

# Visual Brand Guidelines

July 2017  
Version 1

UCSF Health is at the forefront of health care innovation. We are united by a common pursuit to deliver the highest quality care and to respond to changes taking place in the health care industry.

Sharing our story is vital to promoting our ideals and elevating the visibility of UCSF Health. We have developed these visual brand guidelines to help us share our story with a singular voice. Applied consistently, these guidelines will help build awareness of UCSF Health and support for our vision.

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## Changing roles for the brands

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### What is UCSF Health?

UCSF Health is the name of our health system and the umbrella brand for the clinical enterprise. It consists of UCSF Medical Center, UCSF Benioff Children's Hospitals, the UCSF School of Medicine Faculty Practice, patient care components of the UCSF Helen Diller Family Comprehensive Cancer Center and the UCSF Weill Institute for Neurosciences, including UCSF Langley Porter Psychiatric Hospital and Clinics, and various affiliations throughout the Bay Area.

### Why was UCSF Health created?

UCSF Health was created to represent the breadth and depth of UCSF's clinical enterprise. It brings together all of UCSF's patient care elements under one unified health system.

### How are UCSF Health and UCSF Medical Center related?

UCSF Medical Center is one of the components that comprise UCSF Health. All services of UCSF Medical Center are also part of UCSF Health.

### What is the difference between UCSF Medical Center and UCSF Health?

Previously, "UCSF Medical Center" represented adult clinical services. With the rollout of UCSF Health as the umbrella brand for the health system, "UCSF Medical Center" will now only be used in text to represent specific hospital locations (for example, "I receive my medical care at UCSF Medical Center at Parnassus.").

After a phase-out period, the UCSF Medical Center logo will be discontinued.

### Is UCSF Health a part of UCSF?

Yes, UCSF Health represents the clinical health system within UCSF.

### Do other University of California medical centers have this type of umbrella health system?

Yes, UC's four other academic medical centers are each represented by umbrella health systems (for example, UCLA Health and UC Davis Health).

### What is the relationship between UCSF Health and UCSF Benioff Children's Hospitals?

All of UCSF Benioff Children's Hospitals' services are components of UCSF Health.

### What is the relationship between UCSF Health and the UCSF Weill Institute for Neurosciences?

The UCSF Weill Institute for Neurosciences is comprised of research, education and patient care components. The patient care components are part of UCSF Health.

### What is the relationship between UCSF Health and the UCSF Helen Diller Family Comprehensive Cancer Center?

The UCSF Helen Diller Family Comprehensive Cancer Center is comprised of research, education and patient care components. The patient care components are part of UCSF Health.

# Frequently Asked Questions

## How will this affect me?

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### Who may use the UCSF Health logo?

If your service represents a patient care service or clinical support area that isn't exclusively devoted to pediatric, cancer or neurosciences care, you should use the UCSF Health logo on your collateral.

### Will my department logo change?

If your department is currently represented with a UCSF Medical Center or combined UCSF Medical Center/UCSF Benioff Children's Hospitals logo, your logo should be updated. Please contact [healthbrand@ucsf.edu](mailto:healthbrand@ucsf.edu) to request a new UCSF Health logo for your department.

### Do I need to order new business cards and stationery?

If your department business cards feature the UCSF Medical Center or combined UCSF Medical Center/UCSF Benioff Children's Hospitals logo, or a bold font UCSF Benioff Children's Hospitals logo, you should order new stationery through Documents and Media when your current supply runs out.

### Will I have to throw away existing inventory with the old brand identity?

No, materials featuring the former brand identity should be updated with new brand identity when your current supply runs out.

### Can I create an icon to represent my program along with UCSF Health?

No, department-specific icons are not part of the UCSF brand identity system. Please see [UCSF policy 050-13](#) for more information on UCSF brand identity compliance.

## Are there resources to help me create brand-compliant materials?

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### Where can I download UCSF Health logos?

Logos can be downloaded from the UCSF brand portal at [identity.ucsf.edu](http://identity.ucsf.edu).

### Where can I access other UCSF Health brand elements like fonts and colors?

Full brand guidelines to help you apply the visual identity can be found on the UCSF brand portal at [identity.ucsf.edu](http://identity.ucsf.edu).

## Questions

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### I've looked at the guidelines and the UCSF brand portal, and I still have questions about the UCSF Health brand. Who do I ask?

For additional brand support, please contact [healthbrand@ucsf.edu](mailto:healthbrand@ucsf.edu).

# Brand Support

These guidelines detail the foundation for the UCSF Health brand. Use these guidelines along with the UCSF brand portal to access a full set of tools and practices for implementing the UCSF Health visual brand consistently across a range of touchpoints.

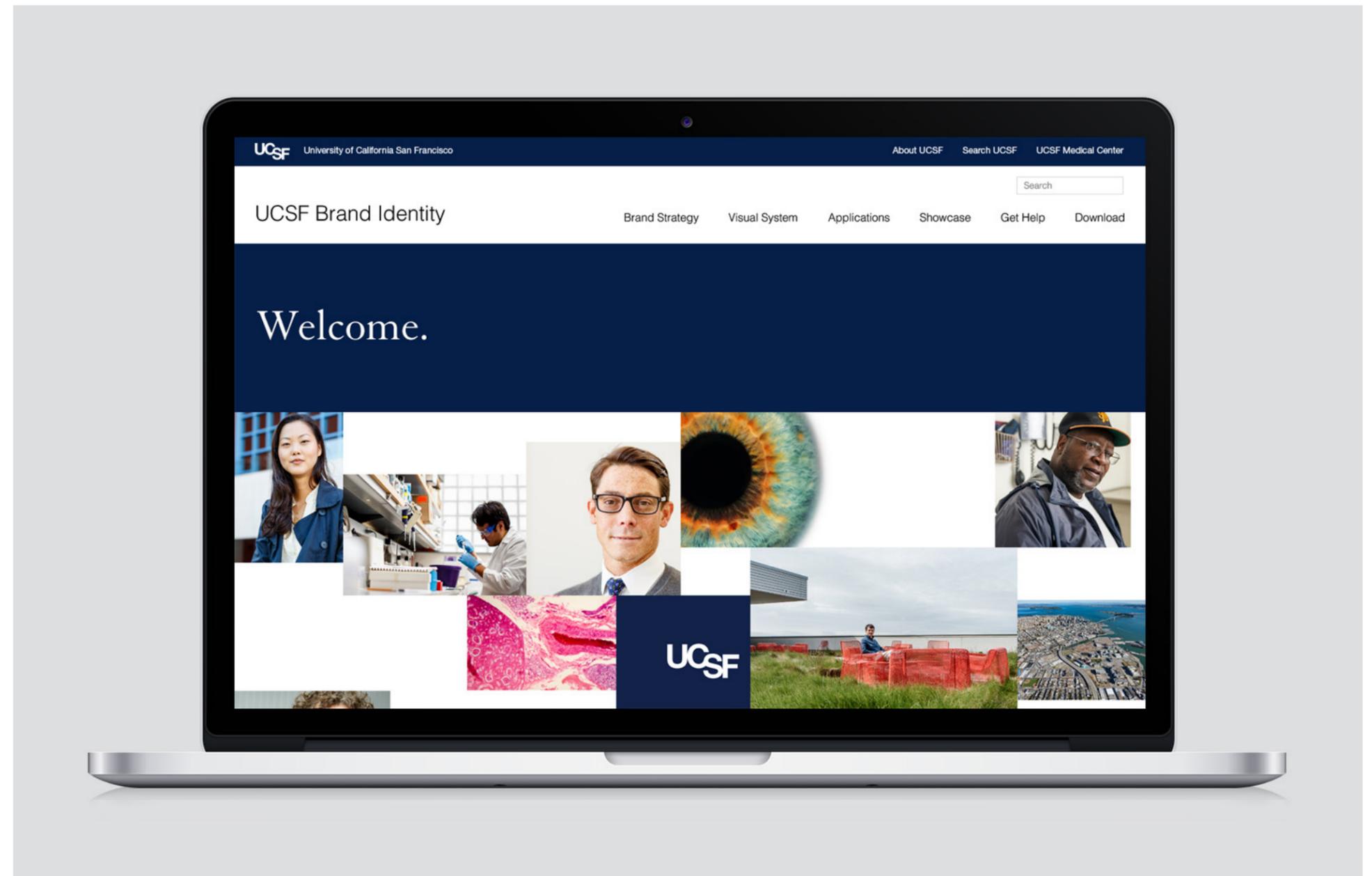
The brand portal serves as a central repository for all elements associated with the brand and provides access to many tools to help you implement it. The site is updated regularly and is the best place to find the most current information about the brand identity.

To access the portal, go to [identity.UCSF.edu](https://identity.UCSF.edu). While some assets are available for public download, others will require that you login with your UCSF credentials.

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## Need Help?

If you have questions or need further support after visiting the brand portal, contact University Relations at [identity@ucsf.edu](mailto:identity@ucsf.edu). If you have questions about the UCSF Health or UCSF Benioff Children's Hospitals brands, email UCSF Health Marketing at [healthbrand@ucsf.edu](mailto:healthbrand@ucsf.edu).



# UCSF Family of Logos

Logos Across the Enterprise

The UCSF logo is the most visible representation of our brand.

The family of UCSF logos is organized in five core categories: master brand, clinical brand umbrella, clinical sub-brand, entities, and campus. When applied consistently, this system of logos reinforces each group's affiliation with the master brand and helps amplify awareness and understanding of UCSF.

## MASTER BRAND

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University of California  
San Francisco



## CLINICAL BRAND UMBRELLA

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## CLINICAL SUB-BRAND

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## ENTITIES: JOINT CAMPUS AND CLINICAL

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### Logo Resources

Select UCSF logo lock-ups can be downloaded at: [identity.UCSF.edu](https://identity.ucsf.edu)

## CAMPUS

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# UCSF Clinical Logos

Family of Logos Across the Clinical Enterprise

UCSF Health is the most visible representation of our clinical mission.

To reinforce our connection with UCSF, the UCSF Health logo can be used in conjunction with the navy UCSF logo expression. When needed for clarity of communication, a location or service name can be locked up with the logo. Clinical services in neurosciences and cancer should be represented with an “entity” logo. Entities are large umbrella organizations within UCSF that cross research, education, and patient care areas.

