

Brand Guidelines

VERSION 1.0

JUNE 2020



UNIVERSITY OF THE
PACIFIC

Table of Contents

About Brand Guidelines 3

Section 1: Brand Strategy

| | |
|------------------------|------|
| Strategy Drivers | 5 |
| Brand Platform | 6-11 |
| Brand Narrative | 12 |
| Voice & Tone | 13 |

Section 2: Visual Language

| | |
|------------------------|-------|
| Our Logo | 19-22 |
| Our Seal | 24 |
| Accent Marks | 25 |
| Color Palette..... | 26-27 |
| Typography | 28-29 |
| Typography Tips | 30-31 |
| Graphic Elements | 32 |
| Photo Style | 33-34 |

Appendix: Bringing it to Life

| | |
|------------------------|----|
| Email Signatures | 36 |
| Viewbook | 37 |
| Apparel | 38 |
| Environmental | 39 |
| Website Redesign..... | 40 |

Contact 47

About Brand Guidelines

The University of the Pacific brand is not just a name, logo or motto. It is, and always will be the positive impact the university has on its students and the region.

It is important to note that from a branding perspective, the structure outlined in these guidelines is strategic, intentional and an important piece to the success of the University's overall branding objectives.

Every time we communicate, whether it's posting on social media, sending promotional material by mail, or talking with prospective students directly, people form opinions about Pacific based on their interactions with us.

The more consistent and confident we are when telling the Pacific story, the better our audiences will understand and trust what we have to say.

That's why it's so important for the entire campus community to be consistent about our brand identity—the way we represent ourselves to the world through our writing and design.

These brand guidelines provide us with essential tools necessary to ensure that communications large and small remain on brand.

SECTION 1

Brand Strategy

Strategy Drivers

Strategy drivers are the northstar for the elements that guide our messaging and overall institutional goals.

01 Increase undergraduate and transfer enrollment.

02 Build awareness of Pacific's return on investment.

03 Increase familiarity and perception of Pacific's academic quality and unique programming and offerings.

04 Communicate access and outcomes to ensure prospective students know Pacific's history of student success.

05 Leverage Pacific's setting in California and the unique opportunities its three campuses present.

Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

Brand Promise

California's Private University of choice.

California's Private.

California boasts more prominent institutions of higher learning than any other state in the country. Pacific set the standard of excellence by creating an intimate, student-centered education when it started the Golden State's first chartered university in 1851.

University of choice.

Home to three campuses, each within one of the country's most diverse and dynamic regions, our unique combination of academics and opportunity provides the necessary pathways for students to find (and succeed in) their career of choice.

Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

Brand Personality

How we speak, sound, act, and look are the things that connect us to our constituents.

Devoted

Deliberate | Determined | Studious

Familial

Welcoming | Encouraging | Optimistic

Human

Good | Diverse | Unified

Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

Brand Pillars

3 to 5 core themes expressing what we do, how it's experienced, and why it's different.

Pillar 01: Invaluable Experiences

Education. It's best experienced when it's personal and applied in the real world. Pacific will remain at the forefront of experiential education, expand on it, and create even more options for students of every discipline — providing them the skills necessary to ensure a successful transition from college to career and beyond.

Proof Points

- Well respected STEM, health sciences, professional, and liberal arts programs
- Accelerated programs and customizable curriculum; 80+ majors or concentrations
- 13:1 student to faculty ratio; 23 students in the average class

Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

Brand Pillars

3 to 5 core themes expressing what we do, how it's experienced, and why it's different.

Pillar 02: Indispensable Connections

The more people – professors, classmates, working professionals – a student personally knows, the more they learn about both their chosen field of study and themselves. And the more they can impact the communities around them for the good. Pacific delivers on-campus and real-world connections, building a life-long network of people who can help them with their studies and their career path.

Proof Points

- Long-standing, well-known co-op and internship programs coupled with a strong alumni network
- 91% job/graduate school placements within 6 months of graduation
–White House College Scorecard
- More than 150 clubs and organizations
- Pacific ranks 30th in campus ethnic diversity according U.S. News based on 2018

Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

Brand Pillars

3 to 5 core themes expressing what we do, how it's experienced, and why it's different.

Pillar 03: Unparalleled Opportunities

Pacific's unique location in Northern California, and its three campuses across it, afford students unparalleled access to one of our nation's most important and fastest-growing economic, cultural, and governmental regions. Students gain the vital experience necessary to lead on campus, in their communities, and across California.

Proof Points

- Three-campus ecosystem, connected by the values of faculty and staff across it
- 2nd highest alumni salaries of California colleges and universities
- One of America's most picturesque campus environments

Brand Platform

Based on comprehensive discovery and research, our Brand Platform reveals the key insights that establish our positioning and guide our brand strategy.

Brand Foundation

Comprehensive

Private

Diverse

Student-centered

Beautiful Campus

Northern California

Brand Narrative

The role of our narrative is to lay the foundation for writing in a distinct voice, as well as to inspire the messages we communicate going forward. No matter who or what we're writing about, our voice should stay true to the spirit of our brand narrative and our personality.

The brand narrative is a guide and not a tool to be directly pulled from.

Since 1851, we have seen the needs that others could not see – and envisioned the first ways to meet them. **We were the first** chartered university in California, as well as its first medical school, its first music conservatory, and its first to welcome women.

The needs of our students and communities are ever-changing today. **While some have embraced change, we've created it.**

We've created a **student-centered academic experience** that allows students to customize and accelerate their education. We've created an environment that's inclusive and supportive, giving students from all walks of life the **confidence to know they'll succeed**. We've created a three-campus ecosystem in **one of the most dynamic cultural, economic, and governmental regions in the country** – preparing our students for the careers they dream of.

Through it all, **we created possibility**. The possibility of new futures **for our students, communities, California and beyond**.

Voice & Tone

Each story we tell should have a specific purpose, and an authentic tone that feels distinctively Pacific. The first step is to commit the personality words to memory, as a reference. The second step is to use the following guidelines and tips as a stylistic gauge.

Writing Tips

1. Use everyday language

Write clearly and in a straight-forward tone. Jargon, clichés, acronyms, or exclamation points can trivialize the work and confuse readers unnecessarily. Make your point quickly and precisely, and try to communicate one message at a time.

2. Make it all about “you”

Use the second-person “you” or “your” to engage and motivate the reader. While everything you write will feel like it’s about us, in reality, it’s about them.

Voice & Tone

Each story we tell should have a specific purpose, and an authentic tone that feels distinctively Pacific. The first step is to commit the personality words to memory, as a reference. The second step is to use the following guidelines and tips as a stylistic gauge.

Writing Tips

3. Be confident, not arrogant

We're smart enough to know that we don't know everything. Academic rigor is made up of equal parts understanding and curiosity.

4. Provide a benefit

What's in it for the reader? If you can't answer this question, it's time to pause and reconsider the piece.

5. Back it up

Our storytelling should feature relevant points of pride, statistics, and testimonials where appropriate - but use them to support our messaging, not as a substitute for it.

Voice & Tone

Each story we tell should have a specific purpose, and an authentic tone that feels distinctively Pacific. The first step is to commit the personality words to memory, as a reference. The second step is to use the following guidelines and tips as a stylistic gauge.

Writing Tips

6. Don't be afraid to use emotion

While facts provide strength and support to ideas, emotions create connection (and subsequent action.) Try to hone in on a single emotion you want the reader to feel.

7. Give the reader something to do

Always provide a single, clear call to action.

Voice & Tone

Each story we tell should have a specific purpose, and an authentic tone that feels distinctively Pacific. The first step is to commit the personality words to memory, as a reference. The second step is to use the following guidelines and tips as a stylistic gauge.

Writing Tips

Be smart, not strict or overly-formal.

Be encouraging, not pandering.

Be determined, not inflexible.

Be unified, not cliquey or unreceptive.

Be positive, not overly-optimistic.

Voice & Tone

Each story we tell should have a specific purpose, and an authentic tone that feels distinctively Pacific. The first step is to commit the personality words to memory, as a reference. The second step is to use the following guidelines and tips as a stylistic gauge.

Examples



**This is your place.
Let's get started.**

The choice to attend any university is the first start on the pathway towards your career. That choice is personal. So is our approach to education. Our student-centered education offers you individualized guidance and opportunity to find the pathway towards your future.



