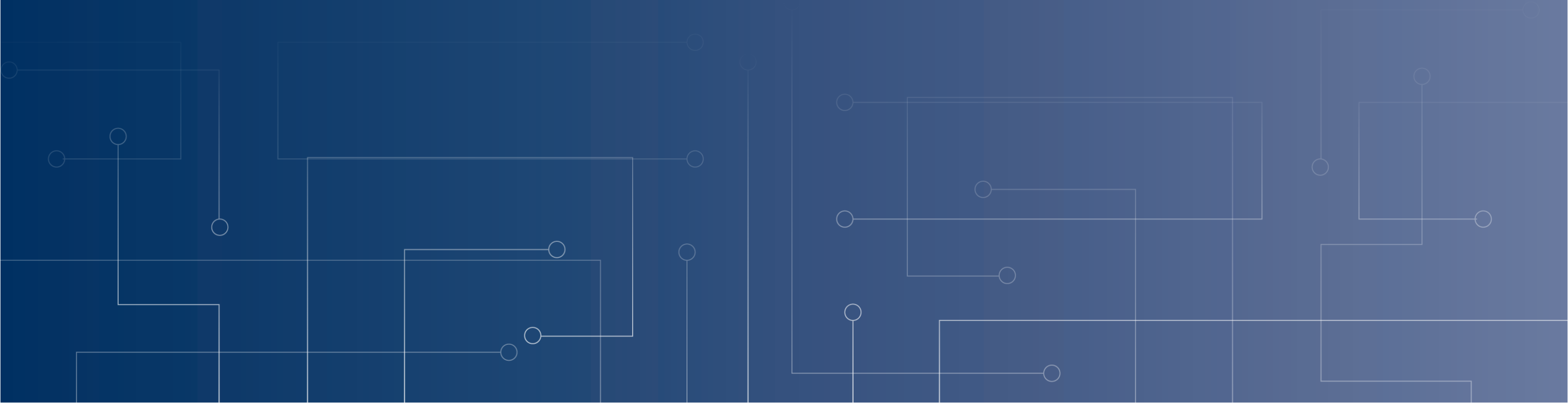


Sutardja Center for Entrepreneurship and Technology

Brand Guidelines



THE BRAND BOOK'S PURPOSE

With the recent growth of the Sutardja Center of Entrepreneurship and Technology, it's important to establish a brand that embodies its innovative and exciting nature. This brand book will help unify the various projects and programs that come out of SCET in design and tone.

This brand book should act as a guide when creating any assets important to SCET. Flyers, websites, and events should have their design and tone rooted in the values founded in this book.

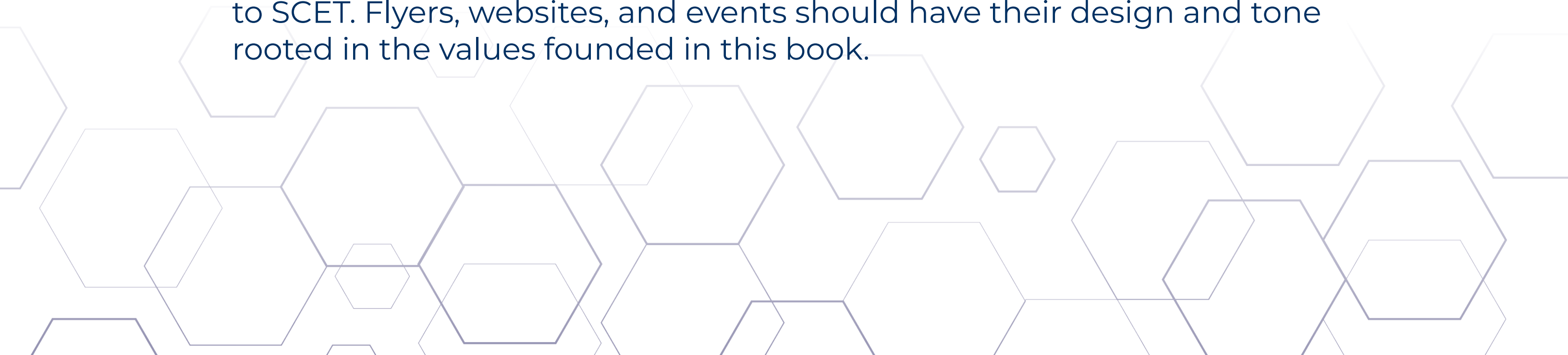




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What is SCET?