## Logo Resources

Select UCSF logo lock-ups can be downloaded at: [identity.UCSF.edu](https://identity.ucsf.edu)

If you need a logo lock-up created for your area, or have questions about the UCSF Health or UCSF Benioff Children’s Hospitals brands, please email UCSF Health Marketing at [healthbrand@ucsf.edu](mailto:healthbrand@ucsf.edu)

## MASTER BRAND



## CLINICAL BRAND UMBRELLA



## CLINICAL BRAND UMBRELLA - LOCATIONS



## CLINICAL BRAND UMBRELLA - SERVICES



## CLINICAL SUB-BRAND



## CLINICAL SUB-BRAND - LOCATIONS



## CLINICAL SUB-BRAND - SERVICES



## ENTITIES: JOINT CAMPUS AND CLINICAL



# UCSF Clinical Logos

## Logo Decision Tree

The UCSF clinical brand spans a number of related locations and services. Use this decision tree to select the appropriate logo for your communications.

### CLINICAL BRAND UMBRELLA

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Lead with UCSF Health if:

- Exclusively representing the UCSF Health mission
- Representing two or more clinical sub-brands and/or entities
- Representing adult services that do not exclusively pertain to cancer or neurosciences



### CLINICAL SUB-BRAND

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#### CHILDREN'S

Lead with UCSF Benioff Children's Hospitals if:

- Exclusively representing children's services



### ENTITIES: JOINT CAMPUS AND CLINICAL

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#### NEUROSCIENCES

Lead with UCSF Weill Institute for Neurosciences if:

- Exclusively representing the UCSF Weill Institute for Neurosciences
- Communicating exclusively about neurosciences or neuroscience services



#### CANCER

Lead with UCSF Helen Diller Family Comprehensive Cancer Center if:

- Exclusively representing the UCSF Helen Diller Family Comprehensive Cancer Center
- Communicating exclusively about cancer or cancer services



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#### Logo Resources

Select UCSF clinical logos can be downloaded at: [identity.UCSF.edu](https://identity.ucsf.edu)

If you have questions about the UCSF Health or UCSF Benioff Children's Hospitals brands, please email UCSF Health Marketing at [healthbrand@ucsf.edu](mailto:healthbrand@ucsf.edu)

# UCSF Health

## Logo and Tagline

The UCSF Health logo is core to the UCSF clinical brand and is the most visually prominent identifier. Our logo represents our brand and the UCSF Health mission.

It should be used when:

- Representing two or more clinical sub-brands or entities
- Representing any adult services outside of cancer or neurosciences

The UCSF Health logo should not be used to represent any communication for both campus and clinical elements. When representing both, use the UCSF master brand logo instead.

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### Logo Resources

The UCSF Health logo can be downloaded at: [identity.UCSF.edu](https://identity.ucsf.edu)



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The UCSF Health logo with tagline should be reserved primarily for advertising or as a sign-off on collateral. It comprises two elements: the UCSF Health logo and the clinical tagline. Each element has been specially placed, sized and rendered to bear a precise relationship to the other.

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The logo and tagline should be treated as one unit and should never be modified or redrawn in any way. Our tagline is a registered trademark. Always include the ™ symbol with the tagline.

# UCSF Health

## Logo Color Specifications

The full-colored versions of the UCSF Health logos are the preferred option for all visual communications.

The color logo is comprised of the navy and blue colors from the UCSF color palette. The tagline features a third color — Pantone Cool Gray 9. In the reversed color version, the tagline is a lighter gray, Pantone 428.

### COLOR LOGOS



UCSF Health



UCSF Health  
Redefining possible.™

### REVERSED COLOR LOGOS



UCSF Health



UCSF Health  
Redefining possible.™

### Logo Resources

UCSF Health logos can be downloaded at:  
[identity.UCSF.edu](https://identity.ucsf.edu)

### COLOR SPECIFICATIONS

|  |  |   |   |
|--|--|---|---|
| <b>Pantone 7463 C</b><br>C100 M90 Y39 K45<br>R5 G32 B73<br>#052049 | <b>Pantone Process Blue C</b><br>C100 M10 Y0 K10<br>R23 G140 B203<br>#178CCB | <b>Pantone Cool Gray 9 C</b><br>C0 M0 Y0 K60<br>R128 G130 B133<br>#808285 | <b>Pantone 428 C</b><br>C4 M0 Y1 K20<br>R180 G185 B191<br>#B4B9BF |
|--|--|---|---|

# UCSF Health

## Logo Color Versions, Backgrounds

### COLOR (PRIMARY)

UCSF Health

UCSF Health  
Redefining possible.™

Full color is preferred for all brand logo lock-ups. The full color UCSF Health logo lock-ups should appear on a white background when possible.

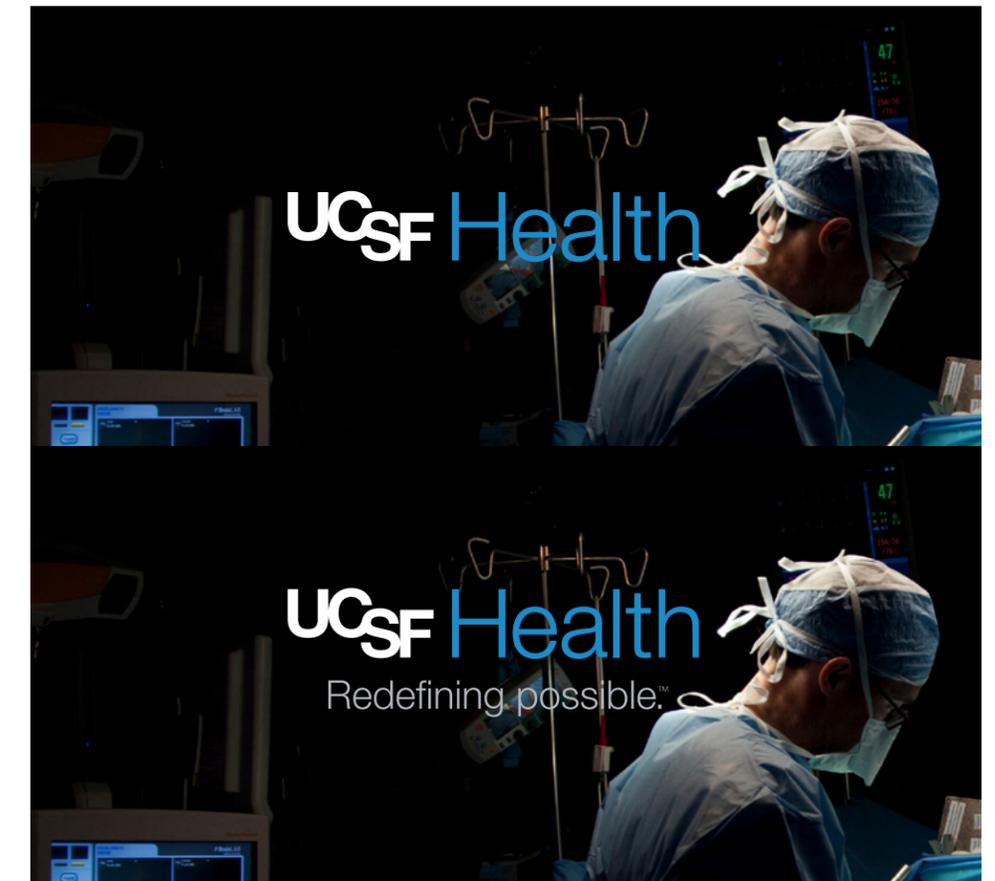
### REVERSED NAVY (PRIMARY)

UCSF Health

UCSF Health  
Redefining possible.™

Use the reversed full color versions when placing the UCSF Health logo lock-ups on a navy blue (Pantone 7463) background.

### IMAGE BACKGROUND



The primary reversed version of the logo can also be used on imagery, but only when there is adequate contrast between logo, color and background to ensure legibility.

# UCSF Health

## Logo One-Color Versions, Backgrounds

### NAVY

UCSF Health

UCSF Health  
Redefining possible.™

Use the navy logo when only one color is available for print applications, or de-emphasis of the logo is needed after leading with the full color or two color reversed version. White is the preferred background color.

### BLACK

UCSF Health

UCSF Health  
Redefining possible.™

Use the black logo when only black is available for print applications, or de-emphasis of the logo is needed after leading with the full color or two color reversed version. White is the preferred background color.

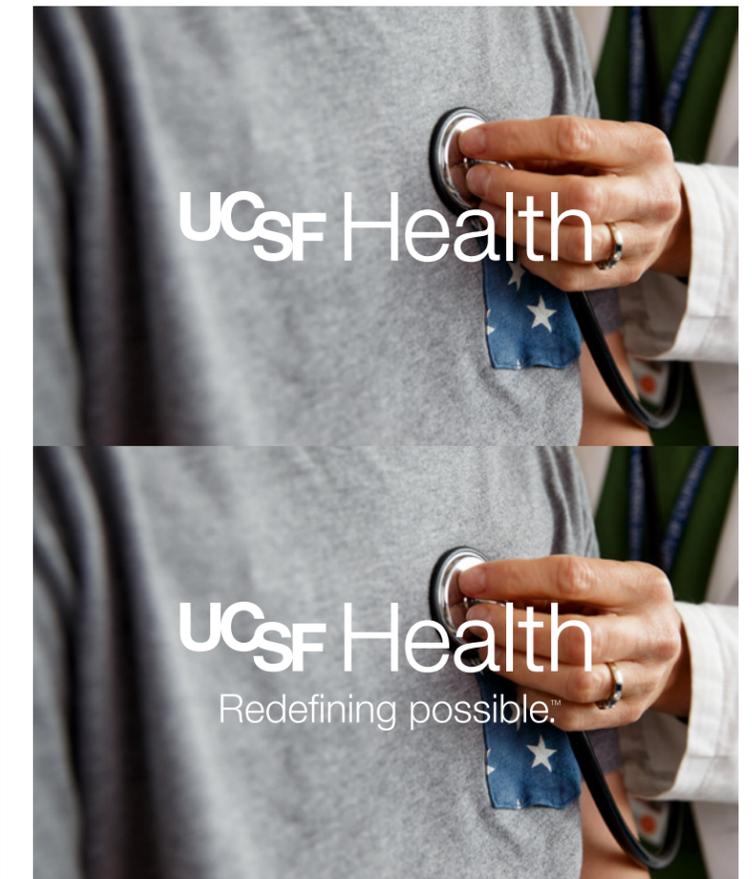
### REVERSED WHITE

UCSF Health

UCSF Health  
Redefining possible.™

Use the reversed white logo when de-emphasis of the logo is needed after leading with the full color or two color reversed version. Be sure there is adequate contrast between logos and backgrounds.

### IMAGE BACKGROUND



The reversed white logo can also be used when placing logos over images that don't allow enough contrast for color versions of the logos.

