



# UCLA Anderson Brand Resource



Updated October 2023

**This resource will ensure that we brand  
our school consistently and professionally.**



Consistent branding leads to better brand recognition.



## Who We Are

[Our Mission 05](#)

[Our Positioning 07](#)

[Our Pillars 08](#)

[Our Personality 10](#)

## How We Communicate

### IDENTITY

[Logos and Approval 12](#)

[Typography 20](#)

[Color Palette 21](#)

### APPLICATIONS

[Design and Layout 25](#)

[Photography 29](#)

[PowerPoint 34](#)

[Stationery 35](#)

[Email 37](#)

[Branded Merchandise 39](#)

[Video 40](#)

[Zoom 41](#)

[Web 42](#)

[Social Media 46](#)

[Master Calendar 52](#)

[Editorial 53](#)

If you have questions or additional needs, please contact [britt.benston@anderson.ucla.edu](mailto:britt.benston@anderson.ucla.edu).

# Who We Are



## The UCLA Mission

**UCLA's core mission can be expressed  
in just three words:  
Education, Research, Service.**



UCLA Anderson upholds this mission each day  
through its teaching, faculty research and community programs.

## Our Mission

**At UCLA Anderson,  
we advance management thinking  
and prepare **Transformative Leaders**  
to make a positive impact  
in business and society.**

## Our Positioning

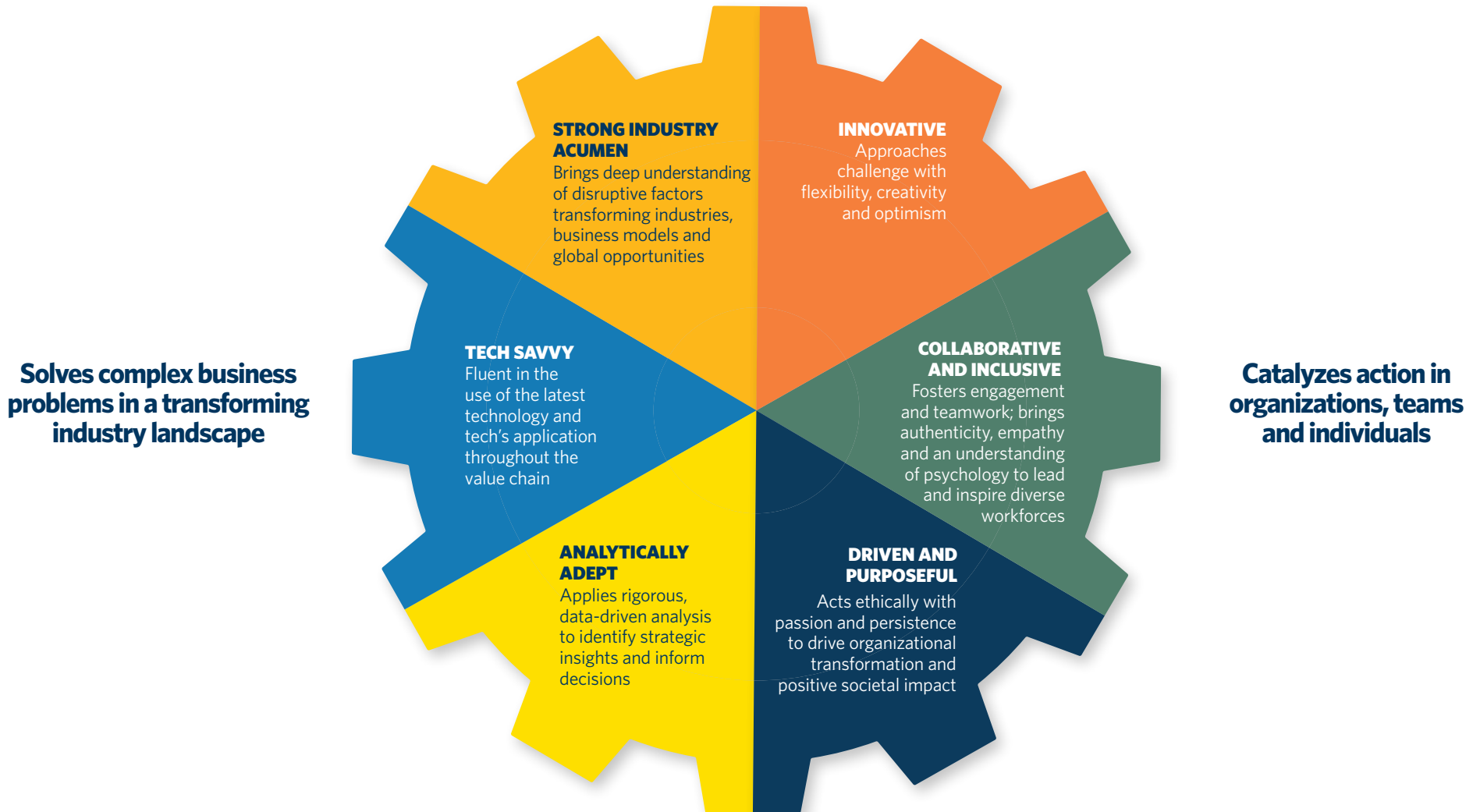
**Now, more than ever, change happens rapidly, and technology plays a critical role.**

**At UCLA Anderson, it is our responsibility to develop forward thinkers who are adaptable and innovative problem solvers — fluent in tech and analytics — who also have the soft skills to inspire others to make a positive difference.**

**These are the hallmarks of the  
Transformative Leader.**

# Capabilities of a Transformative Leader

At UCLA Anderson, we have engineered our curriculum to develop these capabilities that are foundational to transformative leaders:





## Our Pillars

# Three pillars define our character.



## Share success

We believe in inclusive collaboration for meaningful results.



## Think fearlessly

Our faculty and students arrive at innovative solutions to solve complex business problems.



## Drive change

We are Transformative Leaders who catalyze action around a purpose to create organizational and societal impact.

# Brands have personalities, just like people.

We express our brand personality not only in how we act,  
but in how we talk and write about ourselves.

## This



**Intelligent**

**Confident**

**Optimistic**

**Welcoming**

**Open**

**Energized**

**Authentic**

**Innovative**

## Not That



**Pedantic**

**Arrogant**

**Cynical**

**Elitist**

**Narrow-Minded**

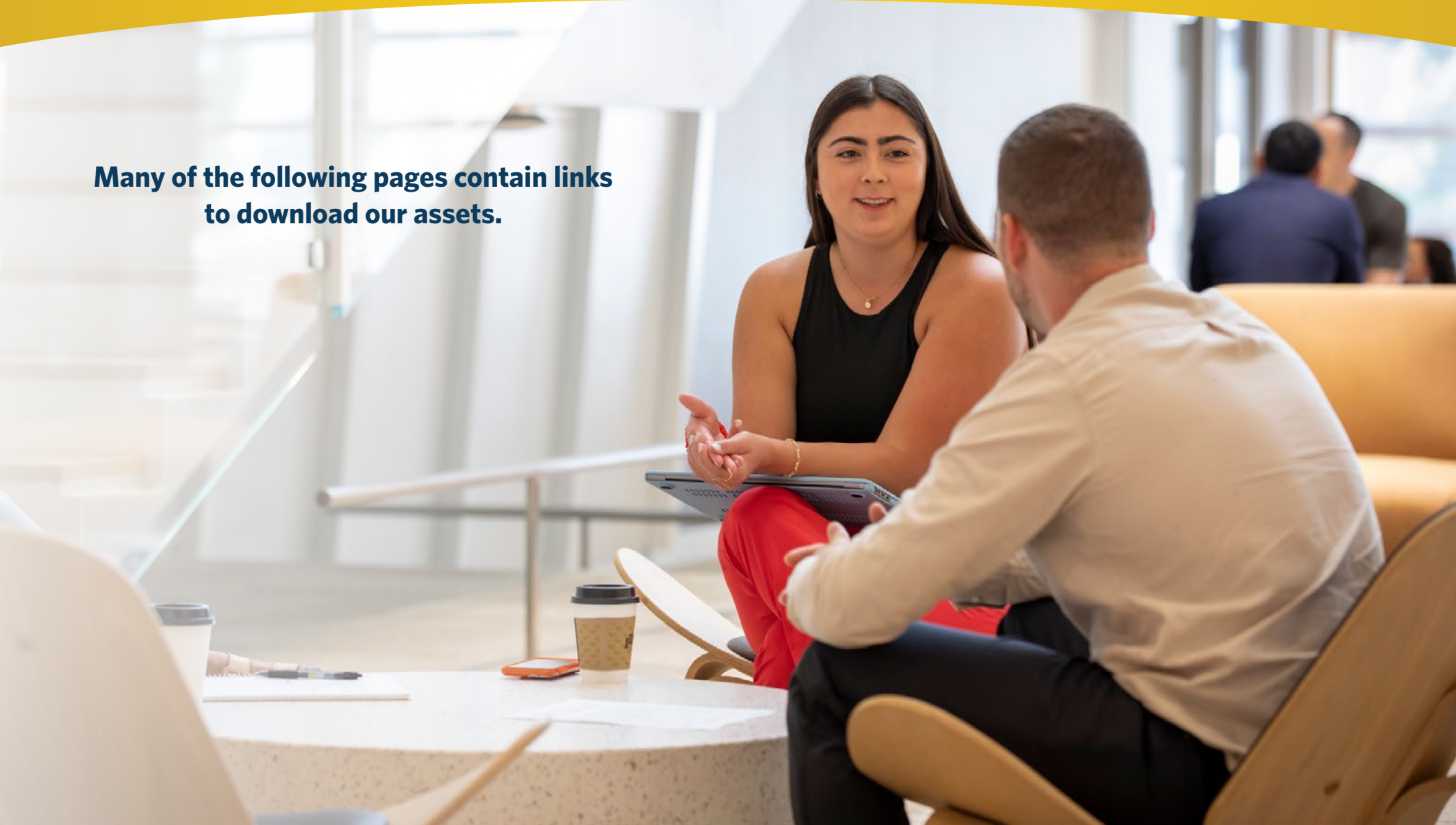
**Passive**

**Contrived**

**Tradition-Bound**

# How We Communicate

**Many of the following pages contain links to download our assets.**



## Logos and Approval

Together, all of UCLA Anderson's degree programs are represented by the school's logo, cementing our identity as "One Anderson."

Please note that use of all logos containing the UCLA mark must be compliant with [UCLA Policy 110](#), which specifies how university names, seals, logos and trademarks may be used.

