

Visual Communications Quick Guide



For full guidance on applying the UCSF brand, go to identity.ucsf.edu.

MASTER BRAND LOGOS



Preferred usage is the UCSF signature. Minimum size for UCSF signature is 1" wide or 120 pixels. Smaller applications can use the UCSF logo or logo expression.

Minimum clear space for all logos is the width of the "U" in UCSF on all sides (indicated with "X" on example above).

TYPOGRAPHY

Aa Helvetica Neue

Helvetica Neue is our primary font, used for copy. Light is the primary weight.

Aa Granjon

Granjon is our secondary font, used for headlines and titles to convey warmth.

Arial and Garamond can be substituted when primary fonts are not available.

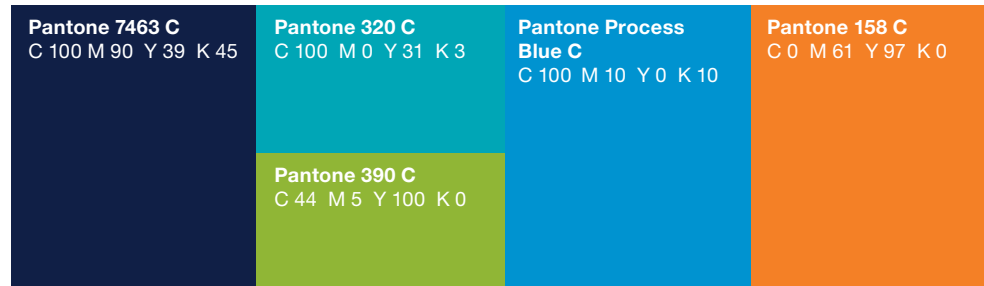
EDITORIAL EXPRESSION

Dream. Imagine. Teach.
do. create. inspire.

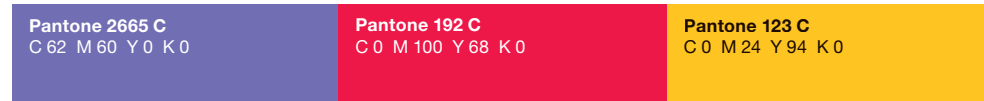
COLOR

PRINT PALETTE:

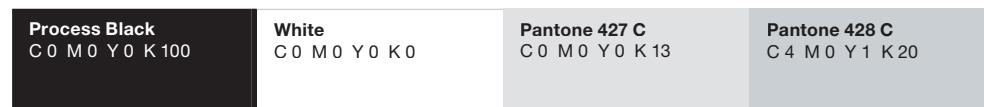
Primary



Secondary



Neutral

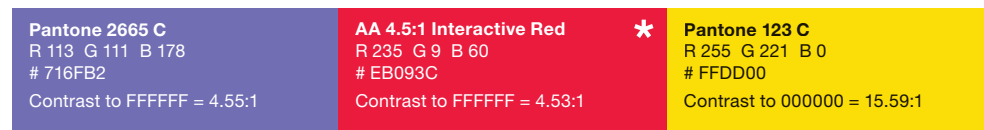


DIGITAL PALETTE:

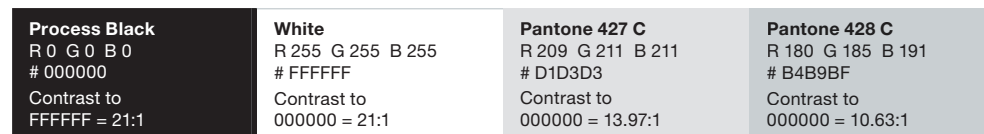
Primary



Secondary



Neutral



★ Indicates color specific to interactive use
Ⓛ Indicates AA compliance only with large text

PHOTOGRAPHY



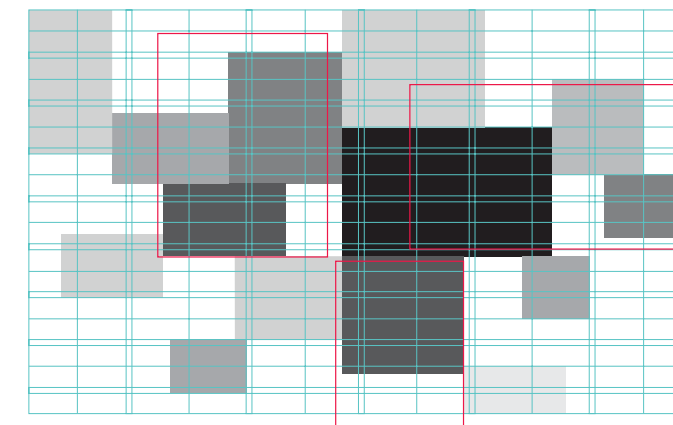
Emotion: Photos are intimate, capture a moment in time, and are focused deeply on people.

Environment: Photos that evoke a sense of destination and provide context for UCSF.

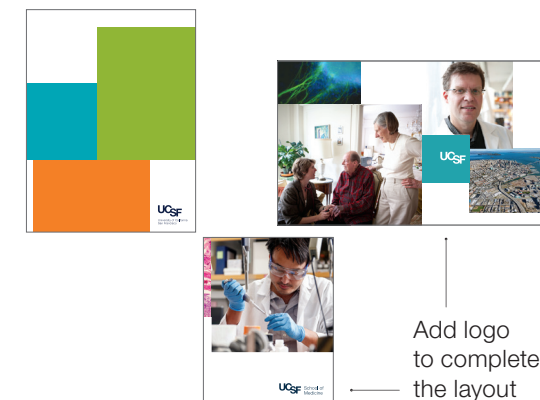
Science: Abstract textures taken from microscopes or still life.

Visit the Brand Photography Library through MyAccess.

GRAPHIC EXPRESSION



Using a grid system, create a collage of shapes. Focus in on areas to create new dynamic grids.



Replace shapes with photos or colored boxes.

Add logo to complete the layout