# UCSF Health

## Logo Clear Space, Minimum Size

### LOGOS CLEAR SPACE

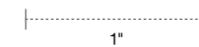


x = HEIGHT OF "UCSF"

Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the UCSF Health identity. The required amount of clear space to ensure maximum visibility and legibility of the logo is determined by the height of "UCSF." This same clear space requirement applies to the UCSF Health logo with tagline.

### SIZE

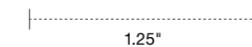
UCSF Health



LOGO MINIMUM PRINT SIZE: 1" WIDE (25.4MM)  
MINIMUM SCREEN SIZE: 120 PIXELS WIDE

UCSF Health

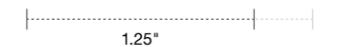
Redefining possible:



LOGO W/ TAGLINE MINIMUM PRINT SIZE: 1.25" WIDE (31.75MM)  
MINIMUM SCREEN SIZE: 150 PIXELS WIDE

UCSF Health

Parnassus Campus

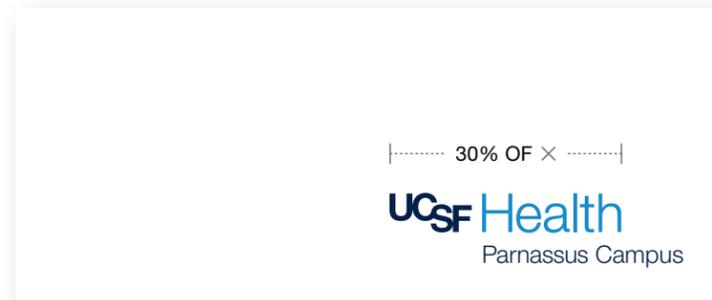
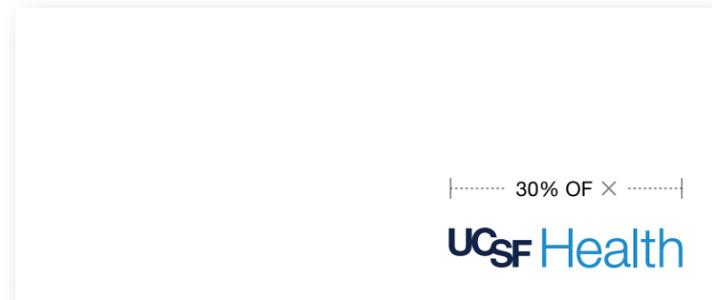


The minimum size of the logo is set for maximum visibility and impact. The logo may scale up significantly larger, but never use the lockup smaller than the minimum size. The UCSF Health logo should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts.

# UCSF Health

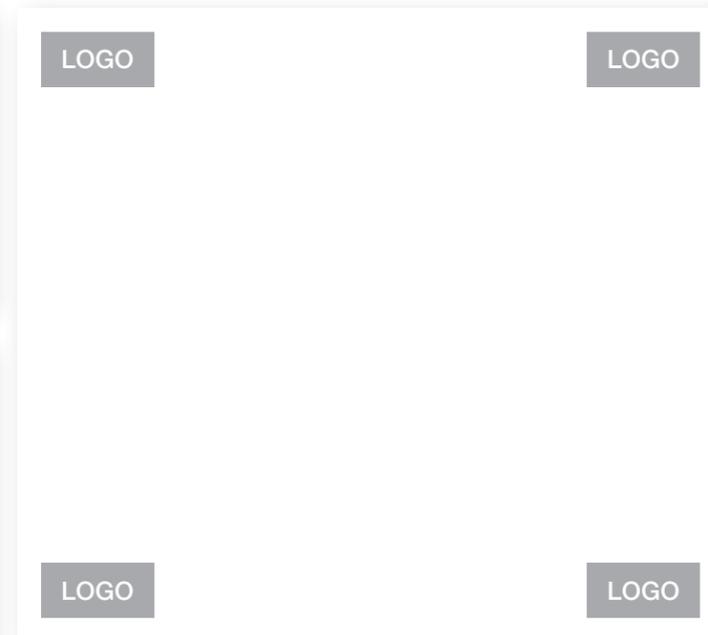
## Logo Relative Size, Placement

### UCSF HEALTH LOGO SIZING, PLACEMENT



..... X = APPLICATION WIDTH .....

The UCSF Health logo should not appear inappropriately large on any layout, surface or display. The width of the logo should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts.

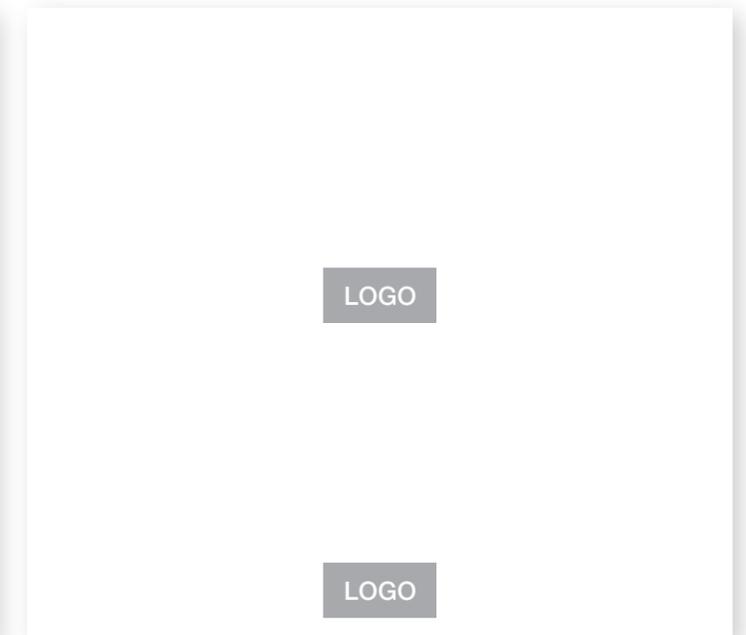


The location of the UCSF Health logo is important for recognition. In both horizontal and vertical applications, logo placement should align with one of the corners. It can also be left or right aligned to other content.

### UCSF HEALTH LOGO WITH TAGLINE SIZING, PLACEMENT



The UCSF Health logo with tagline also should not exceed 30 percent of the total width of a layout, with the exception of extreme vertical layouts.



The UCSF Health logo with tagline should always appear centered within an application. In both horizontal and vertical applications, logo placement should be centered within application or centered at the bottom.

# UCSF Health

## Representing Sub-Brands and Entities

When representing UCSF Health as an umbrella, there may be a need to emphasize the clinical sub-brand and/or entities. Set each name in Helvetica Neue Light type rather than featuring multiple UCSF logos.

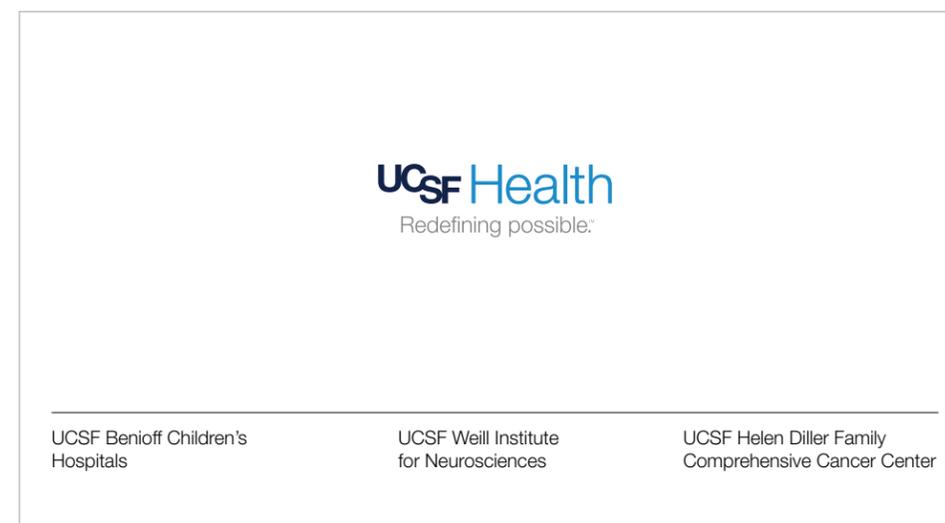
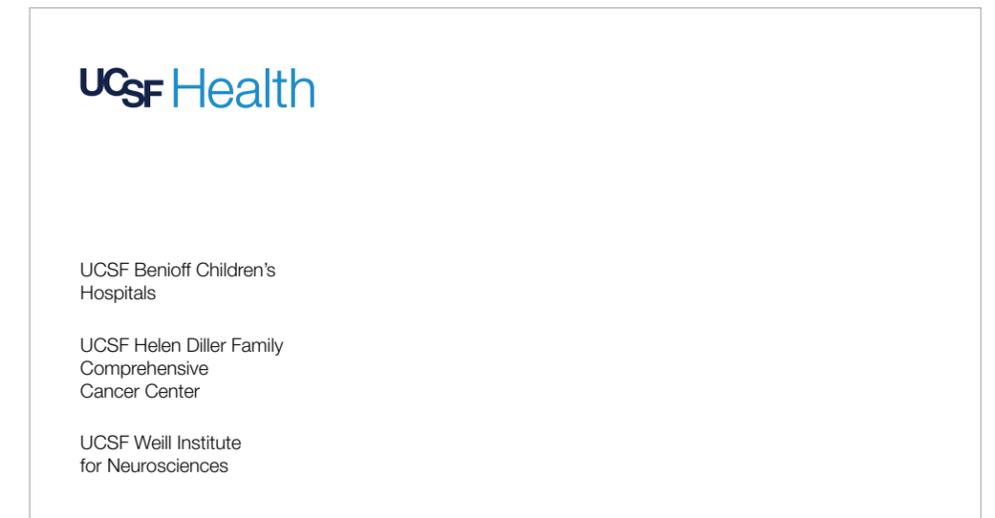
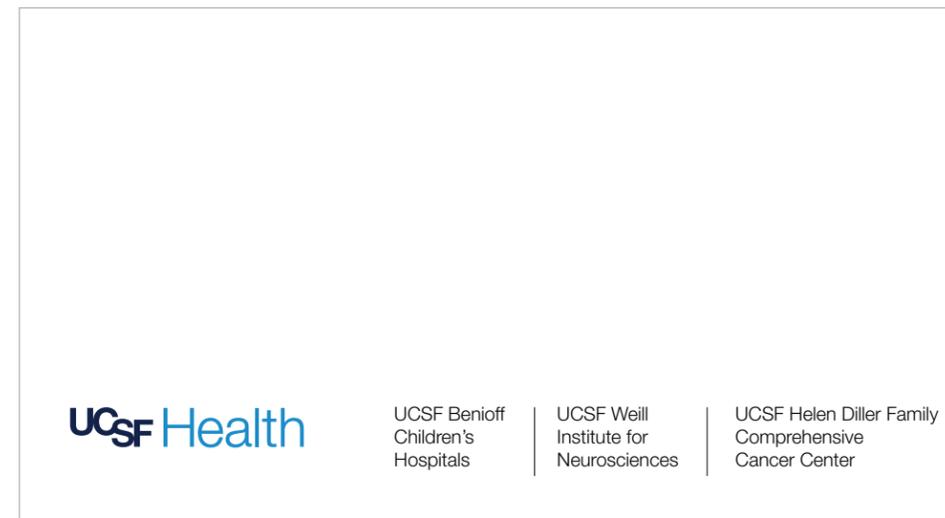
Note that this treatment is only for clinical/patient care areas.