If your marketing with the logo was not created by the UCLA Anderson Office of Marketing & Communications, please [submit your layout for approval](#) and allow four working days for approval or feedback.

### Full Logo:

Use this version for audiences who may not know we're a business school.



**Anderson**  
School of Management

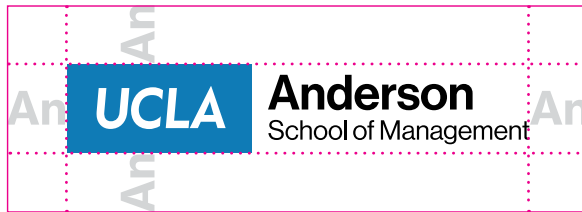
### Abbreviated Logo:

Use this version for audiences who know we're a business school.



**Anderson**

**Required Protected Zone for Logo:**



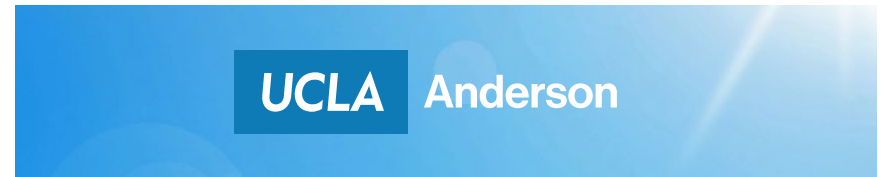
**Minimum Print Size:**



**Minimum Digital Size:**



**The white logo should appear in clear contrast to the background.**



**WHY ARE PRINT LOGOS .EPS FILES?**

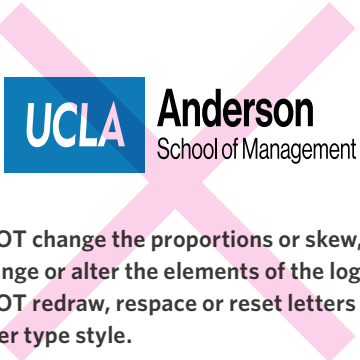
This format is used for professional graphic design and printing, and offers infinite resolution. PC users may not be able to open .eps files, but they can view them by placing the file as a photo file into a Microsoft Word document.

**WHY ARE WEB LOGOS .PNG OR .SVG FILES, NOT .JPG?**

Files in .png or .svg format allow for crisp display online, but are not suitable for printing. They also can have a transparent background, not white. Avoid using .jpg format for logos, as .jpps make for less crisp graphics and they do not have transparent backgrounds.


[Download all Anderson logos](#)

Use the logo as described and visualized on the previous pages. Any other use of the logo is NOT correct and is prohibited. Here are some examples of incorrect use:



**UCLA Anderson**  
School of Management

DO NOT change the proportions or skew, rearrange or alter the elements of the logo. DO NOT redraw, respace or reset letters in another type style.



**UCLA Anderson**  
School of Management

DO NOT add a drop shadow.




Marketing & Communications  
**UCLA Anderson**  
School of Management

DO NOT create a department logo.



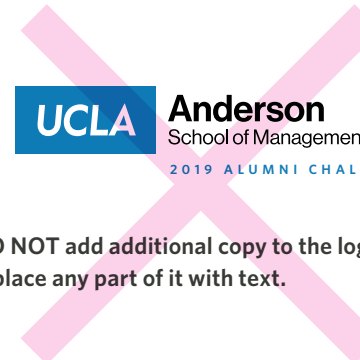
**UCLA Anderson**  
School of Management

DO NOT box the logo.



**UCLA**  
**Anderson**  
School of Management

DO NOT break the logo into two lines.



**UCLA Anderson**  
School of Management  
2019 ALUMNI CHALLENGE

DO NOT add additional copy to the logo or replace any part of it with text.


Equon Etratum, moviterum se nos ad ad me plis. Qui-  
us, nimusquam te aus me averitiorei caetem rei seniu



**UCLA Anderson**  
School of Management

Equon Etratum, moviterum se nos ad ad me plis. Qui-  
us, nimusquam te aus me averitiorei caetem rei seniu

DO NOT place the logo too close to other elements, violating the clear zone.



DO NOT use the **UCLA Anderson** logo in a sentence



**UCLA Anderson**  
School of Management

DO NOT change the color of the logo.

## Center Logos

**UCLA** Ziman Center  
for Real Estate

**UCLA** Price Center for  
Entrepreneurship & Innovation

**UCLA** Fink Center for Finance

**UCLA** Anderson  
Forecast

**UCLA** Center for Media,  
Entertainment & Sports

**UCLA** Morrison Center for  
Marketing & Data Analytics

**UCLA** Center for Impact

**UCLA** Center for  
Global Management

**UCLA** Easton Technology  
Management Center

All of the center logos  
can appear in white text  
for dark backgrounds:

**UCLA** Center for  
Global Management

**UCLA** Easton Technology  
Management Center

### Important:

The UCLA Anderson logo should appear in the same communication as the center logo. Center logos may not be combined into a unit with the UCLA Anderson logo, except in cases of limited space. In those cases, a special center logo containing “UCLA Anderson” is available. Certain center logos, by agreement, have truncated versions for ease of use within the Anderson community. Please note that use of all logos containing the UCLA mark must be [UCLA Policy 110](#) compliant. If your marketing with the logo was not created by the UCLA Anderson Office of Marketing & Communications, please [submit your layout for approval](#) and allow four working days for approval or feedback. Note that treatment of centers’ names in a logo or wordmark may vary slightly from their official name. For treatment in running text, see our editorial guidelines on [page 52](#).

[Download all Anderson logos](#)

### Center Branding for Use in Limited Space Only

On occasion, a center will brand an item on which there is limited space for a logo. This version of the logo is ONLY for these instances. The UCLA portion of the logo should never appear smaller than .6875" and you must keep logo and text in these proportions. These logos are available in white text as well.

Minimum Size  
[.6875"]



[Download all Anderson logos](#)



## Subbrands

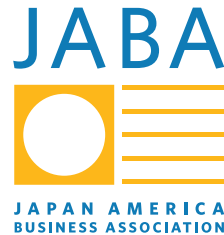
These are established, long-standing brands under the UCLA Anderson umbrella.



[Download all Anderson logos](#)

## Student Club and Association Logos

Student club logos adhere to [UCLA Policy 110](#) guidelines and apply the Anderson font and colors to benefit from the recognized branding the school has established. Any student group or club not officially school-sanctioned may include the school's name only as a suffix to the club name, that is, "at UCLA Anderson" or "@Anderson."



### CLUB LOGO REQUIREMENTS

- Must use Whitney or altered letterforms in the Whitney Basic family (Light, Book, Medium, Semibold, Bold)
- Must use a blue and a gold from the Anderson palette, choosing from: UCLA Blue, Darkest Blue, UCLA Gold or Darkest Gold
- Must be designed to work small (1.25" or 125 px in smallest dimension) and in black and white
- Must be a visual "fit" with other approved club logos

Does your club logo need an update? Use our [project request form](#).

## Club Logo Usage

All applications of the UCLA Anderson logo along with a club logo must be [UCLA Policy 110](#) compliant. If your artwork has not been created by the UCLA Anderson Office of Marketing & Communications, please submit your proposed usage to [UCLA Trademarks and Licensing](#).

**01 Placement/Sizing:**  
While the club/association logo must not “lock up” with the Anderson logo (i.e., make the two entities appear as one), a club/association logo must always maintain a logical proximity to the Anderson logo within a layout.

Note that a club logo must not be shown side-by-side and in equal weight to the UCLA Anderson logo, which implies parallel partnership.

### Internal Audiences:



### Internal and External Audiences:

9:30 a.m.	BREAKFAST AND REGISTRATION	Entrepreneurs Hall, C Atrium
10:00 a.m.	WELCOME AND KICKOFF	Korn Convocation Hall
10:15 a.m.	OPENING KEYNOTE <b>John Galante (CBMT '00)</b> President of Retail, Chief Financial and Strategy Officer, Nordstrom	Korn Convocation Hall
11:30 a.m.	BREAKOUT PANELS Crafting a Superior Customer Experience Products With a Purpose: Social Impact in Retail Retail in the Age of Social Media The Evolution of the Beauty Industry	A301 C315 D301 D312
12:30 p.m.	LUNCH	Executive Dining Room
1:45 p.m.	FINDEKS KEYNOTE PANEL <b>Andy Schuman '92</b> CEO, Soko Society <b>Kate Rosen '08</b> Co-Founder and Editor-in-Chief, FabFitFun <b>John Korman</b> Co-Founder and CEO, MVMVT <b>Tom Montgomery</b> Co-Founder and Chief Digital Officer, Chubbies	Korn Convocation Hall
3:00 p.m.	CLOSING KEYNOTE <b>Theri Boyle</b> President, Nordstromrack.com, MacysLook and Trunk Club	Korn Convocation Hall
4:00 p.m.	CLOSING REMARKS	Korn Convocation Hall
4:30 p.m.	NETWORKING RECEPTION	Entrepreneurs Hall, D Atrium

Sponsored by

**02 Hierarchy:**  
The hierarchy of logos is determined by audience. In communication directed primarily to an internal audience, the club logo should be prominent. In communication directed to a mixed or primarily external audience, the UCLA Anderson logo must be prominent.

### Internal and External Audiences:



**03 Exceptions:**  
This apparel is an exception in which the club logo can be more prominent. Other exceptions include club event promotions for internal audiences only, such as a flyer or email. For guidelines on apparel and branded items, see [page 38](#).

## Typography

Our fonts are clean and modern. By using only our font families, you can make a UCLA Anderson communication instantly recognizable. Our fonts are intentionally very similar, but we use three different fonts because each is optimized for its respective platforms.

**Whitney font for print and PowerPoint:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ & 1234567890  
abcdefghijklmnopqrstuvwxyz / *abcdefghijklmnopqrstuvwxyz*

**Freight Sans Pro font for online/digital format:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ & 1234567890  
abcdefghijklmnopqrstuvwxyz / *abcdefghijklmnopqrstuvwxyz*

**Verdana, a font present on all devices, for email use:**

ABCDEFGHIJKLMNOPQRSTUVWXYZ & 1234567890  
abcdefghijklmnopqrstuvwxyz / *abcdefghijklmnopqrstuvwxyz*

**Contact [CS Response](#) to have WHITNEY and FREIGHT SANS PRO installed on your computer. If your digital-only project requires the Freight Sans font in order to match our website, please submit a [project request form](#) to MarComm.**

## Color and Gradient Palette

Most often, our design language uses gradients instead of solid colors, such as for backgrounds and trim. UCLA Anderson solid colors can be reproduced in print using the CMYK swatches contained [in our downloadable swatch library](#). Gradients can be reproduced in print using the objects in the download's .idml and .ai files. For digital use, refer to the HEX values.

