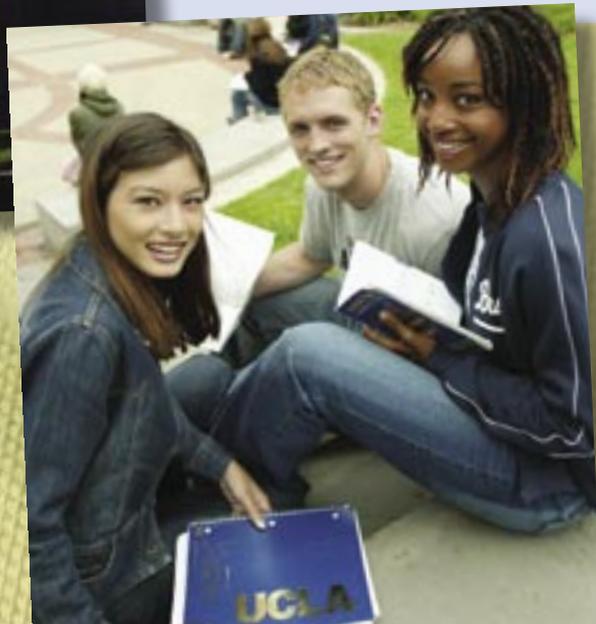


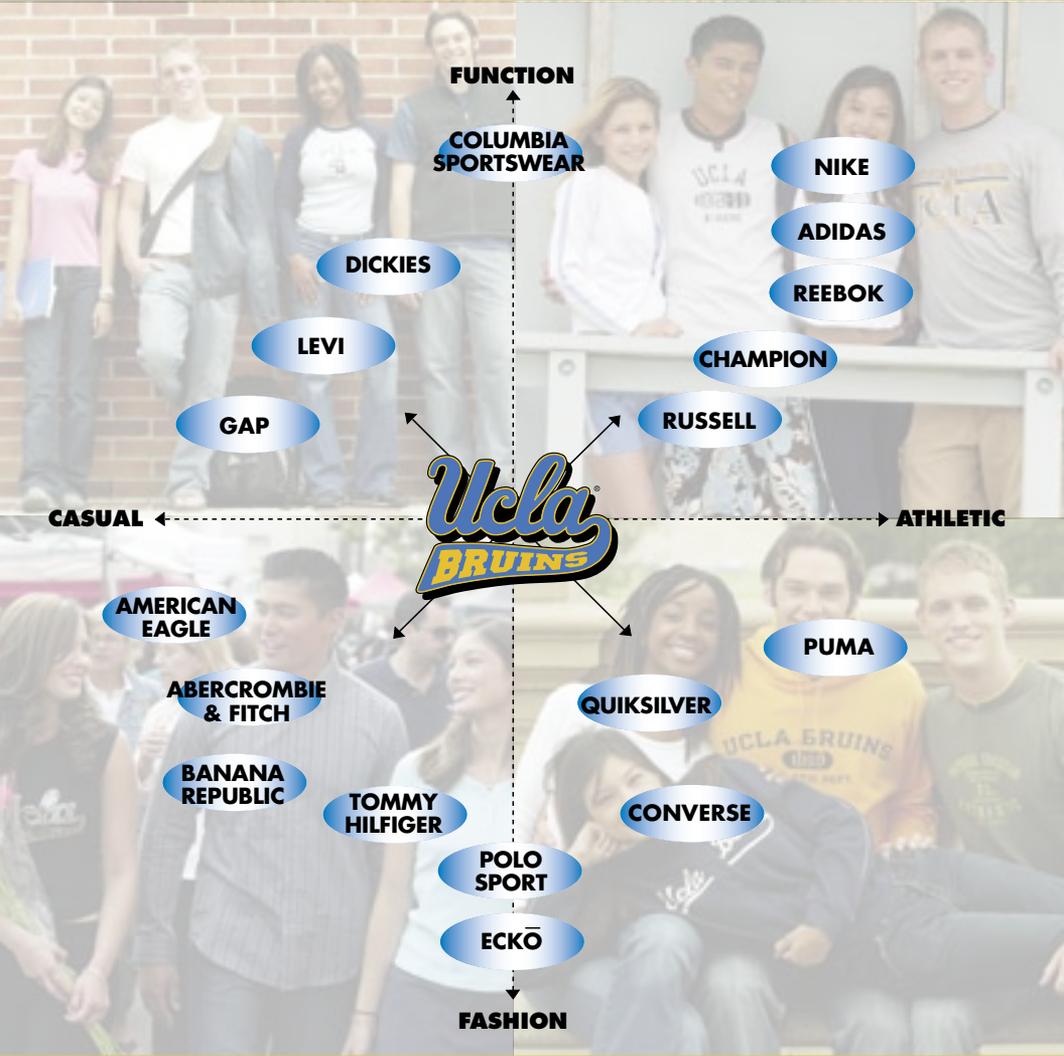


**UCLA<sup>®</sup>**

**BRAND IDENTITY**



# UCLA BRAND POSITIONING





## BRAND PERSONALITY



*“With its unmatched diversity of people and ideas, UCLA represents a true academic meritocracy...”*

The University of California Los Angeles (UCLA) is first and foremost a university of higher education and is highly-regarded locally and around the world for its excellence in numerous fields of study, scientific research, medical and other civic services as well as sports, cultural and artistic events. With its unmatched diversity of people and ideas, UCLA represents a true academic meritocracy that challenges and empowers all those who embrace it to pursue and live their dream and to lead a fulfilling life. These attributes have established a strong and appealing brand image for UCLA and provide the basis for a successful UCLA® licensed product program around the world.

The UCLA brand emanates passion for intellectual achievement and the power to fulfill one’s dreams in life. A unique community has evolved at UCLA reflective of this passion and power. It embodies the UCLA lifestyle and sets the tone for the UCLA casual-wear product line that is enriched with culture and intellectual sophistication and set apart from more simplex and superficial casual-wear brands. UCLA brand personality traits — contemporary, intellectual, innovative, worldly, collaborative, empowering and involved — continuously attract and inspire people to live the UCLA dream.

The vast creation and exchange of knowledge, the unparalleled collegiate experience, the sports legacy, the beauty of the campus and the mystique of the Southern California lifestyle...this is the power and essence of the UCLA brand.





