UCLA

BRAND GLOSSARY

A

ADA (American Disabilities Act)
A civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools and transportation.

advertising
Paid communications aimed at persuading an audience to buy a product, use a service, change a behavior or adopt a viewpoint.

advertorial (also known as native advertising)
A paid advertisement in a newspaper, magazine or website deliberately styled to look like the editorial content of the medium. Its television equivalent is "infomercial."

artwork
Illustrations, photographs, graphics or other nontextual material prepared for inclusion in a publication or advertisement.

assets
Images, graphic elements, audio, video, text content, databases and other valuable materials needed to successfully complete a project.

audience
The group of people for whom a product, service, message or experience is designed. (See also target market.)

B

banner ad
On the web, a small, rectangular ad designed to attract traffic to a website.

bounce rate
In web analytics, the percentage of users who quickly leave a particular page.

brand
A person's perception of a product, service, experience, organization, company or institution (such as a university). A reputation.

brand advocate/ambassador	Anyone who promotes a brand through interactions with constituents, prospects, partners or the media.
brand alignment	The practice of closely linking constituent experience and brand strategy across all touchpoints.
brand assets	Any aspect of a brand that has strategic value, including brand associations, brand attributes, brand awareness or brand loyalty. A set of unique elements of the brand that make it recognizable and different, such as a logo, colors, typography, mascots, taglines, etc.
brand attribute	A distinctive feature of a product, service, company or institution. A set of characteristics that identify the physical, character and personality traits of the brand, similar to attributes that allow us to identify individuals.
brand awareness	A measurement of how well a product, service, company or institution is recognized by its audience.
brand campaign	A coordinated effort to increase brand awareness, brand equity or brand loyalty.
brand equity	The accumulated value of a company's or institution's brand assets, both financially and strategically; the overall strength of a brand.
[UCLA] Brand Guidelines	Guidelines provided by UCLA Strategic Communications that provide direction on the proper use of UCLA Marks, graphic elements and identity systems, and furnish elements to align and unify UCLA and its many endeavors with consistent messaging. The UCLA Brand Guidelines also supply suggestions and inspiration for the campus community and reference authorized communication vendors.
brand identity	The outward expression of a brand, including its trademark, name, communications and visual appearance. UCLA's brand identity is expressed through its name, primary logos, marks, colors, communications, etc.
[UCLA] Branded consumer products	Any goods (including, but not limited to, clothing, souvenir items, gifts, and any other emblematic merchandise) bearing the Unofficial Seal or any UCLA Marks, whether such goods are commercially or personally produced and regardless of whether the intent is commercial (i.e., offered for sale) or promotional (i.e., given away).
Branded house	A brand architecture model where the organization itself is the brand (also called Masterbrand, mother or umbrella brand). Its products and services don't have separate identities and all contribute to the strength or the masterbrand. Examples include FedEx, Microsoft, USC, etc.
branding	Any effort or program designed to increase value or avoid commoditization by building a differentiated brand.

C

campus unit/entity   Officially recognized UCLA departments or divisions (both academic and nonacademic), as well as other official UCLA entities, including schools, centers, laboratories, institutes, the UCLA Academic Senate, UCLA Extension and authorized student governmental entities.

CMYK   A system of color management for printing: Cyan, Magenta, Yellow, Black.

community outreach program   An organized way of providing services to community members in need, both on- and off-campus.

constituent   A member of a body of customers or supporters.

content   In marketing, the editorial or message portion of what is being communicated that engages an audience.

copyright   The exclusive rights granted to the owner or creator of an original work — typically a book, play, motion picture, sound recording, computer program or trademark.

copywriting   The discipline of developing verbal content for marketing and related communications.

core identity   In marketing, the central, sustainable elements of a brand identity, such as a name or trademark.

CPC   Cost per click, or the price that online advertisers pay each time an ad is clicked.

CPM   Cost per thousand, or the price that advertisers pay for 1,000 impressions.

CPV   Cost per view, or the price that advertisers pay for each video view.

creative brief   A document that outlines the parameters of a marketing project, such as its context, goals, processes and budgetary constraints.

CRM   Customer Relationship Management, a digital system for identifying, targeting, acquiring, engaging and cultivating the best mix of constituents. It helps in profiling prospects, understanding their needs, and in building relationships with them.