### Primary Colors:



#### UCLA BLUE

PMS 2383C | CMYK: 83, 40, 3, 6  
PMS 3553U | CMYK: 100, 29, 2, 7  
HEX: 2774AE



#### DARKEST BLUE

PMS 302C | CMYK: 100, 48, 12, 58  
PMS 2955U | CMYK: 84, 65, 34, 16  
HEX: 003B5C



#### UCLA GOLD

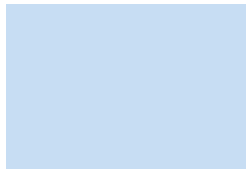
PMS 109C | CMYK: 0, 9, 100, 0  
PMS 114U | CMYK: 0, 14, 80, 0  
HEX: FFD100



#### DARKEST GOLD

PMS 1235C | CMYK: 0, 31, 98, 0  
PMS 121U | CMYK: 0, 22, 76, 0  
HEX: FFB81C

### Secondary Colors:



#### LIGHTEST BLUE

PMS 2707C | CMYK: 20, 6, 0, 0  
PMS 2707U | CMYK: 20, 8, 0, 0  
HEX: C3D7EE



#### BRIGHT CORAL

PMS 1575C | CMYK: 0, 62, 86, 0  
PMS 715U | CMYK: 0, 47, 66, 0  
HEX: F47C30



#### DARK SEA FOAM

PMS 625C | CMYK: 56, 0, 44, 33  
PMS 625U | CMYK: 56, 0, 44, 33  
HEX: 4E7E6B



#### SLATE

PMS 447C | CMYK: 68, 60, 65, 54  
PMS BLACK 3U | CMYK: 62, 52, 57, 27  
HEX: 313339

90%

Use this for body text

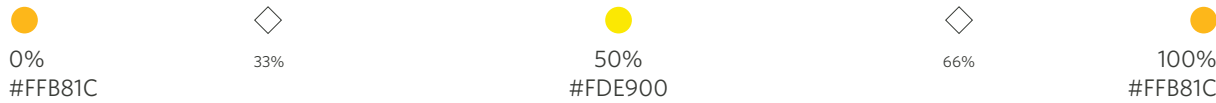
[Download our swatch library](#)

### Gradients (Linear: Centered)

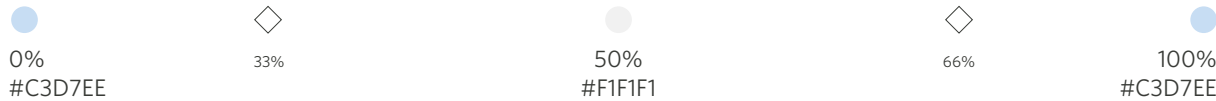
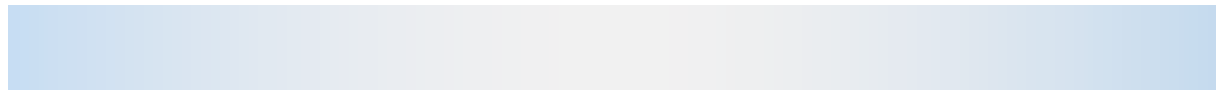
**UCLA BLUES**



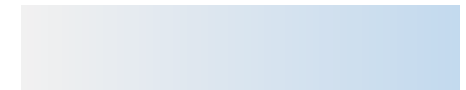
**UCLA WARM**



**UCLA COOL**



### Gradients (Linear: A to B)



[Download our swatch library](#)

### Gradients (Radial)



0%  
#0081BA

100%  
#005A96

0%  
#FF6B00

100%  
#F43A00

0%  
#6DA892

100%  
#4C7F6B



0%  
#00456B

100%  
#00143F

0%  
#FFD300

100%  
#DBAF00

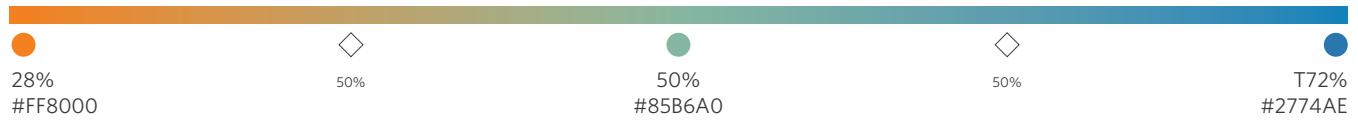
0%  
#F1F1F1

100%  
#C3DAEF

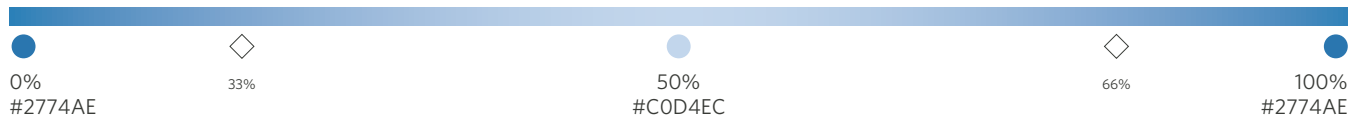
[Download our swatch library](#)

## Section Divider Trim Gradients

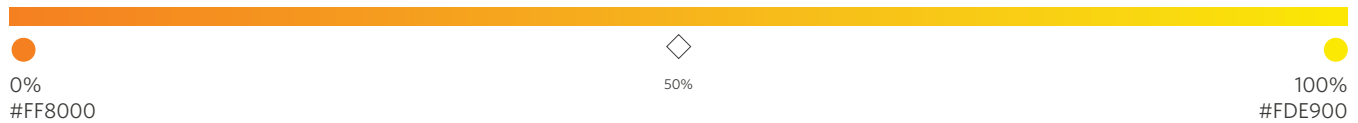
### CORAL TO BLUES



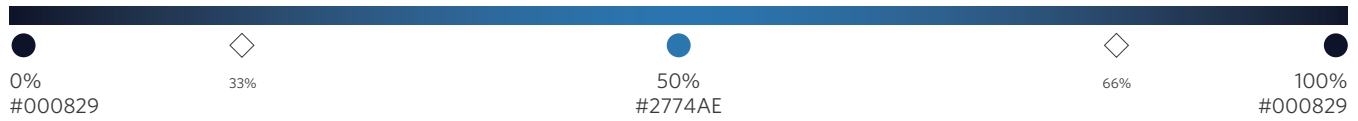
### COOL BLUES



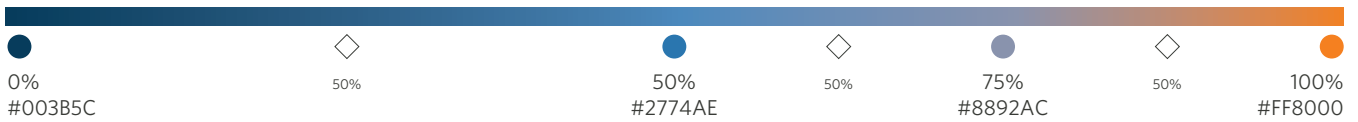
### CORAL TO GOLD



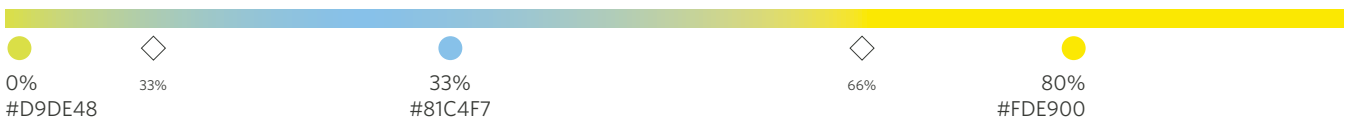
### DARK BLUES



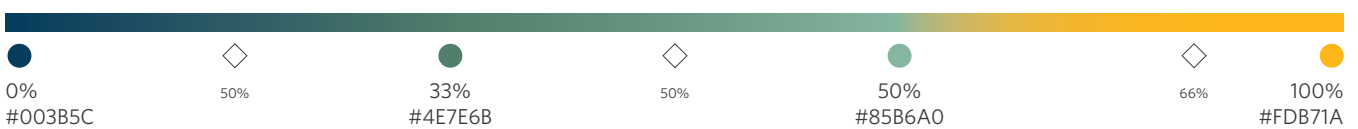
### DARK BLUE TO CORAL



### LIME/SKY BLUE/LEMON



### DARK BLUE TO DARKEST GOLD



[Download our swatch library](#)



## Design and Layout

These graphical elements are commonly seen in our branded collateral. Strive for ADA compliance following [UCLA's Web Accessibility Initiative guidelines](#).

**01 Gradient Backgrounds:**  
Add richness to a layout by using a linear or gradient color provided in the palette as a background.

**02 "Dome" or Inverted "Dip":**  
A dome at the top or bottom can make a design more dynamic.



**03 Gradient Trim:**  
A gradient line is good to use as a section divider or accent trim.

**04 Three Dots:**  
Place either above or below the headline.

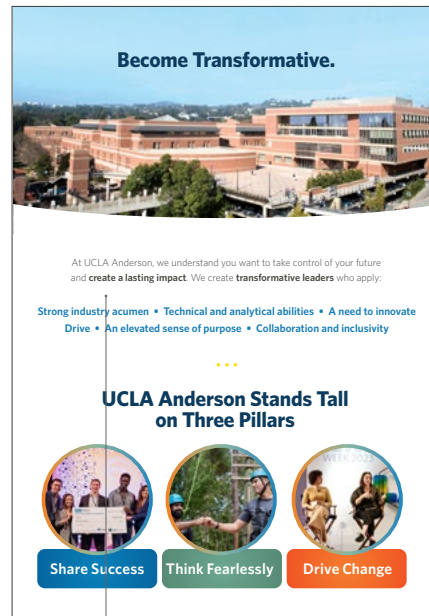
[Download the IDML file of these examples](#)

## Design and Layout

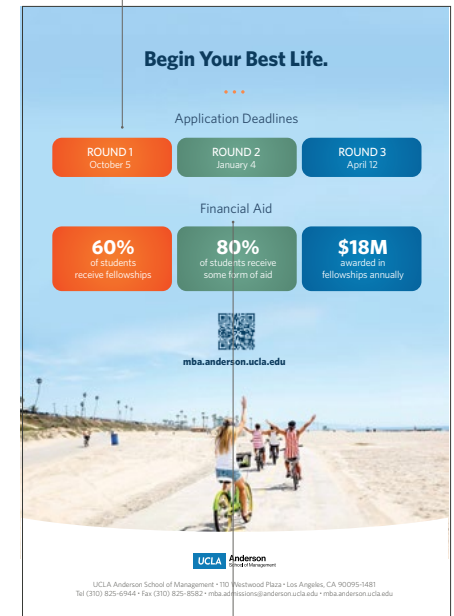
**05 Headline 1:**  
Our standard headline is Whitney Bold (Open Type Set 1) with -20 tracking. The three-dot graphic is commonly placed above or below a headline.



