# Table of Contents

## Main Website
- Introduction
- Contact Information ................................................. 4
- Introduction .......................................................... 5

## General Page Information
- Page Templates ..................................................... 6
- Banner Styles ......................................................... 8
- Universal Element Overview ....................................... 11

## Template Information
- Universal Element in Detail ....................................... 12
- Sample Interior Template .......................................... 16
- #1 Home Page ....................................................... 18
- #2 Standard 3 Column ............................................. 26
- #3 Standard 2 Column ............................................... 28

## 2012 Design
- Page Templates ..................................................... 30
- Sample Interior Template .......................................... 32
- #1 Home Page ....................................................... 34
- #2 Standard 3 Column ............................................. 38
- #3 Standard 2 Column ............................................... 42
- #4 Large Photo with Caption ................................... 46
- #5 Large Photo without Caption ................................ 50
- #6 Profile ............................................................ 52
- #7 Individual Profile ............................................... 56

## Addendum
- Image Gallery ........................................................ 60
- Second Image Gallery ............................................... 64
- Text Area Variations ................................................ 68
- Alternative Banner .................................................. 70
- Alternative Homepage Styles .................................... 72
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Introduction

The Haas School of Business web style guide has been developed to assist developers in the creation of compliant, consistently formatted web pages for Haas websites. All sites are based on a template system that uses Cascading Style Sheets (CSS) to maintain a high level of control over the final appearance of information. This guide is meant as a reference for the different templates and styles.

Templates
Haas sites use a combination of html/css and jQuery programming to provide content for users. The Interior pages are comprised of a variety of templates that have been created in advance and may be used as the basis for new pages throughout Haas sites. Interior pages are labeled by number and there are 2 core variations: two and three column. The provided templates are meant as starting points for new pages to make development quicker and to guarantee that a consistent look is maintained throughout all Haas sites. Although some alterations may be made to the look of typography, structural formatting must remain unaltered without prior approval from the Haas web department.

CSS
The appearance and structure of the web site is controlled through the use of style sheets. The styles may not be altered by anyone except the Haas web department. Altering an existing style would affect every instance of that style on the entire site. All formatting should be handled through existing styles. If the required style does not exist, a new style may be created with the approval of the web department. However, it is a goal to keep the style sheets as clean as possible and to maintain consistency between all of the pages on the site.
Page Overview

1. Main Home Page
2. Interior Page - Standard 3 column layout

3. Interior Page - Standard 2 column layout
Interior Page Banners

**Main Site Interior Page Banners**

1. **Academic Programs**
2. **Faculty & Research**
3. **About Haas**
4. **Institutes & Centers**
5. **Recruiters**

**Main Interior Banner Style**

- **Dean Rich Lyons**

**Secondary Page Banner Style**

- **Why Berkeley-Haas**
Admissions Site - Interior Page Banner Examples

- Evening & Weekend Berkeley MBA Program
  - Academics

- Admissions

- Full-Time MBA Program
  - Careers

- Full-Time MBA Program
  - Community

- Full-Time MBA Program
  - Place

- Full-Time MBA Program
  - Why Berkeley
Main Interior Banner

**Banner Art Structure.** Width is 980px. Height is 93px. Set as graphic with photo justified to the right.

**Page Header.** Set as 1 line only. Vertically center between top and bottom of banner. Horizontal Position: 284px from left. Font: Univers 45 Light; Size: 33px; Leading: 20px; Color: #FFF, letter-spacing: -25; drop shadow: horizontal-distance 2px, vertical-distance 5px, opacity 30%. If an ampersand is used it's font family is Verdana with the all other styles the same.

Main Interior Banner Alternative (Admissions Headers)

**Left Column Header.** Can be set as either 1 or 2 lines. Vertically center between top and bottom of banner. Left justify at 38px from left. Text block width = 185px. Font: Arial bold; Size: 13px; Leading: 16px; Color: #FFF

**Page Header.** Set as 1 line only. Vertically center between top and bottom of banner. Horizontal Position: 285px from left. Font: Univers 45 Light; Size: 33px; Leading: 20px; Color: #FFF, letter-spacing: -25; drop shadow: horizontal-distance 2px, vertical-distance 5px, opacity 30%. If an ampersand is used it's font family is Verdana with the all other styles the same.
Universal Elements Overview

These elements will appear on most every interior page. Appearance of some elements may vary from section to section but in no circumstance will any of these universal elements be omitted or structurally altered. The home page contains all of these elements except for the left hand navigation, and body background, and has a different drop down menu. See page 12-13 for detailed information regarding universal elements.
Universal Elements in Detail

A. Body. Background color is #ececec.

B. Page Container. Background color is #ffffff. The width is 1077px. Top and Bottom margin are 0px and left and right margin is set to auto.

C. Inner Page. Width is 980px. There must always be at least a 40px margin on the left and right to the edge of the page container. Bottom padding is 40px.

D. Default Text. The font-family for the site is Verdana, Arial, Sans-Serif. Font size is 11px. Line height is 14px. The color is #636363.

LEFT NAVIGATION

A. Program Overview

B. Leading Through Innovation
   C. Culture
      - Being, Thinking, Doing
      - Applied Innovation
      - Team Performance
   D. Innovative Leadership
      - Coursework
      - Curriculum
      - A Global Focus
      - Degree Requirements
      - General Management
   - Fundamentals
   - Areas of Emphasis
   - Concurrent Degree Programs

A. Navigation Container. Width is 188px. Top margin is 40px. There will only be two levels of navigation on any page.

B. Links. Verdana, 11px/12px, #7d7d7d. Approximately 12px spacing between links. Hover is #3d79b5 for 1st and 2nd level navigation.

C. Section Indicator. Verdana Bold, 11px, #3d79b5. The color of the current section will be in blue when the user is on the top level page for that section. When the user is on a 3rd level page the section indicator will be bold #7d7d7d

D. 2nd Level Links. Second level links will be indicated by an indentation, a blue line to the left of the list and by a smaller font size. The font is 10px Verdana #7d7d7d. The hover is the same as the 1st level nav. The list should be indented 7px with a 1px solid #3d79b5 line running from top to bottom, with the text separated from the line by 7px.
**HEADER**

**A** Haas Logo. The logo is a SVG file implemented as a background image that links back to the main Haas website. Its contained in a box 260px wide and 86px height. Background size is 210px. Background position is horizontal 50px and 15px vertically.

**B** Search Box. Position is absolute. 9px top and 40px right. 165px x 29px width. Border is 1px solid #d7d7d7 . Text field is 130px x 25px. Left padding is 9px, right padding is 24px. Font in search box is 10px, Verdana, #000, letter spacing 0.04em. Go Button graphic is 16px x 16px. Right aligned with 5px padding around.

**C** Main Navigation. Menu text is Univers regular, uppercase, size 12px, line height is 14px. Color is #7d7d7d. Bottom padding is 3px. Right margin is 18px. Hover state is underlined, color #0971ce.

**D** Banner. The standard banner is 980px x 93px. The text is coded over the image. Set as 1 line only. Vertically center between top and bottom of banner. Horizontal position: 285px from left. Font: Univers 45 Light; Size: 33px; Leading: 20px; Color: #FFF, letter-spacing: -25; drop shadow: horizontal-distance 2px, vertical-distance 5px, opacity 30%. Ampersand are in Verdana, with all other style the same.

**Footer**

**A** Footer Container. 982px x 64px. Background is a gradient image. Footer container is bottom aligned within the Inner Page section.

**B** Haas Word Mark. Links to home page on Haas site. Text set to Linotype Univers 530 Medium, 18px / 18px, #000, 0.01em letter-spacing. Absolute positioning, top is 21px and bottom is 24px. Other school logos must be centered vertically with a left margin of 12px.

**C** Footer Info. Set in absolute position. Top 28px, Left 286px. Font is 10px Verdana #7d7d7d. Links are underline. Hover is #000 and underline.

**D** Social Media Links Set in absolute position. Top 21px, right 22px. Icons are displayed with a sprite, 16px X 16px. Top and bottom padding is 2px. Left padding is 4px.
**Universal Mobile Changes in Detail**

**BODY & PAGE**

- **Mobile Break Point.** Mobile break point is at a screen width of 650px.

