Berkeley

School of Public Health

Brand & Identity Kit

Logo usage, colour, typography and applications

Version 1.0

September 2026

Introduction

This kit turns the Berkeley School of Public Health logo into a practical set of rules, so every piece of communication looks consistent, credible and recognisable.

01 Primary logo & anatomy

02 Clear space & minimum size

03 Logo versions

04 Colour palette

05 Typography

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BRAND PERSONALITY (SUGGESTED)

Rigorous
Evidence-led and precise

Trusted
Calm, credible, dependable

Public-minded
Focused on community impact

Approachable
Clear and human, never jargon-heavy

Primary Logo

The stacked lockup combines three elements. Always use the supplied artwork; never retype or redraw the logo.



1 Wordmark

"Berkeley" in a refined humanist serif. The dominant element.

2 Symbol

Interlocking three-part mark: disciplines working together.

3 Descriptor

"School of Public Health" is always locked to the symbol.

Symbol (standalone)



May be used as an avatar or favicon where the full lockup cannot fit legibly.

Clear Space & Minimum Size

Give the logo room to breathe. Keep other text, images and edges away from it.



Clear space

X equals the cap height of the "B" in Berkeley.
Keep at least 1X clear on all four sides.

Minimum size



Print: 1.25 in / 32 mm wide



Digital: 90 px wide

Logo Versions

Choose the version that gives the strongest contrast with the background.



Primary — navy on white



Reversed — white on navy



On light tint — navy



One colour — black

Colour Palette

Berkeley Navy is sampled directly from the logo artwork. Supporting colours are suggested extensions that keep the palette calm and credible.

Berkeley Navy

PRIMARY | logo, headlines, key UI

HEX #213B69
RGB 33 59 105
CMYK 69 44 0 59

Deep Navy

DARK SURFACES

HEX #14264A
RGB 20 38 74
CMYK 73 49 0 71

Signal Blue

SECONDARY | links, charts

HEX #4A6FA5
RGB 74 111 165
CMYK 55 33 0 35

Sky Tint

BACKGROUNDS

HEX #DCE5F2
RGB 220 229 242
CMYK 9 5 0 5

Mist

PANELS

HEX #F2F4F8
RGB 242 244 248
CMYK 2 2 0 3

Charcoal

BODY TEXT

HEX #2B2F36
RGB 43 47 54
CMYK 20 13 0 79

Gold Accent

USE SPARINGLY

HEX #D9A441
RGB 217 164 65
CMYK 0 24 70 15

CMYK values are straight conversions for reference. For print, request a colour-matched proof or nearest spot (Pantone) match.

Typography

A classic serif for voice and headlines, paired with a clean sans for clarity. Both are free on Google Fonts.

HEADLINES

Aa

Lora

A warm, high-legibility serif that echoes the humanist character of the wordmark. Use for titles, pull quotes and display type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % ! ?

Fallbacks: Georgia / Times New Roman • Arial / Helvetica

BODY & INTERFACE

Aa

Poppins

A geometric sans for body copy, captions, data labels and navigation. Weights: Light, Regular, Medium, Bold.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % ! ?

Type Hierarchy

A simple scale keeps layouts orderly and easy to scan.

H1 Lora 36/40

Healthier communities

H2 Lora 24/30

Research that reaches the public

H3 Poppins Medium 13/18

POPULATION HEALTH | POLICY | EQUITY

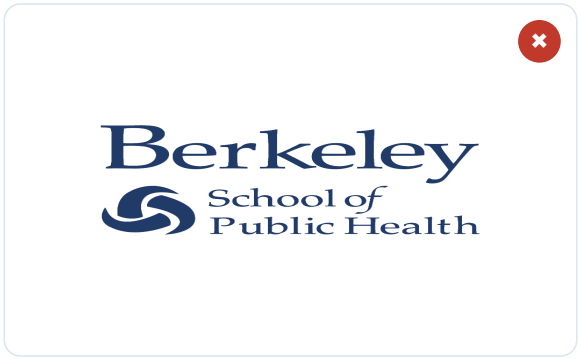
Body Poppins 10/16

Body Poppins Regular 10/16. We work with communities, governments and partners to understand the causes of disease and to put evidence into action for the people who need it most.

Caption / footnote Poppins 7.5/11, tracked +2%

Incorrect Usage

Do not alter the logo in any way. The examples below show the most common mistakes.



Don't stretch or squash



Don't rotate



Don't reduce opacity



Don't add shadows or effects



Don't use low contrast



Don't retype or rearrange

Applications

Examples of the identity in use. These layouts are illustrative starting points.



Business card — front & back



Letterhead



Social banner & avatar

Quick Reference

A one-page checklist for anyone producing materials.

Do

- Use the supplied logo artwork only
- Keep 1X clear space on all sides
- Use navy on light, white on dark
- Keep the logo at or above minimum size
- Use Berkeley Navy as the dominant colour
- Pair Lora headlines with Poppins body text

Don't

- Stretch, rotate, recolour or outline the logo
- Add shadows, glows or effects
- Place on busy images or low-contrast colours
- Separate or rearrange logo elements
- Retype the wordmark in another font
- Use gold as a dominant colour