**06 Headline 2:**  
To make a highly visual headline, place the line within a gradient dome shape.



**07 Rounded Corners:**  
Apply rounded corners to shapes and images. Corner radius will vary based on size of art. Match as shown.



**08 Body Copy:**  
Use Whitney Book in PMS 447C at 90%.

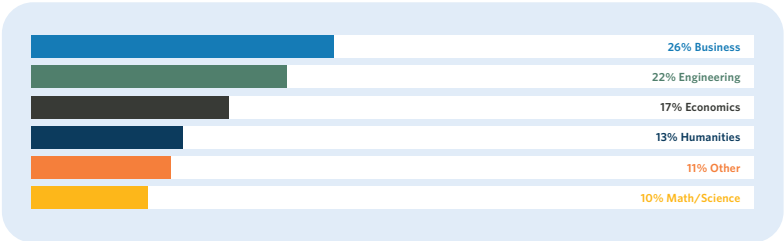
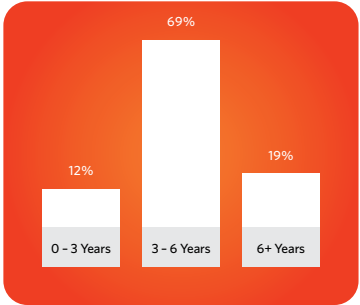
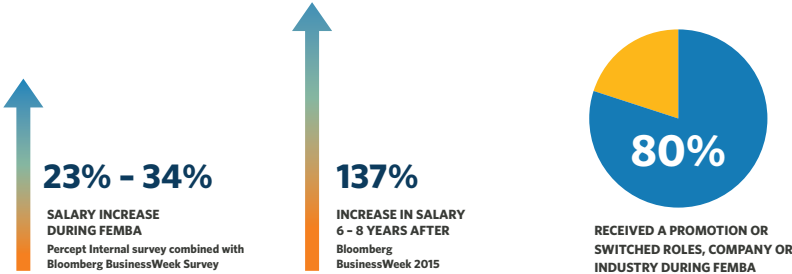
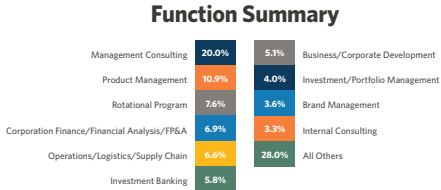
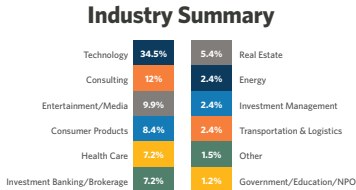
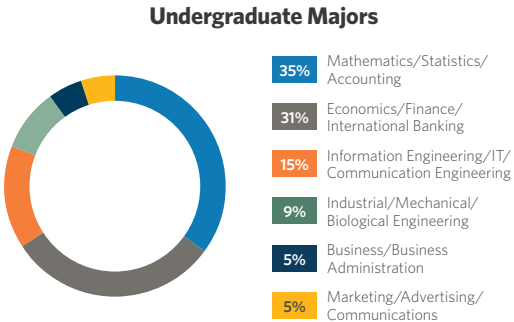
**09 Dimple:**  
This element added to a shape creates a directional guide.

**10 Subhead:**  
Use upper/lowercase Whitney Medium or Semibold.

[Download the IDML file of these examples](#)

# Design and Layout

11 **Infographics:**  
With infographics, clarity is key. They should be clean and bold.

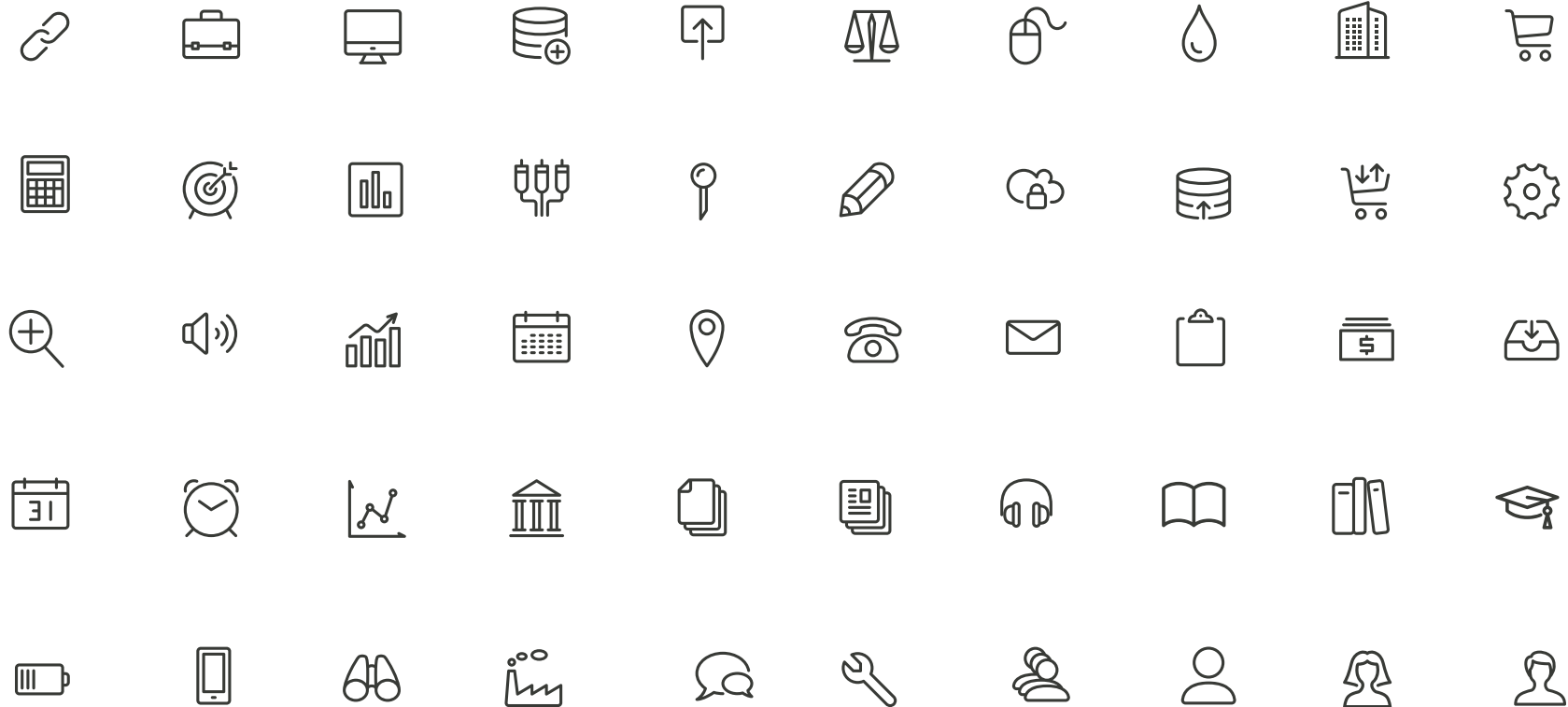


[Download the IDML file of these examples.](#)  
[For help with infographics, contact MarComm.](#)

## Iconography

Simple, modern icons serve as visual shortcuts to desired information.

[Reference a larger library of icons.](#)



Not seeing an icon that you need? [Contact MarComm.](#)

## Photography: People

Authentic. Engaged. Optimistic. Friendly. This is how we depict our community.

Need a photographer for your event? Use our project [request form](#).



Check out [UCLA Anderson's free stock photos of people](#).

## Photography: Business

Flexible. Collaborative. Modern. These are the types of working environments our students aspire to join.



Check out [UCLA Anderson's free business stock photos.](#)

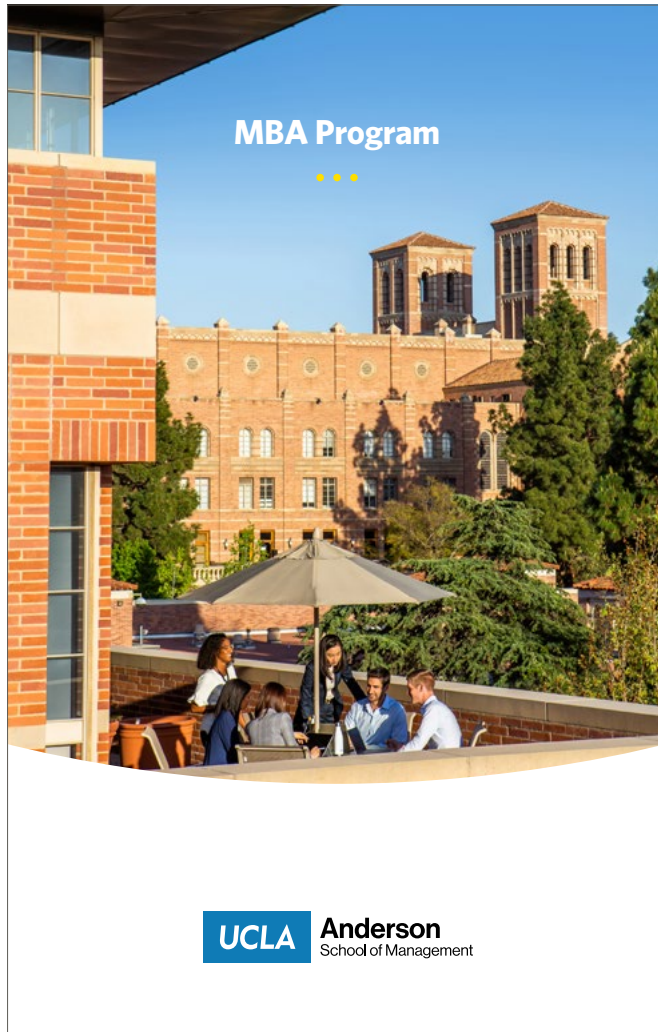
## Photography: A Sense of Place

UCLA Anderson's location is a unique selling point. Sunshine. The positive attitudes. The business culture encompassing DTLA, Culver City and Silicon Beach — these are ownable in our category.