**See it for
yourself.**

Across our three campuses in Stockton, Sacramento, and San Francisco you'll have the opportunity to connect the diversity of California and have gateways to the fastest growing economic and cultural centers in the country.

PLAN A VISIT →

SECTION 2

Visual Language

Our Logo

Primary University Logos

The University of the Pacific wordmark has been specifically configured and should be considered as a single graphic, not a typeface. The primary University logo is the preferred logo for use whenever space allows.

For advice on wordmark usage or approval, please contact the Office of Marketing and Communications.

UNIVERSITY OF THE
PACIFIC

Primary Wordmark: Two-color

UNIVERSITY OF THE] Pantone 403 CV
PACIFIC] Pantone 165 C

Primary Wordmark: One-color

UNIVERSITY OF THE]
PACIFIC] Pantone 165 C

UNIVERSITY OF THE]
PACIFIC] Pantone 419 C

UNIVERSITY OF THE]
PACIFIC] Reversed

Our Logo

Clear Space and Minimum Size Requirements

Clear Space

The Pacific wordmark must be surrounded by a clear space at least equal to the cap height of "University of the" or "x". The clear space is measured from the top right, left and bottom-most points of the wordmark.

As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space, including typography.



Minimum Size

For Print

Primary Logos: The words "UNIVERSITY OF THE" cannot be less 7 points with a minimum logo width of 1 inch.

For Web and Video

Primary Logos: The words "UNIVERSITY OF THE" cannot be less than 150 pixels.

There are no maximum size limits, however, all design elements of the logo must appear intact and in

proportion. Minimum 7 pt. (5 px) Type



Minimum 1 in. or 150 px.

Our Logo

Single-line Wordmark

The single-line wordmark is an alternate option to the Pacific wordmark should be used in applications where a horizontal wordmark is more appropriated.

Minimum size for print

The minimum allowable reproduction size for the single-line Pacific Wordmark is 2" (50.8 mm) in width.

Clear space

The single-line wordmark must be surrounded by a clear space at least equal to the height of the letters in "University" or "X". As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space.

Single-line Pacific Wordmark

UNIVERSITY OF THE PACIFIC Pantone 165 C

UNIVERSITY OF THE PACIFIC Pantone 419 C

UNIVERSITY OF THE PACIFIC Reversed

UNIVERSITY OF THE PACIFIC



Minimum 2 in.



Our Logo

School, Division, Department & Center

The University of the Pacific wordmark coupled with the Department/School name shown here should act as a template for all other schools, divisions, departments, and centers. It encompasses the primary university logo and uses our secondary font, Neuzzeit Grotesk—Regular, our sans serif typeface, as to not compete with the primary logo above. All department logos will be built out using this structure as a guide and are available for download through the Office of Marketing and Communications.

For advice on wordmark usage or approval, please contact the Office of Marketing and Communications.

Primary School Wordmark

UNIVERSITY OF THE
PACIFIC

School of
Engineering and
Computer Science

Division Wordmark

UNIVERSITY OF THE
PACIFIC

Division of Business
and Finance

Department Wordmark

UNIVERSITY OF THE
PACIFIC

Physical Plant

Center Wordmark

UNIVERSITY OF THE
PACIFIC

Westgate Center
for Leadership
Management

Primary School/Division/Department/Center Wordmark: Two-color

UNIVERSITY OF THE
PACIFIC

□ Pantone 403 CV

□ Pantone 165 C

School of
Engineering and
Computer Science

□ Pantone 403 CV

Primary School/Department Wordmark: One-color

UNIVERSITY OF THE
PACIFIC

□ Pantone 165 C

School of
Engineering and
Computer Science

UNIVERSITY OF THE
PACIFIC

□ Pantone 419 C

School of
Engineering and
Computer Science

UNIVERSITY OF THE
PACIFIC

Reversed

School of
Engineering and
Computer Science

Our Logo

Incorrect Use

The University logo must not be redrawn or modified in any way. Decorating, representing in perspective, outlining or using for frivolous decorative purposes is not permissible. Please contact the University's Office of Marketing and Communications if you need assistance.

Do not change the configuration of the type

~~UNIVERSITY
OF THE
PACIFIC~~

Do not add or replace any elements to the mark



Do not place the logo over a busy background image



Do not outline

~~UNIVERSITY OF THE
PACIFIC~~

Do not distort

~~UNIVERSITY OF THE
PACIFIC~~

Do not lock-up the logo with another qualifier

~~UNIVERSITY OF THE
PACIFIC
CALIFORNIA'S UNIVERSITY OF CHOICE~~

Do not use other colors

~~UNIVERSITY OF THE
PACIFIC~~

Do not place the logo over pattern with insufficient contrast



Do not apply effects

~~UNIVERSITY OF THE
PACIFIC~~

Do not watermark the logo with text

~~UNIVERSITY OF THE
PACIFIC
HOMECOMING~~

Do not change font

~~UNIVERSITY OF THE
Pacific~~

Do not rotate or tilt

~~UNIVERSITY OF THE
PACIFIC~~

Our Seal

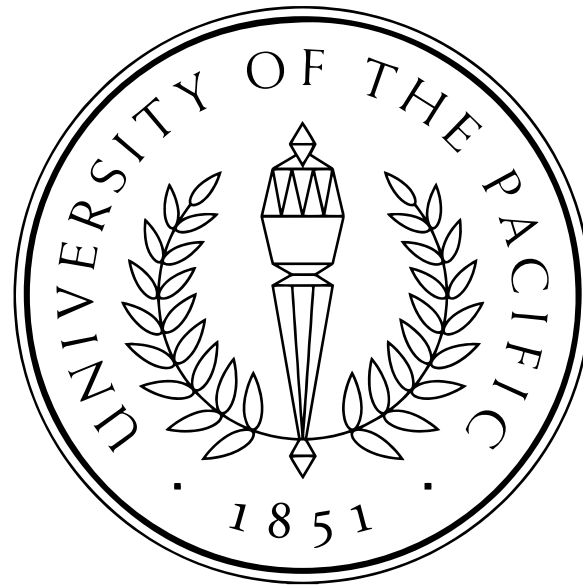
University Seal

Any collateral, document or piece of merchandise that displays the seal is stating that this material has been officially sanctioned by the University of the Pacific. The seal functions as the official signature of the university, it must NOT be altered in any way.

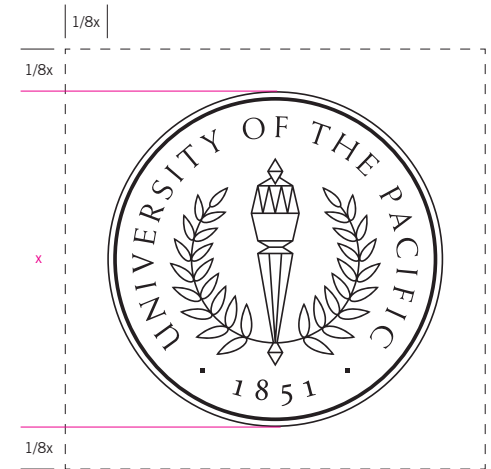
The seal may be used in conjunction with the Pacific Wordmark or on its own. The seal should never be used extraneously to fill space or to create a pattern.

Color Reproduction

The Pacific Seal should only be reproduced in one color. The positive elements of the seal are line art—colors and textures should NEVER be applied into its negative areas. Color usage should never compromise legibility.



Clear Space



Minimum Size



.875"
(22.225 mm)



The Pacific “P”

The Pacific “P” is a highly stylized graphic element. It combines an iconic “P” (using the primary brand typeface) for Pacific with frenetic lifestyle photography.

The “P” should be locked up with cutout photography or inversely can be filled with a photographic element, but it should always break the form of the “P” in some way.

The mark should never be coupled with imagery that falls outside of brand guidelines and the mark itself should never be recreated or reproduced in any other typeface. Discretion should be used wisely when choosing proper images for use. i.e., if an element is cut off on one side, it must align with the P’s letter form, or if an image is used to be housed within the “P,” it should fill the entire letter form.

Please contact the University’s Office of Marketing and Communications if you need assistance.