If you are representing non-clinical services, the leading logo should be the UCSF master brand.

### Hierarchy

The conditions that determine the hierarchy of clinical sub-brand or entity names will vary, and should be discussed with internal partners prior to design.

### SUB-BRAND AND ENTITIES IN TYPE



# UCSF Health

## Using the Various Brand Elements Together

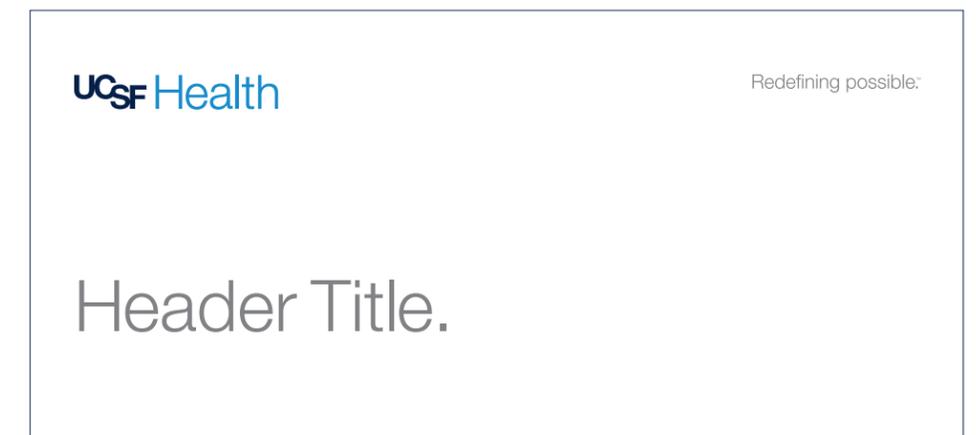
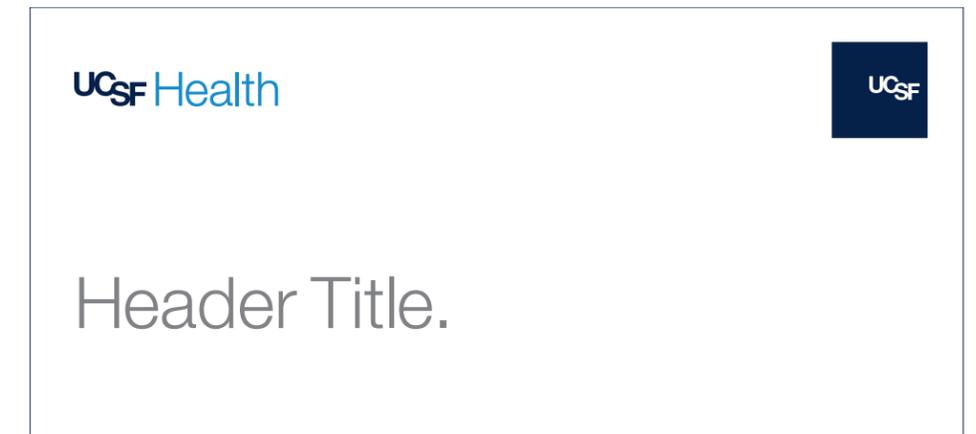
To reinforce our connection with UCSF and to increase recognition, the UCSF Health logo can be used in conjunction with the navy UCSF logo expression. Other color variations of the UCSF logo expression should not be used with the UCSF Health logo. When staging the logo box and the UCSF Health logo together in layout, it is important that they remain separate yet aligned.

The tagline (Redefining possible.™) may also be used independently in conjunction with the UCSF Health logo.

### Logo Resources

The UCSF logo expression can be downloaded at:  
[identity.UCSF.edu](https://identity.ucsf.edu)

### USING MULTIPLE BRAND ELEMENTS



# UCSF Health

## Retiring the UCSF Medical Center Logo

The UCSF Medical Center logo will be retired and replaced with UCSF Health. UCSF Medical Center was a category/umbrella brand for our adult clinical services that did not exclusively pertain to cancer or neurosciences. It will now be represented by the UCSF Health logo.

UCSF Medical Center will refer to specific buildings on the UCSF Health campuses only, and will no longer have a logo associated with it. The UCSF Medical Center name will be referred to in text only.

Replacing the UCSF Medical Center logo began in Summer 2017, after which there is a 2-3 year grace period for replacing items.

### PREVIOUS

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UCSF Medical Center was previously used as a category/umbrella brand for our adult clinical services.

### CURRENT

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Beginning in Summer 2017, the UCSF Health logo will be used to represent adult services that do not exclusively pertain to cancer or neurosciences. It will also be used as the umbrella brand to represent combinations of adult services in addition to pediatric services and/or entities.

### UCSF HEALTH MAIN CAMPUSES

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This campus includes:

- UCSF Medical Center at 505 Parnassus Avenue
- The Ambulatory Care Center at 400 Parnassus
- Any other clinical (patient care) buildings at Parnassus



This campus includes:

- UCSF Medical Center at Mission Bay
- UCSF Betty Irene Moore Women's Hospital and UCSF Bakar Cancer Hospital (1855 4th Street)
- UCSF Ron Conway Family Gateway Medical Building (1825 4th Street)
- UCSF Benioff Children's Hospitals San Francisco (1975 4th Street)
- UCSF Orthopaedic Institute at 1500 Owens St.
- Any other clinical (patient care) buildings at Mission Bay



This campus includes:

- UCSF Medical Center at Mount Zion (1600 Divisadero Street)
- UCSF Helen Diller Family Comprehensive Cancer Center at 1600 Divisadero
- UCSF Women's Health Center at 2356 Sutter Street
- Any other clinical (non-campus) buildings at Mount Zion

# UCSF Benioff Children's Hospitals

## Logo and Tagline

The UCSF Benioff Children's Hospital logo lock-up is now set in Helvetica Neue Light to align with our family of UCSF logos. All versions are available as a single-lined version or stacked version.

The UCSF Benioff Children's Hospitals logo lock-up should be treated as one unit and should never be divided, modified or redrawn in any way.

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### Logo Resources

Select UCSF Benioff Children's Hospitals logos can be downloaded from [identity.UCSF.edu](https://identity.ucsf.edu). To request a logo for your department, email [healthbrand@ucsf.edu](mailto:healthbrand@ucsf.edu).



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The UCSF Benioff Children's Hospitals logo lock-up comprises two elements: the logo lock-up and the clinical tagline. Each element has been specially placed, sized and rendered to bear a precise relationship to the other.

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The logo lock-up and tagline should be treated as one unit and should never be modified or redrawn in any way. Our tagline is a registered trademark. Always include the ™ symbol with the tagline.

# UCSF Benioff Children's Hospitals

Using the Various Brand Elements Together

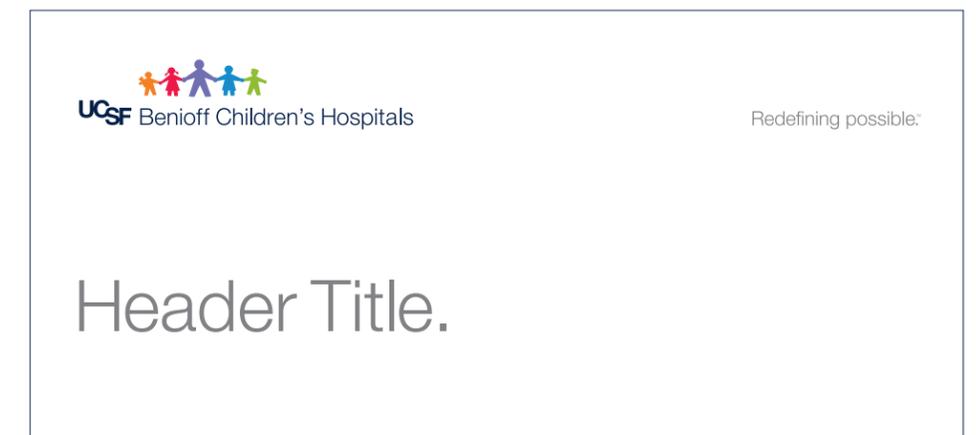
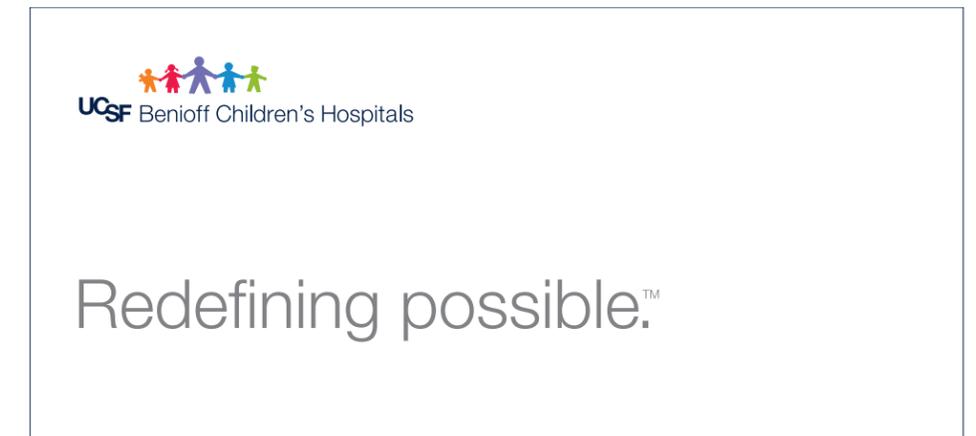
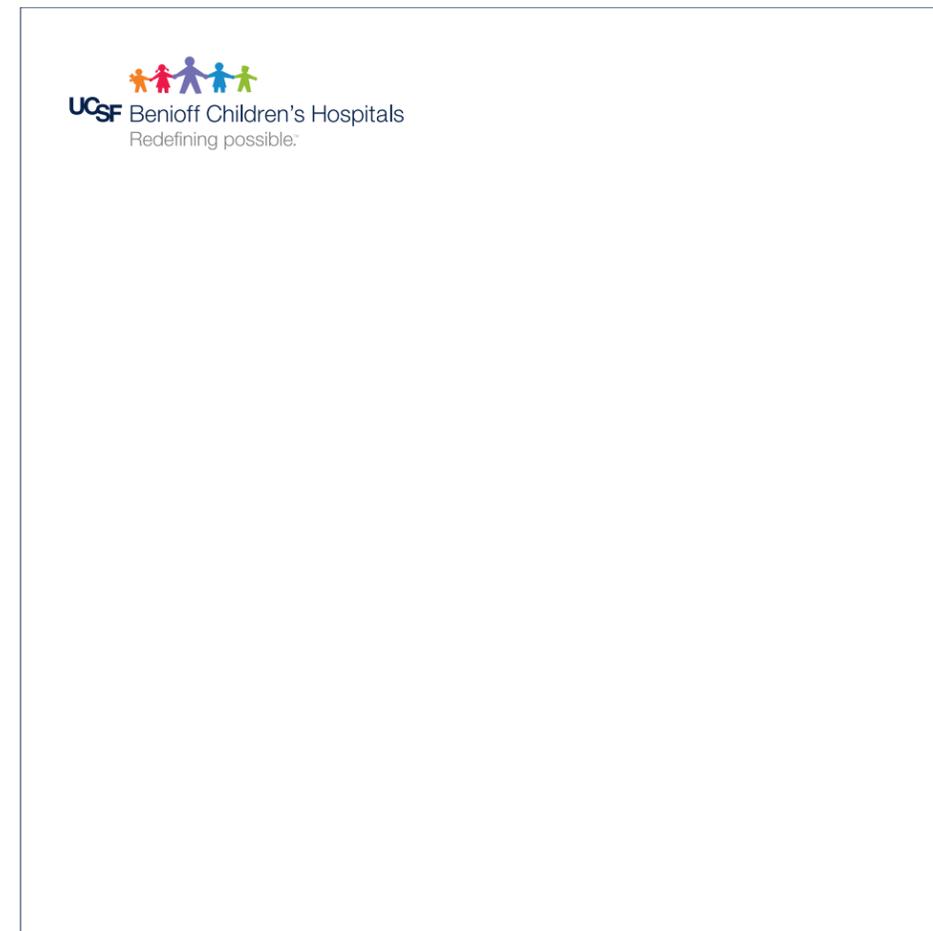
The UCSF Benioff Children's Hospitals logo with tagline should be reserved for advertising or as a sign-off on collateral.

