

2021 CIRCLE OF EXCELLENCE AWARDS

CATEGORY: Marketing Campaign—Event

UC SAN DIEGO 60TH ANNIVERSARY

In addition to a logo lockup that combines our university logo and a 60th anniversary mark, we created 19 icons that combine the 60th anniversary mark with people and places that reflect UC San Diego's diversity, including a surfer, a diver, an astronaut (three current NASA astronauts are alumni), pieces from the Stuart Collection, health care workers, a microscope, musicians, artists, campus landmarks, and scholar-athletes. These dynamic marks show the breadth of activities taking place at UC San Diego and enable departments and divisions across campus to leverage this imagery when marketing their own events.



UC SAN DIEGO 60TH ANNIVERSARY APPLICATIONS

UC San Diego Turns 60
The university reflects on 60 years of changemaking and looks ahead toward the future.

Over the span of six decades, what began as a brand new University of California campus situated on the coast of La Jolla has evolved into one of the top 20 research universities in the world. From its start in 1960, University of California San Diego founder Roger Revelle envisioned the institution as one that would stand out definitively from the rest. Since then, the university has lived up to that call, making its mark on the world through a legacy of innovative collaboration and cutting-edge impact.

Starting this November to coincide with the university's founding date, UC San Diego kicks off a year-long celebration of its 60-year anniversary milestones. Throughout the 2020-2021 academic year, UC San Diego will commemorate its founding through virtual events that celebrate the campus' remarkable legacy and ability to focus its attention, talents and research prowess to address the complex challenges facing society. Virtual anniversary programming includes the upcoming virtual event series "Evenings of Nonconventional Wisdom" launching in January 2021, among other forthcoming initiatives.

"In a year like no other, UC San Diego's campus and healthcare community continued to demonstrate the pioneering and innovative Triton spirit that has propelled this university and academic medical center faster and further than any other in the world," said Chancellor Pradeep K. Khosla. "Our hospital was the first in San Diego to treat COVID-19. Our researchers immediately dove into understanding how to stop its transmission and how to treat it. And we were the first university in the nation to announce plans to bring students and researchers back to campus. Together, we continue to find solutions to the world's most pressing issues. I am pleased to kick off our 60th Anniversary year and to celebrate our many achievements. UC San Diego has been on the 'edge of tomorrow' for 60 years now, and I don't see that changing any time soon."

60 years of research, innovation and Triton spirit

UC San Diego was officially founded on November 18, 1960, as a forward-thinking experimental campus serving a few graduate students in physics, chemistry and earth sciences. Scripps Institution of Oceanography, established in the early 1900s and now a division of the university, catalyzed UC San Diego's initial growth. By the time UC San Diego was founded, Scripps was already recognized as a prominent research institution with prestigious faculty such as Charles David Keeling, a geochimist whose discoveries became a touchstone in global climate change research and understanding.

In the fall of 1964, UC San Diego welcomed its first bacheloring class of 181 undergraduates. Since then, the university's population of bright and talented students have been steadily climbing. This summer, amid the COVID-19 pandemic, the university safely and successfully celebrated over 10,000 students in its graduating class with UC San Diego's first-ever Virtual Commencement.

There are currently more than 200,000 alumni around the world dedicating their time and talents to driving positive change that makes the future a better, more equitable place for all.

The university's impressive roster of alumni includes NASA astronaut Jessica Meir, Facebook/MetLife founder member Anita Garza and Swiftfoot drummer Chad Butler. Throughout the last 60 years, every single alumni has played a role in forging the university's collaborative culture of seeing things differently to drive progress locally, regionally and globally.

"When I arrived, I immediately fell in love with the campus. My idea of beauty is still the glow of Geisel Library at night and the sunsets on the Southern California coast," said Kimberley Phillips Boehm, who received her Bachelor of Arts degree in history from Warren College. "I loved that UC San Diego was young and we all could help create the traditions. In 1959, I helped launch the yearly musical production at Revelle College, which is still going strong at Muir College."

[ThisWeek@UCSanDiego \(Nov 19, 2020\)](#)



[Happy Birthday Video](#)



60 YEARS AHEAD OF TOMORROW

60 YEARS OF CREATING BETTER TOMORROWS

The 60th anniversary of the University of California San Diego is a moment to celebrate a school free from the constraints of tradition and expectation. Our exceptional faculty and exceptional students are a new way of thinking and pushing intellectual boundaries outside the traditional realm. This is a time to reflect on the philosophy and how we carry on the tradition.