[UCLA] cross-campus partnership   Collaboration between multiple campus units.

CTR   Click-through rate, or the percentage of people who click an ad or other online link.

customer journey   A model or story of how a customer/constituent might experience a product, service or organization over time.

D

demographics

Statistical data on populations, including categories such as age, ethnicity, gender, marital status, income and education level; an approach to defining a market segment.

[UCLA] department or school logo

See lockup.

display advertising

A type of web advertising that can accommodate text, images, logos and other elements in the same space.

domain name

All or part of an electronic address used to identify and locate an Internet site or service, such as a website. A domain name is hierarchical in nature and often conveys information about the type of entity using the domain name; for example, college.ucla.edu identifies the College of Letters and Science at UCLA. The address of the College's website in the College's domain is college.ucla.edu.

E

earned media

Positive news coverage of newsworthy achievements, as opposed to paid media such as advertising.

email signature

A block of text appended to the end of an email message, which often contains the sender's name, business contact information and website URL.

engagement

In marketing, any action by a user that creates or deepens a relationship with a constituent, such as clicking, bookmarking, liking, subscribing, attending, donating, etc.

experience design

The discipline of creating user experiences rather than products and services, with a strong application in interactive media.

F

functional benefit

The value derived from what a product or service does for a constituent.

G

graphic elements
The basic elements of design, such as a button, gradient, logo, other shapes, objects, etc., that combine to create visual and verbal designs.

H

hashtag
In a Twitter message, a word or phrase preceded by the # symbol to make it easily searchable, along with other Twitter messages using the same word or phrase.

hex (color hex code)
A way of specifying color using hexadecimal values, generally associated with HTML and websites and expressed as a six-digit combination of numbers and letters.

house of brands
A company or organization in which the products or services, rather than the organization itself, have the dominant brand names. An organization that markets a range of separate brand names, such as Procter & Gamble.

hyperlink
In computer programming, a coded connection between one piece of information and another to create hypertext.

I

icon
In marketing, the visual symbol of a brand, usually based on a differentiated market position.

[UCLA] identity guidelines
UCLA school or department guide for applying UCLA brand elements (e.g., UCLA Samueli School of Engineering Identity Guidelines).

influencer
A person with the power to sway members of a group, especially through social media.

integrated marketing
A collaborative method for developing consistent branding/messaging across disciplines, audiences, media and touchpoints.

K

keyword
In search advertising, a word or phrase used to locate information with a search engine; also called a search term.

L

layout

The positioning of elements or information within a larger work, such as an ad, brochure, website, computer file or architectural interior, to name a few.

lockup

In identity design, the defined visual relationship between a logotype and a symbol.

logo

A symbol or other design adopted by an organization to identify its products, uniform, vehicles, etc.

M

marketing

The process of developing, promoting, selling and distributing a product or service.

marketing campaign/program

A designed and coordinated set of marketing activities with/without a specific end date, which helps a unit achieve its marketing/business goals. Can be focused on internal or external audience.

marketing initiative

Any type of single marketing effort designed and implemented to achieve a marketing goal.

media

The channels through which content and messages are delivered, such as the Internet, television, printed publications, direct mail and outdoor posters.

metadata

Data about data, such as its purpose, authorship, network location, time code or date of creation, usually hidden.

mission statement

A concise statement of the core purpose or aspirations of an organization.

mood board

In design, a physical or digital collage that arranges images, photographs, materials, text and other design elements to determine the feeling or mood to be projected by a print design, website design, etc. It serves many purposes, starting with organizing the inspiration around a project.

motion graphics

A design discipline specializing in animated content for television, the Internet or live presentations.

N

narrative

In marketing, an organization's long game, its far-reaching vision and its long-term plans are its narrative. This not only includes the organization's origins and its present and future goals, but also its core ideology and beliefs. The narrative shapes how an organization's brand interacts with its constituents and how it's perceived by the media.

native advertising

See advertorial.

O

opinion leader

A person whose viewpoint exerts an influence over other members of a population or tribe; an influencer.

opt-in

An email option that gives companies explicit permission to send bulk emails to users.

opt-out

An email option that lets users unsubscribe or deny permission to be sent bulk emails.

organic search results

Listings returned by a search engine based on their relevance to the search terms.