- **Main Content.** Main content becomes 100% width, and bottom margin of 25px. No change to the text.

**RIGHT COLUMN**

- Right column moves below the main content container. Column width is 100%. No changes to text size. Profile images have 100% width. Other images retain their dimensions (not pictured).

**FOOTER**

- Footer stays at the bottom of the page. Footer logo becomes center aligned. Social buttons are right aligned. Copyright is pushed below the footer container. There is no text change to the footer.
Haas Logo. New mobile logo used, mobile logo is same as regular logo but without bottom text. The mobile Haas Logo is center aligned in the header. Logo size is 160px by 40px.

Menu Icon. Sprite sheet is used. An absolute positioning, top is 5px, left is 15px. Width is 35px. Top menu and left hand menus have moved into the side menu (see below).

Page Banner. The same banner image is used, but margins are 0, width is 88%. Top margin is 115px, right and bottom margin is 6%. Image is top and left aligned. H1 font is Univers light 33px/20px, color is #fff, and top margin of 45px. H2 is Aarial bold 13px/16px, color is #fff, and top margin is 20px. Text-shadow for H2 is 3px 1px 3px, color for text-shadow is rgba, 0, 0, 0, 0.5.

Container. Mobile menu incorporates the top menu and the left sidebar menu. It’s 250px wide, and pushes the body content to the right rather than layering over it. Nested menus have arrows pointed down when closed and pointing up when open. Arrow is contained on a sprite sheet as a background image. Center aligned vertically and 200px from the left.

Search. Background is #636363. The search form has a width of 95% to its container, and a height of 25px.

First Level. First level pages have background color of #959595 with white text. Height is 45px. Font is Arial 16px/28px normal. Bottom border 1px solid #b7b7b7.

Second Level. Second level pages have background of #cacaca with black text. Height is 43px. Font is Arial 14px/28px normal. Bottom border 1px solid #f1f1f1. Second level nested menus backgrounds are #bbb, and have arrow indicating whether the menu is open or closed. Active links background colors change to #959595.

Third Level. Third level pages have background of #cacaca with black text. Height is 43px. Font is Arial 14px/28px normal. Bottom border 1px solid #b7b7b7.
**About Haas**

As the second-oldest business school in the United States, the Haas School of Business at the University of California Berkeley is one of the world’s leading producers of new ideas and knowledge in all areas of business — which includes the distinction of having two of its faculty members receive the Nobel Prize in Economics over the past 20 years.

The school offers outstanding management education to about 2,200 undergraduate and graduate students each year who come from around the world to study in one of its six degree-granting programs. The school has 40,000 alumni.

The school’s mission is “to develop leaders who redefine how we do business.” The school’s distinctive culture is defined by four defining principles:

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

**Commencement Speakers 2013**

Arun Sarin, MBA 78, MS 78, the former CEO of Vodafone, will speak to the MBA class of 2013.

Marc Singer, BS 66, the Director of McKinsey & Co.’s Marketing and Sales Practice in the Americas will give the commencement address to the undergraduate class of 2013.

See the rest of the 2013 commencement speakers >
**HEADER**

**A. The Haas Logo.** The Haas logo exists in the same location on every page of all Haas websites. The logo is an active link back to the Haas School main website.

**B. Search Box.** These are handled by server side includes, must be included in every header.

**C. Main Navigation.** The placement of the main navigation is consistent on every page of the website. Some links will include drop down menus. Wording of menu items may vary depending on the area of the website.

**D. Page Banner.** There are three main styles of page banners. 1) A banner with an image on the right hand side. 2) A banner that does not include an image. 3) A banner that includes a sub head in the left column.

**LEFT COLUMN**

**A. Left Hand Navigation.** Links should be created within `<li>` tags in an unordered list. The styles of left hand navigation may not be altered, but wording and urls of links may be changed as necessary.

**B. Section Indicator.** The top level link for the current sub section will be denoted by different font styling. Styling will vary depending on if the user is on a 2nd level or deeper level page.

**MAIN CONTENT**

**A. Main Content.** There are generally two standard styles for the main page content, a 3 column layout and a 2 column layout. There are also special content areas including Curriculum, Careers and Student Profiles. Other programs, such as Newsroom are dealt with separately.

**B. Headers and Subheaders.** All headers and subheaders are always placed with in `<h>` tags.

**C. Body text.** Size and line height of body text, as well as all text on the site, is to be controlled through universal style sheets. Please use existing styles to create new pages.

**D. There are several “special” areas that can be used within the main content block. This example shows an unordered list.**

**RIGHT COLUMN**

**A. The 3 column layout is one of two standard layouts for Haas. The column is 195px wide, with right and left padding of 15px, top and bottom padding of 20px.**

**B. Background.** A background image is used for some areas of the right column. Background abuts to banner image and repeats vertically.

**C. Images and Special Sections.** Images for the sidebar are primarily 195px wide, to fit the container. Preferred file format for photos is JPG. Image and special section widths shall not exceed the max width of the right column container - 195px.

**FOOTER**

**A. The footer must appear at the bottom of every interior page of the site. It will be generated using a server-side include and may not be altered in any way.**

**B. Haas Word Mark.** The Haas word mark links to the main home page. The word mark may change based on the program section.

**C. Copyright.** Footer information (including copyright information and links) is controlled by a server side include (SSI) and may not be changed or altered for any reason except by the top level administrator.

**D. Social Media Links.** 5 main buttons will appear in the social media section. The more button links to additional options.
#1 Home Page Template

**BANNER**

A **Home Page Banner Container.** 100% banner width for 992px to 1600px then it stops expanding and remains center aligned. Height is auto. Banner image is JPG, formatted to 900 width 434px height.

B **Banner image.** Banner image is left aligned with a width of 100% and height is auto. Inside a bootstrap container 2/3 wide (col-sm-8).

**NEWS BOXES**

A **Content Container.** A screen width starting at 992px gives a container width of 970px. A screen width at 1200px and above gives a container width of 1170px. Height is auto, Right and left margins are auto.

B **Individual Image.** Window width at 1200px and above the image width is 262.5px, and height is 263px. Window width starting at 992px the image width is 212.5px and height is 213px. Images should be sized at 263 x 263. Preferred format is JPG.

C **News Description.** H3 tag is Uppercase Roboto medium 12px/16px, letter-spacing 0.3em, color is #003a70. Body text is short single sentence headline Roboto 14px, line-height is 1.42857143, color #333.

D **News Headline.** Roboto Medium, size 26px, color #000.

**BILLBOARDS**

A **Container.** Main container width 100%, with background image. The padding top and bottom are 30px. Window width from 992px to 1200px gives container width of 970px. Padding right and left is 15px. Margin right and left are auto. Window width at 1200px and up gives a container width of 1170px. Padding right and left is 15px. Margin right and left auto.

B **Double Length Box.** Width is 100% contained in a 1/2 width Bootstrap row. Minimum height is 160px. Content in boxes can be variable, as long as it fits within the box.

C **Single Box.** Width of single box is given by Bootstrap variables. It’s 50% of a 1/2 row. Minimum height is 160px. Inner box style including text and background can be variable, as long it fits within the confines of the box.

**HOME FOOTER**

A **Exterior Container.** At window width of 992px to 1200px gives a container width of 970px. At window width of 1200px and up gives a container width of 1170px. Only home page contains footer menu.

B **Interior Container.** Width is given by Bootstrap, at a 1/4 of the exterior container. The first container is empty, to allow the first column to line up with copyright info above.

C **List Header.** Uppercase Roboto bold 14px/18px, color #555. Bottom margin 8px.

D **List Text.** Font is Roboto Medium 12px/24px, color is #555. Hover gives underline.

E **Logo.** Logo is an image 180px x 45px, that links to home page.

F **Copyright.** Font is Roboto regular 14px/16px, color #555. Top margin is 15px. Bottom margin is 50px. Vertical bar inserted after each item.