Check out [UCLA Anderson's free location stock photos](#).

## Photography Treatments



- 01 Keep It Clean:**  
If a photo isn't good enough to stand on its own and carry the Anderson look and feel, don't use a photo.
- 02 Use Optional Dome or Dip at Bottom or Top:**  
This device adds a sense of energy and directs the eye down the page.
- 03 Open Sky:**  
A large expanse of blue sky is one of the signatures of Los Angeles, and is synonymous with optimism.



## Photography Treatments

### 04 Profile Techniques:

Only use photos taken with professional cameras and lighting that gives a face good shape without moody, dark areas. These standards hold for print and digital publications. Crop in a square with rounded corners or circle.

#### Profile Portrait:



A profile portrait tells us something very specific about what this person does via what the background communicates or what the subject is doing.

#### Action Shot:



This style is typically candid and conveys energy, versus the static nature of a posed shot.

#### Anderson Official Portrait:

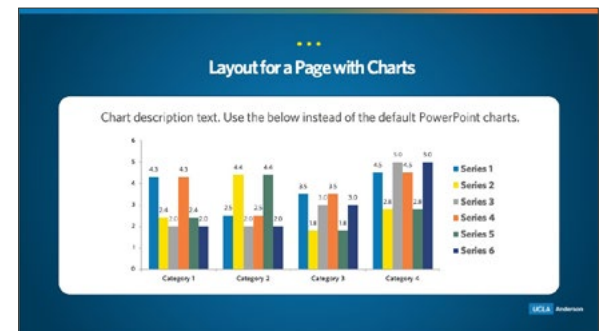
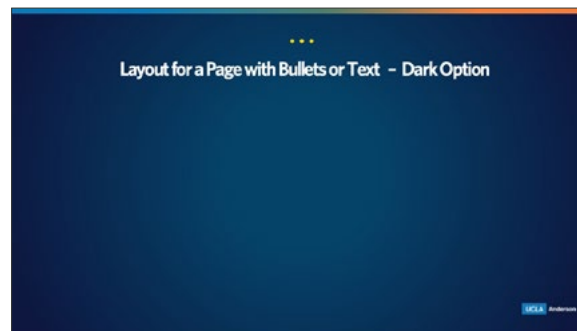
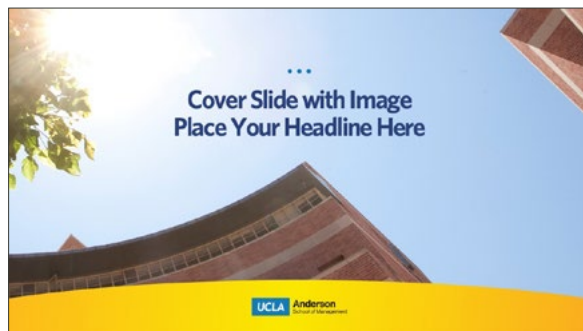


The Anderson Official Portrait is shot against a specific background at a distinctive angle with good lighting. Together, these elements create a consistent, professional presentation of our students.

## PowerPoint

Our [PowerPoint template](#) accommodates a variety of options for layout, from image slides to colorful slides to plain bullets. The single option is 16:9 format, the current standard. Keep in mind [best practices](#) for your presentation.

The Whitney font is preferred, but in the event that it cannot be loaded, we provide an alternative PowerPoint that uses Verdana, a universal font. Please note the treatment of main heads and subheads: both are title-cased, no period at the end. If you move your presentation to a different computer or device, convert it to a .pdf to preserve the formatting.



[Download the official PowerPoint template](#)

## Stationery

The UCLA Anderson letterhead can be obtained in two ways.

### 01 Order Official Printed Letterhead:

Castle Press can create and print your personalized letterhead and envelopes. Name and contact info are optional.

[Download a Microsoft Word template](#) with customized margins set to work with your professionally printed letterhead.

### 02 Download a Digital File:

This Microsoft Word document is designed with the UCLA Anderson letterhead header and footer. You can use this for both print and digital correspondence.

[Download the digital letterhead.](#)

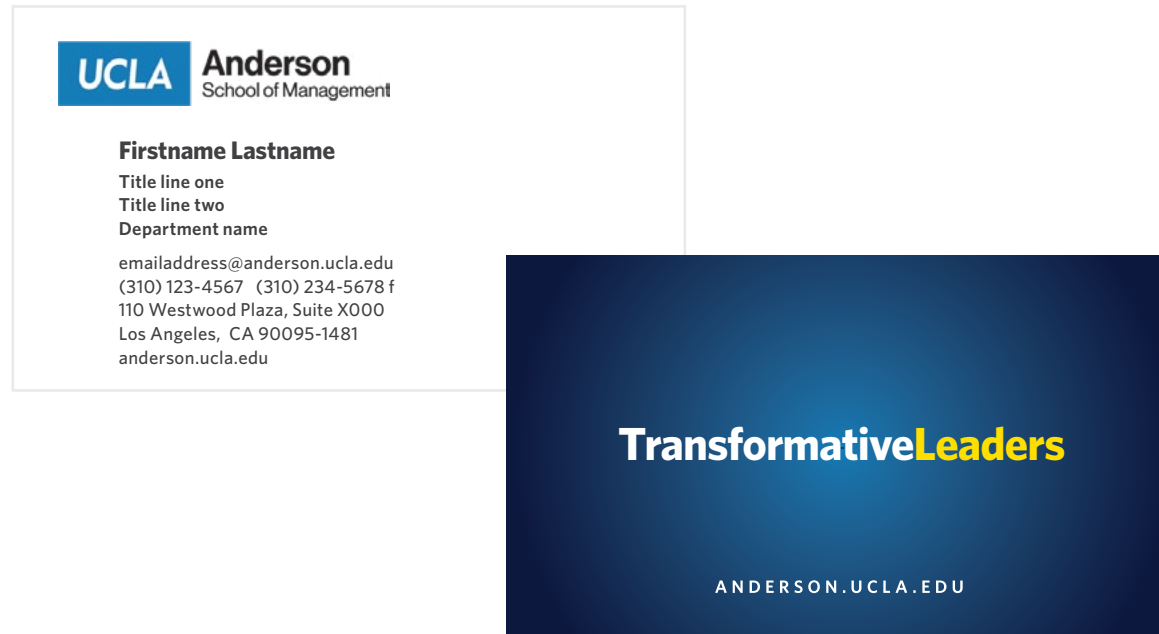
[Browse other stationery options](#) for UCLA Anderson, including note stationery and envelopes.



[Order official letterhead.](#) [Download digital letterhead.](#)

## Business Card

This is UCLA Anderson's official business card.



[Order official business cards](#)

## Email Signature

Email signatures are an important branding tool, since all faculty and staff at UCLA Anderson can use them. It ensures brand consistency. [Please request the UCLA Anderson standard email signature](#) and closely follow the instructions below.

### Option 1: Standard Email Signature



#### **Britt Benston**

Senior Creative Director, Marketing & Communications

(310) 206-7544 | (323) 251-5249 M

[britt.benston@anderson.ucla.edu](mailto:britt.benston@anderson.ucla.edu)

### Option 2: Email Signature with Brand Positioning



#### **Britt Benston**

Senior Creative Director, Marketing & Communications

(310) 206-7544 | (323) 251-5249 M

[britt.benston@anderson.ucla.edu](mailto:britt.benston@anderson.ucla.edu)

UCLA Anderson School of Management | **TransformativeLeaders**

#### Step 1:

[Request the UCLA Anderson email signature template from MarComm.](#)

**DO NOT** change the subject line of your message.

#### Step 2:

Leave the body of your email request blank and send it to [communications@anderson.ucla.edu](mailto:communications@anderson.ucla.edu). You will receive a response in a few seconds.

#### Step 3:

Open the new email.

#### Step 4:

Copy the email signature template you want to use and paste into Outlook Signature Editor.

#### Step 5:

Within the editor, change to your name and contact info, and be mindful to maintain the set colors, font sizes and to set the link to your email address.

**NOTE:** While a web address can be used in signatures, it is often turned bright blue and underlined by applications such as Outlook. **Any graphics (logos, icons, buttons) are prohibited.**

If you include full mailing address in your email signature, do not abbreviate "Suite" or "Plaza." Note that Anderson uses the ZIP+4 format, i.e., 90095-1481.

[Request an email signature template](#)

## Email Templates

UCLA Anderson has three basic email templates, all designed to work with Emma, Slate and Salesforce Marketing Cloud software. Each template allows you to use different banner images for your department. Avoid all “click here” and “read more” language in your message. Strive for ADA compliance following [UCLA's Web Accessibility Initiative guidelines](#). If you require training to use Emma, [contact MarComm](#).

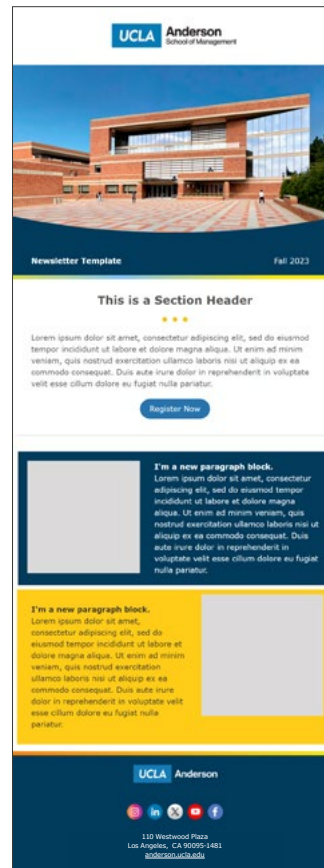
### 01 Invitation Template:

This template is structured to accommodate most types of event information. If you do not have a current invitation template loaded into your email software, please [contact MarComm](#) to execute your request.