## HISTORY AND TRADITION

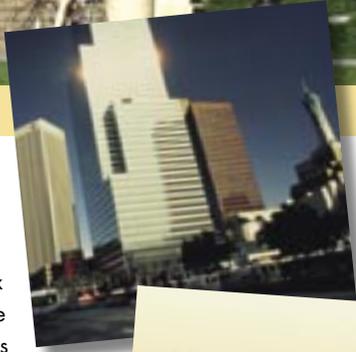
### THE POWER OF THE UCLA BRAND

Founded in 1919, UCLA is a dynamic and complex institution devoted to undergraduate and graduate scholarship, research and public service. UCLA is big, and that size is part of its essence, allowing for unimagined diversity, unmatched breadth and depth of scholarship and limitless possibilities. Over 60,000 people visit the campus each day. For many of them, UCLA is like a city within a city — 419 acres of broad vistas, spacious quadrangles, manicured landscapes and classic architecture alive with a vibrancy and excitement that touches all ages.

*“From the day it opened its doors, UCLA set out to be the best, and continues that tradition of excellence today.”*

UCLA is a modern heritage that includes its rapid rise to become one of the world’s pre-eminent universities. From the day it opened its doors, UCLA set out to be the best, and continues that tradition of excellence today. Set in one of the world’s most ethnically and culturally diverse urban centers, UCLA continues to change and adapt as necessary to remain one of the country’s top 5 research universities.

Surrounded by the beaches of Santa Monica, Venice and Malibu, the glitz and glamour of Hollywood, the opulence of Beverly Hills and Bel Air and the bustling industry of downtown Los Angeles, UCLA is at the heart of Southern California’s diverse landscape. With mountains, deserts and the Pacific Ocean all just moments away, Bruins can be found surfing and snow boarding in the same day, not to mention skateboarding, skiing, hiking, biking, swimming and boating. But don’t worry about trying to do all this in one sunny afternoon. With the incredible Southern California weather, you can pretty much do these activities year-round.



