.



LOGO USAGE

COLORS

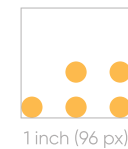
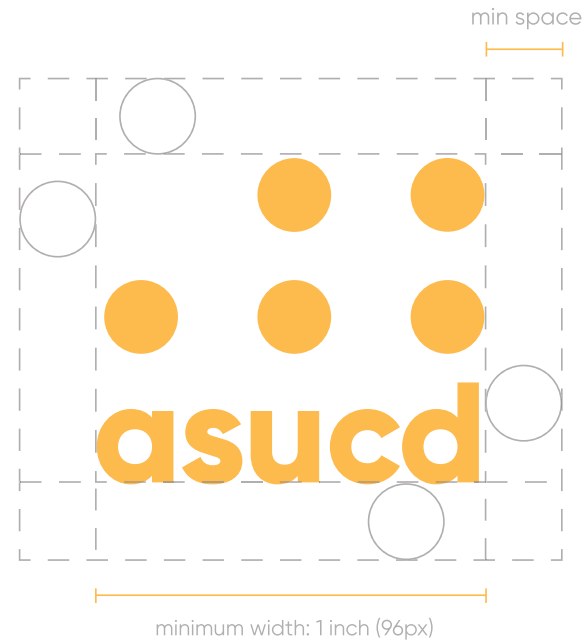
When representing ASUCD as a whole, use the logo in gold, white, or black. When representing one of the four pillars of ASUCD, it is acceptable to use that respective color.

PLACEMENT

When creating a composition, please put the ASUCD logo in one of the corner areas of the design or in the center of the page. This does not apply when using the dot logo as a pattern or graphic element.

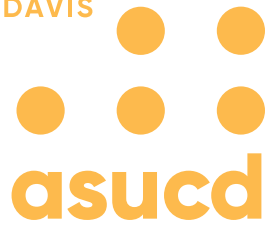
PROPORTIONS

The minimum width of the logo is **0.75-inches**. Any smaller than that will negatively impact its readability.

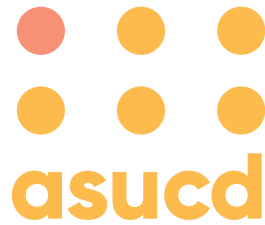


INAPPROPRIATE LOGO USAGE

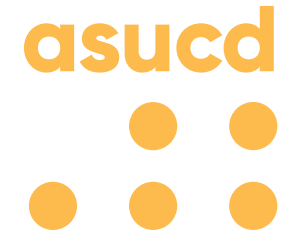
ASSOCIATED STUDENTS
OF UC DAVIS



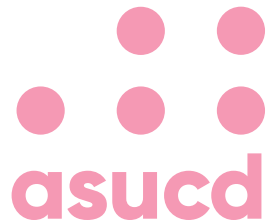
Do not intrude on negative white space.



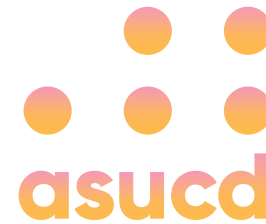
Do not add new parts to the logo.



Do not rearrange the elements of the logo.



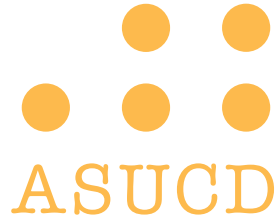
Do not use colors outside of our identity system.



Do not use gradients.



Do not rotate the logo.



Do not change the typography.



Do not stretch or condense the logo.



Do not use the gold-colored logo on backgrounds with inadequate contrast.



Do not attempt to recreate the logo in order to ensure consistent use.

LOGO USAGE

VISUAL IDENTITY ARCHITECTURE

ASUCD's visual identity architecture is applied across all units and programs, providing flexibility for each brand operating under the organization. Based on our core goal of "oneness," we designed each unit with its own circle icon logo. Every logo is custom designed but still maintains continuity through the system as a whole because of the consistent silhouette.















UNIT LOGOS & SIGNATURES

We implemented the circles across our brand by creating circular icon logos for each unit. All units have their own logo and each sector of student government has its own logo. All commissions, committees, and senators use the respective logo of the sector they belong to and do not have their own custom icon. This brings consistency to the brand as a whole and makes it easier to see where each commission and committee belongs in the larger organization of our student government.



