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.

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

**EDITORIAL EXPRESSION**

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

**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.

**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.