G **Social Links.** Sprite sheet for each icon. Each are 35px x 35px. “More” icon is Roboto Bold, 14px/35px, color #555.
# HOME MENU 3 COLUMN

A **Menu Container.** At window width of 992px to 1200px gives dimensions of 940px by 180px. At window width of 1200px and up gives dimensions are 1150px by 180px.

B **Menu Column.** Each column has 29% width, and a min-height of 120px. Top, right, and bottom margins are 30px. First and second column have a right hand border of 1px solid #ccc. This is the dividing line between columns.

C **Menu Text.** Font is Roboto 14px/30px bold, color #555. Hover is different color, #0971ce.

# HOME MENU 1 COLUMN

A **Menu Container.** Single column drop down menus are used when the amount of sub menu items is enough to fit into a single column (up to 4 items). Only use 1 or 3 column menus. At window width of 992px to 1200px gives dimensions of 300px by 135px. At window width of 1200px and up gives dimensions are 300px by 165px.

A **Menu Text.** Left padding of 40px. Font is Roboto 14px/30px bold, color #555. Hover color is, #0971ce.

# MOBILE HAMBURGER MENU

A **Container.** Menu is 250px wide. Background color is #ebebeb, space between items is 1px solid white border. Menu is absolute positioned.

B **1st Level Menu Item.** Font is Roboto light, 18px/30px, Color #0071cf. Top and bottom padding is 0.5em. Right and left padding is 5%. Arrow after item is a sprite. Active links the arrow points up. Otherwise the arrow points down.

C **2nd Level Menu Item.** Font is Roboto bold, 14px/28px, Color #555. Letter spacing is 0.2px. Top and bottom padding is 0.5em. Right and left padding is 5%.
TABLET LAYOUT

A. **Window.** Tablet starts when window is at 768px to 992px.

B. **Slider.** Image box and text box become to 100% width, causing the text box to go underneath image. Slider text is aligned to news section.

C. **News Section.** The news section goes from 1x4 to 2x2. Twitter feed container becomes same as image box.

D. **Billboard Section.** The section is vertically split. See example below for staking order.

E. **Footer.** The logo moves from left aligned to center aligned and moves above content.

BILLBOARD LAYOUT

**DESKTOP**

**TABLET**

**MOBILE**
#1 Home Page Template (Mobile)
MOBILE LAYOUT

A Container. Mobile starts from 0 to 766px

B Menu. Menu is contained in a hamburger menu. (See below). Logo is centered with 100% height.

C Slider. Slider text becomes left aligned.

D News Section. All images are 100% width. The divider between news and twitter is a 5px line break, color #ccc.

E Billboard Section. All sections are 100% width, including images. They retain the stacking order shown on page 19. Boxes have a min-height of 160px.

F Footer. Footer items are stacked vertically. Home footer menu items become contained in accordion menus under their respective menu headers.
As the second-oldest business school in the United States, the Haas School of Business at the University of California Berkeley is one of the world's leading producers of new ideas and knowledge in all areas of business — which includes the distinction of having two of its faculty members receive the Nobel Prize in Economics over the past 20 years.

The school offers outstanding management education to about 2,200 undergraduate and graduate students each year who come from around the world to study in one of its six degree-granting programs. The school has 48,800 alumni.

The school’s mission is “to develop leaders who redefine how we do business.” The school’s distinctive culture is defined by four defining principles:

- Question the Status Quo
- Confidence Without Attitude
- Students Always
- Beyond Yourself

Arun Sarin, MBA ’78, KS ’79, the former CEO of Vodafone will speak to the MBA class of 2013.

Marc Singer, BS ’85, the Director of McKinsey & Co.’s Marketing and Sales Practice in the Americas will give the commencement address to the Undergraduate class of 2013.

See the rest of the 2013 commencement speakers >
#2 Interior Page - Standard 3 column

**MAIN CONTENT**

A **Content Container:** Width is 385px. Margins 40px top, 35px left & 23px right.

B **Body Text.**

- h1 = Verdana Bold, 16px / 18px, #3d79b5
- h2 = Verdana Bold 13px / 15px, #505050
- h3 = Verdana Bold 11px / 14px, #3d79b5
- h4 = Verdana Bold 11px / 14px, #505050

Standard Paragraph = Verdana Regular, 11px / 16px, #636363
Visual space between paragraphs= 11px

- Link = #3d79b5
- Hover = #000 + underline

**Expanding Content** (not shown). Section consists of a list of items with a box containing a "+" sign as a bullet. A click on the list item expands the content changing the symbol in the box to a "-" sign and revealing additional content. A click on expanded content returns the content to its original state.

- Link = Verdana Bold, 11px #505050.
- +/- Box background = #3d79b5
- Expanded Content = Verdana Regular, 11px /13px.
- Margin top (to header) visually 5px. Margin bottom to next header 20px. Margin between headers = 15px visually.

- Rollover for +/- symbols and title text = The rollover for the symbol box is a change in the background color but not the symbol. +/- symbol changes after click. Title text is a link but does not have a rollover state.

**RIGHT COLUMN**

A **Container.** The width of the container is 195px. Padding top, right and left is 15px. Padding bottom is 20px. Top margin is 0px. Float right. A background image is standard for most content. Background image abuts to the bottom of the banner.

B **Section Header.** Verdana Bold, 13px / 14px; #636363. Top most element must vertically align with page title.

C **Content**

- **Body Text**
  - Verdana Regular, 11px / 13px
  - #636363

- **Links**
  - Color = #000
  - Hover
  - Font weight switches to bold. Links set in containers with padding to the right so effect does not alter position of the next link.
#3 Interior Page - Standard 2 column

## Articles and Speeches by Dean Lyons

### Global Tech Symposium
- **Innovating Global Leadership**
- March 27-29, 2013
- Dean Lyons and Dean Sek/logy, Dean of the Stanford Graduate School of Business, reflected on the role of educators in combining innovation with integrity.

### International Conference of the Association of Global Management Studies
- **Globalization, Innovation and Management Scholarship**
- March 6-8, 2013
- Dean Lyons chairs and delivers the keynote address at this international forum on understanding global issues in management studies.

### AACSB International Conference and Meeting
- **Panelist, Emerging Markets and Business School Strategies**
- April 7-9, 2013
- Panelists discussed critical questions facing business schools worldwide about the changing landscape of graduate management education, highlighting student pipeline trends, resources and networks, and demonstrating how they are positioning their programs to be more effective.

### Contra Costa Times
- **UC Berkeley is Now More Public than it Has Ever Been**
- March 31, 2013
- An op-ed by Dean Rich Lyons and Robert Haas, former CEO of Levi Strauss & Co. and chairman of national annual giving for the Campaign of Berkeley, on Cal's public mission.

### Journal of Management Development
- **Curriculum Reform: Getting More Racists, Aid More Rich**
- April 31, 2013
- Dean Rich Lyons describes the baccalaureate approach to recent curriculum reform at Berkeley Haas: a macro- focused program with an emphasis on the path to leadership, plus a supporting and explicit culture, and a micro- focused program with ten capabilities integrated throughout the curriculum.

### Symposium for the Marketing of Higher Education
- **November 2011**
- Dean Lyons presented the keynote address for this American Marketing Association event in a podcast interview.

### Values Journal
- **For Business Schools, Culture Matters**
- The Values Journal profile on Dean Lyons and Bloom's Businessweek column on why the first step to creating a different kind of business school is creating a different kind of business school culture.

### Berkeley: A Time of Resilience and Renaissance
- **August 2011**
- The Dean shares his thoughts on UC Berkeley's collective response to recent challenges—and how they've resulted in a flourishing of entrepreneurial initiative, self-determination, and operational agility.

### The Exchange
- **Haas School of Business: Building Innovative Leaders**
- Spring 2011
- Dean Lyons outlines the Haas School's vision for MBA education in a spring 2011 article for The Exchange, a white paper series from MBA Roundtable, an organization of global business school faculty and administrators.

### Ritz
- **Pitts to Innovative Leadership**
- January/February 2011
- Dean Lyons calls for business schools to find their own best approaches to innovation.

### Bloomberg Businessweek
- **For Business Schools, Culture Matters**
- December 23, 2010
- A column by Dean Lyons on why a key first step in creating a different kind of business school graduate is creating a different kind of business school culture.