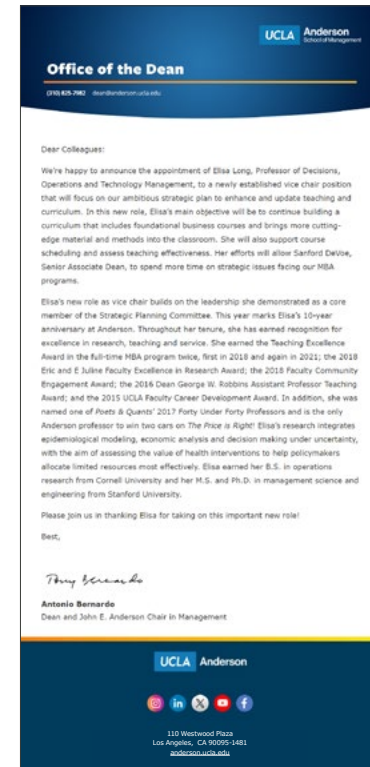
### 02 Newsletter Template:

A newsletter should be easy to digest as a whole, with text limited to light description, headlines, subheads and calls to action that may hyperlink to deeper content.



### 03 Announcement Template:

This is for plain letters to your specific audiences.



[Submit a project request for your email](#)

## Branded Merchandise

UCLA logos on apparel and other merchandise should be UCLA Blue/black or UCLA Blue/white, depending on the color of the item. For all items that include the UCLA logo or name, please obtain approval by [submitting your mockup to UCLA Trademarks and Licensing](#). While it is recommended that you use an official UCLA logo on your promotional item for context, it is not required.



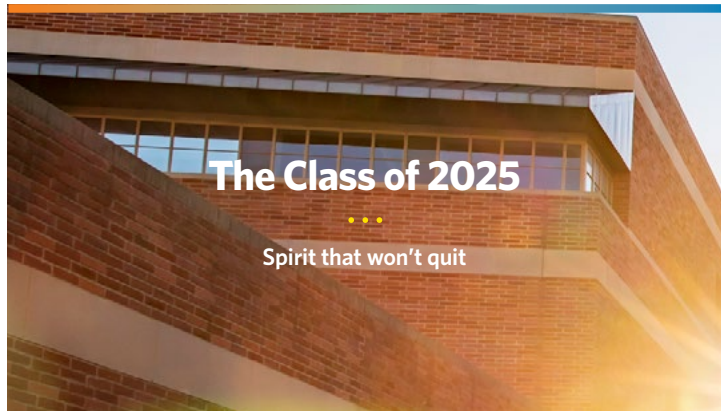
### Exceptions

1. If the item is produced in UCLA Blue or a color close to it, an exception to logo colors may be granted.
2. Logos may be embossed or debossed.
3. Foil stamps are permitted if they appear in the correct logo colors. Other foils, such as metallic, may not use the logo but may write out the department name using Whitney instead.
4. Some apparel can forgo a UCLA logo in order to make a fashion statement, such as a T-shirt design. T-shirts should either be designed by UCLA Anderson MarComm or [approved upon submission](#) of the art.

## Video

Our motion graphics consist of intro/outro logo with tagline animations, title screens and lower-third identification graphics. Lower thirds should be truncated for the quickest read. For multiple titles, use an ampersand, e.g., "COO & SVP, Company X." To request MarComm's assistance with video creation or editing, please submit a [video edit request form](#).

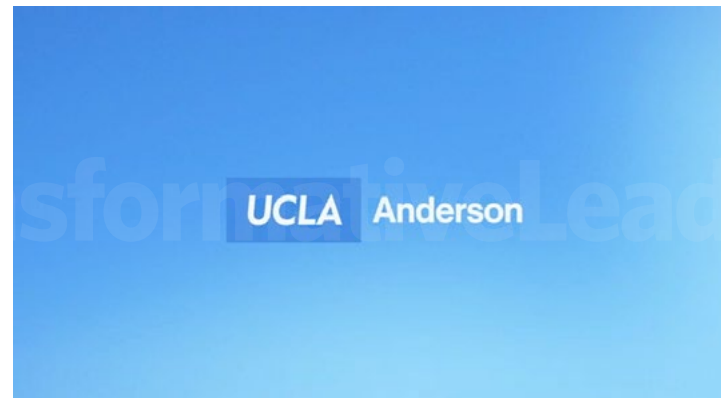
### Title Screen



### Treatment of Lower Third



### Branded Outro



[Download motion graphics and title card assets](#)



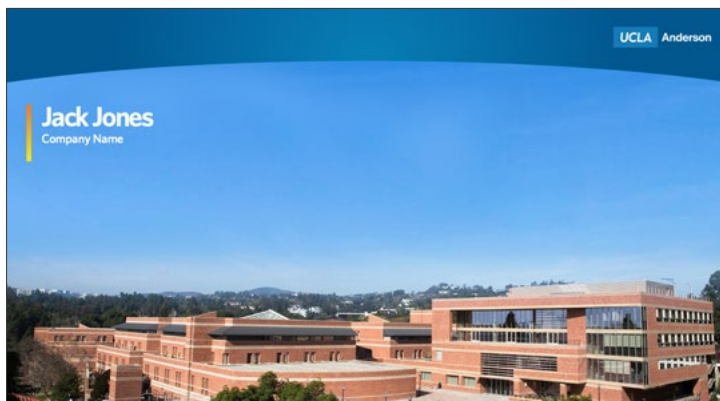
## Zoom

UCLA Anderson's stock Zoom backgrounds are available for download from our [Flickr album](#). To create personalized Zoom backgrounds, [download this PowerPoint file](#) and export as a .png file.

### Sample backgrounds from album:



### Samples of customizable backgrounds:



Check out [UCLA Anderson's Zoom backgrounds](#)

## Standard Web Design Elements

UCLA Anderson uses a Drupal platform content management system, which contains the components referred to in this section. Avoid all “click here” and “read more” language in your message. Strive for ADA compliance following [UCLA’s Web Accessibility Initiative guidelines](#). If you require training to use Anderson’s CMS, [contact MarComm](#).

### 01 Sections

Our website is based on the bootstrap framework built on Drupal. The basis for the layouts consists of sections, columns and blocks or components.

### 02 Section Background Colors

The approved background colors and gradients are selected from the section options. The font and accent colors are assigned automatically, depending on the color chosen.

### 03 Section Dividers

There are 4 types of section dividers. The divider-dip and divider-trim-one through divider-trim-seven will appear on the top of the section. The divider-dip and divider-arrow appear at the bottom of the section. These devices as well as the background colors should be used together to separate each section on the page.

### 04 Hero (Headline Dark Blue)

“Hero with headline” (shorter than 30 characters) is used for the banner image on most pages. The Headline style will render the headline below the hero image. The image should be saved at 1600px width minimum, by no more than 600px height, optimized for web as .jpeg or .jpg.

### 05 Hero (Headline Gold)

Headlines can have a Dark Blue or a Gold scheme.

### 06 Columns

A multi-column layout can be selected from the section options. Blocks can be placed directly on the columns or, if you will need to add many of the same blocks, the use of a Card Carousel is recommended for easier layouts and flexibility. Use the Column Promo card, Text Block with Image, Bio card, Video card or News card in 2, 3 and 4-column rows. Some blocks have extra styles.

### 07 Logos

A logo array (as in a sponsors page) should always display logos in their original colors against white. Monochrome or “knockout” logos against colored or tiled backgrounds may be used if necessary. Select the section background via the Styles tab on the section configurations.

01

04

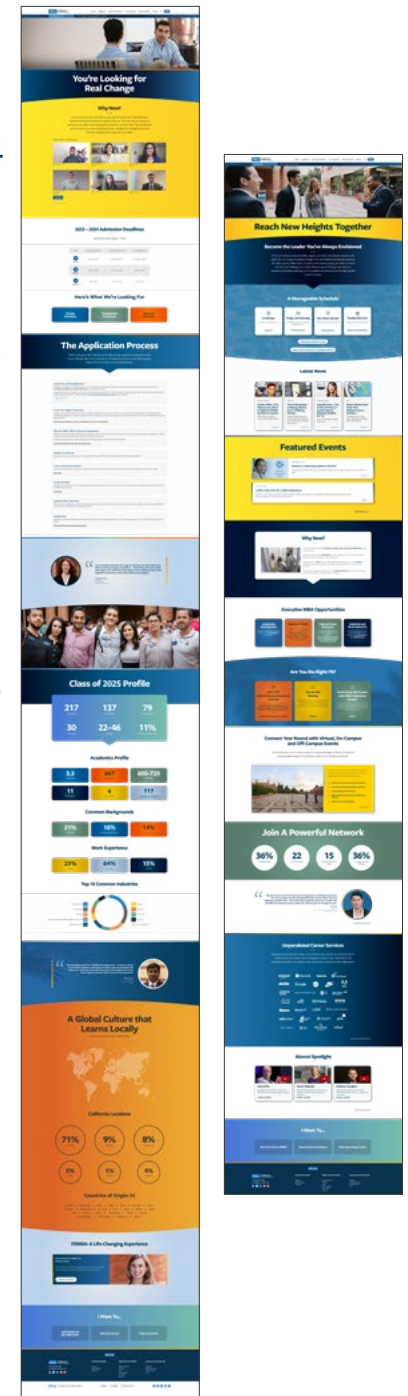
02

03

05

04

06



## Standard Web Design Elements: News Stories



### 01 Template

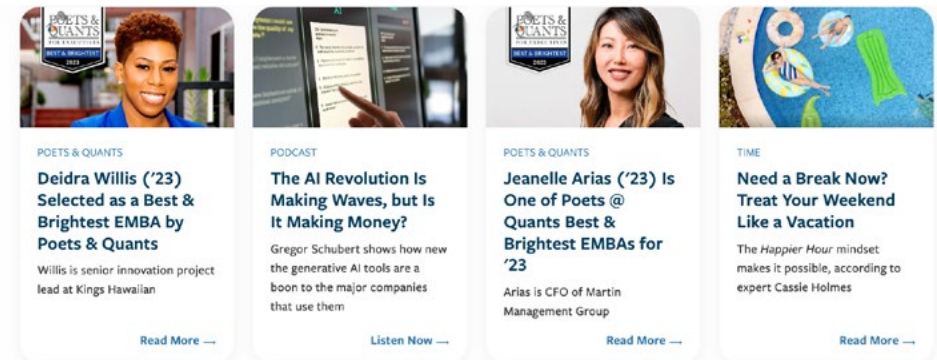
To create a news article, first create a basic page, then import/load the News template. Once the template loads on your page, you will be able to edit it.

The hero image should be at least 1200px width by no more than 350px height.

