

BERKELEY



1868 ★ 2018

150 YEARS OF LIGHT

MEDIA KIT

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External Relations and Marketing Communications
University Development and Alumni Relations
University of California, Berkeley

Berkeley

Background

One of Abraham Lincoln's lasting legacies — using land proceeds to establish new schools — gave life to our nation's educational system. On March 23, 1868, the University of California was born. And Berkeley, its first campus, is today the most distinguished public university in the history of higher education.

Guided by the motto *Fiat Lux*, UC Berkeley's duty is to bring new knowledge to light ... to illuminate solutions for bettering the human condition ... to be a beacon of opportunity for promising young minds and top faculty.

Berkeley 150 celebrates the charter that not only defined the university's land-grant mission but also set the stage for generations of Cal Bears to serve, to excel, and to transform the world.

This milestone will be overlaid on a variety of existing events across 2018 and into the first half of 2019, including a special commemoration on the Berkeley campus at Charter Day on March 23, 2018.

Sesquicentennial basics

OFFICIAL NAME

Berkeley 150

TAGLINE

150 Years of Light

SOCIAL MEDIA HASHTAG

#Berkeley150

Key public messages

- Berkeley 150 builds on the history of the university, asserts its impact and relevance to California and the world today, and projects its indispensable role for the future.
- The sesquicentennial is an opportunity to celebrate UC Berkeley, honor its heritage, applaud the innovators who marked its first 15 decades, and reflect on the university's future in helping to make our world a better place.
- Berkeley 150 offers a vision of the campus's identity and attributes and is meant to evoke pride, affection, hope, and a clear understanding of the university's contributions, sense of place, and its timelessness.

Website and story ideas

Reporters are encouraged to visit 150.berkeley.edu to identify story ideas and themes for further exploration.

The site contains brief stories, facts, quotes, public events, other campus anniversaries, and a link to the UC timeline, which pinpoints notable events in the history of the University of California system. The timeline can be filtered to select milestones by campus and theme.

Potential themes can emerge from the following narratives:

- Access to excellence is a continual thread in UC Berkeley's history. For example, women were first admitted in 1870. There are numerous model programs on the campus, such as those that support students of all backgrounds, including veterans, undocumented students, student parents, independent students, and transfer students.

Calendar of events

Instead of creating a new level of “one-off” programming, all campus partners are encouraged to layer Berkeley 150 on to existing events and programs for a year of celebrations.

The following high-level, campuswide events will serve as milestones for Berkeley 150:

- Big Give — Thursday, March 8, 2018
- Charter Day — Friday, March 23, 2018
- Cal Day — Saturday, April 21, 2018
- Commencement — Saturday, May 12, 2018
- Reunion and Parents Weekend at Homecoming — Friday, October 12 – Sunday, October 14, 2018
- Big Game — Saturday, November 17, 2018

Berkeley 150 – Calendar of events

Additional programmatic milestones (note that unit celebrations will be added soon):

DECEMBER 2017

- Campuswide information session — Thursday, December 7, 2017

JANUARY 2018

- 150.berkeley.edu website phase 1 launch — January 2018
- Campus banner launch — January 2018
- Social media campaign launch — January 2018

FEBRUARY 2018

- Brilliance of Berkeley (Los Angeles) — Thursday, February 22, 2018
- Berkeley Fellows — Tuesday, February 20, 2018

MARCH 2018

- Berkeley 150 Roadshow (Silicon Valley) — Wednesday, March 7, 2018
- Big Give — Thursday, March 8, 2018
- Berkeley 150 Roadshow (Sacramento) — Thursday, March 8, 2018
- Berkeley 150 Roadshow (New York) — Monday, March 19, 2018
- 150.berkeley.edu website phase 2 launch — Thursday, March 22, 2018
- Charter Day — Friday, March 23, 2018
- Berkeley 150 Roadshow (Orange County) — Tuesday, March 27, 2018

Berkeley 150 – Calendar of events

APRIL 2018

- Berkeley 150 Roadshow (Los Angeles/Downtown) — Thursday, April 5, 2018
- Berkeley 150 Roadshow (East Bay) — Tuesday, April 10, 2018
- Berkeley 150 Roadshow (Washington) — Saturday, April 14, 2018
- Cal Day — Saturday, April 21, 2018
- Berkeley 150 Roadshow (San Francisco) — Tuesday, April 24, 2018
- Faculty Research Lectures — Spring 2018
- Charter Hill Leadership Roundtable — Spring 2018