The tagline (Redefining possible.™) may also be used independently in conjunction with the UCSF Benioff Children's Hospitals logo. When staging the logo and tagline together in layout, it is important that they remain separate yet aligned.

## Logo Resources

Select UCSF Benioff Children's Hospitals logos can be downloaded from [identity.UCSF.edu](https://identity.ucsf.edu).

## USING MULTIPLE BRAND ELEMENTS



# UCSF Benioff Children's Hospitals

## Logo Location and Service Lines

The UCSF Benioff Children's Hospitals logo lock-up structure is designed to communicate the hospital name and the location when applicable. All versions are available as a single-lined version or stacked version.

The UCSF Benioff Children's Hospitals logo lock-up should be treated as one unit and should never be divided, modified or redrawn in any way.

### Logo Resources

Select UCSF Benioff Children's Hospitals logo lock-ups can be downloaded at: [identity.UCSF.edu](http://identity.UCSF.edu)

### CLINICAL SUB-BRAND

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### LOCATIONS

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### MAIN SERVICE LINES

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### CLINIC / SERVICE NAMES

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# UCSF Benioff Children's Hospitals

## Singular and Plural Logos

UCSF Benioff Children's Hospitals is communicated as both singular and plural in specific applications. Use the following chart to select the appropriate nomenclature and logo. All versions are available as a single-lined version or stacked version.

### SINGULAR

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### PLURAL

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#### Logo Resources

Select UCSF Benioff Children's Hospitals logo lock-ups can be downloaded at:  
[identity.UCSF.edu](http://identity.UCSF.edu)



# UCSF Benioff Children's Hospitals

## Logo Color Specifications

The full-colored version of the UCSF Benioff Children's Hospitals logo lock-up is the preferred option for all visual communications. The logo lock-up is made up of colors from the master brand color palette.

The logo lock-up with tagline features an additional color, Pantone Cool Gray 9.

### COLOR LOGO



### COLOR SPECIFICATIONS

|   |   |   |  |  |
|---|---|---|--|--|
| <b>Pantone 158 C</b><br>C0 M61 Y97 K0<br>R244 G128 B36<br>#F48024         | <b>Pantone 192 C</b><br>C0 M100 Y68 K0<br>R236 G24 B72<br>#EC1848 | <b>Pantone 2665 C</b><br>C62 M60 Y0 K0<br>R113 G111 B178<br>#716FB2 | <b>Pantone Process Blue C</b><br>C100 M10 Y0 K10<br>R23 G140 B203<br>#178CCB | <b>Pantone 390 C</b><br>C44 M5 Y100 K0<br>R144 G189 B49<br>#90BD31 |
| <b>Pantone 7463 C</b><br>C100 M90 Y39 K45<br>R5 G32 B73<br>#052049        |   |   |  |  |
| <b>Pantone Cool Gray 9 C</b><br>C0 M0 Y0 K60<br>R128 G130 B133<br>#808285 |   |   |  |  |

### Color Specifications

For further color specifications including interactive color usage and tints, please reference the brand portal: [identity.UCSF.edu](https://identity.ucsf.edu)

# UCSF Benioff Children's Hospitals

## Logo Color Versions, Backgrounds

### NAVY



The full color logo is the preferred version for representing UCSF Benioff Children's Hospitals. When using this version, it should always appear against white. As a general rule, avoid placing the logo lock-ups on colored backgrounds.

### BLACK



The black UCSF Benioff Children's Hospitals logo lock-up is available when black and white or grayscale designs are needed. When using the black versions, white is the preferred background color. Avoid placing dark lock-ups on colored backgrounds to ensure adequate contrast and legibility.

### REVERSED



Use the reversed version (white) when placing the UCSF Benioff Children's Hospitals logo lock-up over navy or dark backgrounds. Be sure there is adequate contrast between lock-ups and backgrounds to ensure legibility. Reverse out of solid black only in black and white applications.

### COLOR BACKGROUND



The UCSF Benioff Children's Hospitals logo lock-up may be reversed out of any color within the UCSF color palette.

# UCSF Benioff Children's Hospitals

## Logo Clear Space, Minimum Size

### LOGO CLEAR SPACE



X = HEIGHT OF "UCSF"

Providing the right amount of clear space around the logo makes it easier to distinguish, and reinforces the importance of the UCSF Benioff Children's Hospital identity. The required amount of clear space to ensure maximum visibility and legibility of the logo is determined by the height of "UCSF."

A similar clear space requirement applies to the UCSF Benioff Children's Hospital logo lock-up with tagline, location or service line. The required amount of clear space to ensure maximum visibility and legibility is determined by the height of "UCSF."

### MINIMUM SIZE



The minimum size of the logo is set for maximum visibility and impact. The logo may scale up significantly larger, but never use the lockup smaller than the minimum sizes recommended above.

# Incorrect Usage

## All UCSF Logos

The impact of our logos is dependent on proper, consistent use. Any changes to the shape and color of UCSF logos and logo lock-ups will change or diminish the important values, ideas and meanings with which it is associated. Logos are, among other things, symbols of reputation: alter them, and they can subtly shift perceptions of the institutions they stand for. For this reason, strict adherence to the correct logo and logo lock-up structure and implementation is critical.

1. Don't change the colors within the logo, tagline or service line
2. Don't reposition tagline
3. Don't lock up copy with logo
4. Don't change the size or proportion of the elements which make up the logo
5. Don't change configuration of the elements of the logo
6. Don't position any elements within the allotted "clear space" of the logo
7. Don't frame the logo within a shape
8. Don't add a drop shadow or effects to the logo
9. Don't distort the logo
10. Don't place the logo at an angle
11. Don't change the opacity of the logo
12. Don't bleed logo off the edge of a page or place it too close to the edge
13. Don't alter placement or type size/weight of service or location line
14. Don't create your own service or location line lock-up

# Entities

## Joint Campus and Clinical

Entities represent umbrella organizations that combine elements of research, education, and patient care. The design of this logo lock-up structure places greater prominence on the clinical entity name to highlight the cross-section of disciplines.

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### Logo Resources

All entity logo lock-ups must be approved by University Relations. Visit [identity.UCSF.edu](https://identity.ucsf.edu) for logo assets and more information on logos for groups within these entities.

The logo for the Weill Institute for Neurosciences features the UCSF logo on the left, followed by the text "Weill Institute for Neurosciences" in a dark blue, sans-serif font. The UCSF logo consists of the letters "UCSF" in a bold, sans-serif font, with the "U" and "C" overlapping.The logo for the Helen Diller Family Comprehensive Cancer Center features the UCSF logo on the left, followed by the text "Helen Diller Family Comprehensive Cancer Center" in a dark blue, sans-serif font. The UCSF logo consists of the letters "UCSF" in a bold, sans-serif font, with the "U" and "C" overlapping.



# Visual System

## Overview

UCSF Health is an integral part of the UCSF brand. As such, UCSF Health embraces the visual elements of the enterprise. These elements, when used together, create a consistent look and feel that embodies the UCSF brand. Visit the UCSF brand portal for guidance on how to use each element of the system. When used properly, the system provides a solid foundation for telling the UCSF Health story in a visually compelling way.

It is critical that all UCSF materials and communications — both print and web — 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 trust and loyalty.