ADDITIONAL LOGO VERSIONS

Some units also have different logo versions they can use in their respective brand materials.

ASUCD SIGNATURE MARKS

asucd
AGGIE REUSE
STORE

asucd
HOUSING ADVISING FOR
UNDERGRADUATE STUDENTS

asucd
AGGIE STUDIOS

asucd
ENTERTAINMENT
COUNCIL

asucd
EXECUTIVE OFFICE

asucd
BIKE BARN

asucd
REFRIGERATOR
SERVICES

asucd
CREATIVE MEDIA

asucd
PICNIC DAY

asucd
JUDICIAL COUNCIL

asucd
COFFEE HOUSE

asucd
THE PANTRY

asucd
KDVS

asucd
WHOLE EARTH
FESTIVAL

asucd
LEGISLATIVE
BRANCH

asucd
GARDEN

asucd
UNITRANS

asucd
THE CALIFORNIA
AGGIE

asucd
CAMPUS CENTER FOR
THE ENVIRONMENT

asucd
ACADEMIC AFFAIRS
COMMISSION

asucd
BUSINESS & FINANCE
COMMISSION

asucd
EXTERNAL AFFAIRS
COMMISSION

asucd
ETHNIC & CULTURAL
AFFAIRS COMMISSION

asucd
ENVIRONMENTAL POLICY &
PLANNING COMMISSION

asucd
GENDER & SEXUALITY
COMMISSION

asucd
INTERNAL AFFAIRS
COMMISSION

asucd
AGGIE PUBLIC ARTS
COMMITTEE

asucd
CHAMPAGNE
COMMITTEE

asucd
COMMITTEE ON
COMMITTEES

asucd
DISABILITY RIGHTS
ADVOCACY COMMITTEE

asucd
DREAM COMMITTEE

asucd
ELECTIONS COMMITTEE

asucd
INTERNAL UNDERGRADUATE
STUDENT COMMITTEE

asucd
MENTAL HEALTH
INITIATIVE

asucd
SEXUAL ASSAULT AWARENESS
ADVOCACY COMMITTEE

asucd
SCHOLARSHIPS
COMMITTEE

asucd
STUDENT HEALTH &
WELLNESS COMMITTEE

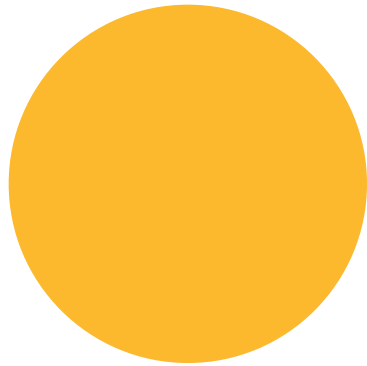
asucd
UNIT RELOCATION & SPACE
ALLOCATION COMMITTEE

UNIT SIGNATURES





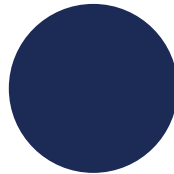
COLORS



ASUCD

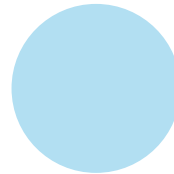
PMS: 136C
HEX: #FCBD4C
CMYK: 1-28-81-0
RGB: 252-189-76

advocacy



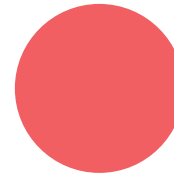
PMS: 534C
HEX: #162B54
CMYK: 100-88-37-35
RGB: 22-33-84

services



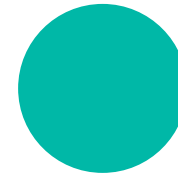
PMS: 290C
HEX: #B9DFF2
CMYK: 25-2-2-0
RGB: 185-223-242

media

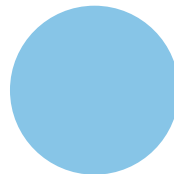


PMS: 805C
HEX: #F26966
CMYK: 0-74-54-0
RGB: 242-105-102

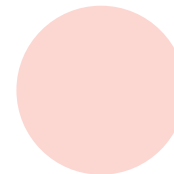
social



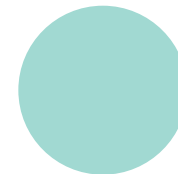
PMS: 7465C
HEX: #48BDAB
CMYK: 66-1-41-0
RGB: 72-189-171



