

UC BERKELEY

**ALUMNI
AND PARENTS
WEEKEND**
at **HOMECOMING**

HOMECOMING
TOOLKIT

Visual Guidelines

Colors



Type

PRIMARY

Freight Sans Pro

ALTERNATE

Open Sans

Homecoming uses Freight Sans Pro, available for purchase — or free with a Creative Cloud subscription — from [Adobe Fonts](#). An alternate, free font option is Open Sans, available for download from [Google Fonts](#).

Homecoming Square



Minimum size: 1.5” or 160px

Email Signature

—
John Galen Howard
Architect
University of California, Berkeley

—
Oski Bear
Class of 1868
GO BEARS!



“Come together” Wordmark



Minimum size: 1.8125” or 165px width

Social Media



FACEBOOK



INSTAGRAM



TWITTER

Editorial Guidelines

Event Name Options

Please always use one of the following name conventions:

- Alumni and Parents Weekend at Homecoming
- Parents Weekend at Homecoming
- Alumni Weekend at Homecoming
- Homecoming

Do not use Homecoming Weekend, Cal Weekend, or any other iteration of the event title.

“Come Together”

We began using the tagline “Come together” for 2017’s Homecoming, when the class of 1967 celebrated its 50th reunion. Though the Beatles song of the same name didn’t come out during the Summer of Love (it was released two years later), it was an important song for that important era. Like UC Berkeley itself, it speaks to the value of making change as a group for the public good. It also speaks to the tradition of gathering in one place to connect and celebrate — just like we do at Homecoming. It’s been our tagline ever since.

URL Usage

- In narrative text, don’t lead with “http://www.” or “https://www.” Simply type “homecoming.berkeley.edu.”
- When linking to information on Homecoming, use our website homepage, homecoming.berkeley.edu.

Exceptions are:

- If you wish to link to a specific event on homecoming.berkeley.edu, e.g. homecoming.berkeley.edu/hearst-open-house or homecoming.berkeley.edu/bear-affair.
- If you wish to link to another page on our website, e.g. homecoming.berkeley.edu/faq.
- If you are communicating specifically to parents, you can use the alias URL parentsweekend.berkeley.edu which redirects to homecoming.berkeley.edu.
- In your communications, do not link to directly to:
 - The external site where people register for Homecoming
 - Your own event registration page
 - A Facebook event (see “Social Media Tips”)

Check out our [editorial style guide](#), where you’ll find guidance on academic terms and usage, Athletics style guidelines, general style preferences, university references, and more. These guidelines are intended to promote clarity and consistency in UC Berkeley collateral.

Social Media Guidelines

Social Media Tips

- Do you have faculty members participating in a lecture? Hosting an open house? Share the information in a post and tag it #CalHC.
- Encourage your alums, faculty, and staff to follow your social channels and to follow us on Twitter (@Cal) and Instagram (@UCBerkeley). Ask them to re-share or engage with the posts, too.
- Invite alums, faculty, and staff to become Cal social media ambassadors and share their Golden Bear pride. They can win prizes, too. To join, go to ambassador.berkeley.edu.
- Share Homecoming-related posts on your social media accounts. Prompts for your posts:
 - Promote lectures, tours, or events related to your school, college, or organization. Be sure to include a photo or short video and link to information on the Homecoming website. Include relevant deadlines in your posts.
 - Use Wayback Wednesday, Throwback Thursday, and Flashback Friday to feature surprising or fun historic Berkeley photos. Ask your followers to share their historic images and videos, too. Tell them to tag their Berkeley friends and to use #CalHC.
- Use gifs from our Giphy channel (giphy.com/uc_berkeley) in social posts, text messages, and emails. To find the Berkeley gifs, simply search for *ucberkeley*.
- **Please do not create Facebook events for Homecoming events that require registration, including lectures and open houses, with a waived fee.** This creates confusion for our guests about when registration — and payment — are required. This is particularly problematic for meals and meet-ups.

Sample Posts



Other General Guidelines

Top Ways to Participate

- Sponsor a faculty lecture on Friday or Saturday.
- Show off your space with an open house.
- Host an affinity group reunion at the Oski Wow Wow or Bear Affair Tailgate BBQ.
- Plan your own event.
- Get resources to help create and promote your event at homecoming.berkeley.edu/tools.

Be sure to contact us early to coordinate details!

Dates and Deadlines

2/1	UDAR Email #1 (Save the date)
~5/23	UDAR Email #2 (Save the date resend for new parents)
~6/13	UDAR Email #3 (Save the date resend for new parents)
6/16	Details finalized for any events with ticket costs
7/5	Final deadline to submit content for website launch
7/10	Registration opens; Website update; Invitations mailed
~7/11	UDAR Email #4 (Registration is open)
~8/1	UDAR Email #5
8/11	Final deadline for inclusion in printed program
TBD	Staff kickoff event
~9/5	UDAR Email #6
~9/14	UDAR Email #7 (If needed)
9/22	UDAR Email #8 (Last chance to register)
9/26	UDAR Email #9 (To registered guests)
10/6	UDAR Email #10 (Homecoming starts now)
10/6-8	Alumni and Parents Weekend at Homecoming
~10/12	UDAR Email #11 (Survey)

Contact Info

Email homecoming@berkeley.edu or call 510.643.1936.

In addition, we have started a [Google Group for Homecoming Coordinators](#) in order to share updates that may not be relevant to the Berkeley Events Network and the Berkeley Advancement Community. Join [via bConnected](#) or by emailing your information to homecoming@berkeley.edu.