NOTE: Imagery shown here is FPO and not to be used in any publications internally or externally.

Examples



Image is anchored with the letter form so that it feels integrated and not placed on top.



Be cautious of choosing photography with human anatomy cut off.



Only place the graphic on solid brand colors that allow for enough contrast. Color usage should never compromise legibility.



Photo is masked within the P shape and elements of the image break the letter form’s plane.



Photography cut off in any way should always align with some part of the letter form.



Photography should fill the entire letter form and some element should break out.

Color Palette

Primary

Pacific's primary color palette consists of orange and black. When coupling these colors with accents of secondary and tertiary color palettes, Pantone 165 should always take priority in hierarchy.

The navy (Pantone 282) should be used when the black feels too heavy in a composition. Using the navy, while dark, will bring a friendlier tone to a design versus using black.

The secondary orange pantones should not replace the primary orange, but can be used to accent it when darker shades are necessary.

Primary

Pantone 165 C
CMYK: 0/74/95/0
RGB: 255/103/29
WEB: #Ff671d

Pantone 166 C
CMYK: 5/82/100/0
RGB: 230/83/0
WEB: #E65300

Black
CMYK: 0/0/0/100
RGB: 35/31/32
WEB: #231f20

Pantone 282 C
CMYK: 100/87/42/52
RGB: 1/30/65
WEB: #011e41

Pantone 1675 C
CMYK: 23/84/100/15
RGB: 172/68/30
WEB: #Ac441e

20% Shade

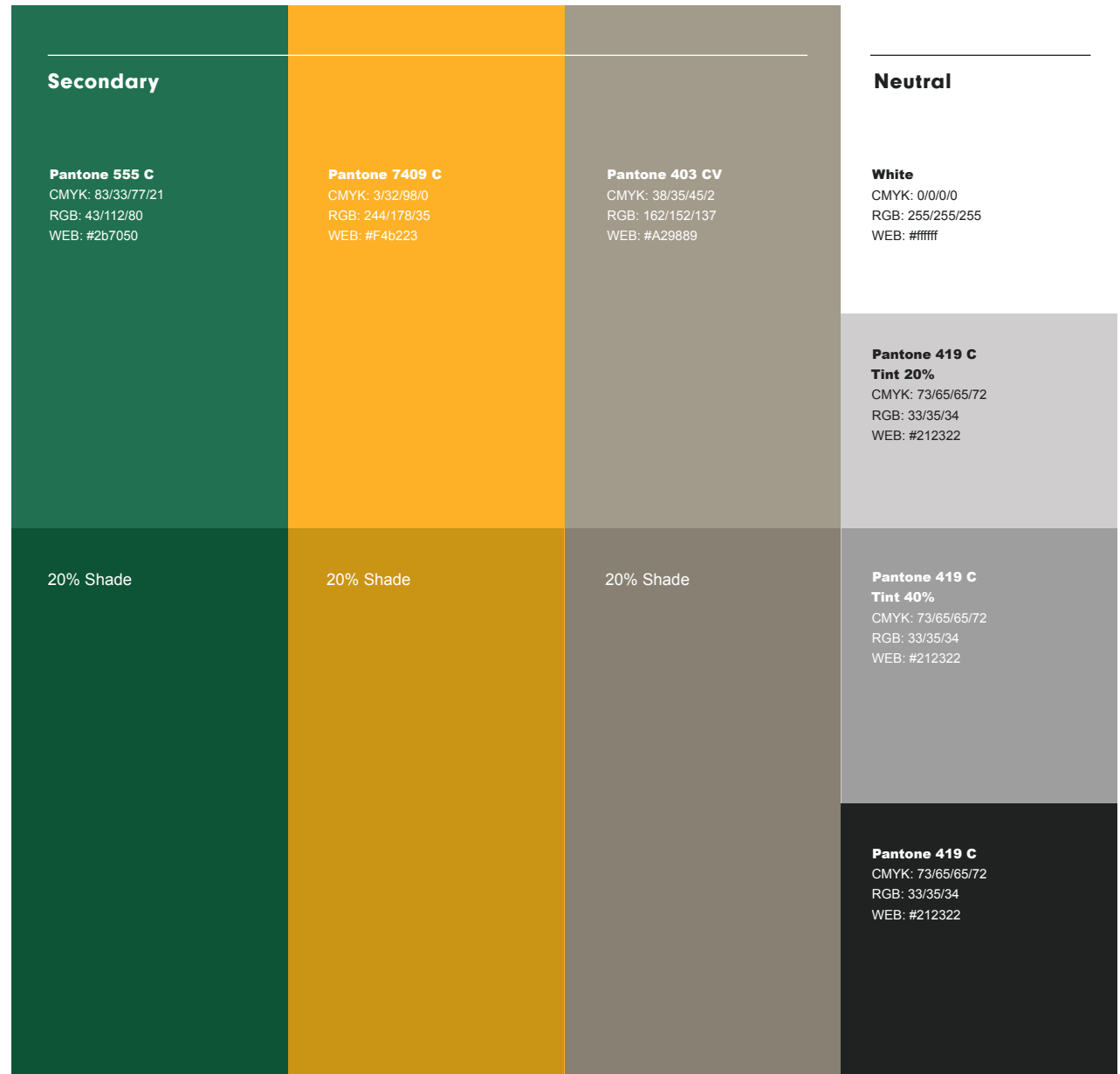
Color Palette

Secondary

Pacific's secondary color palette helps diversify and broaden our use of color and add different emphasis and emotion to our brand's image. These colors should always appear along with the primary color palette in some form of incorporation. Darker shades of the accent colors have been incorporated into the palette to accompany the pantones only when necessary for things like adding variation or ADA compliance where necessary.

Neutral

Neutral colors are necessary to help balance and give your eye a rest from color. The full spectrum of white to the Pantone 419 (Pacific Black) is acceptable and encouraged for use in designing for the brand.



Typography

Primary

Just as we choose different words to convey different messages, the typography we use can have a profound effect on our communications. Consistently using the official fonts selected for Pacific strengthens and reinforces the brand.

Bely Display + Font Family
Download and license available for download through Adobe fonts.



Bely Display
Bely Regular
Bely Italic
Bely Bold
Bely Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+>?:;”

System Font Alternative

Georgia Regular
Georgia Italic
Georgia Bold
Georgia Bold Italic

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+>?:;”

Google Font Alternative (for Bely Display)
Download Available here: <https://bit.ly/2CmuR6T>

Ramaraja Regular

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+>?:;”

Typography

Secondary

Just as we choose different words to convey different messages, the typography we use can have a profound effect on our communications. Consistently using the official fonts selected for Pacific strengthens and reinforces the brand.

Typography tips and suggestions are supplied on the following page.

Neuzeit Grotesk Font Family

Aa

Neuzeit Grotesk Light
Neuzeit Grotesk Regular
Neuzeit Grotesk Bold
Neuzeit Grotesk Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+>?:;"

System Font Alternative

Google Font Alternative
Download Available here: <https://bit.ly/30X9jrE>

Arial Regular
Arial Bold
Arial Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+>?:;"

Archivo Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+>?:;"

Typography Tips

NEUZEIT GROTESK BLACK
12 pt. type / 16 pt. leading
+425 tracking

BELY DISPLAY
52 pt. type / 54 pt. leading
-10 tracking

**BELY DISPLAY
(UNDERLINE)**
Weight: 33pt.
Offset: 5.2 (default)
Stroke: solid

BELY REGULAR
24 pt. type / 23 pt. leading
+25 tracking

**NEUZEIT GROTESK
BOLD & LIGHT**
13 pt. type / 17 pt. leading
default tracking

INNOVATIVE PATHWAYS

The choice
for academic
opportunity.

The 80+ majors at University of
the Pacific allow every student
the chance to discover their path
toward success.

Rooted in a liberal arts core with offerings from STEM,
health sciences, and professional programs **Pacific**
prepares you for success in your field.

Label Text

Neuzeit Grotesk Black is the only font label text should appear. It must always be in ALL CAPS and have appropriate tracking for legibility.

Heading

Bely Display is the only font that should ever be used for headlines.