### GMAC Annual Industry Conference
- **November 2010**
- Dean Lyons delivered the closing keynote address (Video)

### Financial Times
- **Business Glimpses: Leading in a Complex World**
- October 25, 2010
- Dean Lyons on James D. Thompson's Organizations in Action

### The Economist
- **The MBA Goes Back to School**
- September 6, 2010
- A blog post by Dean Lyons on the need for path bending leaders.
### Content Container
- Width is 385px.
- Margins: 40px top, 35px left & 23px right.

### Body Text
- **h2** = Verdana Bold, 16px / 18px, #3d79b5
- **h3** = Verdana bold 12px / 15px, #505050
- **h4** = Verdana bold 11px / 14px, #3d79b5
- **h5** = Verdana bold 11px / 14px, #505050

- **Standard Paragraph** = Verdana Regular, 11px / 14px, #636363
- **Visual space between paragraphs** = 15px
- **Link** = #3d79b5
- **Hover** = #000 + underline
2012 Design - Templates

The style information below covers the Berkeley-Haas website pages that were designed between 2012 and 2016. Several elements of this style are being phased out as of 2016, including Univers font and the use of small images on the large banner. These elements will not be used on new design projects. Also, all new design project will be responsive.

1. Home Page

2. Interior Page - Standard 3 column layout
3. Interior Page - Standard 2 column layout

4. Interior Page - Large Photo with text & caption

5. variation - no caption

7. Interior Page - Profiles

8. Interior Page - Individual Profile
Academics

Leading Through Innovation

We develop innovative leaders through culture, capabilities, and hands-on training in our applied innovation courses.

The process starts with the careful selection of Berkeley MBA students, who have demonstrated leadership and exemplify the school's defining principles. Exploration of innovative leadership begins in Week Zero (orientation) and continues throughout your Berkeley MBA studies, with an emphasis on developing capabilities as problem framing, leadership communication, and team performance.

- Required Applied Innovation Course
- Electives and Beyond

Related Links
- Poets & Quants: At Haas, Big Returns in Socially Responsible Investing
- Poets & Quants: How Spaghetti & Marshmallows Are Being Used To Teach Creative Problem-Framing At Haas
- Businessweek: How alumni leveraged influence beyond the business school to launch crowdfunding startup
- Calbusiness: Experiential Learning Enables Students to Learn Lessons of Innovative Leadership
- America's Most Innovative MBA Team
### HEADER

**The Haas logo.** The Haas Logo exists in the same location on every page of all the admissions website. The logo will be an active link back the Haas School main website. See page 13 for additional details.

**Search Box.** These are handled by server side includes, must be included in every header.

### MAIN NAVIGATION

**Main Navigation.** The placement of the main navigation is consistent on every page of the website. Some links will include drop down menus.

**Page Banner.** There are two main styles of page banners. The height of the banners is the same. The difference is that some banners contain a photo that is justified to the right with a gradient to the left. All banners must contain the Program Name and Section Header.

### LEFT COLUMN

**Left Hand Navigation.** Links should be created within `<li>` tags in an unordered list. The styles of left hand navigation may not be altered but wording and urls of links may be changed as necessary. There are several navigation styles. Please see individual templates for more information.

**Section Indicator.** The top level link for the current sub section will be denoted by different font styling. Styling will vary depending on if the user is on a 2nd level or deeper level page.

### MAIN CONTENT

**Main Content** - There are various styles for the main content of a page. Please see various templates for examples.

**Titles** - All titles are placed with in `<h>` tags.

### RIGHT COLUMN

**Background.** A background image is used for the right column gradient. In directory "images/bg_profile_2nd.jpg". Make sure vertical repeat is on.

**Images.** Images need to be sized and optimized for the web before use. Images are primarily 195px by 195px.

**Additional information.** Certain additional information can be added the right hand sidebar, examples being related links, an image, additional text and links.

### FOOTER

**The footer must appear at the bottom of every page on the admissions site. It will be generated using a server-side include and may not be altered in any way.**

**Footer information (including copyright information and links) is controlled by a server side include (SSI) and may not be changed or altered for any reason except by the top level administrator.**

**Social Media Links.** The main social media buttons will appear in the social media section. The more button links to additional options. See page 13 for additional details.

**Text.** Lead in Paragraph: Verdana Regular, 12px / 16px, #636363
Standard Paragraph: Verdana Regular, 11 px / 14px, #636363.

**There are several “special” text blocks that can be used within the main content block. Including expanding areas, tables and lists.**
**BANNER**

**A** **Home Page Banner Container.** 980px x 408px. This is either a jQuery element containing feature stories or a single static image. Title font is Univers 45 Light, 48px / 42px, #fff, -1px letter spacing, drop shadow.

**B** **Banner Thumbnails.** The banner thumbnails consist of a static and a selected state with the hover the same style as the selected state. Static State: Thumb size = 100px x 50px, border 1px white at 35% opacity. Text = Univers Regular, 11px / 12px, #fff, float right, and right padding: 8px. Rollover/Selected State: Thumb Size = 115px x 58px. Enlarges from center. Background image 223px x 63px. Text = #f6c000, margin left 8px. Thumbnail placement is always centered vertically and thumbnails must have consistent vertical spacing with a minimum of 18px. **Note: these thumbnails will be phased out and not used in future designs.**

**MAIN CONTENT**

**A** **Content Container.** Overall container is 635px wide. Content within is held in a contained 500px wide.

**B** **Headers.** Top header = Univers 330 Light, 40px, #555555, letter spacing -.02em. 2nd header = Univers 430 Regular, 21px / 24px, #033d7b. Visual space between headers = 4px. Margin from header to paragraph 25px. Text = Verdana, 14px / 18px, #636363.

**BOXED LINKS**

**A** **Container.** 635px wide. Edge of box lines up with the width of the main text block above. The margins are 15px right, 40px bottom.

**B** **Headline.** Font is Univers Bold 15px color #636363, top and bottom margins 4px.

**RIGHT COLUMN**

**A** **Container.** Interior content is 240px wide with right and left padding 15px, top and bottom padding is 20px. Making the overall container 270px. Background image gradient.

**B** **Text.** Univers normal, 10px, #636363, letter spacing 2px. Bracket color #3d79b5. Bottom Padding is 8px. Body text is Verdana Normal 11px/14px.

**C** **Images.** 189px x 146px. Top and bottom padding is 4px. Links to different page. If linking to a video include play button in bottom right corner of image. 51px x 51px.

**D** **Content.** Title is Univers Bold 13px #727272. Body text is Univers light 12px, color #888. Margin top and bottom is 8px. Link style is Univers bold 11px, color #3d79b5, with “>” after link text. Hover state for link is color #fff and underlined.

**C** **Forms.** Label is Helvetica Neue, bold, 13px/20px. Asterisk color is #ff0000. Input boxes width are 90% with max width at 500px. Placeholder text is Helvetica Neue 13px/18px color #666.
### MOBILE LAYOUT

#### BANNER

**A Home Page Sider.** Image width is 100%, height is auto. Headline and body text move from over image to below image in container. Headline below is Univers Light 25px. Body text is Univers Light 12px. Text container has all over padding of 5%. Background color is #93b662. Link text is Univers bold, 11px/18px.

**B Banner Navigation.** The banner thumbnails go away and the bullet buttons take their place below all the content. Button container is 100% width and height of 10px, top and bottom and right padding of 10px, left padding is 15px. Container has a background color of #555. Buttons are 12px x 12px, with 10px padding between buttons. Buttons are handled by sprite sheet, that contains the active and inactive state.

#### MAIN CONTENT

**A Content Container.** Overall container is 88% wide. Overall margins of 6%

**B Headers.** No text changes

#### BOXED LINKS

**A Container.** Same container as main content area; 88% width.

**B Headline.** Font is Univers Bold 15px color #636363, top and bottom margins 4px.

**C Images.** Width is 100% to container and height auto. Links to different page. If linking to a video include play button in bottom right corner of image. 51px x 51px.

