

# Logo Usage Specifications

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## UCSF Logos

The family of UCSF logos is structured within five core pillars: master brand, clinical mission (UCSF Health), clinical, entity and campus. The relationship between all of the logo lock-ups creates a strong UCSF impression, helping to reinforce each group's affiliation with the master brand.

UCSF logo lock-ups should be treated as one unit and should not be altered in any way:

- Do not change any of the logo colors
- Do not tilt or distort the logo
- Do not outline the logo
- Do not use another font
- Do not add any artwork to the logo

### Contact us

If you have any branding questions, please email [identity@ucsf.edu](mailto:identity@ucsf.edu).

### Logo resources

All UCSF logo lock-ups must be approved by UCSF Brand Communications. To request a logo lock-up, please email [identity@ucsf.edu](mailto:identity@ucsf.edu).

### SIGNATURE



University of California  
San Francisco

### LOGO



### LOGO EXPRESSION



### CLINICAL LOGO LOCK-UP



### CAMPUS LOGO LOCK-UP



### ENTITY LOGO



### EXTERNAL INITIATIVE LOGO LOCK-UP

Genomic Medicine  
Initiative



University of California  
San Francisco

### INTERNAL INITIATIVE TREATMENT

Medical Student  
Well-Being Program

### COLOR

Logo files available in navy (preferred), black, and white



### CLEAR SPACE



### SIZING



#### Signature width

- Print minimum: 1" (25.4mm)
- Screen minimum: 120 pixels



#### Logo width

- Print minimum: .5" (12.7mm)
- Screen minimum: 60 pixels



#### Logo Lock-up width

- Website maximum: 330 pixels