EVENINGS OF NONCONVENTIONAL WISDOM

Join us as we celebrate UC San Diego's 60th anniversary with our Evenings of Nonconventional Wisdom virtual event series highlighting ongoing contributions to the most pressing issues of our time and helping innovative perspectives by the leading-edge UC San Diego community.

Upcoming Event

Full STEM Ahead: The Journeys of UC San Diego Women in Science
Wednesday, March 24, 2021
8 p.m. PST

The women of the virtual Evenings of Nonconventional Wisdom will highlight the extraordinary achievements and experiences of our leading-edge scientists, alumnae, faculty and researchers at UC San Diego and explore a few of these personal journeys as told by the women who have lived them.

Past Event

The Fear Factor: Examining Mistrust and Vaccines
Monday, February 22, 2021
5 p.m. PST

Watch the first virtual Evening of Nonconventional Wisdom event, featuring a discussion of negative public perceptions of vaccines, their historical origins and how we can address past stigmas and build confidence in this important health care technology as the world enters an vaccination campaign that is critical to curbing the COVID-19 pandemic.

LIFETIME LEGACY AWARD

Introduced this year, the Lifetime Legacy Award was created to recognize individuals who exemplify a tradition-based philosophy and generously help shape UC San Diego and the institution's impact on the world.

Over the years, several individuals have been honored by UC San Diego. Their dedication to supporting the world through science, technology, the arts and leading a life beyond their extraordinary professional work has been a source of inspiration. They have been honored with a Lifetime Legacy Award and a gift from the James Mueller Center for a total of \$1 million in annual Scholar of Leadership.

UC San Diego Scholar of Leadership, the Honorable Charles F. Brannan and George B. Brannan Center for the Study of Entrepreneurship, and the Honorable Charles F. Brannan Center for the Study of Entrepreneurship and the Honorable Charles F. Brannan Center for the Study of Entrepreneurship and the Honorable Charles F. Brannan Center for the Study of Entrepreneurship.

James Jacobs is a long-time member of the La Jolla Playhouse and is the founder of the Playhouse of the Americas Center and the Playhouse of the Americas. The award currently shares the UC San Diego Health Sciences Board of Advisors.

CHANCELLOR'S MEDALISTS

[60th Website](#)

UC SAN DIEGO 60TH ANNIVERSARY APPLICATIONS (continued)

The image features a 4x3 grid of 12 '60' logos on a gold background. Each logo has a different icon inside the zero: a ballerina, a rock, a person with arms raised, a soldier, a trident, a flask, a dragon, a person with a ball, a person running, a microscope, a person jumping, and a person in a lab coat. To the right is a large '60' logo with an astronaut sitting on the zero. Next to it is the text 'YEARS AHEAD OF TOMORROW'.

YEARS
AHEAD OF
TOMORROW

Sixty years ago, a group of like-minds had a vision for a different kind of university – one focused on advancing the frontiers of knowledge through a culture of unconventional thinking and cutting-edge creativity. Today, this legacy of looking forward propels our next generation of visionaries to look beyond the predictable to expand the possibilities for tomorrow.

UC San Diego. For 60 years, ahead of tomorrow.

UC San Diego sixtieth.ucsd.edu

[TRITON alumni magazine ad](#) (Winter issue)

UC SAN DIEGO 60TH ANNIVERSARY OVERLAY

As departments across campus planned events and programming, they were encouraged to add a 60th overlay in recognition of this milestone year. Together with our creative agency of record (VITRO), University Communications developed a suite of image and messaging assets that recognize UC San Diego's anniversary in campus designs and strategies.



FOUNDERS LIVE

As the launch event for our 60th anniversary celebrations, Founders Live event materials used the 60th anniversary mark throughout on invitations, speaker backgrounds, opening slides, and other programmatic elements.



UC SAN DIEGO STAFF ASSOCIATION HOLIDAY CELEBRATION

The example on the left is from the UC San Diego Staff Association Staff Holiday Celebration in December, which successfully integrated this branding overlay.

UC SAN DIEGO 60TH ANNIVERSARY OVERLAY (continued)



UC SAN DIEGO EVENINGS OF NONCONVENTIONAL WISDOM

These assets are being used with the virtual “Evenings of Nonconventional Wisdom” event series – an extension of our anniversary celebrations designed to showcase the global impacts, leading-edge research, and Triton spirit that for 60 years has helped UC San Diego solve the great challenges of our day.

