

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



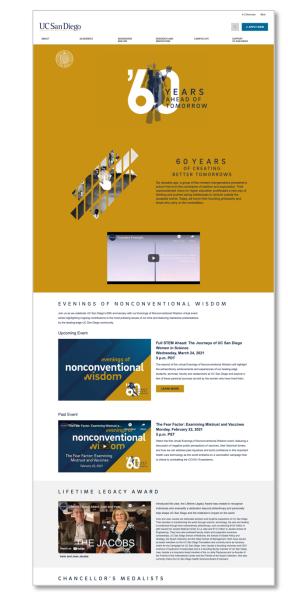








Happy Birthday Video



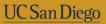


UC SAN DIEGO 60TH ANNIVERSARY APPLICATIONS (continued)



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

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



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.



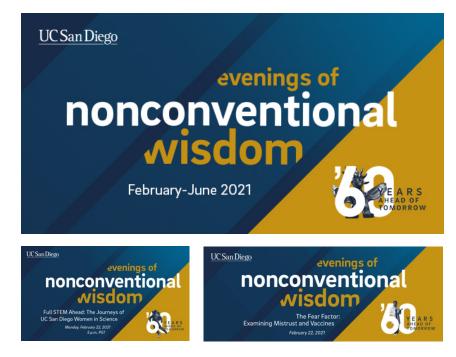
FOUNDERS LIVE

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.