



Student Affairs

Center stacked Student Affairs Logo

This is the preferred logo and should be used in website footers.

- For use in compositions with limited horizontal space or an abundance of graphics in a concentrated area, or in a vertical space.
- For internal communications within the division, it's acceptable to use just the Student Affairs logo.
- The Student Affairs logo can also be used if the UCI wordmark appears somewhere else within the communication, or if UCI is clearly articulated in the title of the printed piece.
- A variety of logos are available for download. If other configurations of the logo or additional templates are needed, please contact [Student Affairs Communications](#).
- UCI Blue is the preferred color. Black or white should be used when greater contrast is needed or if blue clashes.

PRESENCE

- Include in digital, print, online and video projects created for Student Affairs.
- In situations where a department or program has its own logo or graphic, the Student Affairs logo should also be included somewhere in the communication.

POSITION

- The Student Affairs logo and wordmarks should always stand apart from surrounding text, graphics, and other elements.
- Always leave an equal area of clear space around the Student Affairs logo.
- The standoff space should be equivalent to the height of the “u” in the logo (the “x-height”).

COLOR

The Student Affairs logo should appear in one of three colors:



UCI Blue



Black



White

White should only be used when the logo is placed on a dark background.

MANIPULATION

- The Student Affairs logo should not be manipulated or altered.
- No component of the logo may appear at an angle, upside down, vertical or in any way other than horizontal. Horizontal alignment helps maintain the integrity of the Student Affairs brand.