Brand Guidelines for Programs/Initiatives and Partnerships

August 1, 2016
Supplemental Guide to Brand Guidelines

The most current information about the UCSF brand identity is available online (identity.ucsf.edu). This PDF document is updated periodically.
# UCSF Brand Guidelines

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UCSF’s constant drive forward is a testament to our entrepreneurial drive and spirit of innovation. It is integral to who we are as an institution, and the underpinning of how we tell our story and how we connect and engage with our audiences.

We continue to operate in a very competitive environment and there are, and will continue to be, needs for expanding awareness of UCSF, our mission, our impact, and how we’re leading revolutions in health. Programs, initiatives and partnerships offer an opportunity to expand awareness of UCSF’s promise and impact.
Developing a Program/Initiative

In general terms, a program or initiative is a plan of action to accomplish a specific goal. Similar to our schools and departments, programs are a strong part of the UCSF brand because they represent UCSF’s mission and help us connect with key audiences. Audiences for programs can vary widely, from internal UCSF employees to the general public.

Partnership programs are formed when UCSF collaborates with an external company, organization, or another academic institution. As with other programs and initiatives, the partnership is working to achieve a specific goal, utilizing the expertise of both parties.

The name of your program is important in easily conveying its purpose to your audience. When choosing a name for your program, consider that a program name should:

- Be relevant and accurately describe what the program is
- Be unique
- Differentiate you from the competition
- Be memorable
- Be authentic and realistic
- Reflect UCSF’s brand positioning
- Be appropriate for the target audience.

The following guidelines will help you effectively communicate the goals of your program while making the most of the program’s association with UCSF. Please use in conjunction with UCSF’s brand identity system, which provides guidance on color, typography, photography, and graphic representation.

It is critical that all UCSF materials and communications — including those from our programs, initiatives and partnerships — look like they come from the same place. This helps our audiences recognize the full power and promise of UCSF. Consistency is the key to awareness, preference and ultimately loyalty.
Programs and Initiatives
Overview, Decision Tree

Treatments for both internal and external programs were developed as part of the UCSF brand architecture system. The treatments allow groups to highlight their own strengths and personalities while associating themselves as a part of UCSF.

Internal programs are ones directed at UCSF employees, faculty, or students. The treatment prominently displays the name of the program in a UCSF brand colored box, and would be used in conjunction with the UCSF logo or department logo lock-up.

External programs are promoted through external audiences such as the general public, outside companies or organizations, etc. The external program logo lock-up highlights the name of the program and its association with UCSF. The local/regional version assumes the audience is familiar with UCSF, while the national/international version uses the UCSF signature (UCSF logo with University of California, San Francisco) to clearly identify the institution.
Internal Initiative Treatment

Overview

The internal initiative treatment allows internal programs developed by campus and clinical entities to represent themselves in a unique way while still associating themselves with the UCSF brand. The treatment uses a colored box that sits alongside the UCSF logo or department logo lock-up that boldly illustrates the initiative to internal audiences.

Treatment use
Visit identity.ucsf.edu to download templates for your internal program/initiative.
Internal Initiative Treatment

Configurations

There are three box configurations for internal initiatives — square, rectangle, and a band. These configurations are flexible and interchangeable. Consider the length of your program name and where the treatment is being used when determining the best configuration for your initiative.

Treatment use
Visit identity.ucsf.edu to download templates for your internal program/initiative.
Internal Initiative Treatment

Construction

Program names are always in Granjon Roman. The space around the title is equal height of the capital letter in the program name. Center the type vertically within the rectangle. Any color from the UCSF color palette may be used provided there is sufficient contrast for legibility. Choose one color for your initiative and apply it consistently across all communications to strengthen recognition of your program.
Internal Initiative Treatment
Clear Space, Minimum Size

Providing the right amount of clear space around the internal initiative treatment makes it easier to distinguish it as a program name and not a headline. Leave ample space between the internal initiative treatment and the UCSF logo or logo lock-up. When pairing the box with the UCSF logo expression, the boxes may touch.

Treatment use
Visit identity.ucsf.edu to download templates for your internal program/initiative.