MAY 2018

- Berkeley Charter Gala — Thursday, May 10, 2018
- Commencement — Saturday, May 12, 2018
- Berkeley 150 Roadshow (Los Angeles/Westside) — Wednesday, May 16, 2018

JUNE 2018

- Parent Welcomes (California and New York) — date TBD

JULY 2018

- Benjamin Ide Wheeler Society — date TBD

Berkeley 150 – Calendar of events

AUGUST 2018

- Convocation

OCTOBER 2018

- Builders of Berkeley — Tuesday, October 9, 2018
- UC Berkeley Foundation sesquicentennial celebration — Thursday, October 11, 2018
- Reunion and Parents Weekend at Homecoming — Friday, October 12 – Sunday, October 14, 2018

NOVEMBER 2018

- Big Game — Saturday, November 17, 2018

DECEMBER 2018

- Winter 2018 Commencement — Sunday, December 16, 2018

Logo and usage



The Berkeley 150 logo captures the spirit of the campus across time. It embodies *Fiat Lux* — Let there be light — UC Berkeley’s official motto. Inscribed in the university seal and on the five-pointed star that adorns Sather Gate, our motto reminds us that it is our duty to make new knowledge and bring it to light ... to illuminate the world’s greatest problems and find solutions for bettering the human condition ... to be a beacon of opportunity for promising students and top faculty. The logo emanates light to showcase Berkeley’s brilliant history and confident future.

Berkeley 150 – Logo and usage

The Berkeley 150 logo is available in three colors: metallic gold, blue, and medalist yellow.

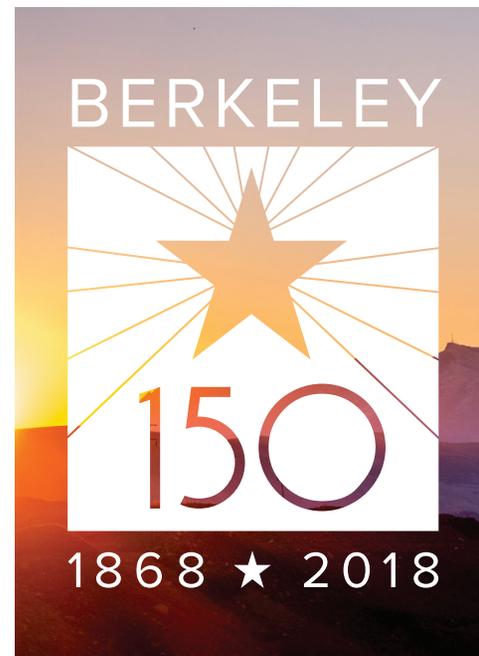


0.75" or 80px minimum

Berkeley 150 – Logo and usage

The Berkeley 150 logo is also available in black and white; the white version has a transparent star.

The logos can be used on either a solid colored or patterned background, as seen below.



Berkeley 150 – Logo and usage

We have also created a one-line version for instances where space is an issue — predominantly websites and/or pieces that are already heavily branded to your unit. However, we recommend that you use the square logo whenever possible.

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1.5" or 140px minimum

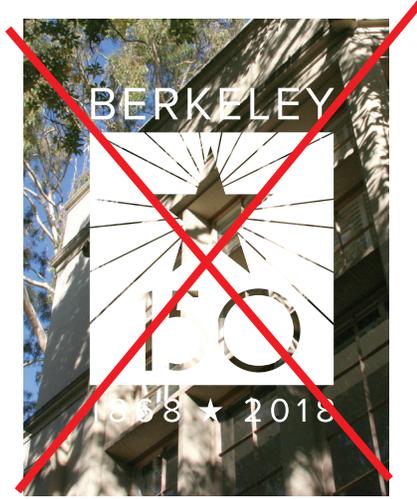
Berkeley 150 – Logo and usage

DON'T:



Don't make the logo any color other than blue, metallic gold, medalist yellow, black or white.

DON'T:



Don't place the logo on a background that makes it difficult to read.

DO:



Do leave adequate space around the logo; we recommend no less than the height of the "B" in "Berkeley."

Contact

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