Underline

Underlines should be used sparingly as a vehicle to show extra emphasis specifically on one word of a headline. The underline should always follow the proportions shown on this page. It should also always either be Pantone 282, 165, or 419 C.

Sub-Heading

Sub-headings should appear in Bely Regular or Bely bold, never Bely Display. It may also appear in the Neuzeit Grotesk font family, but in either font, it must always be in sentence case, never ALL CAPS.

Paragraph Text

Paragraph text should primarily appear in the Neuzeit Grotesk font family but may also appear in Bely Regular or Bely bold, never Bely Display. With use of either font, it must always be in sentence case, never ALL CAPS. Bold text should only appear when you'd like to emphasize something of importance within paragraph text. It should not be used for the entire paragraph.

Typography

Minimum Size Requirements

Text examples shown here are the minimum size requirements for each text style to reach best possible legibility in design in print and web applications. The size of text will differ drastically depending on the size of the application, but text styles should never appear smaller than shown on the example below.

NEUZEIT GROTESK BLACK•
5 pt. type / 6 pt. leading
+425 tracking

BELY DISPLAY•
18 pt. type / 20 pt. leading
-10 tracking

BELY DISPLAY (UNDERLINE)•
Weight: 7pt. / Offset: 5
Stroke: solid

BELY REGULAR•
12 pt. type / 13 pt. leading
+25 tracking

NEUZEIT GROTESK BOLD & LIGHT•
8 pt. type / 11 pt. leading
default tracking

INNOVATIVE PATHWAYS

**The choice
for academic
opportunity.**

The 80+ majors at University of the Pacific allow every student the chance to discover their path toward success.

Rooted in a liberal arts core with offerings from STEM, health sciences, and professional programs **Pacific prepares you for success in your field.**

Label Text

Neuzeit Grotesk Black is the only font label text should appear. It must always be in ALL CAPS and have appropriate tracking for legibility.

Heading

Bely Display is the only font that should ever be used for headlines.

Underline

Underlines should be used sparingly as a vehicle to show extra emphasis specifically on one word of a headline. The underline should always follow the proportions shown on this page. It should also always either be Pantone 282, 165, or 419 C.

Sub-Heading

Sub-headings should appear in Bely Regular or Bely bold, never Bely Display. It may also appear in the Neuzeit Grotesk font family, but in either font, it must always be in sentence case, never ALL CAPS.

Paragraph Text

Paragraph text should primarily appear in the Neuzeit Grotesk font family but may also appear in Bely Regular or Bely bold, never Bely Display. With use of either font, it must always be in sentence case, never all caps. Bold text should only appear when you'd like to emphasize something of importance within paragraph text. It should not be used for the entire paragraph.

Graphic Elements

Our graphic elements are accents that help bring life and movement to visual work. Inspired by Pacific, our campus, and our region, these elements can be used in a variety of ways to elevate university materials.

A Stripes

B Tiger Mane

C Pacific "P"

D Triangular Motion

E Circular Motion 1

F Circular Motion 2

G Brand Font Outline/Angled Lines

H Topography Line work

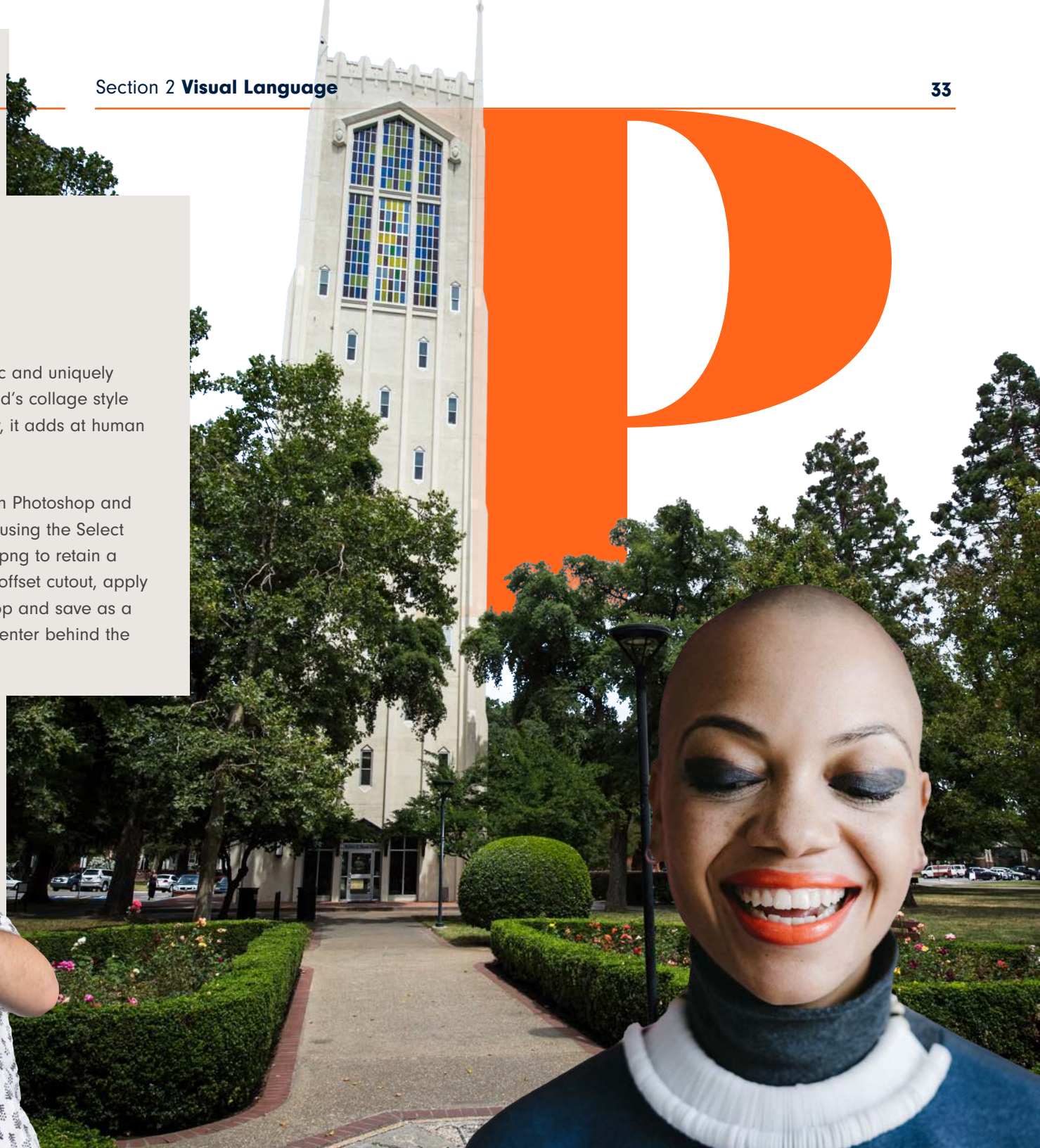


Photography

Cutout Photography

This style of photography creates a dynamic and uniquely own-able layout that complements the brand's collage style and textural elements. When done correctly, it adds a human element to an otherwise rigid design.