Providing the right amount of clear space around the internal initiative treatment makes it easier to distinguish it as a program name and not a headline. When pairing an internal initiative treatment with the UCSF logo expression, the boxes may touch.

Minimum print size is 13 point type for the program name. Minimum screen program name type size is 18 pixels.
Internal Initiative Treatment
Relative Size, Placement

The exhibits to the right show relative sizing standards and preferred order of placement for internal initiative treatments and programs. When placing the internal initiative and UCSF logo or department logo lock-up together in layout, the initiative and logo should be separated and placed on opposite corners of the page. When using the UCSF logo expression the boxes may touch.

**Relative Size**

<table>
<thead>
<tr>
<th>RELATIVE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>X = APPLICATION WIDTH</td>
</tr>
<tr>
<td>30% OF X</td>
</tr>
</tbody>
</table>

**Staging Placement**

1. Great People, Great Place
2. X = APPLICATION WIDTH
3. 30% OF X
4. UCSF School of Medicine

As with the UCSF logo and logo lock-ups, the internal initiative treatment should be proportionate to the other elements on the page. The width of the treatment should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts.

In both horizontal and vertical applications, internal initiative treatment placement priority is opposite the UCSF logo: upper right, upper left, lower right, and lower left.

**Treatment Use**

For more information on placement priority of the UCSF logos and logo lock-ups, visit [identity.ucsf.edu](http://identity.ucsf.edu).
Internal Initiative Treatment
Incorrect Usage

DON'T PLACE SHAPE OR TYPE AT AN ANGLE

DON'T USE PHOTOS, TEXTURES OR GRADIENTS IN BOX

DON'T CREATE A LOGO LOCK-UP WITH THE UCSF LOGO EXPRESSION OR OTHER LOGO LOCK-UP

DON'T ALTER BORDER WIDTH

DON'T USE OUTLINES

DON'T CENTER TYPE

DON'T PLACE IN CIRCLES OR ALTERNATE SHAPES

DON'T CHANGE TYPEFACE OR TYPE WEIGHT

DON'T USE ACRONYMS

DON'T USE ALL CAPS

DON'T USE COLOR IN TYPE

DON'T USE MORE THAN FOUR LINES OF TYPE

Section 1 | Visual System | Internal Initiative Treatment

UCSF Brand Guidelines
Internal Initiative Treatment

Examples

Lorem ipsum id est laborum et dolorem

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Great People, Great Place

Headline for collateral goes here.

Great People, Great Place

Section 1 | Visual System | Internal Initiative Treatment

Examples

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Great People, Great Place

Headline for collateral goes here.
When the internal program is represented as a page of an existing department website, the name of the initiative should be represented in type on the page title. The chosen color for the program, as well as a description of the program, can be used in the content area at the top of the web page.
External Initiative Logo Lock-up

Overview

The external initiative logo lock-up was created to represent programs that need to promote themselves to external audiences. The design of the external initiative logo lock-up differs from the other logo lock-ups within the UCSF brand architecture system (uses Granjon instead of Helvetica Neue) but still allows programs to strongly represent themselves as a part of UCSF. External initiative logo lock-ups are available as navy, black, and white.

Logo Lock-up Resources
External initiative logo lock-ups must be approved by your department and University Relations. Visit identity.ucsf.edu for more information on how to request a logo lock-up for your program.
This version should be used for a program that is promoted locally or regionally or where there is not a need to further explain UCSF. The local/regional version is comprised of three elements: the program or initiative name, UCSF logo, and a hairline rule above and below the UCSF logo and program name. Do not use more than one UCSF logo or logo lock-up on a page. Use type only when calling out a specific school or department.

For programs that are national or international or need further explanation about UCSF, use the national/international version. The national/international version is comprised of four elements: the program or initiative name, the UCSF logo, UCSF logotype text and hairline rules. Do not use more than one UCSF logo or logo lock-up on a page. Use type only when calling out a specific school or department.

