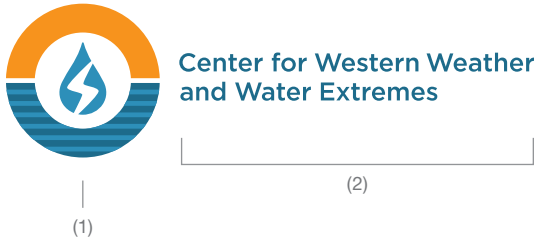


Horizontal



Vertical



Alternates



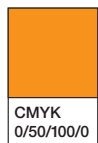
CENTER FOR WESTERN WEATHER AND WATER EXTREMES

The Center for Western Weather and Water Extremes (CW3E) graphic is intended for use in print, product, and online media for both internal and external audiences. In most applications, this graphic should be accompanied by the UC San Diego or Scripps Institution of Oceanography logo. (See examples, page 3.)

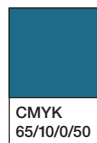
Components

The graphic has two components: (1) the circular mark; and (2) the CW3E wordmark. The primary graphic comes in both horizontal and stacked formats. Additional formats include a horizontal version with the Scripps Institution of Oceanography at UC San Diego tag, a horizontal version with the acronym, and a vertical version with the acronym only (ideal for use when space is especially small).

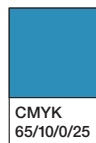
- **Do not** change the typeface.
- **Do not** attach other graphic elements to the primary artwork.



RGB
247/148/30



RGB
30/108/140



RGB
49/144/185

Color

The primary colors of the CW3E graphic are orange (CMYK: 0/50/100/0), dark blue (CMYK: 65/10/0/50), and light blue (CMYK: 65/10/0/25). For one-color applications, all black or all white is preferred.

In instances when the graphic needs to be printed using spot colors, the following Pantone colors may be used: PMS 1495 (orange), PMS 7699 (dark blue), and PMS 2183 (light blue).

One-color black



- **Use only** specified colors.
- **Do not** outline logotype.



Size

The graphic must always maintain the same size proportions. The minimum size for the graphic in most print applications is 1.625" inch wide (horizontal) and 1.25" wide (stacked).

- **Do not** stretch or change the proportions of the graphic.
- **Do not** rearrange or overlap components of the graphic.



Clear Space

The graphic requires an appropriate amount of space around it. The clear space around the graphic should be a minimum of "X", where "X" equals the width of the ring in the circular mark. No text, graphics, or other elements should appear in this space. Allowing additional clear space is always preferable.

Placement

Examples of using the CW3E graphic with the UC San Diego logo are shown on the following page. It is important to give enough space between the logos so they do not crowd each other.

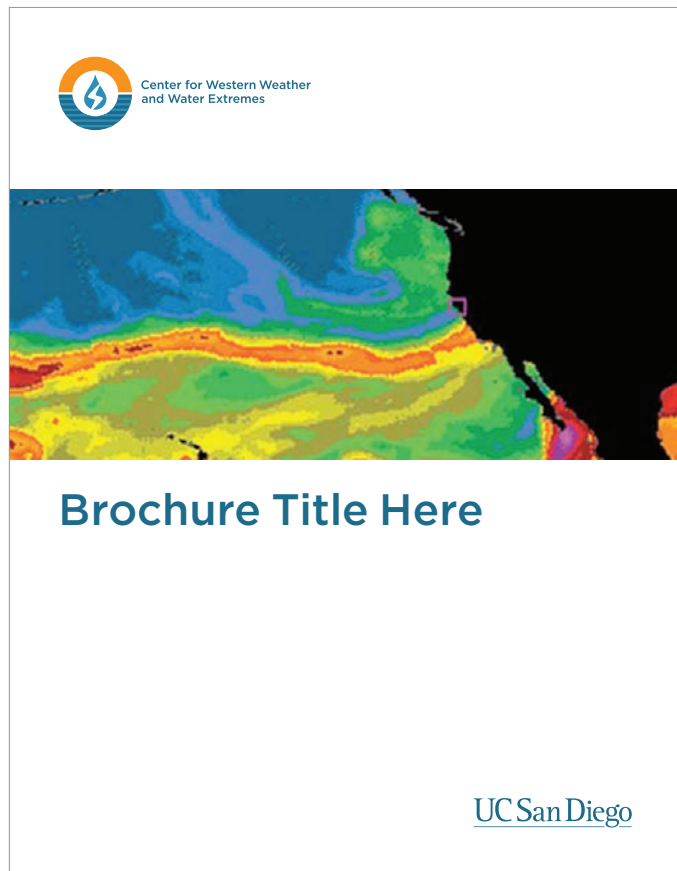
Logo Placement in Print

The UC San Diego logo should be placed in the top left or bottom right. When space is limited, the UC San Diego logo may be placed on the back.

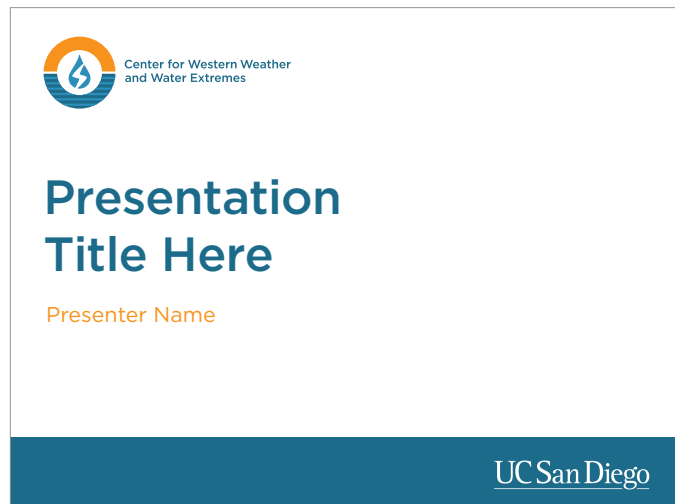
Logo Placement Online

The UC San Diego logo should appear prominently at the top of all campus websites. In most cases, the unit's name is at left and the campus logo is at right.

Printed Materials



PowerPoint



Mug



Website



T-shirt