### UCSF Brand Portal

Access guidelines and assets for each element of the visual system at: [identity.UCSF.edu](http://identity.UCSF.edu)

### LOGO



### TYPOGRAPHY

Aa

#### Helvetica Neue

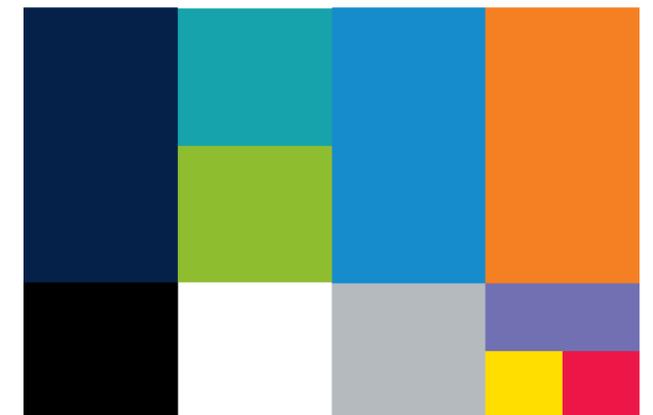
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,;:?!@#\$\$%^&\*~)

Aa

#### Granjon

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 (,;:?!@#\$\$%^&\*~)

### COLOR



### PHOTOGRAPHY



### EDITORIAL EXPRESSION

Dream.  
*do.*

Lead.  
*empower.*

Imagine.  
*create.*

Teach.  
*inspire.*

### GRAPHIC SYSTEM



# Applications

When individual brand elements are brought together in the right way, they create visual expressions that are both engaging and memorable. The following section showcases best practices for how to apply the visual system across a range of touchpoints. In each example, note how the logo lock-up, typography, color, photography and graphic expression work together to visually create an emotional connection to UCSF Health.

# Applications

## Overview

The UCSF Health brand is expressed across a range of applications. The following section provides an overview of how to implement the UCSF Health visual system to create consistency and build a strong connection to the UCSF brand.

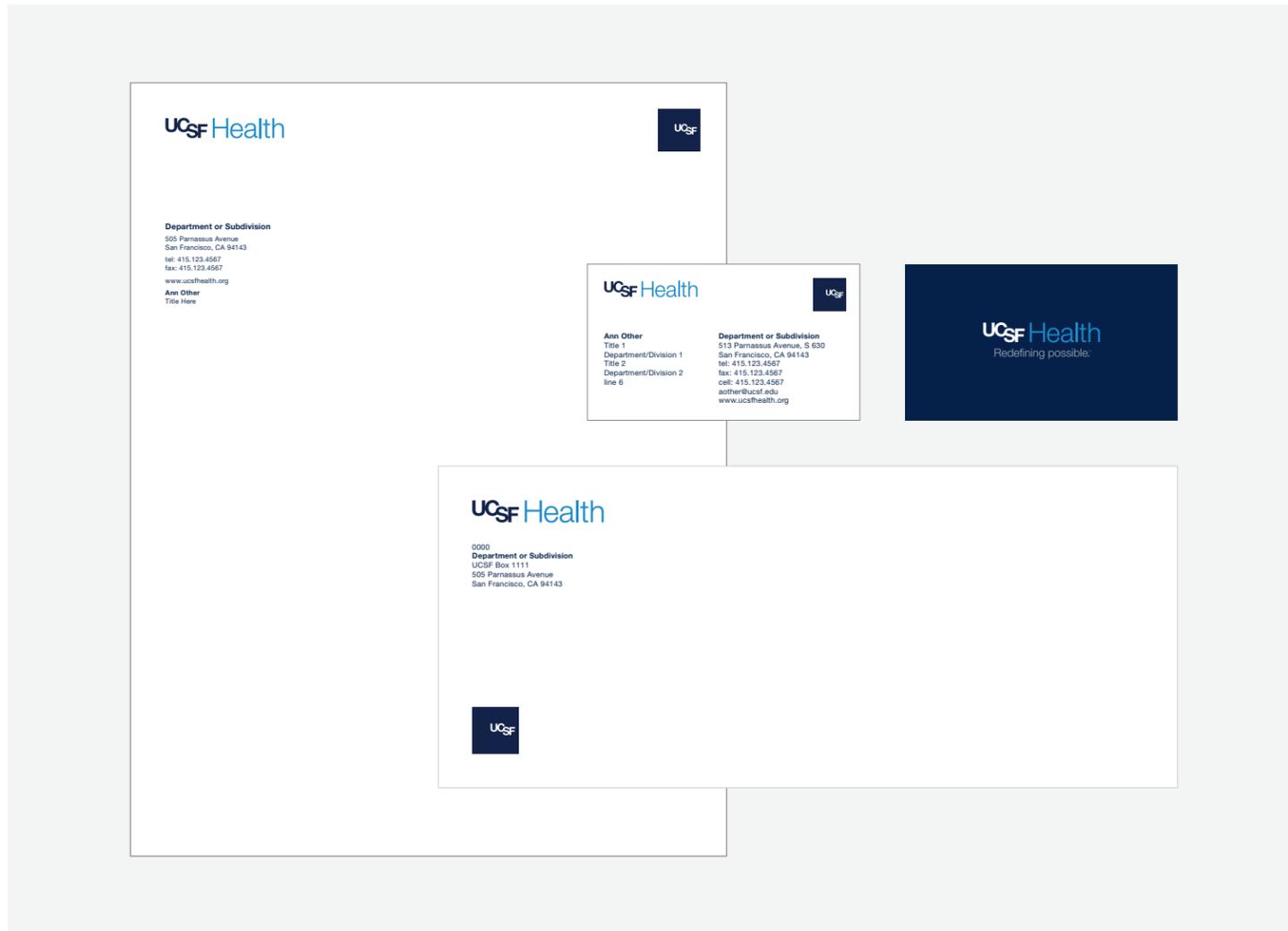
There will be separate guidelines created for digital applications such as websites and social media channels.