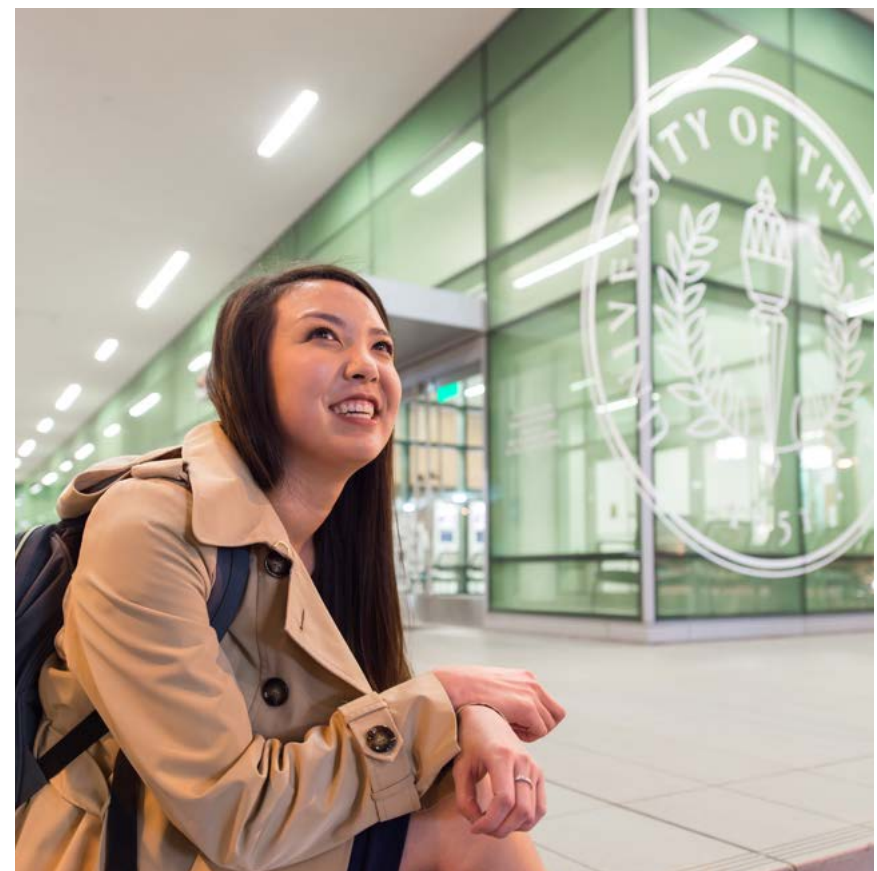
To create a cutout, open the photograph in Photoshop and create a mask layer out of the background using the Select tool. Save the isolated object as a .psd or .png to retain a transparent background. To create a white offset cutout, apply the same mask to a white layer in Photoshop and save as a .psd or .png, placing that layer slightly off-center behind the original cutout in the final design.



Photography

Lifestyle Photography

Our campus and region is part of the Pacific identity, however it is nothing without the diverse student, staff and faculty population, and the relationships that thrive here between all. We have and welcome a broad spectrum of diversity throughout our campus. Whenever possible, be all inclusive in showing diversity that captures environmental photography and showcases authentic interactions within our campus community.



APPENDIX

Bringing it to life

Email Signature

**GEORGIA BOLD &
REGULAR**

11 pt. type / 15 pt. leading
default tracking

HEX: #e65300

First Last
Title Goes Here

UNIVERSITY OF THE
PACIFIC

**ARIAL BOLD &
REGULAR**

10 pt. type / 15 pt. leading
default tracking

HEX: #a29889

University of the Pacific
3601 Pacific Avenue | Stockton, CA 95207
Tel: 209-946-0000
Fax: 209-946-0000

**GEORGIA BOLD &
REGULAR**

11 pt. type / 15 pt. leading
default tracking

HEX: #e65300

First Last
Title Goes Here

UNIVERSITY OF THE
PACIFIC

School of
Engineering and
Computer Science

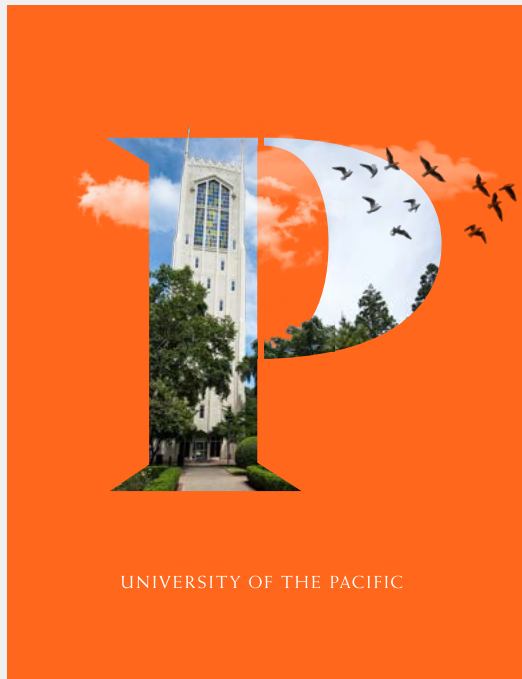
**ARIAL BOLD &
REGULAR**

10 pt. type / 15 pt. leading
default tracking

HEX: #a29889

University of the Pacific
3601 Pacific Avenue | Stockton, CA 95207
Tel: 209-946-0000
Fax: 209-946-0000

Viewbook



Apparel



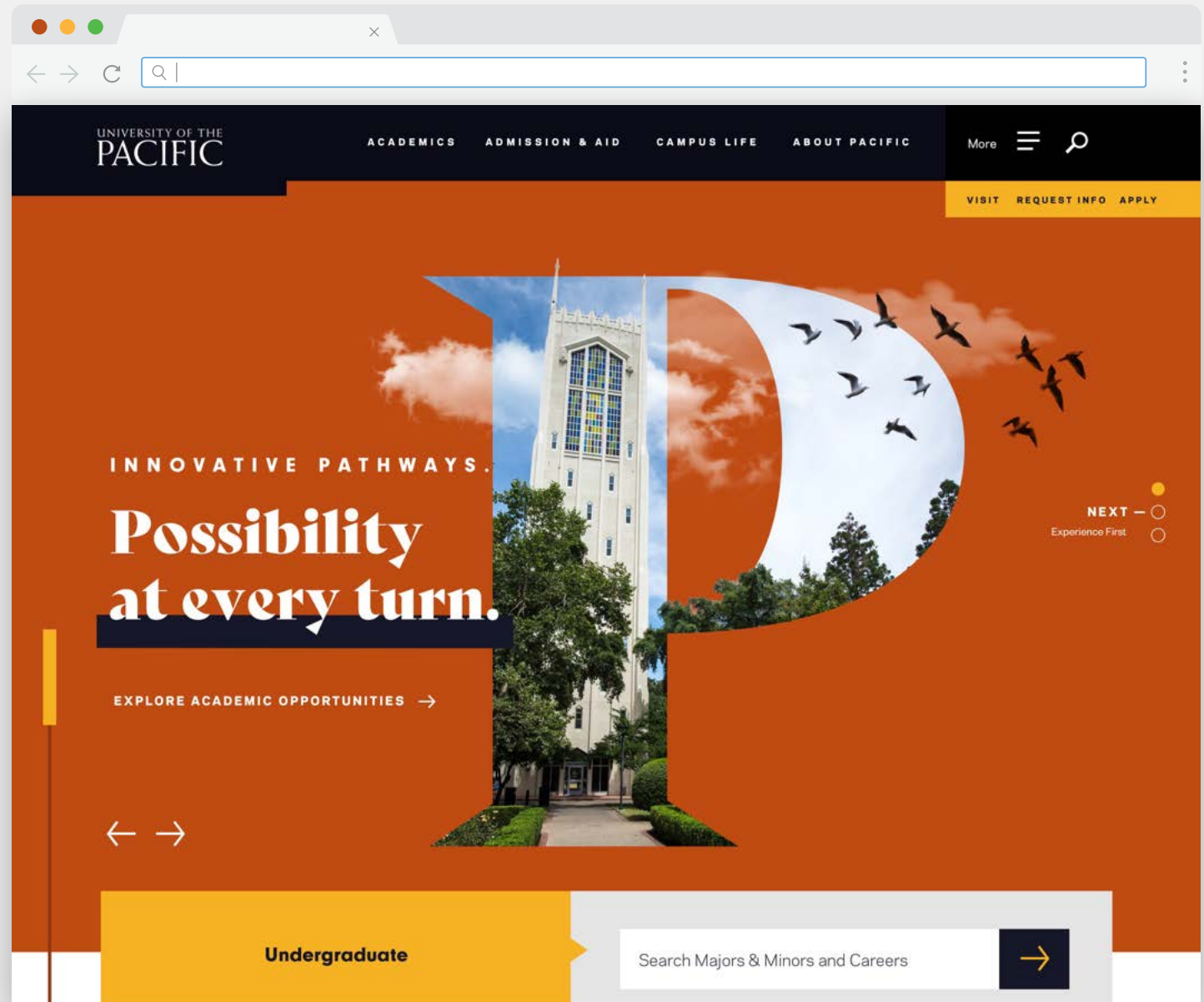
Environmental



Website Redesign

When typography, graphics, and photography come together it weaves a well integrated, cohesive, and visually stunning story for users.