[UCLA] organized research unit (ORU)

An academic unit established by the university to provide a supportive infrastructure for interdisciplinary research complementary to the academic goals of departments of instruction and research.

out-of-home (OOH) advertising (Also known as outdoor advertising or outdoor media.)

Advertising that reaches the consumers while they are outside their homes and "on the go" in public places, in transit or in specific commercial locations.

P

paid media

Bought media (the channels through which content and messages are delivered), as opposed to earned media.

Pantone

A standardized, color-matching system utilizing the Pantone numbering system for identifying colors.

Partnership

An association of two or more people for mutual benefit.

pay per action

In online advertising, a pricing model in which the advertiser pays only for specified constituent actions, such as making a purchase or filling out a form.

pay per click

In online advertising, a pricing model in which an advertiser pays the publisher only when a visitor clicks on an ad.

personas

In marketing, imaginary characters that represent potential users or target markets for a product or service.

[UCLA] Policy 110

Use of the University's Names, Seals and UCLA Trademarks sets forth the authorized and restricted uses of the UCLA Marks as well as the limitations on UCLA's use of other University of California ("University") Assets, including the University Names and Seals. The policy is issued by Administrative Vice Chancellor. http://www.adminpolicies.ucla.edu/pdf/110.pdf

positioning

The process of differentiating a product, service, company or institution in a constituent's mind to obtain a competitive advantage.

programmatic buying

In advertising, an algorithmic bidding system for targeting individual consumers instead of aggregate audiences.

proof

In printing/press, a sample of printing before the print job is started. The most accurate way to preview the output of a commercial print job, including colors. Used to show and approve general appearance, margins and colors.

psychographics

The study of personalities, interests, values and lifestyles often used to define market segments.

public relations

A strategic process of building a mutually beneficial relationship between an organization and its public to enhance and maintain the organization's reputation.

Q

qualitative research

Research designed to provide insight into consumer behaviors, often drawn from one-on-one interviews or focus groups.

quantitative research

Research designed to provide numerical data on consumer behaviors and market phenomena, often drawn from polls or large-scale studies.

R

reach

In marketing, the number of people exposed to an advertising or brand message.

RGB A color model in which the colors red (R), green (G) and blue (B) are added together at different intensities to produce millions of different colors.

rich media A range of motion-based media such as streaming videos, embedded animation and synchronized slide presentations that enliven web pages or downloadable files.

routing The path or sequence of steps to be performed in obtaining feedback on marketing creative content or assets from key stakeholders.

S

sans-serif In typography, a serif is a small line attached to the end of a stroke in a letter or symbol. A typeface without serifs is called sans-serif or sans serif, from the French sans, meaning "without."

scope of work (SOW) The description and division of work to be performed under a contract/ agreement in the completion of a project. Contains tasks, milestones, timelines, deliverables and end products that are expected to be provided by the performing party.

search engine optimization (SEO) The process of improving the visibility of a website or web page in organic search results.

serif In typography, a serif is a small line attached to the end of a stroke in a letter or symbol. A typeface with serifs is called a serif typeface.

signage One or more signs used to identify, direct, locate or persuade people in the physical environment.

signature See lockup.

social media Web-based and mobile technologies that use multi-way communications to build communities and tribes.

social media marketing A business discipline that uses social media to establish brand tribes and communicate marketing messages.

social network A community of individuals or organizations, technically known as nodes, that are connected through ties of friendship, kinship, economic interest, status or other interdependencies.

sound bite A brief quote taken from a speech or interview to capture its essence.

spam	Bulk email for which receivers did not opt in.
sponsor	A person or organization that pays for or plans and carries out a project or activity; specifically, one that pays the cost of a radio or television program in return for advertising time during its course.
sponsorship	Financial or in-kind support given to an event, organization or activity in exchange for acknowledgement, recognition or promotion.
stakeholder	Any person or entity with a vested interest in an organization or brand, including employees, students, partners, community members and other constituents.
storyboard	A rough prototype for a movie, play or other narrative in which sketches are arranged in sequence on a board or screen.
strategic pyramid	A hierarchical chart for mapping an organization's purpose, mission, vision and goals.
strategy	A plan that uses a set of tactics to achieve a goal, often by outmaneuvering competitors.
[UCLA] Campaign/Event Style Guide	Marketing initiative or campaign guide for applying UCLA brand elements (e.g., Centennial Campaign Style Guide or Bruin Day Style Guide). See mood board.
swipe	See mood board.
symbol	A mark or character used as a conventional representation of an object, function or process.