# UCLA®



## EXCELLENCE IN ACADEMICS, RESEARCH AND PUBLIC SERVICE

- The campus maintains 80 departments of instruction in the College of Letters and Science and 11 professional schools educating over 33,000 students each year.
- UCLA's award-winning faculty includes Guggenheim fellows, Fulbright scholars, Nobel Laureates, and National Medal of Honor winners. Thirteen academic programs are ranked in the top 10 in faculty quality.
- UCLA's library system ranks among the top 10 in the United States and has 7.6 million volumes.
- The UCLA Medical Center is consistently ranked "Best Hospital in the West" and treats more than 300,000 patients a year, including over 1,000 patients traveling from outside the United States to seek medical care at UCLA.
- UCLA sponsors over 200 community programs and is involved in more than 1,600 community partnerships.
- The University has 11 study centers outside the United States and the UCLA Anderson School of Management offers a dual MBA degree program with the National University of Singapore.

### ARTISTIC, CULTURAL AND ATHLETIC TRADITION

- UCLA's visual and performing arts programs host more than 500 events a year bringing internationally acclaimed artists to more than 500,000 audience members.
- As a powerhouse in NCAA athletic competition, UCLA teams have won more national championship titles than any other school in the United States.
- More than 300 UCLA athletes have participated in the Olympic Games earning more than 180 medals for the United States and other countries.

### STUDENT DIVERSITY AND ACHIEVEMENT

- UCLA has one of the highest application pools in the nation and one of the most competitive, with only 1 in 10 applicants accepted each year.
- Approximately 2,500 international students are enrolled at UCLA each year, representing 125 countries.



*The UCLA campus in 1929*

For more information, visit the UCLA website at [www.ucla.edu](http://www.ucla.edu)



## MERCHANDISING

The UCLA brand transcends far beyond the educational and related services for which the university is best known. It speaks to a unique culture and lifestyle exhibited within the UCLA community. UCLA branded merchandise provides people with a tangible outward symbol of the UCLA lifestyle they embrace.

*Casual, comfortable, stylish and practical...* Branded merchandise should encourage creativity in responding to market demands and trends, while protecting the integrity of UCLA's brand image and its official logos.



### PRODUCT CHARACTERISTICS AND CATEGORIES

Casual, comfortable, stylish and practical, the UCLA brand can be found in key categories for adults as well as children. Categories include...

- Sportswear: workout and performance wear, athletic bags, caps, headbands, footwear, outerwear, innerwear;
- Casual Wear: jeans, casual pants, knits and woven shirts, outerwear, innerwear, belts, eyewear, watches, casual shoes, casual bags, purses, small goods;
- Beachwear: bathing suits, sandals, beach bags, beach towels, beach umbrellas, sunglasses, headwear, sports equipment, water bottles;
- Sporting Goods: athletic equipment and accessories;
- Stationery and Desktop: writing instruments, paper goods, notebooks, school supplies;
- Home: furnishings, bed and bath linens, pillows, chairs;
- Toys and Games: board games, puzzles and plush.

# UCLA BRUINS

## POSITIONING AND AUDIENCE

### RETAIL POSITIONING

Desired retailers include mid- to upper-end department stores, boutiques and specialty retailers. For the international marketplace, licensed partners with the ability to develop "UCLA" branded shop-in-shop concepts and free-standing stores are highly preferred. In general, mass retailers are not appropriate for the UCLA brand, although, on a case-by-case basis, certain toys, sporting goods and accessories may be approved for this channel.

### TARGET AUDIENCE

UCLA promotes a healthy and intellectually sophisticated, yet casual and comfortable lifestyle. For the initial offering in a new territory, a focus on the young adult group, ages 14 to 30, will help to communicate the UCLA brand identity more quickly. Once this is established, depending on the territory and size of the market, this could be expanded to include all age groups from children to seniors.