MarComm editors author titles and subtitles for all stories.

### 02 News Story Card

Anderson news stories are linked from the home page, News & Events, EDI, centers and many other web pages via story cards. Story cards consist of a title-cased hed and a sentence-cased dek, authored by MarComm editors, running 70 characters or fewer each. MarComm editors author titles for internal as well as external news stories. Card elements include an all-caps "category" (e.g., NEWSROOM, CNN, POETS & QUANTS) and a hyperlink to the full article. Designers adapt an image from the article for the news story card.



## Standard Web Design Elements: Graphs

### 01 Formatting Pie Charts and Graphs

Graphs and pie charts should be saved as .svg format when possible, and any copy should be transformed to outlines and uploaded to the CMS in the Assets directory under the page where it will be used. Use Freight Sans regular or light fonts only.

### 02 Text Block

Pie charts or graphs are placed on a Text Block. Create pie charts and graphs in the DHTML component. Enter data points directly in the HTML. Styles are inline.

### 03 Stats Section

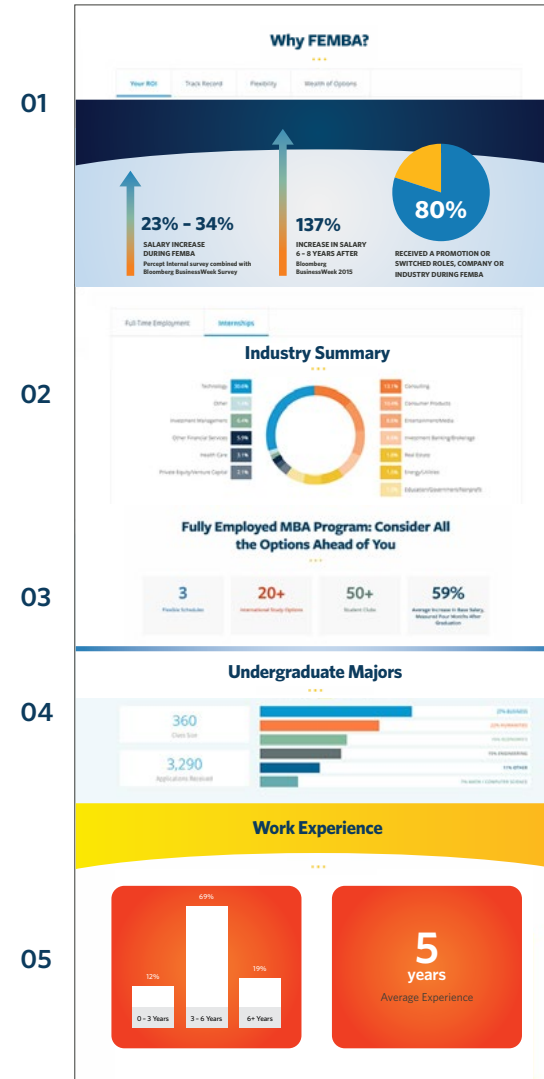
To create a stats section, use a Card Carousel and Promo blocks. Data points should be entered into the Promo card component, and used in a row with 3 or 4 columns.

### 04 Bar Graphs

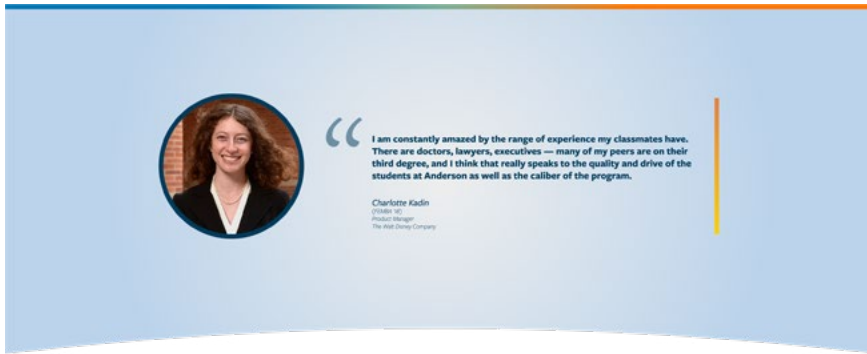
Animated bar graphs should be created in HTML using WOW.js animation scripts library. The sample row has 2 columns divided in a 33/66 proportion.

### 05 Bar Graphs/Stats

This sample row has 2 columns divided in a 50/50 proportion. Per example 04, animated bar graphs should be created in HTML using WOW.js animation scripts library.



## Standard Web Design Elements: Quote Boxes



### 01 Quote Style Large or Small

Minimum image dimensions are 550px by 550px, depending on the height of the quotation. A larger image position and color scheme can be selected via the component dropdown.



### 02 Small Quote Box

This style should be considered when the page scroll is long. Choose the Text Block with Image component. Select the person's photo from the media gallery, or create your own by making the headshot a square image no bigger than 800px width. On the block, assign the photo to be on the left or right side. Enter the quote on the text WYSIWYG.

## Social Media: Platforms

Follow @uclaanderson and apply hashtags #UCLAAnderson #WhyAnderson



**In alignment with UCLA's strategic communications mission, UCLA Anderson's social channels aim to share stories that are community-centered and optimize engagement. Each campaign creates new opportunities to spotlight Anderson's community members and their experiences in new and exciting ways that inspires others.**

**As of 2023, UCLA Anderson is active on the following channels: Instagram, LinkedIn, X, YouTube and Facebook.**

## Social Media: Centers and Clubs Supporting Their Own Channels

### Channel Management: Develop and maintain content calendars, focused on appealing to your target audience



- Centers and clubs are expected to lead their own social campaigns and event promotions
- Content in club and centers' channels is specific to their industries' topics
- Requests to post on Anderson brand channels supplement existing campaigns
- Center staff and faculty and student club leaders are expected to drive engagement via comments and shares of their posts

### Posting: Maintain a consistent posting frequency



- Minimum 2 posts per week (+ stories on IG)
- Start no later than one month in advance to promote conferences/major events
- Start no later than two weeks in advance for individual/smaller events
- Connect with MarComm to identify and schedule support opportunities from brand channel

### Tags: Use approved brand tags



- Handles: @UCLA, @UCLAAnderson + any associated centers/partners/individual handles in all posts
- Hashtags: #UCLAAnderson, #WhyAnderson, #UCLAEntrepreneurs + any UCLA or industry-specific tags

### Assets: Centers and clubs are expected to generate their own social assets



- Photos
- Videos
- Written articles
- Draft captions for event speakers/partners for external promotion
- Any graphics made for social must follow brand guidelines for color schemes and logo lockups
- Requests for MarComm assistance to create assets must be submitted through project initiation form in advance

For an extended overview of each channel, or to discuss content strategy, reach out to [MarComm Social Team](#).

## Social Media: MarComm Managed Brand Channels

**Channel Management:**  
Amplification of school associate channels and communication of school-wide initiatives for degree programs, research centers and clubs without social channels



Content focuses on Anderson community's shared success and spotlights

**Posting:**  
Brand channels maintain a higher posting frequency than clubs and centers



Posts on average: 1 per day, M-F

### Requests to Post on Brand Channels



- Request to post must be submitted at least one month in advance of posting
- Content must be delivered one week in advance of posting
- All content and media are subject to change
- As the experts most familiar with center/club initiatives and programs, centers/clubs must provide draft captions to post on Anderson brand channels
  - Draft captions do not have to be "perfect" or formatted properly, but provide something we can help you finesse into a caption



## Social Media: Content Menu

Not sure where to start when creating a post? Every project is unique, so to create engaging posts on different platforms, use the below menu as your guide. Start with your base. Are you creating something for a main feed, or something ephemeral that will disappear? Once you know, then pick your main ingredients for your post. Will it be image, image with audio or video? What will your caption be? Do you know of other account handles to tag or appropriate common hashtags, which will help boost your engagement? Last, be sure to have someone else check it over.

### STEP 1

BASE	Ig	Fb	X	Li
MAIN FEED	X	X	X	X
LIVE	X	X	X	X
STORIES	X	X		
VOICE (AUDIO ONLY)			X	
GROUPS		X		X
EVENT		X		X

### STEP 2

#### MAIN INGREDIENTS

Ig / Fb / X / Li	PHOTOS
Ig / Fb / X / Li	VIDEO
Ig / Fb / X / Li	CAPTION
Ig / Fb / X / Li	LINKS
Ig / Fb / X / Li	# TAGS
Ig / Fb / X / Li	@ TAGS

### STEP 3

#### SPECIAL TOPPINGS

Ig	REEL
Ig / X / Li	POLLS

### STEP 4

#### SIDE DISH

Fb / Li	GROUPS
Fb / Li	EVENTS

### STEP 5

#### SAUCES

Ig / Fb / X	GIF
Ig / Fb / X / Li	EMOJI

## Social Media: Drafting Your Channel Voice

### Draft:

Many thanks to the 144 members of the Class of 2023 who joined the cherished Anderson tradition of giving a class gift. This year, \$64,258 was raised for the school.

This year's gift will support areas of the school that include, but are not limited to, Easton Technology Management Center, the Office of Equity, Diversity, and Inclusion, and the Anderson Fund.

### Final:

Did you know that over 10,000 students have participated in the annual Anderson Affiliates graduating class gift? We're so proud that 144 members of the Class of 2023 joined this cherished Anderson tradition and raised \$64,258 in support of the school.

## REMINDERS

### Before you post, consider:

- No alcohol in pictures
- How the topic relates to the school
- If the topic is sensitive in nature
- If the topic has adverse connotations
- If there could be adverse reactions to the post
- What's going on in the world at the time of posting

Questions? [Contact MarComm social team.](#)

**Social channels are not platforms to speak on behalf of the school. Official messaging comes from the Office of the Dean and is distributed through the MarComm offices.**

## Social Media: Photo or Video Essay

Follow @uclaanderson and apply hashtags #UCLAAnderson #WhyAnderson



**Some stories are best told visually. Submit photos and video files with detailed captions and credits; be sure to ID all current UCLA students and alumni by including their degrees and graduation years, following [Anderson house style](#). Partners draft narrative descriptions to accompany posts, subject to editing by the MarComm team.**



- Photo files should be fairly high resolution (minimum 72 dpi) and measure no less than 1200px on the longest side
- Landscape (horizontal) format is preferable for photos, except for Instagram, where a vertical format is optimal
- Optimal image file formats are .jpg or .png
- Capture crisp, clear audio with as little background noise as possible
- For both still photos and video, position lighting on the subject, not behind
- Center subjects in the middle of the camera
- In most cases, shoot video horizontally, with optimal dimensions of 1920 x 1080px; if shooting for social, [contact MarComm](#) to determine optimal framing for a given platform
- Optimal video file formats are .mov, .mp4, .api
- Limit video time to 00:30 – 01:00:00

## UCLA Anderson Master Calendar

The UCLA and UCLA Anderson communities are invited to submit requests to announce their events in UCLA Anderson's master calendar, published on our Events Calendar page, under News & Events.

