

HAAS STYLE GUIDE OUTLINE

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2. Haas logo colors
3. Clear space
4. Incorrect usage
5. Online usage
6. Using the provided art files

Section B– TMBA logo:

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2. TMBA logo colors
3. Clear space
4. Incorrect usage
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6. Using the provided art files

A1 Haas logo characteristics & minimum size

The Haas logo is the official symbol used worldwide to identify the UC Berkeley Haas School of Business. It should be reproduced following the guidelines explained in this Style Guide.

There are three approved versions of the Haas logo: the “regular” version, the “reversed” version, and the “boxed” version. Whenever possible, the “regular” version should be used against a white background. However, if the logo needs to be reproduced against a background other than white, the “reversed” or “boxed” version can be used in limited ways so that the logo will always remain as readable as possible.

In addition, it’s important not to reproduce the logo too small for it to be easily read. Figure 1 illustrates the minimum reproduction size for each version of the logo.

Figure 1



Minimum size ("regular" & "reversed" versions): In any printed (non-online) application, the "preferred" logo should never be reproduced any smaller than 1 1/4" across (or 75% of the "small" size provided).



Minimum size ("boxed" version): In any printed (non-online) application, the "boxed" logo should never be reproduced any smaller than 1 3/8" across (or 80% of the "small" size provided).

A2 Haas logo colors

Whenever possible, the Haas logo should be reproduced in black and PMS 286 against a white background (see figure 2). For situations where a color or photo background is preferred, each of the three logo versions may be used against backgrounds in specific ways (see figure 3).

The “regular” version of the logo may be used against a background of white, PMS Cool Gray 1, or PMS 9141 cream (or the cmyk equivalents provided).

The “reversed” version of the logo may be used against black, PMS 286 blue, or PMS Cool Gray 11 (or the cmyk equivalents provided).

The “boxed” version is provided for use against any background that isn’t one of the colors described above (for example, against a photo background). Figure 4 shows the approved colors for the “boxed” logo.

If your usage involves a printing process that doesn’t support PMS colors, there are CMYK, greyscale and high-contrast variants available. See section 6, “Using the provided art files,” to determine which logo is most appropriate for your usage.

Figure 2



First Choice: the Haas logo printed in black and PMS 286.



Second Choice: the Haas logo printed in CMYK (4/c process).



Third Choice: the Haas logo printed in greyscale black & white.



Fourth Choice: the Haas logo printed in high-contrast black & white.

Figure 3

Approved background colors ("regular" version)



Approved background colors ("reversed" version)