**D Content.** Text doesn’t change.

#### RIGHT COLUMN

**A Container.** Interior content is 88% width of outer container. Overall padding of 6%

**B Text.** There is not change to the text.

#### FOOTER

**A Container.** Footer container retains it’s 100% width to the screen width.

**B Word Mark.** Width becomes 136px. Center aligned within the footer container.

**C Copyright.** Copyright info is pushed out of the footer container. It has an absolute positioning, a 90px padding on the top, and a 6% left hand margin.
**MAIN CONTENT**

**A Content Container.** Width is 470px. Margins are 39px top, 36px right. Structure matches standard 3 column layout (pg. 19)

**RIGHT COLUMN**

**A Container.** The width of the container is 225px. Padding right and left is 15px. Padding bottom and top is 20px. Bottom margin is 25px. A background image is standard for most content. Background image abuts to the bottom of the banner.

**B Additional Information.** Headers are Verdana bold, 12px/15px, color is #505050. Body text is Verdana Normal 11px/14px. Link text color is #3d79b5. Hover color is #000, and underlined.

**B Typography.** Please see main site template for type styles (pg. 27)
Elective Courses: Tailor Your Studies

Customize your studies according to your own goals, with the Berkeley MBA Program's high level of flexibility.

You tailor your course of study beginning in your first year, choosing from an impressive menu of original elective courses that make up 60 percent of the curriculum.

You may choose from a wide variety of constantly evolving electives and dual degree offerings—from within the Haas School and from the wider university—as well as design courses of your own in conjunction with a faculty member.

Course Descriptions:

From Mergers & Acquisitions to Entrepreneurship and from Pricing to Power & Politics in Organizations, find course descriptions in the UC Berkeley general course catalog, Berkeley Bulletin.
### MOBILE LAYOUT

#### MAIN CONTENT

**A** Main Content. Main content becomes 88% width, and bottom margin of 25px. Main content area stays center aligned underneath the banner.

**B** Text. No change to the text. Accordion menus (not shown) become 88% width, 57px height.

#### RIGHT COLUMN

**A** Right column moves below the main content. Column width is 88%. Padding within the container is 6% all around, and there is a bottom margin of 20px.

**B** Images. Profile images become 100% of their container width. Other images do not adjust their size.

**C** Text. No text change.
Degree Requirements

The MBA program requires completion of 51 semester units of coursework: 12 core courses, an applied innovation requirement, and elective courses. To qualify, you must register and pay fees for both fall and spring semesters in each academic year (a total of four 15 week semesters); there are no courses offered during the summer.

Care Requirements

The care consists of 12 courses. All must be taken in the first year to provide the foundation for the second year's advanced work.

Applied Innovation Requirement

As part of the applied innovation requirement, students participate in a team performance module. Students may take these courses as early as the spring of their first year.

Elective Courses

Students may select from hundreds of elective courses, both within and outside of the business school, to fulfill the remainder of their 51-unit requirement. Up to 6 units may be taken as either graduate or upper-division undergraduate courses in other departments on campus; all others elective course units must be taken in graduate business classes. With the permission of the MBA program director, students may take two lower-division undergraduate language courses and apply 50% of the credits earned toward the elective unit requirement.

Waiver Examinations

Students may substitute elective courses for certain required courses if they demonstrate sufficient mastery of the subject by passing a waiver examination, which approximates the course final examination. These exams are available for 6 of the 12 required core courses, and are given during the week before classes begin in August and January. Short study guides are available for each course.
A **Content Container** - width is 495px. Margins are 49px top, 36 right. Template is the same as standard 2 column layout (pg. 21)

B **Typography.** Please see main site template for type styles (pg. 27)
Degree Requirements

The MBA program requires completion of 51 semester units of coursework: 12 core courses, an applied innovation requirement, and elective courses. To qualify, you must register and pay fees for both fall and spring semesters in each academic year (a total of four 15-week semesters); there are no courses offered during the summer.

Core Requirements
The core consists of 12 courses. All must be taken in the first year to provide the foundation for the second year’s advanced work.

Applied Innovation Requirement
As part of the applied innovation requirement, students participate in a team performance module. Students may take these courses as early as the spring of their first year.

Elective Courses
Students may select from hundreds of elective courses, both within and outside of the business school, to fulfill the remainder of their 39-unit requirement. Up to 6 units may be taken as either graduate or upper-division undergraduate courses in other departments on campus; all other elective course units must be taken in graduate business classes. With the permission of the MBA program director, students may take two lower-division undergraduate language courses and apply 60% of the credits earned toward the elective unit requirement.

Waiver Examinations
Students may substitute elective courses for certain required courses if they demonstrate sufficient mastery of the subject by passing a waiver examination, which approximates the course final examination. These exams are available for 5 of the 12 required core courses, and are given during the week before classes begin in August and January. Short study guides are available for each course.

[Back to top]
MOBILE LAYOUT

MAIN CONTENT

A. **Main Content.** Main content becomes 88% width, and bottom margin of 25px.

B. **Text.** No changes to the text.
Living in the Bay Area

Few geographical areas in the world can match Berkeley Haas’s central location in the San Francisco Bay Area.

The Bay Area is home to an innovation ecosystem that is unequaled anywhere in the world. With its venture capital firms, established technology companies, and biotech and digital media industries thriving, the Bay Area marks one of the nation’s most unique confluences of business centers. Many of the most dynamic names in business, from Visa to Apple, Charles Schwab to Google, call the region home.

The Perfect Playground

The San Francisco Bay Area is also perennially designated the world’s most popular tourist destination — and for good reason. There is the area’s stunning natural beauty, its varied and often extreme weather, and its atmosphere charged with a worldly sophistication and a distinctive openness to new ways of thinking.

You can attend world-class theatre, film, dance and music and stroll through a redwood grove without ever leaving Berkeley’s campus. Wander off, however, and within Berkeley’s 18 square miles, you can wander a rose garden, shop for Tibetan jewelry, or play a round of golf.

Just a 15-minute BART ride away is the city of San Francisco, with its neighborhoods, cable cars, culture, nightlife, and countless activities. Beyond lies wine country, the most beautiful seaside towns, Yosemite National Park, and the ski resorts of Lake Tahoe.

Taking time out in the Bay Area

[Back to top]
<table>
<thead>
<tr>
<th>PHOTO BLOCK</th>
<th>CONTENT</th>
<th>RIGHT COLUMN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong> Content Container - width is 730px, height is 320px. Bottom margin is 20px.</td>
<td><strong>B</strong> Image - Width is 730px. Height is 320px. Bottom margin is 20px. Styling for text on photo is handled through a Photoshop template.</td>
<td><strong>A</strong> Container - Width is 220px. Left margin is 40px. Box shadow horizontal and vertical 3px, blur is 10px and spread is -2px. Padding within the container is top and bottom 6px, and left and right are 10px.</td>
</tr>
</tbody>
</table>

**CONTENT**

**A** Content Container - 425px wide. (This container is similar to the standard 3 column main content block) Font styles should follow standard conventions.
Few geographical areas in the world can meet, let alone best, the Haas School's central location in the San Francisco Bay Area.

The Haas community is, in turn, profoundly shaped by its surroundings.

The Bay Area is home to an innovation ecosystem that is unequaled anywhere in the world. With its venture capital firms, established technology companies, and biotech and digital media industries thriving, the Bay Area marks one of the nation's most unique confluences of business centers. Many of the most dynamic names in business, from Visa to Apple, Charles Schwab to Google, call the region home.

The Perfect Playground
The San Francisco Bay Area is also perennially designated the world's most popular tourist destination — and for good reason. There is the area's stunning natural beauty, its seasonably benign weather, and its atmosphere charged with a worldly sophistication and a distinctive openness to new ways of thinking.

You can attend world-class theatre, film, dance and music and stroll through a redwood grove without ever leaving Berkeley's campus. Wander off, however, and within Berkeley's 18 square miles, you can wander a rose garden, shop for Tibetan jewelry, or play a round of golf.

Just a 15-minute BART ride away is the city of San Francisco, with its neighborhoods, cable cars, culture, nightlife, and countless activities. Beyond lies wine country, the most beautiful seaside towns, Yosemite National Park, and the ski resorts of Lake Tahoe.