PMS: 283C
HEX: #91c5e5
CMYK: 41-10-3-0
RGB: 145-197-228



PMS: 698C
HEX: #F8D8D3
CMYK: 1-17-11-0
RGB: 248-216-211



PMS: 572C
HEX: #ABDCC4
CMYK: 32-0-19-0
RGB: 171-220-212

USAGE RULES

Use the main colors whenever possible; only use tints when contrast is lacking.

Cannot use gold text on either of the light blue shades because the text becomes too hard to read. Instead, opt for a different background color or a darker text color, such as the navy shade.

BALANCED BLUE SERVICES

This color is used to represent the services provided by ASUCD because blue has a reputation for stability, safety, and reliability. These qualities are also demonstrated through the units and association bodies that students can count on every day.

NOTED NAVY ADVOCACY

Taken straight from UC Davis' navy, this color represents the advocacy units and bodies within ASUCD, as they are the student entity working with the leadership of UC Davis.

GOOD-HEARTED GOLD

MAIN ASUCD COLOR

This is a brighter shade of the original UC Davis gold, but keeps the same idea of how the original UC Gold represents the student contribution to the school. For us, this represents our students' authenticity and passion.

CREATIVE CORAL MEDIA

Coral represents the bright, creative spirits within the media and entertainment units of our association, as well as the engaging content they produce.

TALKATIVE TEAL SOCIAL

Teal represents our social units, and their events, because it has a degree of tranquility, harmony, and a healthy relationship with nature. In all of our interactions with people and the environment, we strive to cultivate spaces where everyone feels at home.

Say hello to Gilroy!

TYPOGRAPHY

Our new font is Gilroy, a friendly, round sans-serif that is legible and modern. Its rounded qualities reflect the spirit of ASUCD in being more relatable and not overpowering.

Headlines: Gilroy Bold

Either use title case or keep it all lowercase to maintain a consistent look with the ASUCD logo. Large headings should never be in all capitals.

Subheadings: Gilroy Semibold

Either use title case or keep it all capitals.

