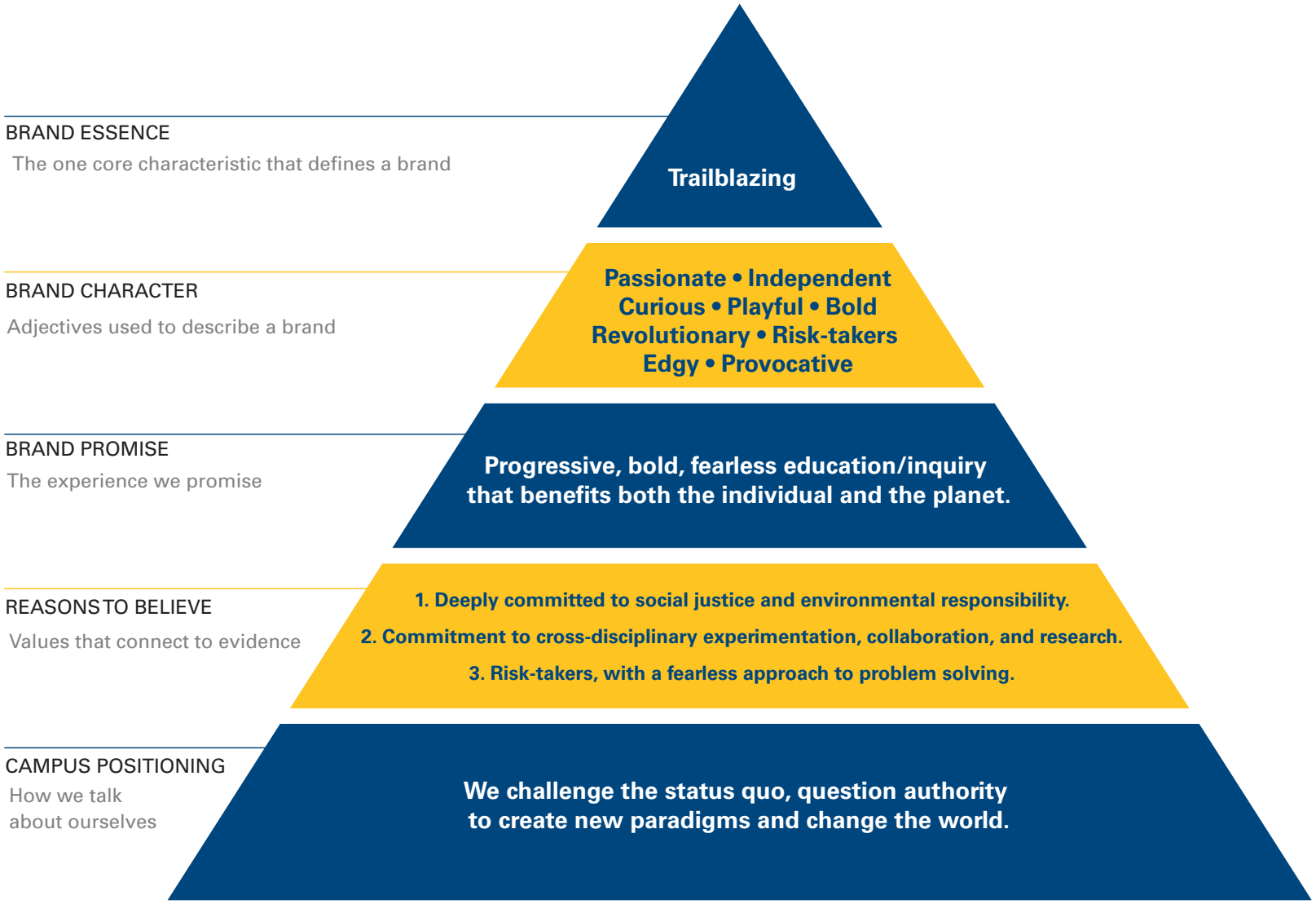UC Santa Cruz brand pyramid