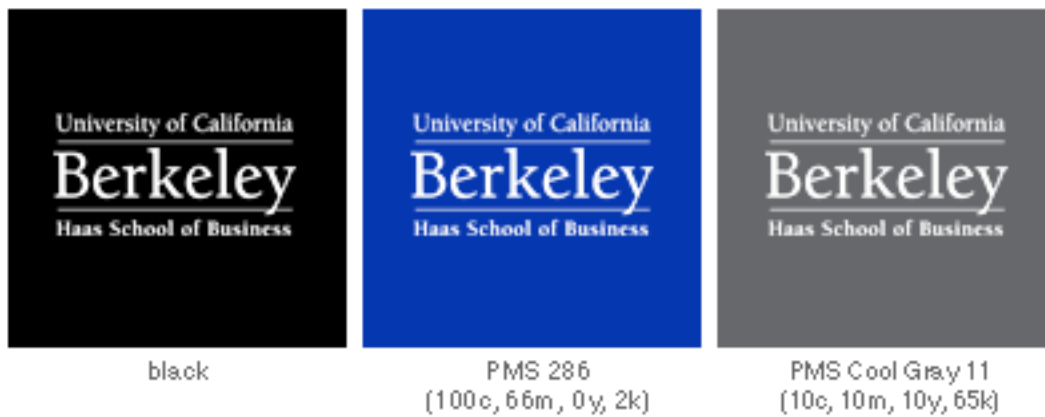
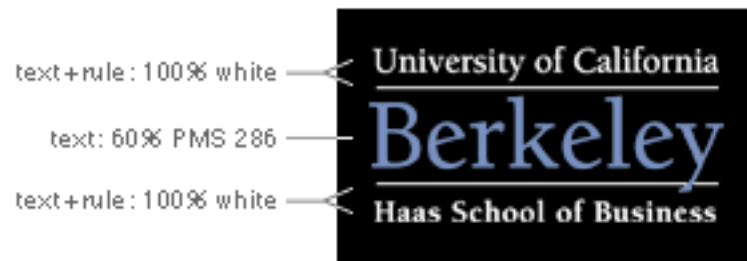
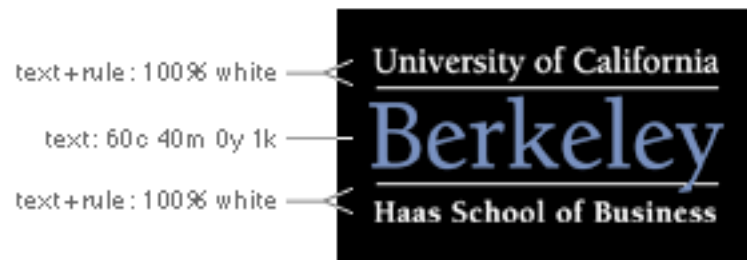


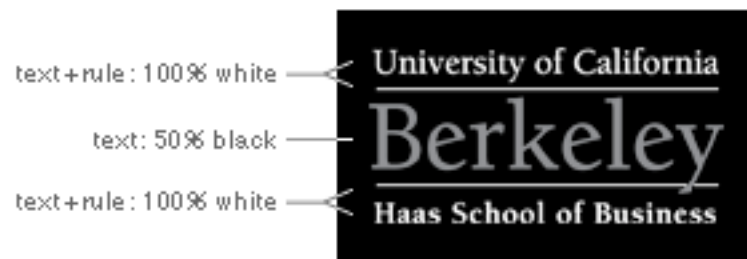
Figure 4



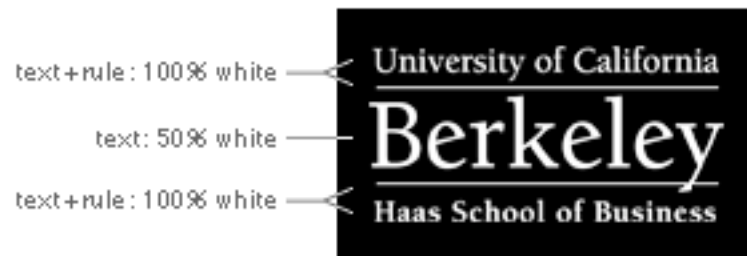
First Choice: the Haas logo printed in white and PMS 286.



Second Choice: the Haas logo printed in CMYK (4/C process).



Third Choice: the Haas logo printed in greyscale black & white.



Fourth Choice: the Haas logo printed in high-contrast black & white.

A3 Clear Space

To give the logo the greatest possible visual impact, it is important to always allow for the minimum amount of clear space around the logo (figure 5). Avoid positioning text, photos or other elements within the clear space zone.

Figure 5



Minimum clear space ("regular" and "reversed" versions) required on all sides of the logo is $1/2 X$, where X = the distance between the two rule lines in the logo.



Minimum clear space ("boxed" version) required on all sides of the logo is $1/2 X$, where X = the distance between the two rule lines in the logo.

A4 Incorrect Usage

The Haas logo looks best when it's reproduced using the guidelines provided in this Style Guide. Choose the correct version for your project from the art files provided. Do not change the colors, fonts, or proportions of the logo. Use only approved color backgrounds with the appropriate version of the logo. Figure 6 shows some common mistakes to avoid in implementing the logo.

