FAQ’s for UC Berkeley stationery redesign

Why was the stationery redesigned by the University?
A comprehensive brand identity system was launched for UC Berkeley in February 2013. At that time, there were multiple versions of the Berkeley logo and graphic identity elements (seal, etc.) being used by units across campus. The objective of the work was to create a strong unified visual platform that built on Berkeley’s’ strengths and achievements while helping to unify our internal and external presence. More details can be found on [http://brand.berkeley.edu](http://brand.berkeley.edu) The process of adopting this new design to the official University stationery was more complicated and took a couple of years, partly because there was a stock of existing materials and we did not want to be wasteful, and partly because we wanted to allow time for the revised brand identity to find acceptance and approval on campus.

Who has approved this new design?
The new design has been approved by Chancellor Dirks and the Office of Communications, Marketing and Public Affairs.