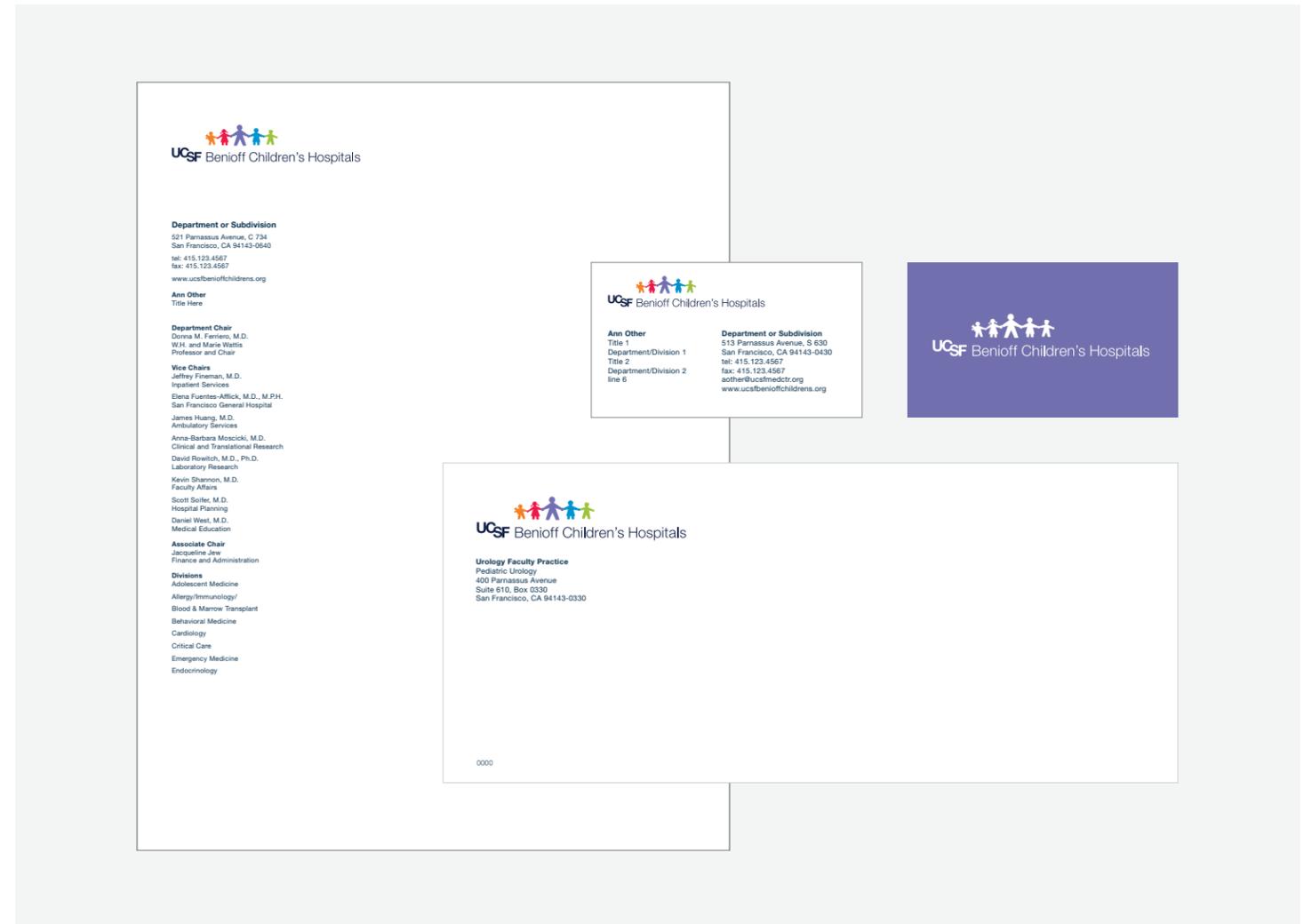
# Business System

## Clinical Brand Umbrella and Clinical Sub-Brand

### UCSF HEALTH



### UCSF BENIOFF CHILDREN'S HOSPITALS



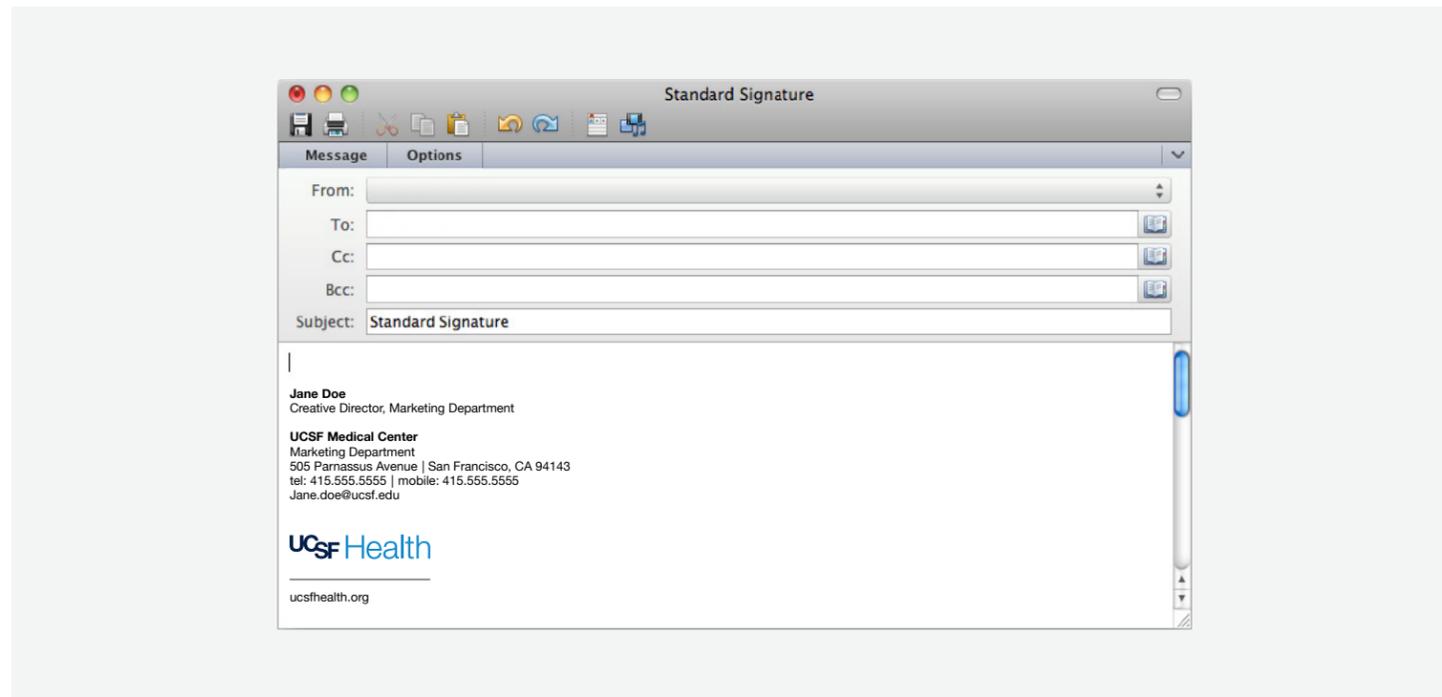
UCSF Health and UCSF Benioff Children's Hospitals stationery has been created as part of our visual brand identity. Employees of the UCSF Weill Institute for Neurosciences and the UCSF Helen Diller Family Comprehensive Cancer Center will continue to use the existing UCSF stationery for their entities.

To view the full range of stationery offerings and to place an order, please visit the Documents and Media stationery site at [tiny.ucsf.edu/stationery](http://tiny.ucsf.edu/stationery). Stationery previously branded with the UCSF Medical Center logo or the combined UCSF Medical Center/UCSF Benioff Children's Hospitals logo will be replaced with the new UCSF Health stationery.

# Business System

## Email Signature Options

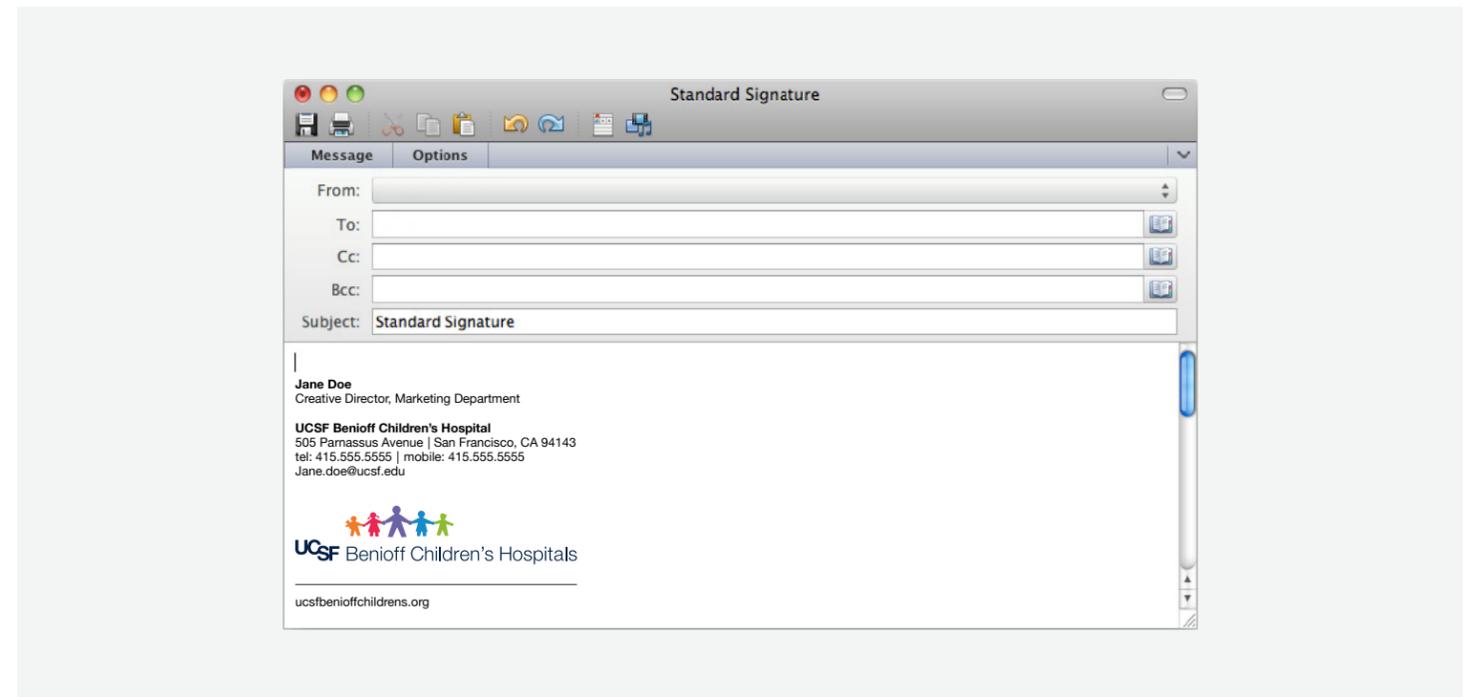
### CLINICAL BRAND UMBRELLA EMAIL SIGNATURE



#### Specifications

- Type is 10pt Arial
- Name is bold
- Line space after title, department/division
- Hospital, building or service line name in bold if applicable
- Place logo art at designated size (width of UCSF logo is 67 pixels wide)
- Include rule underneath logo allowing for clear space
- Website and social media links will go underneath the logo art
- Signature information is 100% black (except the UCSF Health logo)
- Weill and Diller clinical employees should use the UCSF signature, not the UCSF Health signature option

### CLINICAL SUB-BRAND UMBRELLA EMAIL SIGNATURE



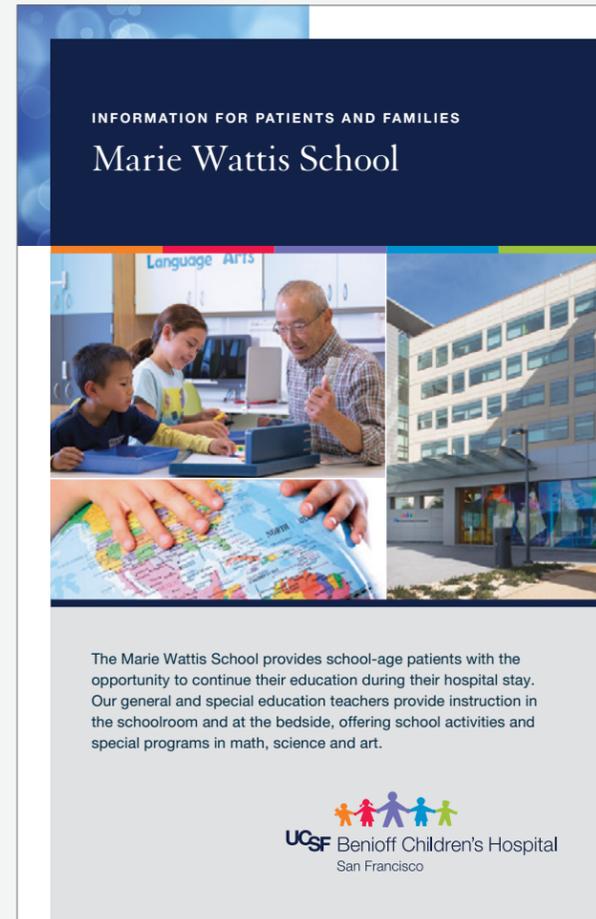
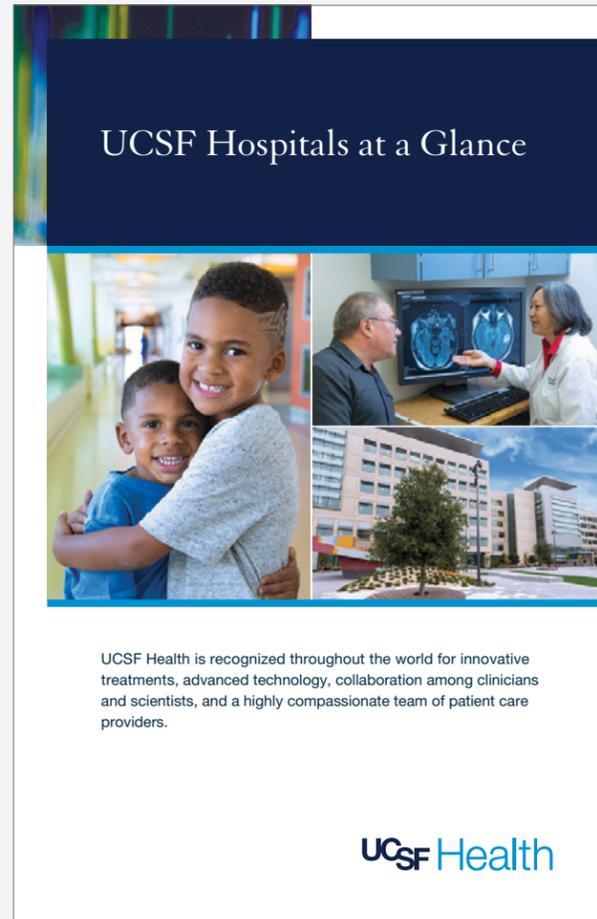
#### Specifications

- Type is 10pt Arial
- Name is bold
- Line space after title, department/division
- Department/division in bold
- Place logo art at designated size (UCSF logo within logo lock-up is 50 pixels wide)  
For UCSF Benioff Children's Hospitals logo, place logo art at minimum size of 260 pixels wide (refer to pg. 46)
- Include rule underneath logo allowing for clear space
- Website and social media links go underneath the logo lock-up art
- Signature information is 100% black (except UCSF Benioff Children's Hospitals logo)

# Collateral

## Brochures

### EXAMPLES OF BROCHURES (SAMPLE COVERS)



# Collateral

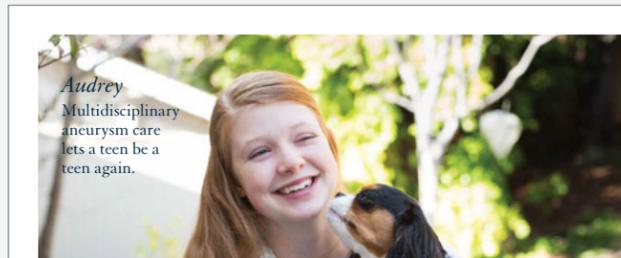
## Brochures

### EXAMPLE OF A BROCHURE

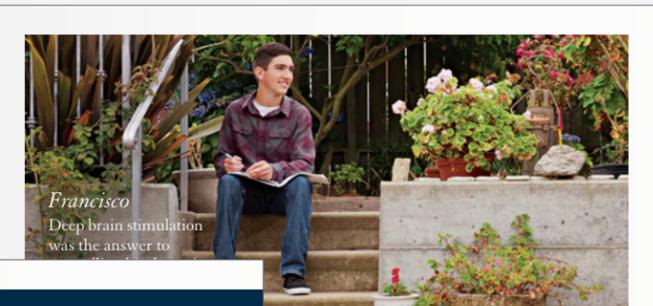


**Pediatric Brain Center**

By bringing together experts from all specialties related to brain health in children, the Pediatric Brain Center is advancing the standard of care for young patients with complex brain disorders.