Figure 6



Do not use non-approved colors.

In this case, the "Berkeley" text should be in the approved blue color.



Do not change the proportions of the logo elements.

The logo should only be scaled in its entirety.



Do not stretch or condense the logo.



Do not change the fonts within the logo.



Do not use a patterned or photographic background behind the "regular" or "reversed" versions of the logo.

Use only approved color backgrounds (see figure 3) behind the "regular" or "reversed" versions of the logo, or use the "boxed" version of the logo against any other background.

A5 Online usage

Special versions of the Haas logo have been provided for use online (figure 7). These versions use approved web colors and are available in a large and small size. To avoid readability problems, do not use the logo online at any size other than the two provided. The ideal background color for the logo is white, but a “boxed” version has also been provided in two sizes for use against backgrounds other than white.

Figure 7

text+rule: 000000 (r0 g0 b0) —< University of California
text: 3366CC (r51 g102 b204) —< Berkeley
text+rule: 000000 (r0 g0 b0) —< Haas School of Business

Web colors ("regular" version)

text+rule: FFFFFFFF (r255 g255 b255) —< University of California
text: 6699FF (r102 g153 b255) —< Berkeley
text+rule: FFFFFFFF (r255 g255 b255) —< Haas School of Business

Web colors ("boxed" version)

University of California
Berkeley
Haas School of Business



Large web logos

University of California
Berkeley
Haas School of Business



Small web logos

A6 Using the provided art files

Try to use the files marked “preferred” as your first choice. These versions (created in Adobe Illustrator) can be scaled to any size and will print cleanly. The files marked as “alternate” may not reproduce as well and can only be used at 100% size or smaller.

Each file is named in a way that describes its characteristics and the program it was created in (see figure 8).

R E G U L A R V E R S I O N

PMS COLOR

Use the logo provided below for any color application that supports PMS (spot) color printing. Examples of appropriate uses include 2-color brochures or 2-color signage.

rg_haaslogo_pms_il_s.eps **rg_haaslogo_pms_il_l.eps**
resizable to any dimension resizable to any dimension

CMYK COLOR

Use the logos provided below for any color application that supports CMYK (also called 4-color process) color printing. Examples of appropriate uses include color advertising or documents to be printed on color inkjet printers.

Preferred (Illustrator EPS format)

rg_haaslogo_cmyk_il_s.eps **rg_haaslogo_cmyk_il_l.eps**
resizable to any dimension resizable to any dimension

Alternate (Tiff format)

rg_haaslogo_cmyk_ps_s.tif **rg_haaslogo_cmyk_ps_l.tif**
use only at 100% size use only at 100% size

Alternate (Photoshop EPS format)

rg_haaslogo_cmyk_ps_s.eps **rg_haaslogo_cmyk_ps_l.eps**
use only at 100% size use only at 100% size

Alternate (jpeg format)

rg_haaslogo_cmyk_ps_s.jpg **rg_haaslogo_cmyk_ps_l.jpg**
use only at 100% size use only at 100% size

1-COLOR GREYSCALE

Use the logos provided below for any 1-color use that supports greyscale printing. Examples of appropriate uses include black&white advertising or documents to be printed from laser printers.

Preferred (Illustrator EPS format)

rg_haaslogo_gs_il_s.eps **rg_haaslogo_gs_il_l.eps**
resizable to any dimension resizable to any dimension

Alternate (Tiff format)

rg_haaslogo_gs_ps_s.tif
use only at 100% size

rg_haaslogo_gs_ps_l.tif
use only at 100% size

Alternate (Photoshop EPS format)

rg_haaslogo_gs_ps_s.eps
use only at 100% size

rg_haaslogo_gs_ps_l.eps
use only at 100% size

1-COLOR HIGH-CONTRAST

Use the logos provided below for one-color high-contrast uses. Examples of appropriate uses include 1-color screen-printing or 1-color signage.