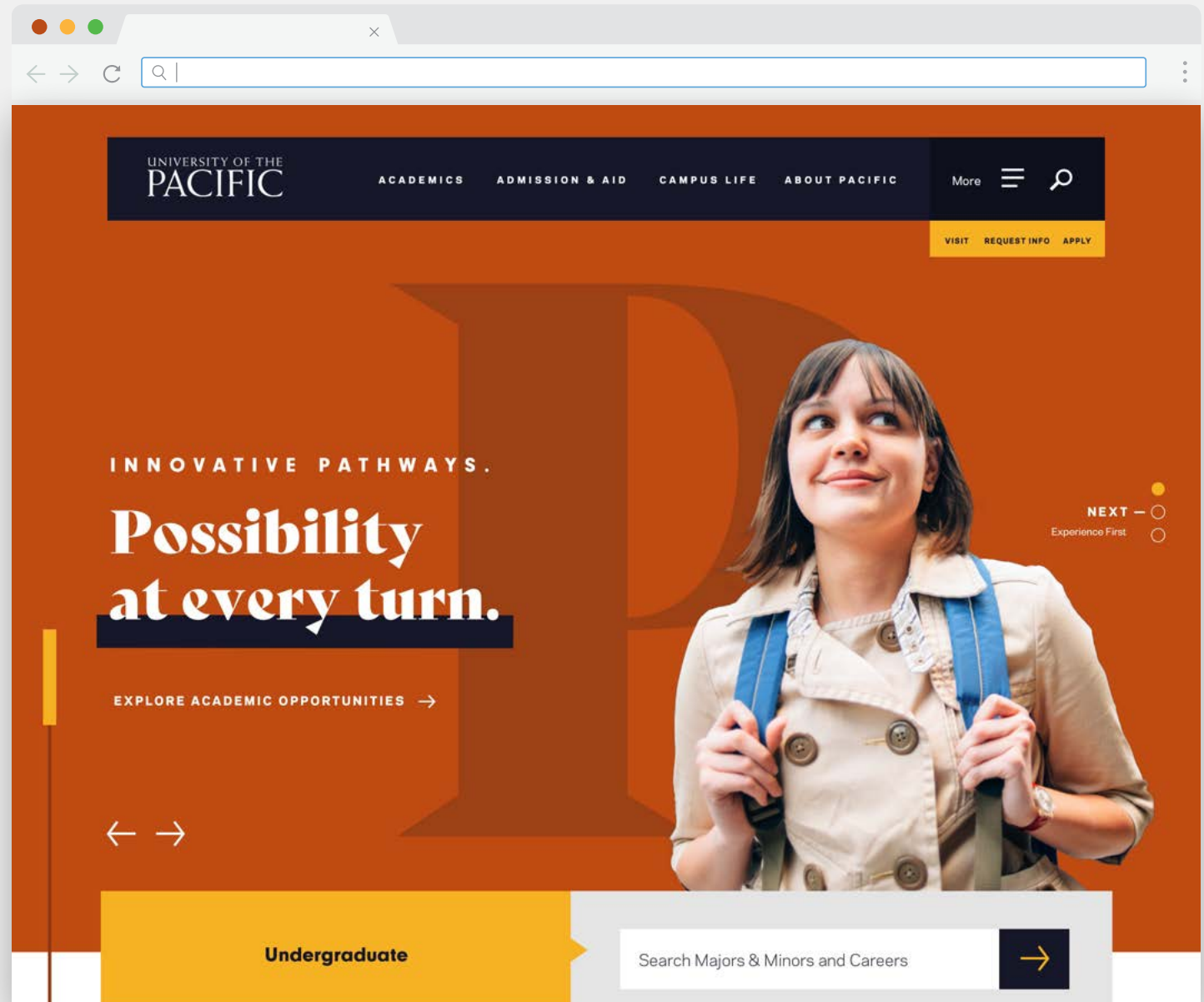
By using the proper cut-outs and graphic elements, we bring energy and motion to our homepage.



Website Redesign

When typography, graphics, and photography come together it weaves a well integrated, cohesive, and visually stunning story for users.

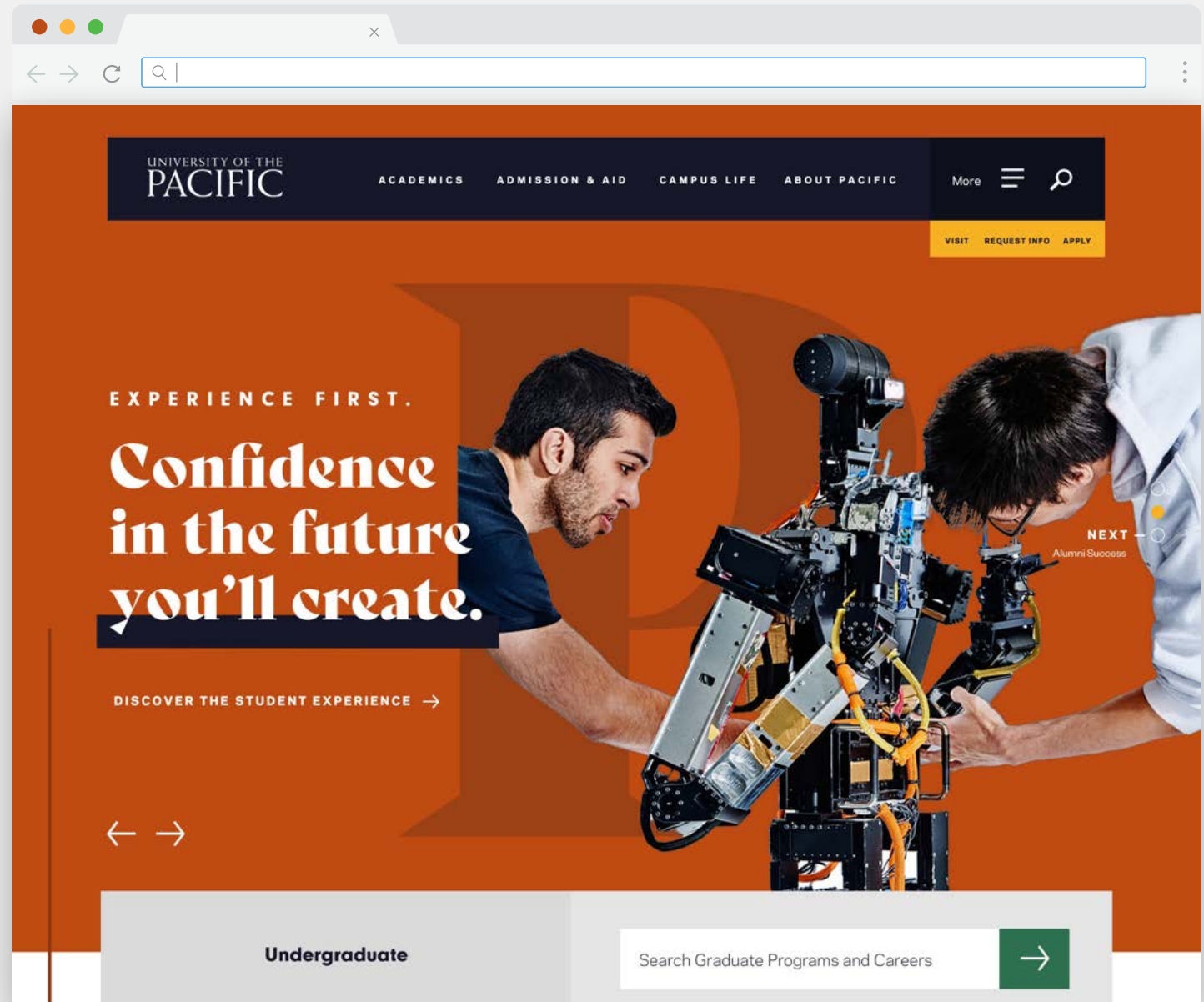
By using the proper cut-outs and graphic elements, we bring energy and motion to our homepage.



Website Redesign

When typography, graphics, and photography come together it weaves a well integrated, cohesive, and visually stunning story for users.

