UCLA HERB ALPERT SCHOOL OF MUSIC
BRAND PATTERN GUIDELINES

May 30, 2019

Presented by The Royal Academy of Nuts + Bolts, DOD
to UCLA Herb Alpert School of Music
The brand pattern for the Herb Alpert School of Music has been designed to express the unique character of the school while complementing the university-wide UCLA identity.

Through consistent and appropriate use as a signature design element in the Alpert’s visual communications, the pattern becomes a visual shorthand which identifies the school and embodies its energy.
DEVELOPMENT

The pattern is derived from the architecture of the Ostin Music Center. The complex texture of its exterior cladding interplays with light and shadow to create syncopated rhythms of shapes. These shapes have been translated into the brand pattern.

In addition to the direct reference to the building, the pattern can also suggest a visual score, MIDI timeline, or other methods of graphically representing music.
While typically referred to as a "pattern," and capable of being used in a repeating fashion as such when needed by interlocking the edges, in most applications only a small, non-repeating section or fragments of the pattern should be used.

Used as such, certain shapes and forms will repeat, creating rhythms, but the overall composition will be asymmetrical and dynamic.

This may require editing out or adding certain pieces or details within a selected section for balance or harmony.

In the folder design, above right, you can see that the pattern fragment used is roughly equivalent to the highlighted section of a double-repeat of the pattern below.

Notice that some pieces have been removed to create more rhythm in the negative spaces as well as to leave some breathing room at the edges.
The pattern is built atop an underlying grid structure and should align with/define the grid structure of any piece to which it is applied. This will insure that the pattern is successfully integrated into the design rather than simply used as an applied decorative element.

To make this possible, it may be necessary to define a grid for a given project that is at least of roughly similar proportions to the pattern and then redraw the section of the pattern to be used.

It is okay if the redrawn pattern section does not correspond to any actual segment of the master pattern — as long as it is in keeping with the dynamic appearance of the pattern.

Other elements in the associated layout, such as headlines, logos, and copy should align with the grid defined by the pattern. Depending on the specific design, this may mean either aligning to a grid line or being placed within a box that aligns with the grid.
The shapes that make up the pattern should be spaced apart. Depending on the scale of the pattern, the precise distance between shapes will change, but the proportion between shapes and spaces should remain relatively constant.

However, if the pattern is used very small, the spacing may need to increase slightly so it remains visible. Similarly, if the pattern is used very large, the spacing may need to decrease slightly to maintain coherence.

Image and color block elements in a layout should be spaced apart from the pattern at a distance equal to the space between pattern shapes.

In certain circumstances, it may be appropriate to layer the pattern over an image. The image should contrast with the pattern in a suitable way.

The brand pattern should generally not be combined with, or in any proximity, to other patterns or decorative motifs.
COLOR

In most applications, the pattern will look best filled with a gradient of the UCLA brand colors Pantone 286 and UCLA Blue. Generally, the former should be at the top blending downward to the latter.

In occasional instances where the gradient fill is not appropriate (such as when too little of the pattern is used for a gradient to be readable or when extensive gradients are used elsewhere in a design), solid UCLA Blue should be used.

In rare instances where neither the gradient nor 100% UCLA Blue is appropriate, a percentage of UCLA Blue or white may be used.

The pattern should never be used filled with another color (including solid Pantone 286).
Gradient used in low contrast blue-on-blue application inside folder

Typical use with gradient

UCLA brand yellow can be used as accent color to fill shapes that lock into pattern grid (but do not themselves form part of the pattern)

Too little of pattern used for a gradient to be noticeable, so 100% UCLA Blue used instead

Percentage of UCLA Blue used because stock blue t-shirt would not look good with gradient or 100% UCLA Blue

The Bachelor of Arts in Music History offers a humanistic approach to the study of music. Students develop a comprehensive understanding of music history and theory, and are equipped with the skills to critically analyze and interpret musical works. Through a combination of coursework and experiential learning opportunities, students gain a deep understanding of music's role in society and culture, and develop the skills necessary for success in a variety of careers.