Preferred (Illustrator EPS format)

rg_haaslogo_hc_il_s.eps
resizable to any dimension

rg_haaslogo_hc_il_l.eps
resizable to any dimension

Alternate (Tiff format)

rg_haaslogo_hc_ps_s.tif
use only at 100% size

rg_haaslogo_hc_ps_l.tif
use only at 100% size

R E V E R S E D V E R S I O N

1-COLOR

The reversed version of the logo is available only in a 1-color variant which may be used for any kind of printing.

Preferred (Illustrator EPS format)

rv_haaslogo_il_s.eps
resizable to any dimension

rv_haaslogo_il_l.eps
resizable to any dimension

Alternate (Tiff format)

rv_haaslogo_ps_s.tif
use only at 100% size

rv_haaslogo_ps_l.tif
use only at 100% size

B O X E D V E R S I O N

PMS COLOR

Use the logos provided below for any color application that supports PMS (spot) color printing. Examples of appropriate uses include 2-color brochures or 2-color signage.

bx_haaslogo_pms_il_s.eps
resizable to any dimension

bx_haaslogo_pms_il_l.eps
resizable to any dimension

CMYK COLOR

Use the logos provided below for any color application that supports CMYK (also called 4-color process) color printing. Examples of appropriate uses include color advertising or documents to be printed on color inkjet printers.

Preferred (Illustrator EPS format)

bx_haaslogo_cmyk_il_s.eps **bx_haaslogo_cmyk_il_l.eps**
resizable to any dimension resizable to any dimension

Alternate (Tiff format)

bx_haaslogo_cmyk_ps_s.tif **bx_haaslogo_cmyk_ps_l.tif**
use only at 100% size use only at 100% size

Alternate (Photoshop EPS format)

bx_haaslogo_cmyk_ps_s.eps **bx_haaslogo_cmyk_ps_l.eps**
use only at 100% size use only at 100% size

Alternate (jpeg format)

bx_haaslogo_cmyk_ps_s.jpg **bx_haaslogo_cmyk_ps_l.jpg**
use only at 100% size use only at 100% size

1-COLOR GREYSCALE

Use the logos provided below for any 1-color use that supports greyscale printing. Examples of appropriate uses include black&white advertising or documents to be printed from laser printers.

Preferred (Illustrator EPS format)

bx_haaslogo_gs_il_s.eps **bx_haaslogo_gs_il_l.eps**
resizable to any dimension resizable to any dimension

Alternate (Tiff format)

bx_haaslogo_gs_ps_s.tif **bx_haaslogo_gs_ps_l.tif**
use only at 100% size use only at 100% size

Alternate (Photoshop EPS format)

bx_haaslogo_gs_ps_s.eps **bx_haaslogo_gs_ps_l.eps**
use only at 100% size use only at 100% size

1-COLOR HIGH-CONTRAST

Use the logos provided below for one-color high-contrast uses. Examples of appropriate uses include 1-color screen-printing or 1-color signage.

Preferred (Illustrator EPS format)

bx_haaslogo_hc_il_s.eps **bx_haaslogo_hc_il_l.eps**
resizable to any dimension resizable to any dimension

Alternate (Tiff format)

bx_haaslogo_hc_ps_s.tif **bx_haaslogo_hc_ps_l.tif**
use only at 100% size use only at 100% size

Figure 8



File naming key:

- rg** = regular version of logo
- rv** = reversed version of logo
- bx** = boxed version of logo
- haaslogo** = logo for Haas School of Business
- tmbalogo** = logo for The Berkeley MBA
- pms** = pms color variant
- cmyk** = 4-color cmyk variant
- gs** = 1-color greyscale variant
- hc** = 1-color high-contrast variant
- il** = created in Adobe Illustrator
- ps** = created in Adobe Photoshop
- s** = small size
- l** = large size
- eps** = eps file format
- tif** = tiff file format
- jpg** = jpeg file format