OUR APPROACH

**INNOVATION EDUCATION,
FOCUSED EXPERIENTIAL
LEARNING, AND MINDSET
DEVELOPMENT**

OUR MISSION

**EMPOWERING
ENTREPRENEURS
AND INNOVATORS TO
CHANGE THE WORLD**

Positioning

The Sutardja Center for Entrepreneurship & Technology (SCET) is a global innovation hub headquartered at UC Berkeley's College of Engineering where aspiring entrepreneurs and innovators take deep dives into the world of technology entrepreneurship and embark on the path to develop exciting new ventures.

The Center researches emerging technologies in its labs and offers a suite of courses and programs for students and executives. Undergraduate students can earn a "Certificate in Entrepreneurship & Technology" by satisfactorily completing the required SCET courses.



**WE DEVELOP ENTREPRENEURS
AND INNOVATORS**



**WE ARE THE GLOBAL TECHNOLOGY,
ENTREPRENEURSHIP, AND INNOVATION HUB**



**WE DRIVE THE FUTURE OF
NEW TECHNOLOGIES**

Our Voice Is:

OPEN

INNOVATIVE

COLLABORATIVE

ADAPTABLE

VISIONARY

Logo



Regular Logo



Regular Logo (Dark Background)



Social Media Logo

Colors

Primary Colors



Secondary Colors



* Up to three colors per graphic
* Must use at least one primary color

Colors Cont.

Gradient



Feathered Gradient



Typefaces

H1

Freight Sans Pro Semibold (38)

H2

Freight Sans Pro Semibold (32)

H3

Freight Sans Pro Semibold (28)

H4

Freight Sans Pro Semibold (24)

H5

Freight Text Pro Book (18)

LOGO, HEADER, TITLE FONTS

Freight Sans Pro (Semibold)

ABCDEF
abcd123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&*()

***For web*

LOGO, HEADER, TITLE FONTS

Freight Text Pro (Bold)

ABCDEF
abcd123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&*()

***For print*

BODY COPY

Montserrat (Light)

ABCDEF
abcd123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&*()

***For web*

BODY COPY

Freight Text Pro (Book)

