Opportunity for Use of Name Occurs

- How will UCSF be used?
- Who will be using UCSF?

- Name & Logo?
- Just Name?
- How will it benefit UCSF?

Review Use of Name policy and UCSF Brand Guidelines to determine proper usage

Your request can be submitted to identity@ucsf.edu by email if it meets one of two conditions:
- You will receive acknowledgement within two business days
- Please note, most requests are a dialog and require multiple emails or conversations; please allow 2 weeks for full resolution

UCSF Use of Name Process for Approval Updated 1.2.15

As a general rule, UCSF does not allow third party entities to use the UCSF name or logo. Vendors/third parties may be granted permission to use the UCSF name or logo if it can be demonstrated that the usage is in the best interest of the University.

Include the following information in your messages:
- Affiliated company
- Where and how the name is being used
- Justification for how the use / partnership benefits UCSF
- Any contracts or agreements with the vendor
- Website mock-up, press release or case study, or other documentation of how the UCSF name would be used