*Audrey*  
Multidisciplinary aneurysm care lets a teen be a teen again.



*Francisco*  
Deep brain stimulation was the answer to

**Numerous experts, a singular focus**

Renowned experts throughout the UCSF research community support our skilled physicians, and when treatment questions arise, we strive to find answers that can be quickly applied to the care of our patients. U.S. News & World Report ranks our program among the top pediatric neurology and neurosurgery programs in the nation, and the best in California.

**A specialized team for each patient**

Rather than the typical experience in which a patient may see one doctor and then be referred to another specialist, and then another, chasing multiple appointments over weeks, the Pediatric Brain Center's physicians, nurses and other key staff coordinate the care around the patient, assembling a team designed to meet the patient's specific medical needs.

**A centralized hub for complex patients**

By uniting a highly specialized team of specialists, the Pediatric Brain Center brings top researchers and clinicians together in one location, helping foster new treatments and speeding their delivery to young patients.

**Easing the burden on families**

The multidisciplinary nature of pediatric brain care can make it difficult for families to navigate the system, especially those traveling from afar. To take some of the burden off families, UCSF Benioff Children's Hospitals offer visit coordination to facilitate transportation and accommodation during their child's assessment.

**Translating discoveries into treatments**

Also, the Well Family Foundation and Joan and Sanford I. "Sandy" Well recently donated \$185 million to establish the UCSF Well Institute for Neurosciences, in an ambitious effort to accelerate the development of new therapies for diseases affecting the brain and nervous system. The PBC offers clinically integrated care to children with a wide range of neurological disorders and creates a tight translational research loop. Questions generated from the bedside at UCSF Benioff Children's Hospital San Francisco move rapidly to the UCSF research community, and as results come in, the answers circle back to the clinical team. In fact, the UCSF Sandler Neurosciences Center, where innovative brain research takes place, is directly across the street from the San Francisco hub of the PBC.

**Medications and botulinum toxin injections, which control dystonia symptoms in some patients, didn't work for Francisco. But there was still a ray of hope: UCSF is one of only a few hospitals in the US offering deep brain stimulation (DBS) to curb the symptoms of dystonia.**

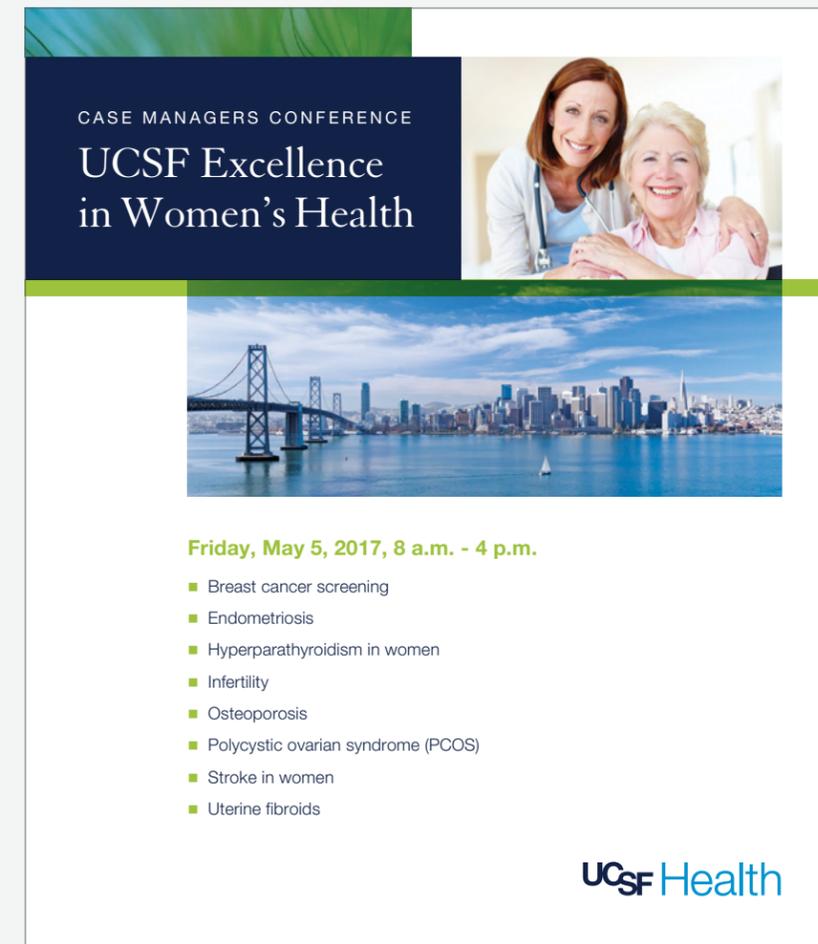
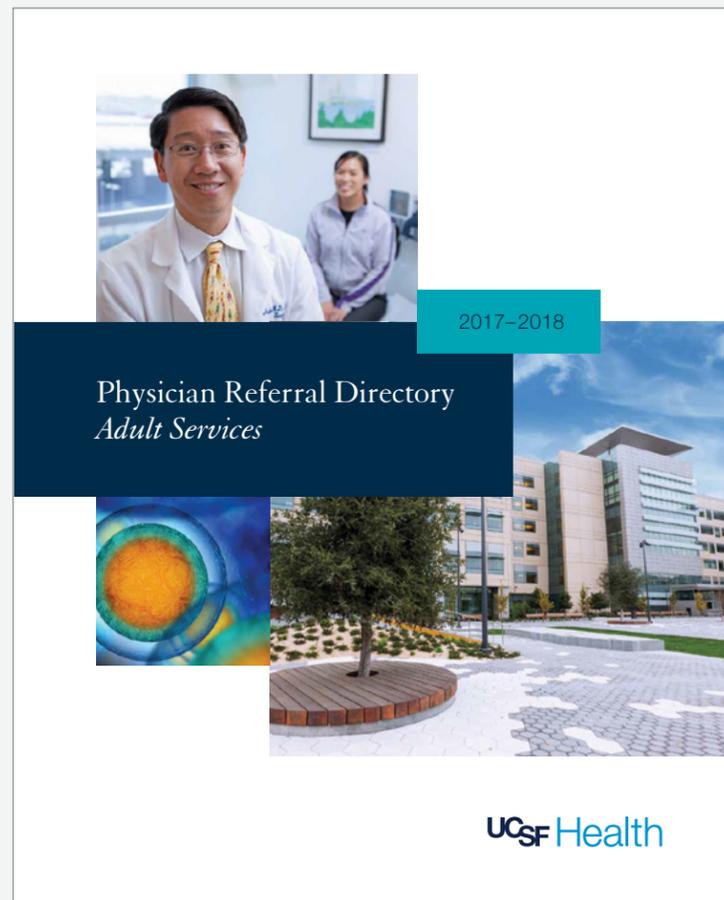
**The procedure involves placing thin wires capped with tiny electrodes in the areas of the brain shown by sophisticated testing to be the origin of the problem. Precise placement of the electrodes is critical, so surgery is performed while the patient is inside an MRI scanner, which provides real-time images of the brain, allowing pinpoint accuracy for electrode placement and on-the-spot corrections. Francisco's surgery was successful and, now 18, he is virtually symptom-free and attending college. "He has his life back," says Dora.**

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# Collateral

## Covers

### EXAMPLES OF COVERS



# Collateral

## Postcards and Wallet Cards

### EXAMPLES OF POSTCARDS AND WALLET CARDS

Adult Epilepsy Center and Surgical Program  
[www.ucsfhealth.org/epilepsy](http://www.ucsfhealth.org/epilepsy)

Our program is a major referral center for patients throughout the western United States and offers state-of-the-art diagnostic and treatment options for people with epilepsy.

UCSF Weill Institute for Neurosciences

World-renowned experts and the most advanced tools and techniques enable the UCSF Adult Epilepsy Center and Surgical Program to deliver new hope for patients with epilepsy that has been difficult to control using standard treatments. Designated a Level 4 Epilepsy Center by the National Association of Epilepsy Centers, our comprehensive program is a major referral center for patients throughout the western United States.

UCSF Weill Institute for Neurosciences

NOW AVAILABLE  
Physician Referral Directory  
*Adult Services*

The 2017-2018 directory provides information about our physicians and services. To request a copy, please contact us at 800-444-2559, or visit our online Find a Doctor directory at [www.ucsfhealth.org/findadoctor](http://www.ucsfhealth.org/findadoctor).

UCSF Health

INFORMATION FOR FAMILIES  
Emergency Care  
for Children

Our Children's Emergency Department provides the highest-quality care and support for kids and families.

UCSF Benioff Children's Hospital  
San Francisco

# Official Apparel

## Logo Sizing and Application

When applying logos on official apparel, logo sizing may be dependent on sizes and styles of apparel. Consult your apparel vendors about artwork specifications and recommendations.

The maximum area to represent your logo lock-up on official apparel is 4" wide or 1.5" high. Depending on the proportion of your lock-up, use the maximum width or maximum height to determine optimum logo sizing for official apparel.

Apparel for the UCSF Weill Institute for Neurosciences and the UCSF Helen Diller Family Comprehensive Cancer Center will use their respective existing logos.

### Note

All clinical lab coats and official apparel must be approved by the UCSF Health Marketing team and University Relations.

### RECOMMENDED SIZING



UCSF Health



### MAXIMUM WIDTH OR HEIGHT



UCSF Benioff Children's Hospitals



UCSF Health  
Redefining possible.™