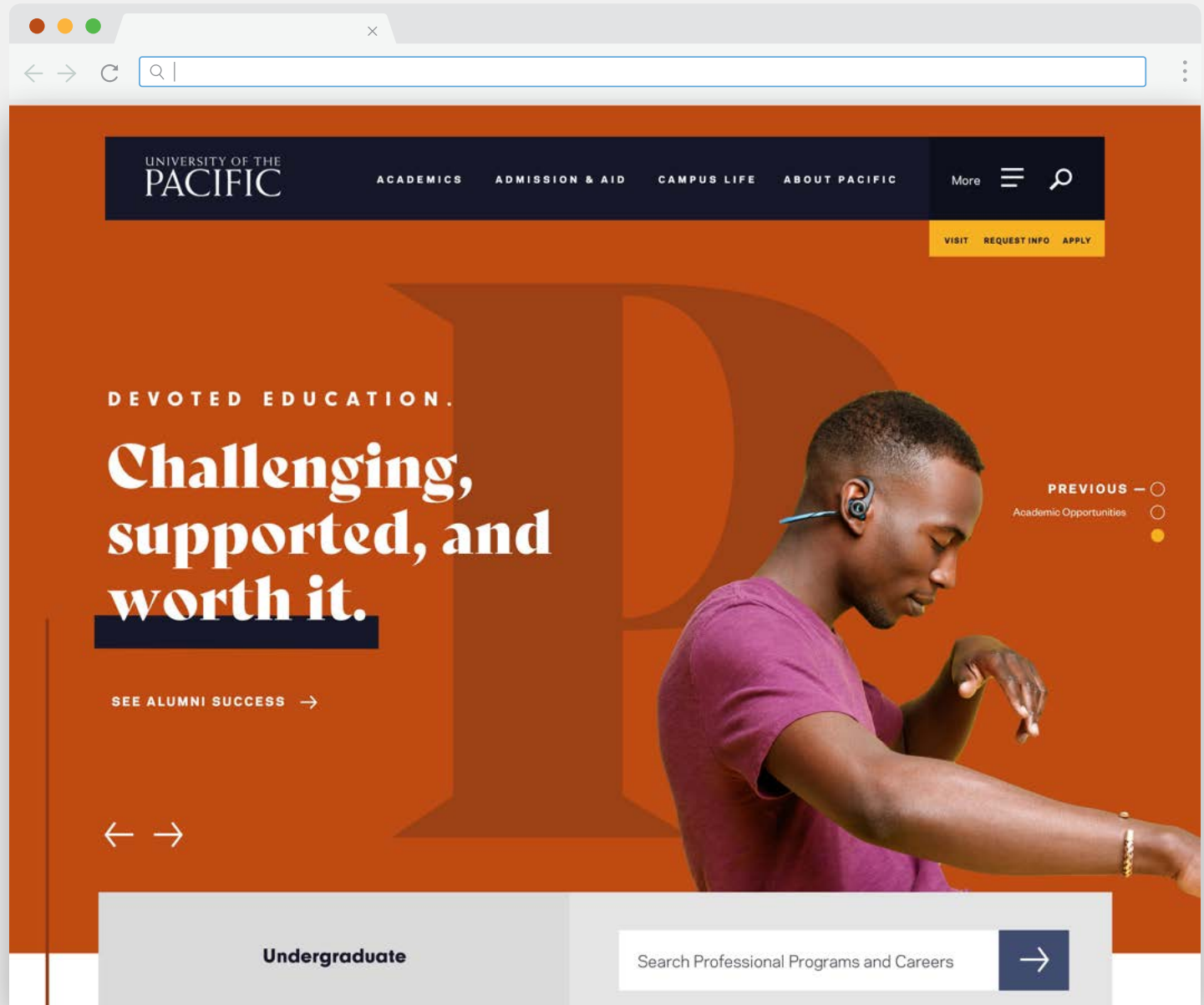
By using the proper cut-outs and graphic elements, we bring energy and motion to our homepage.



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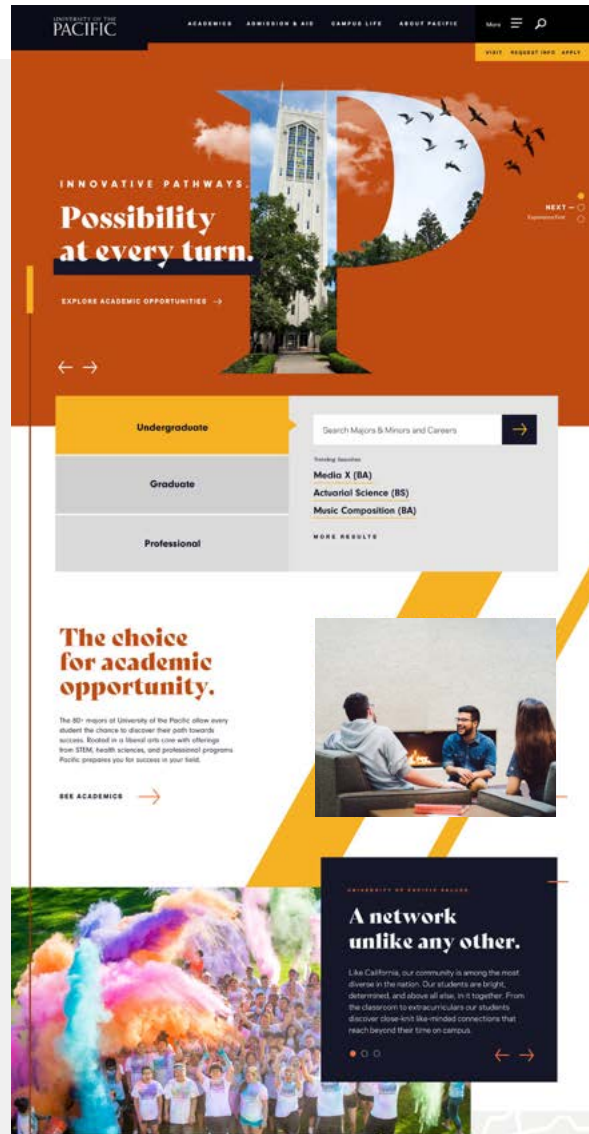
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Three campuses within one of the country's most diverse and dynamic regions.

Our campuses located in Stockton, Sacramento, and San Francisco offer students unique opportunities that only each city can provide. With many distinct programs and options for practical experience. At any Pacific campus you'll find the possibilities of being connected to California and the country's fastest developing ecosystem of industrial, technological, and cultural growth.



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California's private university of choice.