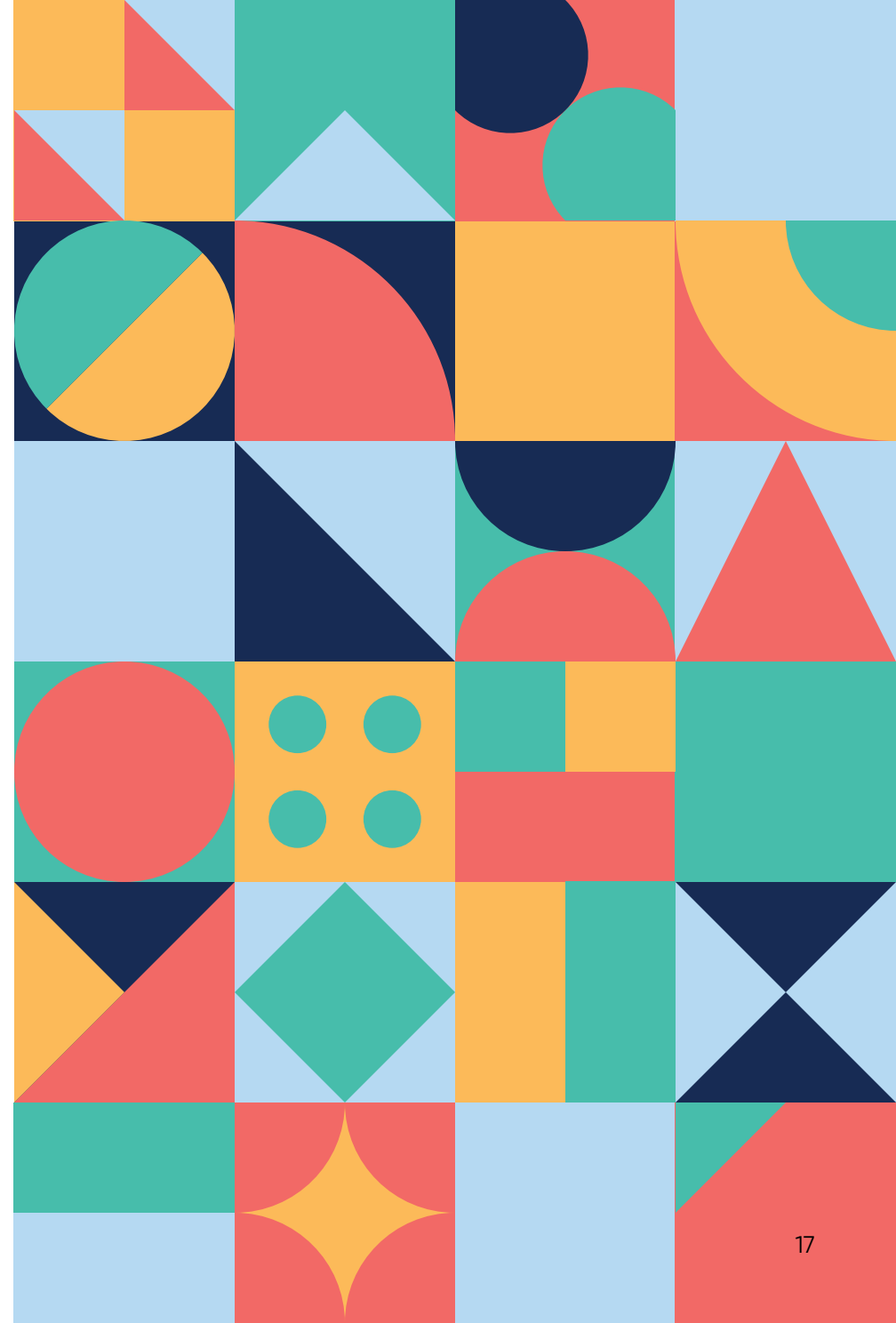
Body Copy: Gilroy Light

Other (as needed): Gilroy regular, *semibold*, *italics*, **extra bold**

Brand Assets

PATTERNS

Our visual identity uses geometric patterns based on the idea of “building together” and “connecting the dots” to create our brand vocabulary. Made primarily of squares, each square can be filled with something different inside. These geometric patterns can be styled as lines or filled shapes. This modular system provides a flexible structure where **creativity and play can thrive** while still maintaining a consistent look.



Here are some examples of how these patterns can be shown.



The geometric shapes can also overlap to create designs with more dimension and reflect the dynamic spirit of ASUCD.



CONNECT THE DOTS

The secondary positioning statement of ASUCD is “connecting the dots” on campus, reflecting how we connect students with one another and to their interests. This can also inspire designs that “connect the dots” between shapes or forms.

The logo itself can also be used as a graphic element on the page or can be expanded into a dot grid pattern. Since it is made up of circles, we encourage designers to get creative with the logo (i.e., recreating it using physical circular objects and taking a picture).



PHOTOGRAPHY

Photography is a way we can bring our values and brand personality to life in a tangible, relatable way. They should reflect the student spirit of ASUCD and inspire viewers to get involved or desire to learn more about our services.

Subject Matter: students interacting with each other; ASUCD unit services (i.e., CoHo, The Pantry, Picnic Day, etc.)

- Pursue close-up shots when possible to invite viewers into the scene.
- Capture “in-the-moment” or candid scenes to avoid the look of a generic stock photo.
- Make sure each image has a focused subject. Do not use images where the subject is lost against a busy background.
- The tone of all our photos should be edited with a similar filter so that they are bright and warm-toned.





Questions to Determine Which Image to Use:

- Does the photo tell an authentic story and feel real?
- Does the image spark curiosity?
- Does the photo draw in the viewer and make them a part of the experience?
- Does the image highlight ASUCD students or services?

Photo Criteria:

- All images must be in focus and not over or underexposed
- Acceptable file formats: JPG or TIFF; keep the RAW file in a separate folder to preserve the original image quality.
- Use 300 dpi for printed material, CMYK color mode for print, and RGB for digital usage.
- Be mindful when putting the image on top of a colored background. In such cases, the tones in the image should match or complement each other. In all cases, make sure there is enough contrast between the photo and the background. It is allowed to juxtapose the image with a colored block.