T

tactics	Actions taken to support a strategy.
tagline	A sentence, phrase or word used to summarize a market position in advertising.
target market	A group of constituents an organization would like to serve.
third-party partnership	Collaboration between UCLA campus unit/entity and a non-UCLA entity.
thought leader	A person or organization whose ideas exert an influence over others, especially through publishing or public appearances.

touchpoint	Any place where people encounter a brand, including service use, events, advertising, websites, direct mail and any type of conversation or communication.
trademark	A symbol, word or words legally registered or established by use as representing an organization or product.
trend	A behavior that spreads through a population slowly (as opposed to a fad), based on underlying shifts in demographics, economics or ideology.
typeface	A specific style or brand of typographic lettering, such as Times Roman or Helvetica, identifiable by its distinctive shapes; a set of digitized characters sold as a font.
typography	The art of using typefaces to communicate messages, stories or ideas in print or on screen.

U

UCLA campus logo	The institutional logo used for academic and administrative purposes. It includes the letters "UCLA" in specific and original letterforms, rather than standard font, and may only be reproduced in a manner consistent with this policy and the UCLA Brand Guidelines.
UCLA campus name	Any expression of the name University of California, Los Angeles; abbreviations (e.g., UCLA); or any other name of which said designations or abbreviations are a part in any form, including plain font text, logos and graphic representations.
UCLA marks	Collectively refer to UCLA campus names; UCLA primary logos; UCLA seal; UCLA trademarks; any words, symbols, designs, colors, landmarks, three-dimensional objects (e.g., packaging), sounds and other assets used by UCLA to identify and distinguish its goods and services from those of others, whether registered or unregistered as trademarks; and any derivations of the foregoing. Examples include, but are not limited to, "University of California, Los Angeles" wordmark; "UCLA" wordmark and logos; "UCLA Bruins" wordmark and logo; Bruin "B" logo; UCLA seal design; UCLA Bruin mascot logos; and "Bruins" and "Bruin" wordmarks that state or imply an association with UCLA.
UCLA primary logos	Graphic elements depicted in the UCLA Brand Guidelines that include the UCLA campus logo and UCLA script logo.
UCLA script logo	The institutional logo reserved for UCLA's Department of Intercollegiate Athletics ("UCLA Athletics"), as well as for the UCLA Spirit Squad, UCLA Bruin Marching Band and UCLA Recreation. It includes the letters "UCLA" in script letterforms.

UCLA seal/campus seal	The campus version of the unofficial seal, reading "University of California, Los Angeles," or the abbreviation "UCLA."
university assets	Refers to the UCLA marks, university names and university seals, collectively.
university names	Refers to the name "University of California," the abbreviation "UC," and any other name or abbreviation that has universitywide application or is a concern to more than one University of California campus, as permitted by DA 0864.
University of California official seal	The seal of The Regents, reading "Seal of the University of California, 1868."
University of California unofficial seal	The replica of the official seal, without the words "seal of." It is used as a design element for a variety of university and commercial uses, as permitted by DA 0865.
university seals	Refers to seals specific to the University of California with universitywide application, including the official seal and the unofficial seal.
URL	Uniform Resource Locator, an Internet address that allows a website to be located, accessed or linked to another website.
UX	User experience, or the look, feel and usability of a product, service, website or other artifact.

V

visual mark	An icon, a logo.
voice	In branding, the unique personality of an organization or brand as expressed in its verbal and written communications; the verbal dimension of a brand personality.

W

wayfinding	The discipline of designing architectural signage to help people navigate their physical environment.
Web Content Accessibility Guidelines (WCAG)	According to the Web Accessibility Initiative, the WCAG documents explain how to make web content more accessible to people with disabilities.

Web "content" generally refers to the information in a web page or web application, including:
- natural information such as text, images and sounds
- code or markup that defines structure, presentation, etc.

wireframe
In web design, the skeletal framework for a website, including the placement of navigational and interface elements.

wordmark
A trademark represented by a distinctive typeface or lettering style; a logotype.