Taking time out in the Bay Area

[Back to top]
**MOBILE LAYOUT**

**PHOTO BLOCK**

A **Content Container.** The whole single column is in a container 88% wide with top padding of 115px, right and left and bottom padding of 6%.

B **Image.** The image is 100% width of its container. Height is auto. The image is no longer flush with the banner - this is handled by the container's top padding.

**CONTENT**

A **Content Container.** 88% width to its container. Top, right and left padding of 6%. No text changes.

**RIGHT COLUMN**

A **Container.** 88% width for the outer container, with top, right and left padding of 6%. Inner container is 100% width, padding of 6% all over. Top margin of 30px, bottom margin of 20px, left margin of -6%.

B **Text.** Text is same as 3rd row column. (See page 27)
Alumni Network

From the moment you join the Berkeley-Haas community, you’ll experience the power of one of the best professional networks on the planet. Almost 40,000 Haas School graduates—and over 145,000 UC Berkeley graduates—are connected by a robust alumni network that includes career resources, online communities, and local alumni chapters in major cities around the globe.

Endless Networking Opportunities

Whether you’re in Shanghai, Santiago, London, or New York, you’ll have access to local alumni who get together often to strengthen their personal and professional contacts at chapter and regional gatherings. In addition, a network of online and in-person alumni groups and clubs formed around special interests and industries can provide you with insights and contacts.

Alumni Chapters & Affinity Groups

With chapters in over countries all over the world, there are, on average, events happening at least once a week at all over the world. Haas alumni have also formed a variety of affinity groups for networking and career opportunities.

View complete list of alumni chapters and affinity groups.

Student/Alumni Mixers

MBA students often organize alumni mixer events. In addition, the Berkeley-Haas Alumni Relations Office hosts an annual networking event for all MBA students and alumni in the Bay Area.

Online Networking Tools

The robust Berkeley-Haas Alumni Group on LinkedIn provides members of the exclusive community a convenient means of leveraging contacts and reconnecting with Haas affiliations. You can join the group once you become a student.

As a Berkeley MBA student, you will also gain access to Headed@Cal, the Haas School’s exclusive online networking community, as well as an alumni directory and group of more than 8,000 Haas alumni who have volunteered to be career advisors.

Tools and Resources for a Lifetime of Career Growth

As graduate of the Evening & Weekend Berkeley MBA program, you will have access to benefits and services designed to help you flourish in every stage of your life and career—whether you’re looking to boost your business acumen, expand your networking and social circles, or stay current with industry trends.

Career Resources

Gain access to job databases, resume services, personal advising, and career coaching, and career workshops and webinars offered by the Career Management Group.

Lifelong Learning

Join a graduate-level course each fall and spring semester at the Haas School for free—a benefit made possible by the Haas Annual Fund.

Reunions

At your one-year anniversaries and then every five years after that, you are invited to Haas for Neumann Weekend—where you will have the opportunity to socialize and reconnect with your fellow graduates, as well as share experiences and expertise with one another.

Next: Alumni Profiles
**MAIN CONTENT**

| A | Content Container - width is 730px, height is 320px. Bottom margin is 20px. |

| B | Image - Width is 730px. Height is 320px. Bottom margin is 20px. Styling for text on photo is handled through a Photoshop template. |

**CONTENT**

| A | Content Container. 425px wide.  
This container is similar to the standard 3 column main content block.  
Font styles should follow standard conventions. |

**MOBILE LAYOUT**

Mobile design is the same as Large Photo with caption. (See page 49)
Haas School of Business

Community

MAIN CONTENT

INTERACTIVE ELEMENT

A

B

C

D

E

Amara Alghedian
MBA 13

Gonzalo Alcohoiado
MBA 14

Crystan Allan
MBA/ MPH 15

Olivia Anglade
MBA 16

Katie Benintende
MBA 13

Nilly Bode
MBA/ MPH 14

Hanan Bradfield
MBA 15

Raj Brahmbhatt
MBA 13

Alison Brock
MBA 13

Ben Buchanan
MBA 13

Stacey Chin
MBA 16

Sandro Del Rosario
MBA 13

Internship:
Abbott Nutrition
Columbus, Ohio

"I'm constantly amazed by
people's willingness to help out.
For example, when a classmate
overheard me saying I was
struggling with Microeconomics, he
said he had been an Econ major
and became my unofficial tutor.
When classmates realized I had
been in the military, they asked
me to talk with them about
leadership. There is such
generosity here."

Read On
### MAIN CONTENT

**Container & Columns**  Width is 730px.
- Left Column = 470px wide, Top Margin = 40px, Bottom Padding 29px
- Right Column = 196px wide with right and left padding of 30px.
  Background of right column is an image.

**Thumbnail Row**  3 images boxes. Each image box is 155px by 191px.
Images and text contained in boxes.

**Thumbnail Images**  135px x 135px. Bottom padding is 8px. Maintain similar cropping and zoom between images.
On hover, increase photo size to the bottom right corner 140px x 140px.

### INTERACTIVE ELEMENT

**Selected Photo**  195px x 195px
Margin Bottom (to top of text) = 16px

**Selected Text**
- Name & Year = Verdana Bold, 12px / 11px, #636363.
- Job Title = Verdana Bold, 11px / 13px, #7d7d7d, Margin Top = 15px.
- Text/Quote = Verdana Regular, 11px / 13px, #7d7d7d, Margin Top = 15px.
- Link = #000, Margin Top = 12px, Margin bottom = 15px.

**Thumbnail Text**
- Name = Verdana Bold, 11px / 13px, #636363.
- Year = Verdana Regular, 11px / 13px, #636363.
- Bottom margin between text and the image below is 15px.

**Previous/Next Bar**  449px x 29px, Background set as image.
- Padding to text 7px top and 10px right. Centered Vertically
- Text = Verdana Bold, 11px/14px, #fff.
- First set of images will only show next link. Second screen, if there are more than 2 sets, will add previous link on left side of bar. Last set will show only previous link.
### MOBILE LAYOUT

### MAIN CONTENT

<table>
<thead>
<tr>
<th>A</th>
<th>Container. Width is 100%. Interactive sidebar seen in desktop version is removed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Thumbnail Container. Images are kept in a container 50% wide, and with no padding or margins.</td>
</tr>
<tr>
<td>C</td>
<td>Thumbnail Images. Images are 92% width of their container, with a bottom margin of 8px.</td>
</tr>
<tr>
<td>D</td>
<td>Thumbnail Text. No change to the text.</td>
</tr>
<tr>
<td>E</td>
<td>Previous/Next Bar. Width becomes 100%, no change to the text.</td>
</tr>
</tbody>
</table>
Amara Aigbedion's ultimate goal is to launch her own business, but first, she has to "learn it all, from finance and marketing to operations and ethics." One of her first stops was the lesser Center for Entrepreneurship. There, she found a mentor and the practical support needed to nurture her dream.

They encourage you to explore.

"There is no such thing as a stupid idea here. No one ridicules anyone else; instead, they encourage you to explore. Knowing your classmates have your back encourages risk-taking."

"I started using the Haas Alumni Network before classes even started. I reached out to an alum who works at Microsoft to learn more about the company. When my interest shifted to Apple, a staff member in the Alumni Relations Office connected me with someone there. It is great to meet alumni who are so eager to help students."

"Professor Kelly McElwee impressed me without even setting foot in her classroom. She opened her home for an event co-sponsored by Women in Leadership and other student diversity leaders. It was powerful to hear her talk about the challenges she and other women face in the corporate world."

"To me, going beyond yourself means getting out of your comfort zone. For example, on a recent team project, I took on the communications role—something I don't usually do. It was a great experience. I realize that I can't make change if I am only willing to do the same old things."
A **Content Container.** Width is 425px. Margin is 20px top.

B **Main Text.** The page title follows standard practices for use of fonts. There is an additional font style for the lead in paragraph.

   Lead in Paragraph: Verdana Regular, 14px / 20px, #707070. Leading paragraph top aligns to header in the left hand column.

C **Profile Box.** This element is formatted in the same way as the profile box found in the standard 3 column layout. Here it is positioned left.