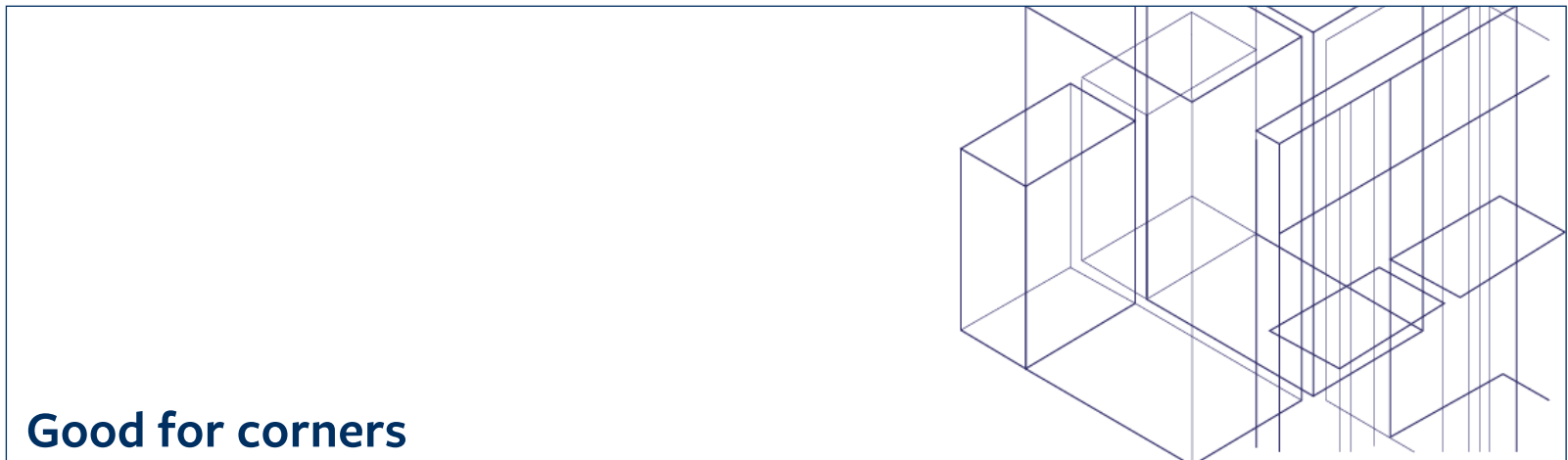
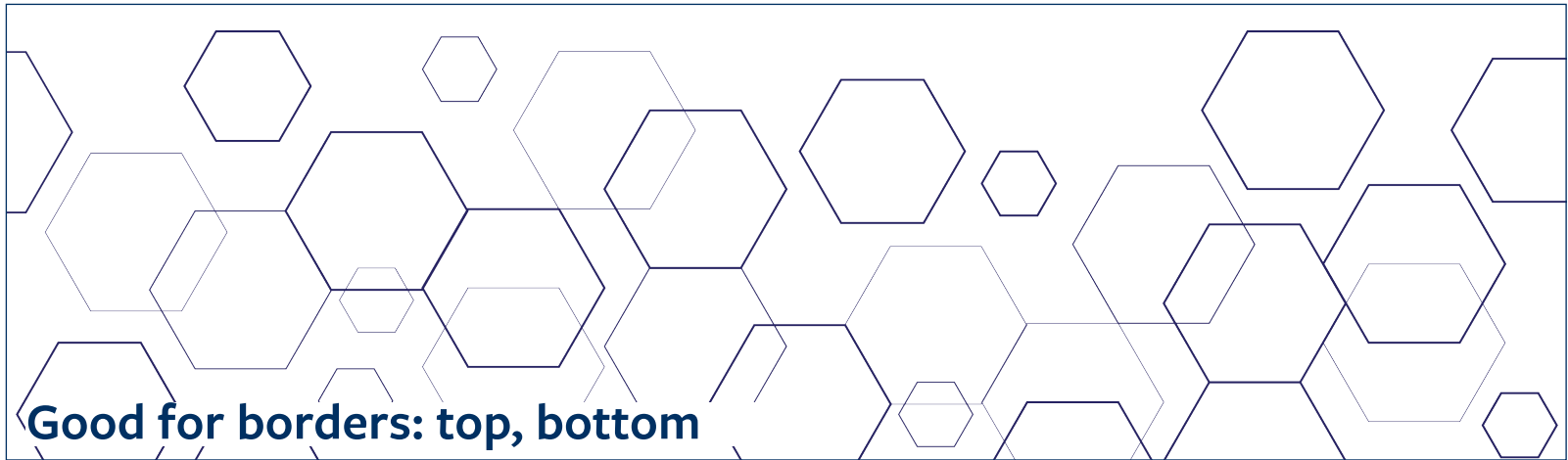
ABCDEF
abcd123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&*()