The screenshot shows the 'Upcoming Events' page for UCLA Anderson. At the top, there are navigation tabs for 'Sep 29 2021' and 'Oct 28 2021 (Page 1 of 2)'. Below the tabs are icons for 'Subscribe', a calendar icon, a list icon, a grid icon, a 'Filter' dropdown, and a search icon. The main content area lists six events:

- 29 Sep** **September 2021 Economic Outlook**  
Presented by UCLA Anderson Forecast | Recent months have seen a robust recovery ...  
🕒 08:30 AM - 11:30 AM
- 30 Sep** **China's Tech Giants: Recent Events and Implications for U.S. Investors and Tech Firms - World Today Discussion Series**  
Presented by Center for Global Management, co-sponsored by the Easton Technology...  
🕒 05:00 PM - 06:00 PM
- 05 Oct** **China's Digital Currency and India's Digital Payment Systems: Implications for Asia and the World - World Today Discussion Series**  
Presented by Center for Global Management | China began piloting the world's fir...  
🕒 06:00 PM - 07:00 PM
- 07 Oct** **Second INFORMS DEI Dialogue Session: Gender-Related Issues - Panel**  
Presented by INFORMS | This is an INFORMS-sponsored panel discussion with Christ...  
🕒 09:00 AM - 10:30 AM
- 12 Oct** **Technology for Good: Innovation Challenge Kickoff - Panel**  
Presented by Easton Technology Management Center | How can tech democratize acce...  
🕒 05:00 PM - 06:30 PM
- 28 Oct** **Tech + Society Conference 2021: Day 1**  
Presented by Easton Technology Management Center | Join us as futurist, polymath...  
🕒 05:00 PM - 06:00 PM

At the bottom left, there is a 'Subscribe to this calendar' button. At the bottom right, it says 'Powered by EventCalendarApp'.

Please use the [UCLA Anderson Calendar Submission Form](#) to make your request.

The form is titled 'UCLA Anderson School of Management'. It asks 'What is the title of your event?' with a text input field and a note '(50 characters max)'. Below that, it asks 'Is this event part of a series?' with radio buttons for 'Yes' and 'No' (selected). At the bottom, there are 'Previous' and 'Next' navigation buttons.

**UCLA Anderson reserves the right to modify or reject any submission that does not align with the UCLA Anderson brand or university policy. Publication of events is at the discretion of UCLA Anderson MarComm.**

## Editorial: Quick Reference Style Sheet

Following are standard guidelines to answer the most common style questions. For additional topics, please refer to our complete [style guide for writers and editors](#).

### PHONE NUMBERS, ADDRESSES AND CONTACT DETAILS

For proper use of our contact information within email signatures, letterhead and business cards, refer to the examples on [pp. 34-36](#). Avoid abbreviations. Note that phone number area codes are enclosed in parentheses. Anderson uses the ZIP+4 format for street address information.

### NOMENCLATURE

#### School Name

Use UCLA Anderson School of Management in the first instance, truncated to UCLA Anderson or Anderson or the school (not “School”) in subsequent mentions; never “the Anderson School” or “Anderson Business School.”

#### Building and Location Names

UCLA Anderson building names may be identified in truncated form; names of some locations should be invoked in full in the first instance. Certain invitations, reports and other communication may require a building’s full name.

- Collins Center (James A. Collins Center for Executive Education)
- Gold Hall (Leon and Toby Gold Hall)
- Entrepreneurs Hall
- Cornell Hall (Clark and B.J. Cornell Hall)
- Rosenfeld Library (Eugene and Maxine Rosenfeld Library)
- Mullin Management Commons
- Marion Anderson Hall
- Judy & Bernard Briskin Family Plaza (Briskin Family Plaza)
- Korn Convocation Hall (Korn Hall)
- Executive Dining Room (EDR)
- Marion Anderson Hall
- Marion Anderson Courtyard

#### Degree and Program Names

- MBA (full-time MBA program/MBA program)
- Doctoral Program (Ph.D. program)
- Executive MBA (EMBA program)
- Fully Employed MBA (FEMBA program)
- UCLA-NUS Executive MBA
- MFE (Master of Financial Engineering/MFE program)
- MSBA (Master of Science in Business Analytics/MSBA program)

“Program” is not consistently part of proper names and therefore isn’t capitalized in running text, e.g., “UCLA Anderson’s Fully Employed MBA (FEMBA) program is renowned.”

Exceptions include:

- The Riordan Programs
- Riordan Scholars Program
- Riordan MBA Fellows Program
- Global Access Program
- Doctoral Program

In running text, do not capitalize “the” before “Riordan Programs” unless it starts the sentence.

## Centers and Areas of Study

Check proper treatment of UCLA Anderson center and program names carefully. Invoke the full name in the first mention, truncate appropriately in the second mention, e.g.:

Initial: Easton Technology Management Center  
Subsequent: Easton Center

Initial: Parker MBA Career Management Center  
Subsequent: Parker CMC or Parker Center

Do not substitute “&” for “and” or vice versa in official institutional or department names, whether in display or running text, except in some truncated forms.

Examples include:

- Decisions, Operations and Technology Management (DOTM)
- Management and Organizations (M&O)
- Harold and Pauline Price Center for Entrepreneurship & Innovation (Price Center)
- Laurence and Lori Fink Center for Finance (Fink Center)

## Company and Partner Institution Names

Verify the full, proper names of collaborators and their organizations.

Examples:

- Northwestern University Kellogg School of Management (not “Kellogg School of Management” or “Kellogg School of Management at Northwestern University”); may truncate to Kellogg following first mention
- Tepper School of Business, Carnegie Mellon University (not “Carnegie Mellon Tepper School of Business”); truncate to Tepper following first mention
- Oaktree Capital Management (not “Oaktree Management,” “Oaktree Capital” or “Oaktree”)

In company names, retain suffixes in first mention but do not precede by a comma.

Examples:

- Chrysler LLC
- Mattel Inc.
- Heliad Equity Partners GmbH & Co.

## UCLA STUDENT AND ALUMNI STATUS

UCLA Anderson indicates student and alumni status for all UCLA degrees. In Anderson print and digital publications, degree type (except MBA) and truncated date of graduation appear in parentheses following first mention of the person’s name.

Examples:

- Nike Irvin (‘89)
- Larry Fink (B.A. ‘74, ‘76)
- Marshall Goldsmith (Ph.D. ‘77)
- Richard Chase (B.A. ‘62, ‘63, Ph.D. ‘66)
- David Cooley (CERT ‘08)

Dual degrees:

- Elizabeth Pratt (MBA/MPP ‘16)
- Martine Rothblatt (B.A. ‘77, MBA/J.D. ‘81)

Note the direction of apostrophe, which is the same as in contractions like don’t or can’t.

Current students’ names are followed by degree type and year in the case of FEMBA, EMBA and UCLA-NUS. After Anderson students graduate, their names are followed by truncated graduation year only, irrespective of MBA degree type.

Bob Jones (FEMBA ‘25)  
but  
Jane Smith (‘11)

alumnus, alumni, alumna, alumnae: Use alumnus (alumni in the plural) when referring to a male graduate. Use alumna (alumnae in the plural) for similar references to a female graduate. Use alumni when referring to a group of men, women and non-binary people. Avoid use of the abbreviation “alum.”

## STANDARD FORMATTING

### Expressions of Time and Date

Time and date spans are separated by en dash (-), not a hyphen (-):

[Note: In Microsoft Word, insert the symbol from a menu of special characters or determine the corresponding manual keystroke for your platform. HTML coding for en dash is &ndash; or &#8211;]

Monday–Friday

June–July 2017

10:00 a.m.–12:00 p.m.

12:00–1:00 p.m.

a.m. and p.m., never “am,” “pm” or “AM,” “PM”

Always: month, day, year, e.g., July 27, 2017

Never: “7/27/2017”

For nationwide and international audiences, Pacific Time may be specified. Avoid “PST” and “PDT” because standard and daylight times are often confused.

In dates, do not use ordinal suffixes — 1st, 2nd, 3rd, 4th, etc. — whether set standard or superscript. Exceptions are made as a design element in display only.

### Quotations and Testimonials

Partners submitting quotations for publication must read them carefully for clarity as well as how well they reflect on the person quoted and on the institution. Are their statements grammatically correct? Are internal acronyms like ACT and ASA unpacked? If substantive alterations are necessary for the quotation to make sense, partners should approach the person quoted for permission to change it. Partners must provide relevant details of the person quoted, which generally include name, UCLA degrees and graduation dates and current affiliation.

## COMMON TERMS AND MISUSES

Do not use ampersand in place of “and” arbitrarily; use “&” when it is part of an official company or institutional name, in which case never replace it with “and.”

### Terms

- startup is always one word
- nonprofit is always one word
- health care is a two-word, non-hyphenated term in all uses
- Spell out million and billion in running text, never “M” or “MM” or “B” or “bn”

Never abbreviate professor to “prof.”

Spell out numbers one through nine; use numerals for 10 and higher.  
AP excepts ages: Her son is 7 years old; The 7-year-old boy is her son.

Use a comma for 1,000 and higher.

In running text, it is acceptable to use the % sign or spell out “percent,” but be consistent throughout a single document or publication.

In a chart, always use the % sign.

Always use a numeral in front of percent: 7 percent, not “seven percent.”

Always Los Angeles or L.A., never “LA,” except when that’s how it appears in an organization’s official name.

Always United States or U.S., or United States of America or USA, never “US,” except in official names, e.g., US Studies Centre at the University of Sydney.

### Common U.S. English Spellings

Check the 56th edition of the Associated Press Stylebook first. If your term or word is not listed, regard the first instance in Merriam-Webster’s Collegiate Dictionary, 11th Edition (2003) as authoritative — with some notable UCLA Anderson exceptions:

UCLA Anderson exception: decision making is always spelled as two words, non-hyphenated, whether as a noun or adjective.