   **Container.** Width is 195px, with right and left padding of 15px and top padding of 20px. Right Margin is 20px.

   **Photo.** 195px x 195px
   Margin Bottom (to top of text) = 20px

   **Text.**
   Name & Year = Verdana Bold, 12px / 11px, #636363.
   Job Title = Verdana Bold, 11px / 13px, #7d7d7d, Margin Top 15px.
   Text/Quote = Verdana Regular, 11px / 13px, #7d7d7d, Margin Top 15px.
   Link = #000, Margin Top = 12px, Margin bottom = 15px.
Karthik Raman remembers Dean Lyons giving incoming students an important piece of advice at the Welcome Reception: Take a vacation before starting classes. Raman took the dean’s advice and went to Hawaii. “It’s the best preparation for your first year.”

We all have more in common than we have differences.

“One of the most satisfying things about the program is the opportunity to build my network among a group of very talented, intelligent and diverse classmates. I know that I can call anyone in my cohort (ask for advice, or a referral, or just to go out for a beer). I have a lot of confidence in this network.”

“I grew up in three different countries—India, Oman, and the US—which gave me an early appreciation of diversity. It’s good to see the diversity at Haas. I can sit down with a classmate who spent his childhood in Laos, for example, and compare our experiences. Seeing all of this diversity is a reminder that we all are human—fundamentally we all have more in common than we have differences.”

Knowing that I can rely on them for support is very reassuring.

“You need to use all of your time and project management skills to keep a job, school, and a personal life going all at once. Having such a good rapport with my classmates, knowing that I can rely on them for support and as a resource, is very reassuring.”

“When I was researching MBA programs, one Berkeley-Haas grad who works as advisor oversaw the Evening & Weekend Program as a ‘founding’ in his career development. That was good to hear for two reasons: first, to know that alumni feel good about making the investment in their career; second, because advancing my career into a management position was one of my objectives.”

The faculty are dedicated to our education and our success.

“Obviously, the faculty are very professional and more than sometimes. What you do realize until you get here is how much they care about their students. They are dedicated to our education and our success.”

“Something that is unique about Haas is our faculty’s job and training. Their roles as professionals. You wouldn’t believe how much they care about their students and their education.”

“When it was over, I could appreciate the breadth of the core curriculum. Being in the middle of it, however, was a challenge. A worthwhile challenge.”

< Previous | Next >
MOBILE LAYOUT

MAIN CONTENT

A  Content Container. Container is 10% width. Bottom padding is 25px.

B  Main Text. Text container is 100% width. Main text area slides below the content container. No other text changes.

C  Profile Box. Container become 88% width, padding everywhere is 6%, and bottom margin of 20px.
   
   Image. Width of 100%. Height is auto.
   
   Text. No text change.
Coming to Berkeley-Haas means joining a vibrant community of students, alumni, faculty, and staff. Catch a glimpse of life in the Berkeley MBA Program.

Week Zero
In their first week, students spend a week learning, seeing the campus, and networking in preparation for their two-year journey together.

"Knowing your classmates have your back encourages risk-taking."
Amrani Aliabadi MD 13

"Everybody here has Confidence Without Attitude, including the professors."
Gonzalo Almohad  MBA 14

"My classmates are by far the most intelligent group of people I have ever met in one place."
Albert Wu MBA 13

"I wanted to go to a business school where everyone is eager to learn, not just to compete."
Megan Badfield MBA 15
Main container is 740px wide. There are four different layouts for each row of images; 2 different rows with two images, and 2 different rows with 3 images. Introductory row is always first, and never repeats. The other three rows repeat, in order. All boxes have 1px solid border, color #cccccc. All boxes also have margin of 5px. All boxes are 218px high.

Hover: Hover over picture boxes brings up dark opaque overlay and text. Header text is Verdana, Bold 14px color #fd7114. Bottom margin 5px. Body text is Verdana regular 13px/16px, color #fff. Margins at 0.

First box = 258px x 218px. Text is Univers 21px/28px, padding 30px, color #3d77b6.
Second box = 328px x 218px.

First box = 328px x 218px.
Second box = 200px x 218px.
Third box = 175px x 218px.

First box = 385px x 218px
Second box = 328px x 218px.
Third box = 180px x 218px

Lightbox overlay is 100% height and 100% width, with an overlay color #0D0D0D, with an opacity of 95%. Images are 543px x 434px. Title is 100% width, center aligned text. Text is Helvetica 15px/43px, color #fff. Arrows are taken from a sprite sheet. They are 50px wide and 50px high.
Coming to Berkeley Haas means joining a vibrant community of students, alumni, faculty, and staff. Catch a glimpse of life in the Berkeley MBA Program.

Haas Gala
Students, faculty, staff, and alumni gather for this annual celebration of the Haas School of Business and its remarkable alumni.

"Knowing your classmates have your back encourages risk-taking."
Amara Algbash,
MBA 13

MBA Alumni Reunion Weekend
Fun, learning, and reconnecting are strong pursuits for Berkeley MBA grads—and you'll be amazed by how much of it we pack into this one weekend.

Career Days
Berkeley Haas MBA students spent two days focused on achieving their career goals, through workshops, networking events, and one-on-one counseling.

Asia Business Conference
Berkeley Haas hosts the largest student-run Asian business conference in the West Coast, attracting more than 300 students, academicians, and business leaders.

Women in Leadership Conference
You might want to get your tickets right now—this event always sells out, with highly-engaging themes such as last year's on design thinking.

"I wanted to go to a business school where everyone is eager to learn, not just to compete."
Megan Brasfield
MBA 15

Haas School of Business
**MOBILE LAYOUT**

**MAIN CONTENT**

**A. Container.** Overall container is 88% width. Top padding is 115px. Right, left and bottom padding is 6%. All other containers are 100% width to the overall container. All other containers are 100% width and auto height.

**B. Hover.** Hover is removed from the mobile layout. Instead the hover text is displayed beneath the image. The text block is 100% width. All overall padding is 6%. Height of box is variable to the text length. There is no change to the text styles.

**C. Galleries.** Gallery images still link to a lightbox as before. There is no change to the "+" symbol style. There is no change to the lightbox style.

**D. Colored Boxes.** Box positioning does not change. Box width is 100%, overall padding is 6%. No change to text.
Addendum - Image Gallery 2
Container. The main content for an image page does not allow for a right hand sidebar. The main body container is 700px wide, with a top margin of 30px and a right margin of 36px.

**Text.**

h1 is Univers normal 24px, color is #3978BB, and letter spacing is -1px. h2 is Verdana bold, 12px/15px, color is #505050, top margin 20px. Body text is Verdana normal, 11px/14px, margin bottom 15px.

**Container.** Image container is 635px wide with 30px of padding all around. Top margin is 40px and bottom margin is 50px. A drop shadow is on the container. Drop shadow style, the horizontal and vertical are at 0, blur distance is 10px, spread is 0, color is #d4d4d4.

**Text.** Header text (not shown) is Univers light, 24px, color is #3978BB. Container text is Verdana regular, 13px/16px, bottom margin is 30px.

**Image.** Image size is 635px by 635px. The image determines the width and size of the image container.

**Image Caption.** Caption color box is 250px x 72px. Text style is Verdana regular, 11px/14px with top, bottom and left margins of 15px. Right margin of 25px. Text color is #fff. Link color is #3d79b5. Choose from any of the 4 colors below for the background of the image caption box. Don't choose the same color in consecutive boxes.

- Yellow: #FFCC02
- Blue: #57A8DD
- Orange: #C27105
- Green: #88B54E
Leadership Learning in Context

Experiential: 25% of Your Berkeley EMBA

In the Berkeley MBA for Executives program, 25 percent of your curriculum is experiential, delivered through five immersive learning opportunities that let you apply your growing skills across a variety of challenges and ecosystems.

- Observe your authentic leadership style
- Gain insights into life as a Silicon Valley entrepreneur
- Go behind the scenes with industry leaders
- Explore an international business hub
- Experience the entire innovation cycle

Take a look at what immersive learning in the Bay Area has to offer.