***For print*

Graphics

*Feel free to also use graphics from UC Berkeley's official brand guide



Graphic Treatment Flyers, Photos - Feathered Gradient



**effect should always be subtle, never competing with actual content

Graphics Examples

Ex.1
Flyers, Photos - Feathered Gradient



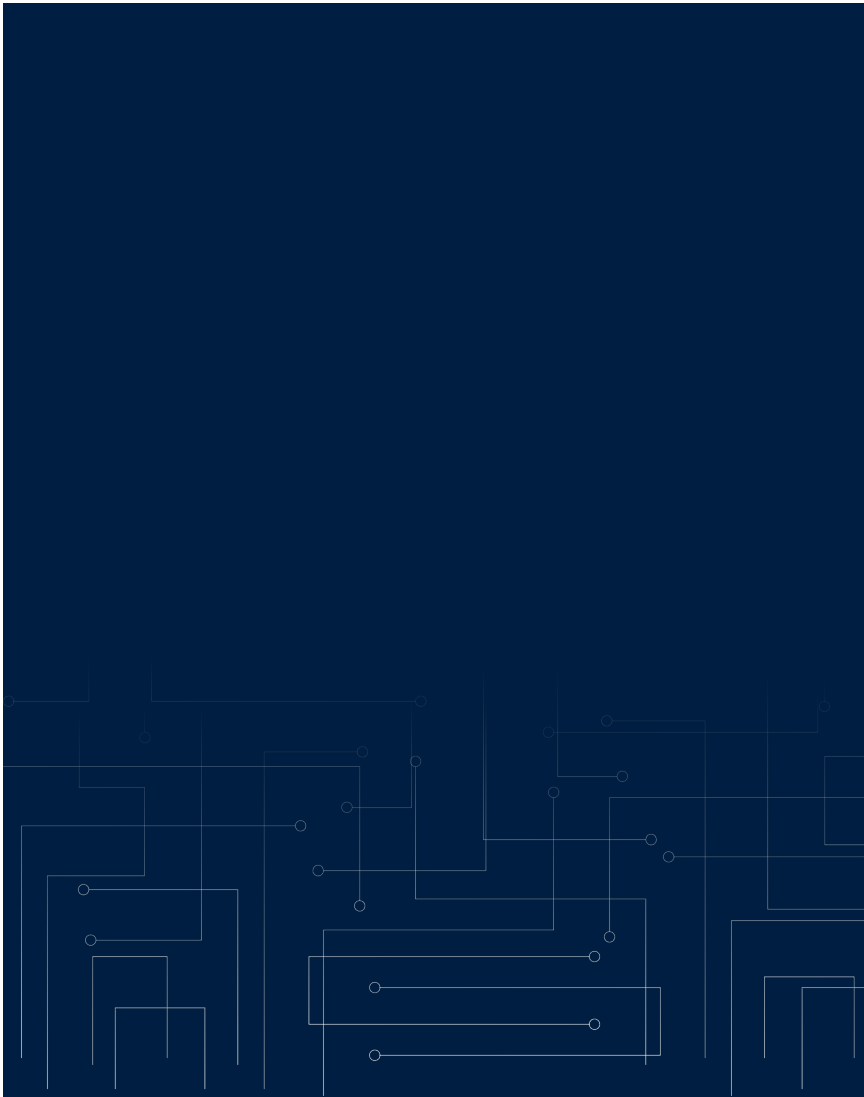
****effect should always be subtle, never competing with actual content**

Ex.2
Flyers, Photos - Feathered Gradient



****effect should always be subtle, never competing with actual content**

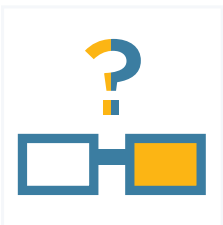
Ex.3
Flyers, Photos - Solid color



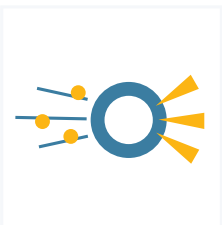
****effect should always be subtle, never competing with actual content**

Iconography

SCET Program Icons:



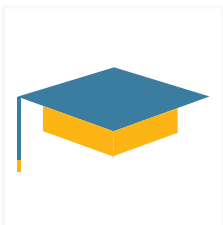
Visiting Research Program



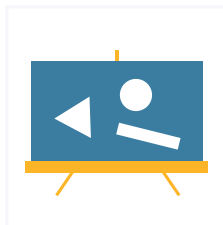
Collider Sprints



Certificate in Entrepreneurship and Technology



MTI



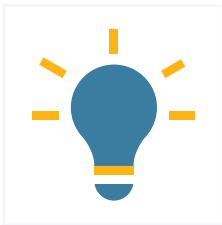
SVIL



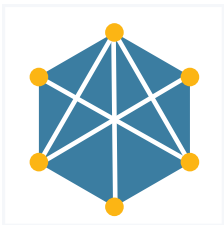
ELPP



Global Partners



BMOE



Global Venture Lab

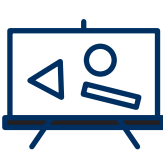


Startup Semester

Flat icons with full color fills. Two colors used at a time. No outlines.

Use as larger icons, for main “buttons” on webpage or on flyers

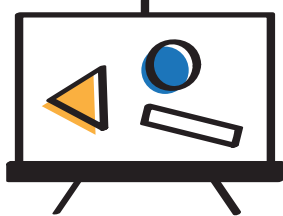
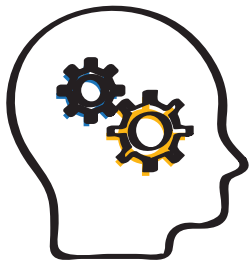
Smaller Icon Style:



Smaller icons have less detail. Single color, thick outline. Easier to see on smaller screens.

Use when denoting programs on smaller screens/without text

Sketch Icon Style:



Sketch icons have an outline that varies in thickness. Offset color pops.

Use for student oriented flyers or assets