Our students' research ranges from "Modern-Day Perceptions of 19th Century Keyboard Rubato Practices" to "Stuck in the Middle with Quentin Tarantino and the Super Sounds of the Seventies." Students have gone on to receive Fulbright grants, pursue advanced degrees in Library and Information Science, African American Studies, and of course, Musicology. Career paths are plentiful with alumni working in media, law, and higher education.

Our Music Industry minor – open to all UCLA students – demystifies the music business by focusing on the history, theory, and practice of music as a calling and a profession. Students develop career skills in sound recording, songwriting and production, arranging, intellectual property and marketing. The school's UCLA Center for Music Innovation and internship program connects students to movers and shakers within the vibrant Los Angeles music scene.
IMAGES PLACED IN PATTERN

The pattern can be used as a holding shape for a photograph. The image should completely fill the section of pattern used. Careful attention must be paid to sizing and cropping, such that the spaces between pattern blocks don’t obscure important parts of images, such as faces.

This usage should be applied sparingly, with never more than one image placed in a pattern per page.

It may be appropriate to have a portion of an image “break” the grid of the pattern, to create depth and emphasis, as well as to not visually interrupt a face or figure.
DO NOT ROTATE PATTERN
Because the pattern is based on the architecture of the Ostin Music Center, it should always follow its horizontal alignment.

DO NOT USE OTHER COLORS
If the gradient, solid UCLA Blue, or a percentage of UCLA Blue do not work in a given design, either use white or do not use the pattern.

DO NOT USE PATTERN AS DECORATIVE ELEMENT ONLY
The pattern should align with the layout grid and not simply be applied as an unrelated decoration.
Musicology

The Bachelor of Arts in Music History takes a humanistic approach to the study of music. Students have the opportunity to specialize in various aspects of music history, from a global and historical perspective to an individual focus. Students can pursue a major in Music History, which offers a broad understanding of the development of music from the ancient to the contemporary world. The program is designed to provide students with the knowledge and skills necessary for success in graduate study or their chosen career paths.

Prepare to flourish

At the UCLA Herb Alpert School of Music, we believe that music education is an essential part of a well-rounded education. Our students have the opportunity to perform in a variety of ensembles, including world music ensembles, jazz, classical music, and more. We provide opportunities for students to take courses with renowned faculty members and participate in research and scholarship. Our goal is to help students develop the foundation of knowledge, skills, and experiences necessary for success in their chosen career paths.

Take the next step!

The UCLA Herb Alpert School of Music offers a range of academic programs and opportunities for students to explore their passion for music. We offer a variety of majors and minors, as well as opportunities for students to participate in internships and other experiential learning opportunities. We encourage students to explore their interests and to take advantage of the many resources available to them at the UCLA Herb Alpert School of Music.
EXAMPLE APPLICATIONS

Folder
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Advertising
In the first Abell Piano Series of the year, hear pianist Daria Rabotkina in a recital of Schubert, Rachmaninoff and Paul Harvey Orandt. After the recital, Rabotkina leads a masterclass with selected UCLA piano students.

**RECITAL & MASTERCLASS**
**David L. Abell Piano Series**
**WITH DARIA RABOTKINA**
**JAN POPPER THEATER**
**OCTOBER 25, 6:30PM**
**FREE ADMISSION**

In the first Abell Piano Series of the year, hear pianist Daria Rabotkina in a recital of Schubert, Rachmaninoff and Paul Harvey Orandt. After the recital, Rabotkina leads a masterclass with selected UCLA piano students.
EXAMPLE APPLICATIONS

Website
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Miscellaneous

Sticker

Social media header images

T-shirt
For additional UCLA brand guidelines, including typography and complete color palette, please visit:

brand.ucla.edu/brand/overview/

For a dictionary of style, please visit:


For requests for branding advice and assistance, please contact:

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