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Connected with execs, MBA, and hundreds from 30+ companies during the Silicon Valley field immersion. "Worth the tuition alone" said one student. Learn more now — Spring 2019.

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It isn't all business: breaks, bonding, and even a little baseball (balls in OC) are built into the schedule.

The Confidence to Deliver Innovation at Scale

Leave Haas's Leadership Communication Immersion (and the Berkeley EMBA) even more ready to empower and inspire others.

Next: A Closer Look at the Berkeley EMBA’s Silicon Valley Immersion Week

*All immersion topics and itineraries are subject to change.
MOBILE LAYOUT

MAIN CONTENT

A Container. Overall container is 88% width. Top padding is 115px. Right left and bottom padding is 6%.

B Text. No text change.

IMAGE CONTAINER

A Container. Width is 84%. Overall padding of 30px. Top margin is 40px. Bottom margin is 50px.

B Text and Image. No change to text or image.

C Image Caption. Caption boxes become 100% width, and move below the image. The is no change in the text style.
In addition to the various text style shown through the style guide. Here are some various styles that appear within the "Main Content" block of the interior template, shown on page 17.

Profile container is 195px wide, with right and left padding of 15px, top and bottom padding of 20px. A background image is used for some areas of the right column. Background abuts to banner image and repeats vertically. Three profile containers are displayed in a row in the body text field.

Images for the sidebar are primarily 195px wide, to fit the container. Preferred file format for photos is JPG. Image and special section widths shall not exceed the max width of the right column container - 195px.
**FACULTY & RESEARCH PROFILES**

The Faculty & Research profiles are organized alphabetically by last name. Each letter has its own block. There are five profile pictures per row within the block. The top of each letter block has a “top of page” link, linking back to the top.

**Headline letter.** Font is Verdana size 22px/15px. Font weight is 700, and color is #2f2f2f. Margin-top is 20px margin bottom is 19px.

**Profile Images.** Width is 188px, Height is 200px. Bottom margin is 10px, and right margin is 21px.

**Text.** Font is Verdana, size is 11px. Color is #3d79b5

---

**ACCORDION MENUS**

**CLOSED MENU**

- **Question the Status Quo**
  - Confidence Without Attitude
  - Students Always
  - Beyond Yourself

**OPEN MENU**

- **Question the Status Quo**
  
  We lead by championing bold ideas, taking intelligent risks, and accepting sensible failures. This means speaking our minds even when it challenges convention. We thrive at the world’s epicenter of innovation.

  - Confidence Without Attitude
  - Students Always
  - Beyond Yourself
Shaping Future Business Leaders

The Haas Undergraduate Program gives students the knowledge and skills needed to embark on a career in today's business world. >Read More

BANNER NAV
- Admissions for UC Berkeley Students
- Admissions for Transfer Students

BANNER NAV ROLL
- Admissions for UC Berkeley Students
- Admissions for Transfer Students
**BANNER**

**A** **Home Page Banner Container.** 980px x 408px. Unlike the FT MBA & EWMBA sites this is a static banner. The banner consists of one main image containing the photo, title and text box; and the right hand navigation which are separate graphic files.

**B** **Title.** The typography for the title is set in a layered Photoshop file and included with the main image. The placement and styling may vary to accommodate different photos, but the general font style is Univers 45, 48px / 42px, tracking of -30 and font color of white. A drop shadow is always used but the intensity may vary depending on the underlying photo.

**BANNER NAV**

**A** **Nav Container.** All of the buttons are set as separate images set in one container set to a width of 179px. The button group is centered vertically in the right hand column. Right margin is 20px.

**B** **Button Box and Text.** The size of each button is 179px x 158px. The margin between buttons is 10px. Border is 1px solid white.

Text: Univers bold, 14px / 14px, font color of white. Text is vertically centered in the box.

**BANNER NAV ROLL**

**A** The hover state is color change of #ffc600 and underlined.

**C** **Text Box.** The color and size and horizontal placement of the text box may vary depending on the composition of the underlying photo. Vertical placement must be at the bottom of the banner.

Text: Univers 55, 13px / 18px, a font color of white.
Link: Univers 55, 10px and letter spacing of .2em, with a font color of #000.
Addendum - 2012 Design - Alternative Homepage Styles

Berkeley Haas Now Homepage.

Berkeley Staff Now Homepage.
The Energy Institute at Haas brings together research and curricular programs on energy business, policy, and technology commercialization. The goal of the Energy Institute is to bridge the gap between the frontiers of economic and scientific energy research and the marketplace.

New Working Papers
- The Environmental Cost of Global Fuel Subsidies
  - Lucas W. Davis
- Appliance Ownership and Aspirations among Electric Grid and Home Solar Household in Rural Kenya
  - Kenneth Lee, Edward Miguel, and Catherine Wolfram
- Temperature and Temperatures: Evidence from a Billion Tosses
  - Patrick Beka
- Location, Location, Location: The variable value of renewable energy and demand-side efficiency resources
  - Duncan Cadbury, Meredith Foulke, and Gwinn McCormick
- Firm Credit to Junkbond: Assessing the Life Cycle Greenhouse Gas Benefits of Externally Valued
  - James Aronshmith, Alanna Kendall, and David Napon
- The Distributional Effects of U.S. Clean Energy Tax Credits
  - Severin Borenstein and Lucas Davis
- Do Energy Efficiency Investments Deliver? Evidence from the Weatherization Assistance Program
  - Meredith Foulke, Michael Greenstone, and Catherine Wolfram
- Economic Effects of Distributed PV Generation on California's Distribution Systems
  - N.A. Gohm, P.A. Kouwman, D.S. Callaway
- More Working Papers

Energy at Haas Blog

Driving Taxes for the 21st Century
March 21, 2016 by Severin Borenstein
Both Max and Lucas have recently written on this blog about the need to price gasoline appropriately. I agree with them...mostly. I mean, how could I disagree with them? I'm the one driving the gray Prius with the license plate "TAX GAS"... READ MORE

Our Newest Energy Consumer
March 14, 2016 by Andrew Campbell
We recently added a new member to our family. Since I have a tendency to look at the world through an energy lens, I've been wondering, what is the likely energy and climate change impact of our family expanding the global population by one? ... READ MORE

Getting Energy Prices Right
March 7, 2016 by Lucas Davis
Last month Meredith wrote about coal being too cheap and Max wrote about gasoline being too cheap. But what is the right price for energy? ... READ MORE

Click here for all Blog posts

Energy Institute at Haas
Institute for Business & Social Impact Homepage.

Institute for Business & Social Impact

The Institute's mission is to inspire and empower members of the Berkeley-Haas community to develop innovative solutions to pressing social and environmental challenges. We strive to achieve this mission through a rich array of courses, activities, and research offered by our diverse centers and programs that span the for-profit sector, the nonprofit sector, and the public sector. By providing a vibrant hub for shared goals and practical innovation, we aim to give students the tools and vision they need to design path-breaking careers with social impact.

We look forward to working with you to build a more prosperous, inclusive, and sustainable society for all.

Institute for Business & Social Impact Blog

From Berkeley to Bangkok: Finalists in the Global Social Ventus Competition

By Edmund L. Andrews. The 2016 Global Social Venture Competition is now in the final stretch. After...

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The Center for Social Sector Leadership
Prepares a new generation of cross-sector leaders with the practical skills to tackle complex global challenges and achieve social impact.

The Center for Responsible Business
Brings together students, company leaders, and faculty to redefine business and create a sustainable future.

The Graduate Program in Health Management
Identifies solutions for the future of health-care, health systems and new innovations in health care.

The Global Social Venture Competition
Is the world's longest-running startup competition for developing innovative business models that address social and environmental challenges.

Pre-College Programs
Business-oriented programs for middle school and high school students.

Young Entrepreneurs at Haas
Berkeley Business Academy for Youth.
Date/Time: April 22th, 2016
Doc/Info: Haas-StyleGuide-apr2016-r3
To: Debra Goldentyer
From: Andrew Lux
Pages: 75

Proof 1: ______________________
Round 2: _____________________
Final: _________________________
Additional Client Changes: Will incur additional charges

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