## TRADEMARK PROTECTION

### THE TRADEMARKS

The UCLA trademarks are the exclusive property of the Regents of the University of California and include any name, logo, insignia, seal, design, symbol, device or other image associated with or referring to the UCLA campus. For example, "UCLA," "UCLA Bruins," "University of California Los Angeles" the UCLA Seal logo, the Bruin mascot logo, depictions of UCLA buildings and any other images of the UCLA campus are all trademarks of The Regents. These marks are protected by federal and international intellectual property law, and by numerous service mark and trademark registrations around the world. Any use of these trademarks on consumer products or other commercial activity, whether for free distribution or resale purposes, requires a license from UCLA.

### ANTI-COUNTERFEITING INITIATIVES

UCLA has developed a legal and surveillance network around the world. We are committed to protecting the value of the UCLA brand by controlling the use of the UCLA trademarks. Please contact UCLA Trademarks & Licensing if you have evidence or suspicion of counterfeit activity involving any UCLA name, logo or related images.



*"Consistent, proper trademark usage protects and promotes the reputation of the University."*



### **PROPER USE OF SYMBOLS (I.E. ®, ©, ™)**

Instances where it is appropriate to include the ®, ©, or ™ vary by country and class of product or service in question. Please contact us for guidelines specific to the country or other territory of interest to you.

Proper use of the ®, © and ™ symbols gives notice to the public that the University owns and protects its name and trademarks and provides certain legal advantages to the University when and if its trademark rights are violated.

The use of “UCLA” trademarks by UCLA department programs and individuals as well as third parties, inures to the benefit or the detriment of the University and the Regents. Consistent, proper trademark usage protects and promotes the reputation of the University. It is our responsibility to ensure that all uses of these marks properly reflect the reputation, message and visual identity of the University.

# UCLA

## QUALITY STANDARDS

### LABOR STANDARDS

UCLA supports and promotes the goal of fair and humane labor conditions around the world. The UC Code of Conduct is part of the license agreement and applies to all licensees and all manufacturers, subcontractors and others involved in the manufacture of UCLA brand products around the world. A copy of the UC Code of Conduct for Trademarks Licensees is available at [www.asucla.ucla.edu/licensing](http://www.asucla.ucla.edu/licensing).

### PRODUCT QUALITY

Licensed products shall be of highest quality, safety and suitability and meet all applicable federal, state, industry, and Licensor's standards, whichever is higher. Licensed products shall be of the same or better quality as the samples previously submitted to and approved by licensor.

Toys and other children's items shall be made of all new, non-toxic and non-allergenic material and shall not contain small items, breakable pieces, long strings or cords which could be injurious to children.

No injurious, deleterious or toxic substances shall be used in or on the products.

Products and images depicting or associated with firearms, explosives, alcohol, illegal drugs, tobacco, obscenities, sexually suggestive products or any item that would be inconsistent with the UCLA image and/or present a high liability risk will not be licensed or approved.

No items claiming any medical, nutritional or other health benefits will be approved.





## CONTACT Us

### **MAILING ADDRESS**

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U.S.A.

Facsimile: (310) 794-8849

Website: <http://www.asucla.ucla.edu/licensing>

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### **Helpful websites...**

UCLA Trademarks & Licensing – [www.asucla.ucla.edu/licensing](http://www.asucla.ucla.edu/licensing)  
Campus Policy on usage of UCLA's corporate logo – [www.identity.ucla.edu](http://www.identity.ucla.edu)  
UCLA Policy 110 "Use of the University's Name and Seal and Trademarks" –  
[http://www.adminvc.ucla.edu/appm/\\_entry\\_100.html](http://www.adminvc.ucla.edu/appm/_entry_100.html)  
UCLA Home Page – [www.ucla.edu](http://www.ucla.edu)  
UCLA Bruins Athletics Site – [www.uclabruins.com](http://www.uclabruins.com)  
UCLA Store – [www.uclastore.com](http://www.uclastore.com)  
Fair Labor Association (FLA) – <http://www.fairlabor.org/>  
Worker Rights Consortium (WRC) – <http://www.workersrights.org/>

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TRADEMARKS & LICENSING

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