Process for Requesting UCSF Logo Lock-ups

Consistent application of the UCSF logo is important to the integrity of the UCSF brand. The University created a system for pairing the UCSF logo with entities throughout campus (called a "logo lock-up) so the department/program/entity has prominence while affiliating themselves with UCSF.

University Relations created a number of UCSF logo lock-ups for both campus and clinical departments. These can be downloaded via WebDAM from our brand portal (identity.ucsf.edu).

If you are an official UCSF department, program or entity and your logo is not available on our brand portal, you can submit a request to have the logo lock-up created.

To Request a Clinical Logo Lock-Up	To Request a Campus Logo Lock-Up
Email art.director@ucsfmedctr.org with the following information: • Your name and role • Your department/entity/program and a description of the department/entity/program • The reason for your request: "I would like a logo lock-up created for xxx department because xxx. The logo lock-up will be used for xxx." • Your contact information (phone/email) • Your manager's name	Email identity@ucsf.edu and copy your department's Communications liaison with the following information: • Your name and role • Your department/entity/program and a description of the department/entity/program • The reason for your request: "I would like a logo lock-up created for xxx department because xxx. The logo lock-up will be used for xxx." • Your contact information (phone/email) • Your manager's name • The name of your communications liaison (if known).
Allow three business days for acknowledgement of your request.	
Approval is needed from Medical Center Marketing and based on the predetermined logo hierarchy for clinical entities.	Approval is needed from University Relations and your department's Communications liaison. Department approval is based on your department's logo hierarchy.
Once the logo request is approved, Medical Center Marketing will create the logo for you. Medical Center Marketing will determine production time.	Once the logo request is approved, University Relations will work with Documents and Media to produce. Production time is determined by Documents and Media.