Applying the Brand

GENERAL

Please check with Creative Media before using the ASUCD logo on websites, products, packaging, manuals, or documents.

PRINT

Any communication or marketing material that is not typically distributed through digital channels such as websites and social media.

For example, documents, posters, flyers, business cards, merchandise, and apparel.

WEB

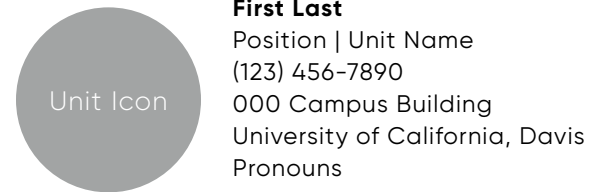
Web Images: Images must be at least 72 ppi and be appropriate for public viewing.

Web Copy: Keep your website copy consistent with ASUCD's values. Ensure that the language is professional, light, and concise.

EMAILS

Your email signature may contain the following components but feel free to exclude any information you don't wish to share (i.e., phone number, address, etc.).

Here is an example of what it could look like:



Find the templates [here](#).

POWERPOINT TEMPLATE

Keynote is recommended, but can use PowerPoint as well.

Don't add more images into the template space, unless absolutely needed.

The template is designed for ease of use and consistency for all presentations. Don't change the font size or design of the template unless you have received approval from Creative Media.

VIDEOS

All videos and motion graphics are produced by Aggie Studios and Creative Media, unless otherwise approved.

SOCIAL MEDIA

See ASUCD's Social Media Guidelines for more information.

ASUCD encourages all units to **actively** use social media platforms to start conversations and convey real, personal stories of students within ASUCD.

- Post on social media platforms at least once a week to maintain an active online presence.

Use captions to engage students

- Be sure to represent ASUCD's voice accurately (refer to Editorial Guidelines)
- Maintain a consistent voice across all social media platforms.
- ASUCD's social media voice is light, excited, and informative.
- Keep the language concise and, when applicable, utilize hashtags.

Facebook, Instagram, Twitter, LinkedIn (@ASUCDOfficial)

- Always post with an image or graphic. Refer to the Photography Guidelines above for all photos.

Elements of Storytelling

Editorial Guidelines

REFERENCING ASUCD & ASUCD UNITS

Two formats:

- Associated Students, University of California, Davis
- ASUCD – when not in the wordmark, ASUCD should be capitalized

For Units:

- Capitalize units (i.e., The Pantry, Picnic Day, etc.) and unit positions (i.e., Unit Director).
- Always remember to introduce the full name of the unit before abbreviating (i.e. Coffee House to CoHo).

AUDIENCE

Undergraduate Students at UC Davis

To create a detailed audience profile, consider making user personas with the following information:

- Demographics
- Students Interests
- Spending Habits
- Influential ASUCD or Bodies on the Students

VOICE

ASUCD's voice is upbeat and fosters an environment of innovative professionalism that values inclusiveness and passion for all students.

Write in the first and second person to make your messages feel more personal.

- Example: "**We** are here for **you!**"

Use simple, easy-to-understand language that all audiences can comprehend.

Use inclusive vocabulary.

Be authentic: ASUCD is a resource and platform for students: convey this with your message.

TOPICS & THEMES

All of ASUCD's posts should be focused on the following:

- Students' needs
- ASUCD services
- ASUCD units
- Students serving in ASUCD
- How to get involved in ASUCD
- News/announcements

STYLE GUIDE

Here are the following *recommended* formats of common information:

- Phone Numbers: (123) 456-7890
- Times: 8:00 am–2:00 pm
- Dates: Jun. 9, 2019 or 6/9/19
- Addressing Groups of People: Use gender-neutral pronouns when addressing a group of individuals.
 - Ex: "Hi everyone," or, "Hi all," instead of "Hi guys."
- Introductions: full name, position, pronouns, year in college

QUESTIONS

Guideline questions can be directed to copy@creativemedia.ucdavis.edu

Logo questions can be directed to graphics@creativemedia.ucdavis.edu

Last updated 12/13/2019