If your program is part of a clinical sub-brand such as UCSF Medical Center or an entity such as UCSF Weill Institute for Neurosciences, use the clinical and entity version. The clinical and entity version is comprised of two elements: the program or initiative name and a hairline above and below the program name. The clinic and entity version should always be used with a clinic or entity logo lock-up on the page, as shown above.
External Initiative Logo Lock-up

Configurations

**STACKED**

Malaria Elimination Initiative

University of California San Francisco

**HORIZONTAL**

Malaria Elimination Initiative

University of California San Francisco

**VERTICAL**

Malaria Elimination Initiative

University of California San Francisco

For long titles, the preferred arrangement is stacked.

Horizontal orientation is reserved for instances where vertical space is limited.

Vertical orientation is reserved for instances where horizontal space is limited.
The distance between the hairline rule, the program name and the UCSF logo should be 5/8 of the width of the letter “U” in the UCSF logo. The length of the hairline rules is equal to the width of the program name.

The distance between the hairline rule, the program name and the UCSF logo should be 5/8 of the width of the letter “U” in the UCSF logo. The length of the hairline rules is equal to the width of the program name. The distance between the University of California, San Francisco logotype and the lower hairline rule is equal to the height of the capital letter in the logotype.

The distance between the program name and the hairline rules should be equal to the height of the capital letter in the program name. The length of the hairline rules is equal to the width of the program name.
External Initiative Logo Lock-up

Clear Space

To create and maintain maximum impact, initiative logo lock-ups must never be too closely linked to (or crowded by) copy, photography or other graphic elements. Providing the right amount of clear space around the initiative logo lock-up makes it easier to distinguish, and reinforces the importance of the UCSF initiative. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the letter “U” in the UCSF logo.

The same clear space requirement applies to national/international initiative logo lock-ups. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the letter “U” in the UCSF logo.

The required amount of clear space to ensure maximum visibility and legibility is determined by the height of the capital letter within the program name.
The minimum print size of a local/regional logo lock-up size is based off of a minimum master brand logo size of .5” (12.7 mm) wide. The minimum screen size is based off of a minimum master brand logo size of 50 pixels wide.

The minimum print size of a national/international logo lock-up is based off of a minimum master brand logo size of .75” (25.4 mm) wide. Logotype text minimum size is 7.5 points. Separating logotype from logo lock-up in application is acceptable. The minimum screen size is based off of a minimum Signature logo size of 96 pixels wide.

The minimum print size of the clinical and entity solution is based off of the title minimum point size. Within print, the minimum point size is 10 points. The minimum screen title type size is 18 pixels.
External Initiative Logo Lock-up

Relative Size, Placement

As with our master logo and campus logo lock-ups, size and location of the external initiative logo lock-up is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to logo lock-up placement helps create stronger brand recognition over time. The exhibits to the right show relative sizing standards and preferred order of placement.

RELATIVE SIZE

\[ \text{X} = \text{APPLICATION WIDTH} \]

\[ \text{30\% OF X} \]

STAGING PLACEMENT

Placement of the external initiative logo lock-up follows the master brand logo and campus logo lock-up system. In both horizontal and vertical applications, external initiative logo lock-up placement priority is as follows: lower right, lower left, upper right, and upper left.

As with the UCSF logo and logo lock-ups, the external initiative logo lock-up should not appear inappropriately large on any layout, surface or display. It should be proportionate to the other elements on the page. The width of the logo lock-up should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts.

Visit [identity.ucsf.edu](http://identity.ucsf.edu) for more information on placement priority of logos and logo lock-ups.

Treatment use

Visit [identity.ucsf.edu](http://identity.ucsf.edu) for more information on placement priority of logos and logo lock-ups.
External Initiative Logo Lock-up

Incorrect Usage

- Don't set at an angle
- Don't change the color
- Don't change typeface
- Don't alter line weight
- Don't combine with other logo lock-ups
- Don't invert elements
- Don't alter size of elements
- Don't remove elements
- Don't alter line style
- Don't use acronyms
- Don't use all caps
- Don't place in outlined shape
Lorem ipsum dolor sit amet
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Duis aute velit cum ac arc dolor
External programs should represent their name in Helvetica Neue on the left main navigation area, and use a web banner with the UCSF logo. Place the external initiative logo lock-up in the footer.
Partnerships

Overview

As the number of partnerships with outside companies, organizations, and academic institutions increase, there is a need to build structure around how to best represent UCSF in these partnerships. The partnership logo lock-up system was created to represent UCSF’s partnership with external entities. The design of the partnership logo lock-up differs from our other logo lock-ups and is unique, distinctive, and proprietary, but the system still aligns with the overall UCSF brand architecture. The partnership logo lock-up suggests inclusion and collaboration, and strongly represents both UCSF and the external partner. In most cases, full-color logos should be used for partnership logo lock-ups.