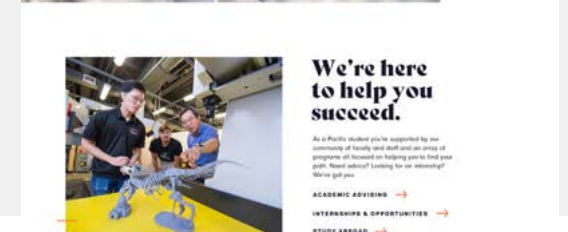
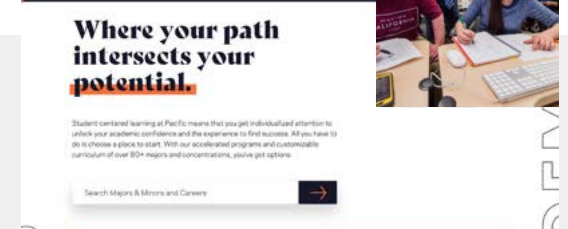
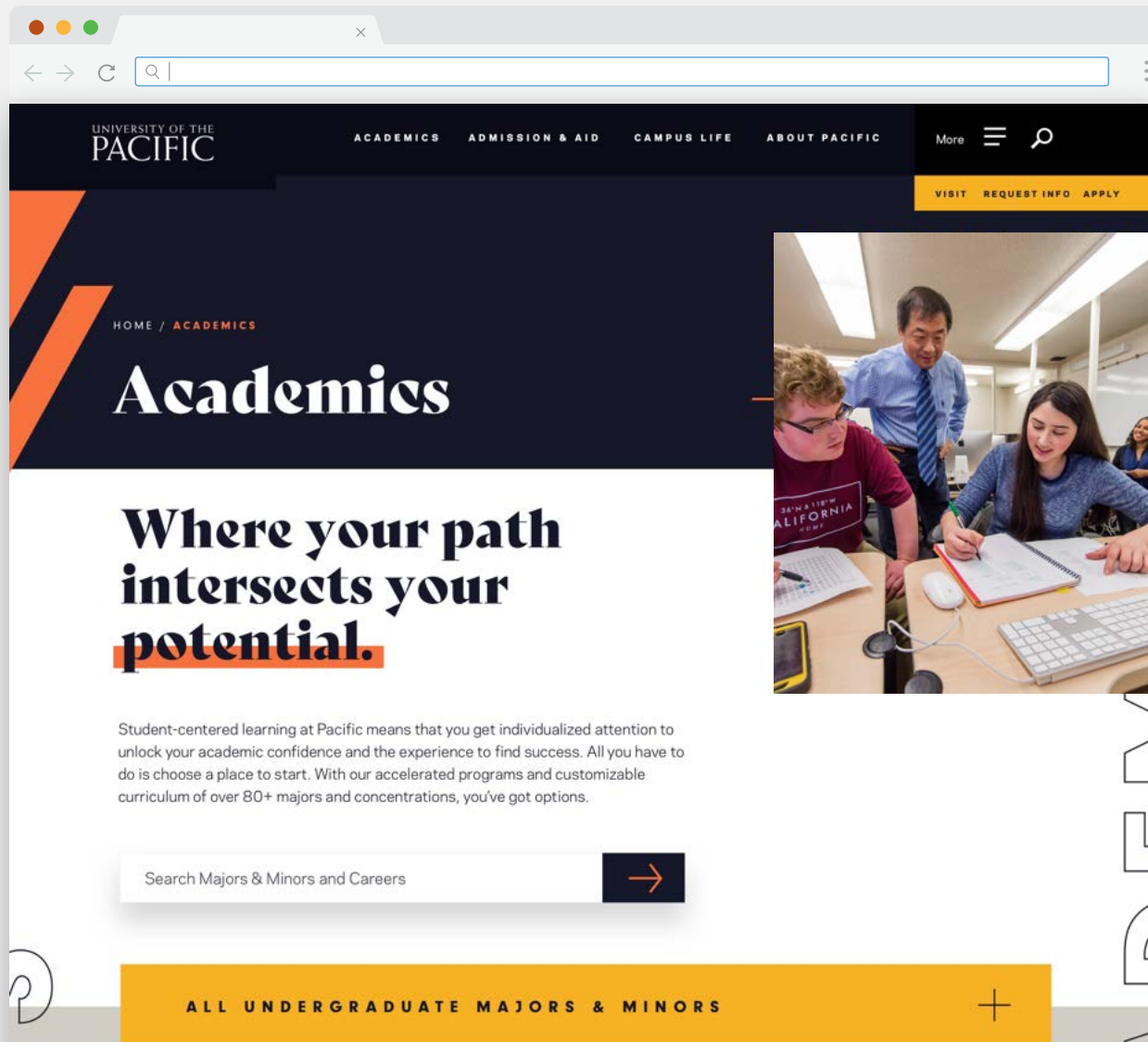
Since 1851, Pacific has been the first to see, and meet, the changing needs of our students, California, and beyond. Our students, faculty and staff are with, driven by this legacy today. Choose Pacific, if for any reason, for the ability to create change for good.



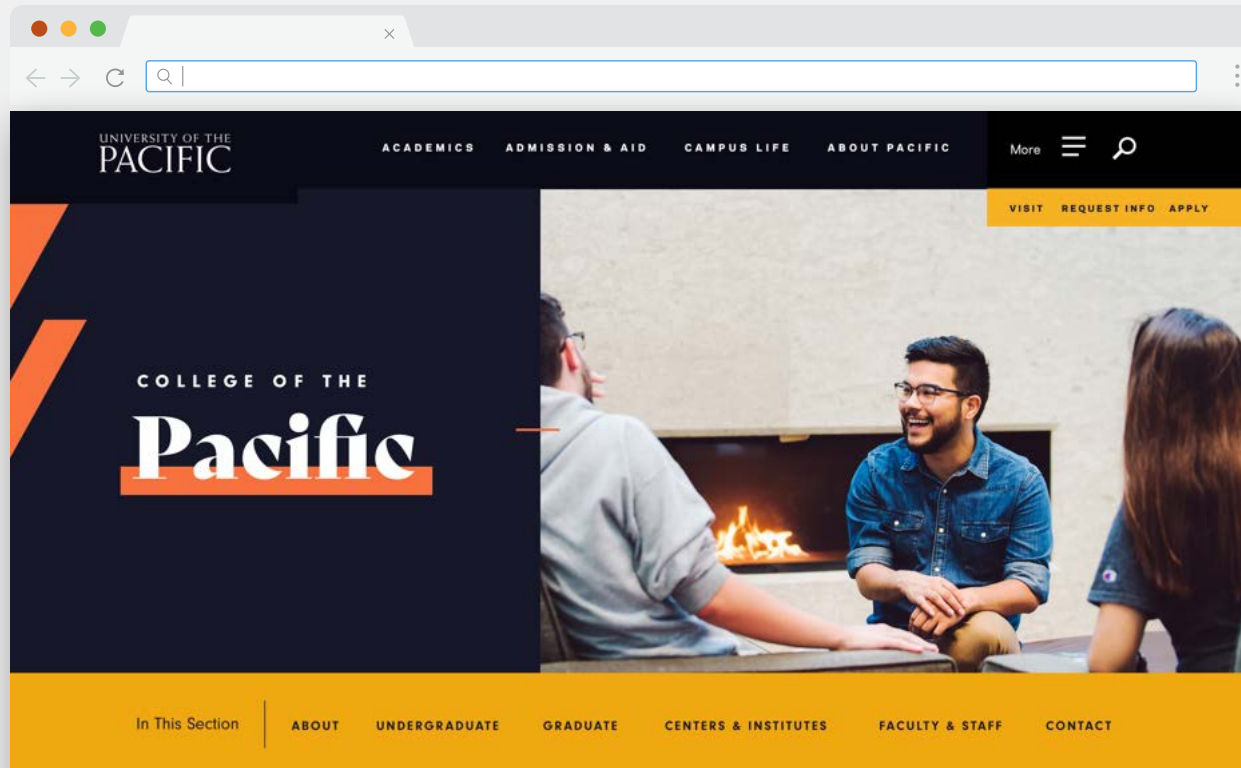
Stories, News & Events



Website Redesign



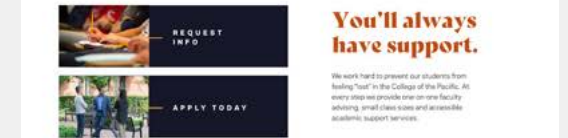
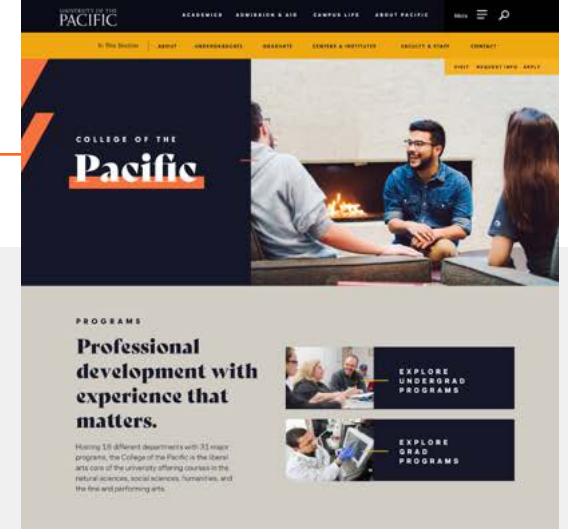
Website Redesign



PROGRAMS

Professional development with experience that matters.

Hosting 18 different departments with 31 major programs, the College of the Pacific is the liberal arts core of the university offering courses in the natural sciences, social sciences, humanities, and the fine and performing arts.



UNIVERSITY OF THE
PACIFIC

Stockton Campus

3601 Pacific Avenue
Stockton, California 95211

Office of Marketing and Communications

Hand Hall
Third Floor
209.946.2311

VERSION 1.0

JUNE 2020