Global Brain Health Institute

University of California
San Francisco

Trinity College Dublin
The University of Dublin

Partnership Logo Lock-up Resources

Visit identity.ucsf.edu for more information on how to request a partnership logo lock-up.
Partnerships

Lead and Supporting Partner

The partnership guidelines incorporate the strategy of building one UCSF brand, therefore, the preference is to have the UCSF logo appear first in order of appearance. Exceptions permit the partner logo to appear first on the partner’s marketing materials and website. If UCSF is playing a supporting role in the partnership, it will appear second in order of appearance. The order of appearance in the partnership logo lock-up, and any exceptions, should be written into the partnership agreement prior to the development of the partnership logo lock-up.

Partnership Logo Lock-up Resources

Visit [identity.UCSF.edu](http://identity.UCSF.edu) for more information on how to request a partnership logo lock-up.

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UCSF AS LEAD PARTNER

Global Brain Health Institute

UCSF AS SUPPORTING PARTNER

Connected Health Interoperability Platform

The above is an example of UCSF as the lead partner. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.

The above is an example of UCSF as the supporting partner. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.
Partnerships

Logo Lock-up Versions

The scope of the partnership program should dictate which UCSF logo to use in your partnership logo lock-up. For programs that are local or regional or do not need further explanation about UCSF, use the UCSF logo. For national and international programs or for communications where UCSF needs further explanation, use the UCSF signature.

UCSF Logos
For information on various UCSF logos, visit identity.ucsf.edu.

The local/regional partnership logo lock-up is comprised of four elements: the program name, the UCSF logo, the partner logo(s), and the partnership bracket. The program name and partnership bracket are black. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white. Partner logos should be sized to have equal visual prominence to the UCSF logo.

The national/international partnership logo lock-up is comprised of four elements: the program name, the UCSF signature, the partner logo(s), and the partnership bracket. The program name and partnership bracket are black. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white. Partner logos should be sized to have equal visual prominence to the UCSF logo.
Partnerships

Configurations

The preferred configuration can be a one to three line title. Maximum number of characters in a title, including spaces, is 45. Minimum character count is 16, including spaces. Partner logos should be sized to have equal visual prominence to the UCSF logo. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.

Horizontal configurations are reserved for instances where there is limited vertical space. Name should be a minimum of 16 characters and a maximum of 45 characters, including spaces. Partner logos should be sized to have equal visual prominence to the UCSF logo. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.

Vertical configurations are reserved for instances where there is limited horizontal space. Name should be a minimum of 16 characters and a maximum of 45 characters, including spaces. No more than 14-20 characters (including spaces) per line, and no more than 4 lines in total. Partner logos should be sized to have equal visual prominence to the UCSF logo. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.
Partnerships

Multiple Partner Configurations

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**HORIZONTAL**

<table>
<thead>
<tr>
<th>Partnership Title Lorem Ipsum Dolor</th>
<th>Partner Logo</th>
<th>Partner Logo</th>
<th>Partner Logo</th>
</tr>
</thead>
</table>

**VERTICAL**

<table>
<thead>
<tr>
<th>Partnership Title Lorem Ipsum Dolor</th>
<th>Partner Logo</th>
<th>Partner Logo</th>
</tr>
</thead>
</table>

**GREATER THAN 3 LOGO TREATMENT**

<table>
<thead>
<tr>
<th>Partnership Title</th>
</tr>
</thead>
</table>

**PARTNERSHIP TITLE**

- Headline lorem ipsum dolor sit amet architecto.

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If a program has multiple partners, use the horizontal configuration. Partner logos should be sized to have equal visual prominence to the UCSF logo. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.

When horizontal space is limited, stack logos in vertical order as shown above. Maintain bracket, minimum size and spacing requirements. Partner logos should be sized to have equal visual prominence to the UCSF logo. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.

In instances where there are more than 3 partner logos, separate the program name from logos. Maintain the same size relationship between logos and program name as within logo lock-ups with 3 or less partners. Maintain bracket, minimum size and equal spacing requirements as shown above. Partner logos should be sized to have equal visual prominence to the UCSF logo. In most cases, full-color logos should be used for partnership logo lock-ups. Logo lock-ups are also available as all black and all white.
Partnerships

Construction, Clear Space, Minimum Size

The distance between the bracket and the UCSF and partner logo(s) should be equal to the width of the program name or logos. The length of bracket vertical arm is 3/4 width of the “U” in the UCSF logo. The distance between the program name and the bracket is 3/4 the width of ‘U’. The stroke weight of the bracket scales with logo lock-up. The distance between the UCSF logo and partner logo(s) is 1 1/2 the width of ‘U’. The program name is in Helvetica Neue Light. The height of the capital letter of the program name type is equal to 65 percent the width of the “U” in UCSF.

To create and maintain maximum impact, partnership logo lock-ups must never be too closely linked to (or crowded by) copy, photography or other graphic elements. Providing the right amount of clear space around the partnership logo lock-up makes it easier to distinguish, and reinforces the importance of the partnership. The required amount of clear space to ensure maximum visibility and legibility is determined by the width of the letter “U” in the UCSF logo.

The minimum print size of a local/regional partnership logo lock-up is based off of a minimum master brand logo size of .5” wide. The minimum screen size is based off of a minimum master brand logo size of 48 pixels wide. The minimum print size of a national/international partnership logo lock-up is based off of a minimum master brand logo size of .75” wide. The minimum screen size is based off of a minimum master brand logo size of 96 pixels wide.

X = WIDTH OF “U”
Partnerships
Relative Size, Placement

The size and location of the partnership logo lock-up is important for recognition, especially when seen multiple times across various touchpoints. A consistent approach to partnership logo lock-up placement helps create stronger brand recognition over time. The exhibits to the right show relative sizing standards and preferred order of placement.

As with the UCSF logo and logo lock-ups, the external initiative logo lock-up should not appear inappropriately large on any layout, surface or display. It should be proportionate to the other elements on the page. The width of the logo lock-up should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts and multiple partner configurations.

In both horizontal and vertical applications, partnership logo lock-up placement priority is as follows: lower right, lower left, upper right, and upper left.
Partnerships

Incorrect Usage

DON’T USE COLOR IN TITLE TYPE
DON’T ALTER SIZE OF TITLE
DON’T ALTER BRACKET STRUCTURE
DON’T CREATE UNEQUAL LOGO RELATIONSHIP

DON’T USE MORE THAN 45 CHARACTERS PER TITLE
DON’T USE MORE THAN THREE LOGOS IN A LOGO LOCK-UP
DON’T ALTER THICKNESS OF BRACKET
DON’T ALTER COLOR OF BRACKET

DON’T ALTER TITLE TYPEFACE
DON’T USE ALL CAPS
DON’T USE ACRONYMS
DON’T FEATURE OTHER UCSF ELEMENTS WITHIN THE LOGO LOCK-UP
Partnerships
Expression on UCSF.edu

External programs should represent their name in Helvetica Neue on the left main navigation area, and use a web banner with the UCSF logo. Place the external initiative logo lock-up on the footer.

Web Guidelines Resources
For web guidelines, visit identity.UCSF.edu.
Partnerships
Expression on Other Web Platforms

If the partnership program website is developed on a platform outside of UCSF.edu (for example, a .org site), the recommendation is to create a “brand neutral” website. The name of the program should go on the left side of the web banner. The partnership logo lock-up (without the name) should sit on the right side of the web banner. Use a neutral font such as Helvetica. Use imagery in the main splash area to illustrate what your program is. Consider a horizontal navigation.
UCSF Brand Guidelines

University of California
San Francisco